

# MR. TAYTO CASE STUDY

As anyone who has ever lived in Ireland will know, Tayto Crisps (a leading brand of fried potato chips), produced by Largo Foods, are a national institution. Tayto crisps is a brand that is consumed and loved at all levels of society, and is as much a part of the fabric of Irish life as Guinness or the GAA all-Ireland football final. Tayto has a long and illustrious history, so it was not too big a leap to consider producing a book that looked at the history of this much loved product. As a marketing exercise it was decided that, rather than employ an academic approach to the tone of the book, it should be done with humour and with a visual style and design that would make a strong impact with Tayto lovers everywhere.

*'Mr Tayto, The Man Inside The Jacket'*, was a collaboration between the creative team now working as AMP Visual, Rita Kirwan - brand manager, and the marketing department of Largo Foods and Double Z - the production company behind the Podge and Rodge characters. We had worked with Double

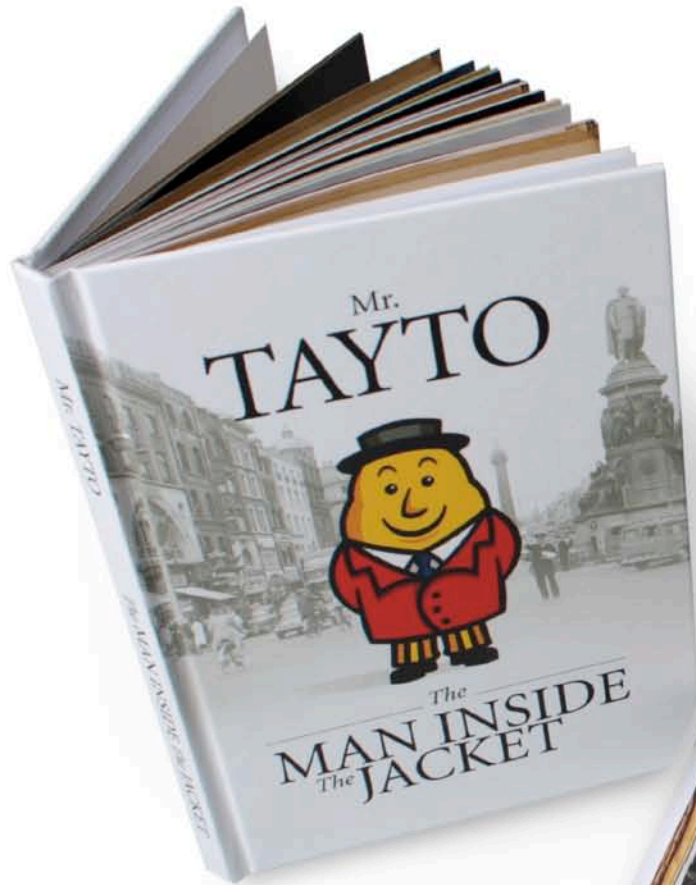
Z to produce their Ballydung Bible book – a similar tongue-in-cheek look at the duo's family tree and background. After initial discussions to make decisions such as the narrative, the visual direction and size of the book, we were provided with two cardboard boxes filled with bits and pieces from the visual history of Mr. Tayto and his renowned crisps.

Double Z then set about writing down Mr Tayto's history, thus creating the characters, the family history of the company and its main star. The tone of the text is inherently Irish in its style of humour. To best illustrate this, a number of photo collages were created from a series of wire frame animations, alongside a series of relevant documents. The combination of humorous text and vibrant images were central to the book's success, allied of course to a far reaching marketing campaign that made everyone aware it was out there. It was a perfect case of all parties working together to produce a highly successful publishing/marketing event.

## MR. TAYTO

### THE MAN INSIDE THE JACKET - BOOK

The cover used an archive photograph of O'Connell Street to give the well know figure of Mr. Tayto an historical context. The photo-collaged images drew in elements from several sources to create the seamless imagery. The chapter opening pages used creative typography that was an important part of the overall look of the book's drama.



