

EVENT BOOKLET 2023



THE CHALLENGER
BY TUBC

Qualified Teams

From the 153 applicant teams, we narrowed down to 18 qualified teams and 2 representative teams from Mahidol University International College and Chulalongkorn University.

Team	University
Abby Consulting	Chulalongkorn University
Bangkok Consulting Group	Chulalongkorn University
Barbie Consulting	Thammasat University
Big Steppers	Mahidol University International College
Cash Cows	Chulalongkorn University
CHA(Thai Low Sugar)LENGER	Chulalongkorn University
Chaiyo Consulting	Mixed
Cobalt Cruise*	Chulalongkorn University
crest	Thammasat University
FPST	Chulalongkorn University
hen ther laew jai lay lai	Thammasat University
Jeh yha ween	Thammasat University
Lalalay	Mixed
M(8)TE	Thammasat University
Mcmacmax	Chulalongkorn University
Panthera Consulting*	Mahidol University International College
Pendulum	Mahidol University International College
QuadB Consulting	Mahidol University International College
Shark Wow	Mixed
vCAN Consulting	Mixed

*Representative team

Team Divisions and Finalists

Slot	A	B	C	D
1	QuadB Consulting	Panthera Consulting	Lalalay	Pendulum
2	Abby Consulting	FPST	Mcmacmax	CHA(Thai Low Sugar)LENGER
3	Cash Cows	hen ther laew jai lay lai	Cobalt Cruise	Jeh yha ween
4	Shark Wow	crest	Bangkok Consulting Group	Big Steppers
5	M(8)TE	vCAN Consulting	Chaiyo Consulting	Barbie Consulting

Event Schedule

Date	Activities	Venue
July 1-26, 2023	Application Period	Online Application
July 29 – August 5, 2023	Qualifying Round	Online Submission
August 26, 2023	Presentation Round	Marriott Marquis Queen's Park



The Challenger 2023 by TUBC Case – Lay’s MAX

Introduced in 2021, Lay’s MAX has quickly gained ground, offering a selection of 4 flavors that promise an elevated snacking experience. However, despite the brand’s efforts, there was confusion among consumers about the differentiation between Lay’s normal offerings and Lay’s MAX.

Recognizing the necessity of clarifying Lay’s MAX unique attributes compared to Lay’s core products, Lay’s Thailand then initiated a strategic relaunch in 2023. The key objective is to highlight Lay’s MAX’s distinct traits – bold flavors, unique features, and striking packaging that embodies the enhanced experience. These concepts are represented by “MAX Flavour”, “MAX Crunch”, and “MAX Design”. This new line features four permanent core flavors: "Ghost Pepper Extra Chili", "Spicy Barbeque", "Nori Seaweed Overload," and "Extra Sour Cream and Onion". Additionally, Lay’s MAX will also introduce limited-time flavors to maintain customer engagement.

Market research uncovered an opportunity for Lay’s MAX to drive its success by penetrating into the Thai youth demographic (age 15-29 years old). This group has distinct characteristics of seeking instant gratification, values spontaneity, and values self-expression. They also prioritize individuality, perfection, and freedom. Guided by these insights, Lay’s MAX aims to empower the youth to “Unleash their inner MAX” and explore campaigns that deeply resonate with this target audience, and foster loyalty.

However, there are limitations that needs to be acknowledged while devising campaign

1. Package size and pricing of Lay’s MAX are predetermined and cannot be altered
2. The selection of the 4 core flavors cannot be modified
3. Lay’s MAX is committed to exclusively targeting the Thai Youth
4. The primary objective is to develop marketing campaigns

Case question:

1. How can Lay’s MAX successfully foster strong emotional connection with Thai youth, through a shift in communication from product-centric to a consumer-centric approach. With a budget of 20 million baht, devise a 12-month plan, optimally distributing the budget throughout the time frame from maximum impact.
2. How can we leverage the potential of limited-time flavors through a captivating “Do Us a Flavour” campaign. This initiative encourages customers to contribute to new flavors, fostering engagement and long-term loyalty. Please present a detailed marketing communication plan (IMC) that encompasses both pre-launch and post-launch strategies along with clearly defined KPIs, all within a 35 million baht budget. A detailed 8-month plan is required, with the “Do Us a Flavor” campaign lasting at least 3 months.

Written by Ms. Tawan Sridecharinkul, under a supervision of Mr. Supawat Likittanawong



Judges

Qualifying Round

Name	Company
Nichakorn Siyamipakdi	Bain & Company
Chanon Hantaveevongsa	Osotspa Public Company Limited
Tanadol Sirichantakul	Credit Suisse
Piyush Saraf	Minor International Public Company Limited
Nunticha Jiratpikalpong	Bain & Company
Intira Setavoraphan	The Minor Food Group
Nattapong Vongchankit	Lakeshore Capital Partners Company Limited
Arnon Ariyawatkul	The Quant Group
Siripanha Moun	Bangkok Airways

The Challenger Round

Name	Company
Nont Armarttasn	Pepsi-Cola Thai Trading
Pantipar Pongchairerks	Pepsi-Cola Thai Trading
Chatkaew Chantarasap	Pepsi-Cola Thai Trading
Chonlakorn Apichattham	Pepsi-Cola Thai Trading
Kim Enriquez	Mondelez International (Thailand)
Chamaiporn Salasook	Mondelez International (Thailand)
Karuna Nakara	Kiatnakin Phatra Securities
Nontakarn Tantisrisuk	Kiatnakin Phatra Securities
Charudej Lertsumitkul	Google Thailand Company Limited
Ratanasiri Tilokskulchai	Tetra Pak (Thailand)
Wiwit Kiat-anupong	Lakeshore Capital Partners Company Limited
Pitikarn Suriyamongkol	Shopee Pay (Thailand) Company Limited
Anake Pinvanichkul	TMT Steel Public Company Limited





THE CHALLENGER

BY TUBC

**' CHALLENGE YOUR LIMITS,
NEVER MISS AN OPPORTUNITY '**

มหาวิทยาลัยธรรมศาสตร์

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