

# Doritos couldn't ignore these Montrealers' screams for attention

BY BILL BROWNSTEIN, THE GAZETTE MAY 10, 2009

The plan was to have that new bag of Doritos on your dépanneur shelf scream out at you in the hopes that you purchase it. The bag may not scream - just yet - but the promotion behind it does.

A group of eight Montrealers - students and slackers among them - is in the chips, a little, as a result. They have screamed their way to glory in winning a Canada-wide contest by Doritos to find a name for the brand's new mystery chip - previously in a white bag with a dollar sign boldly emblazoned on it - and to create a 30-second TV commercial to support the campaign. The team, known collectively as Boo Ya Pictures, came up with Scream Cheese and, as the title suggests, a 30-second clip entailing much screaming.

The ad is now running on the tube, and the Scream Cheese chips now sit on your dépanneur shelf waiting to be devoured.

No fools, those Doritos folks. They could have gone the ad-agency route and spent many millions to come up with a marketing campaign and state-of-the-art TV commercial. Instead, they'll only have to pay the Boo Ya gang \$25,000 plus one per cent of Scream Cheese Doritos sales.

It's worth noting that the Boo Ya team spent all of \$300 on its ad. The spot is not only hysterically hollering, but extremely well crafted. Among the various vignettes within: A goofy guy yelling at a stunned gal in an elevator: "I like your hair! Do you like to party?" A loud-mouthed lout bellowing inside a theatre: "This is a great movie!" And a young woman, unclear on the concept of library silence, shrieking: "Where is the non-fiction section?"

Doritos announced the naming contest three months ago. The company received over 2,100 entries, all aired on DoritosGuru.ca. The site was ranked the most subscribed page in Canada, with more than 1.5 million hits.

Ryan Coopersmith, a 21-year-old film student at Concordia and one of the Boo Ya head honchos, notes that the ad was inspired by "rock videos and deep anger-management issues." And he would appear to be correct on both counts.

His Boo Ya partner Adam Sand, a 21-year-old who dropped out of political science at Concordia last semester, points out that they have been making movies since they were kids.

For the last three summers, Sand and Coopersmith have been hanging with Adam Sandler and writing and producing Internet shorts for Norm Macdonald and Rob Schneider.

"We were basically unpaid interns, but it was a blast and great experience," Sand says.

But enough with working pro bono. After dividing up a little cash with their six other partners, Sand and Coopersmith will be investing \$15,000 of their winnings into the production of their first feature film.

"Like our previous work, the film will be a randy, risqué comedy that my father probably won't approve of," Sand says. "And hopefully that one per cent of sales will help put us over the top."

Not surprisingly, Doritos has indicated a desire to maintain a relationship with Boo Ya Pictures. "They have said that if they make more commercials for this campaign, they would like to work with us," Sand adds. "Because they say that we're part of the family now."

To see the ad, go to [www.doritosguru.ca](http://www.doritosguru.ca).