## MR. TAYTO - 3D RENDERS

As part of the process, AMP visual wanted to bring Mr. Tayto into the 21st century; to take the existing perception of how Mr. Tayto was traditionally illustrated and to give it a new dimension; to give it new life to such an iconic character. Working with Brown Bag - a highly-creative, Oscar nominated 3D motion graphics studio, we both described and sketched out the Mr Tayto poses and clothes that we wanted the digital wireframe figure to wear. Once we had the initial renders we were able to work with and adapt them to suit the scenario. As you can see here, it was possible to set up the figure to exploit a great variety of activities, eras and moods. It is a good example of the AMP Visual team working to get the best results from a wide variety of technologies and media.



**MR. TAYTO**  
THE MAN INSIDE THE JACKET  
POINT OF SALE

A wide range of point of sale was produced to co-incide with the launch of *The Man Inside The Jacket*. This ranged from designing vehicle livery for the old-style double decker bus and delivery truck, through to a range of 48 sheet posters as well as in-store dumper display bins and posters. We also produced a branded packaging multi-pack promotional box for use in the retail outlets as well as promotional banners used for signings by Mr. Tayto's press agent (played by Frank Kelly - a well-known Irish actor best known for his character, Father Jack Hackett in the Channel 4 comedy, *Father Ted*).



# MR. TAYTO

THE MAN INSIDE THE JACKET  
POINT OF SALE



**amp**VISUAL

Branding - Identity - Promotion

AMP Visual Ltd  
68 Pearse Street  
Dublin 2  
Ireland

+ 353 1 633 7644  
[www.amp.visual.com](http://www.amp.visual.com)  
[info@ampvisual.com](mailto:info@ampvisual.com)

Copyright 2010 AMP Visual Ltd.

**MR. TAYTO**  
THE MAN INSIDE THE JACKET  
POINT OF SALE



**Frank Kelly**  
a.k.a. Father Jack Hackett

**ampVISUAL**

Branding - Identity - Promotion

AMP Visual Ltd  
68 Pearse Street  
Dublin 2  
Ireland

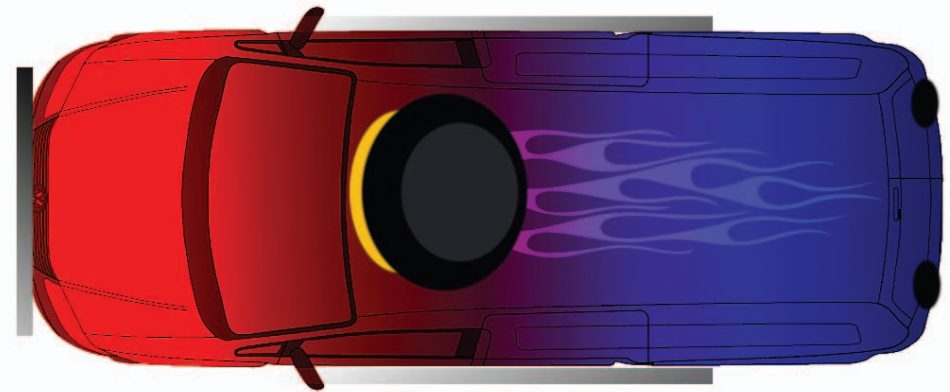
+ 353 1 633 7644  
[www.amp.visual.com](http://www.amp.visual.com)  
[info@ampvisual.com](mailto:info@ampvisual.com)

Copyright 2010 AMP Visual Ltd.

## MR. TAYTO PIMPED DELIVERY VAN INITIAL RENDERS

In keeping with an innovative and forward thinking marketing approach, Largo Foods made a decision to rebrand their new livery as a head-turning Mr Tayto "pimp-my-ride" delivery vans. AMP visual worked successfully with the livery company to design and produce these eye-catching larger-than-life vehicles – creating the graphics and co-ordinating the campaign.

AMP Visual have always enjoyed the challenge of working with companies who are prepared to move ahead of the pack, who are prepared to innovate through creativity. The undisputed success of *The Man Inside The Jacket* project, which as a marketing campaign has won several awards, and was a runaway best seller - selling both in grocery retail outlets as well as in major book stores. It raised what was an already high profile for Largo Foods and so was a win/win situation for all concerned. It again re-emphasises the need for distinctive, thoughtful, well-designed creative solutions. Solutions that will increase sales and profile. Creative design is crucial to this and creative design is what AMP Visual delivers.



**amp**VISUAL

Branding - Identity - Promotion

AMP Visual Ltd  
68 Pearse Street  
Dublin 2  
Ireland

+ 353 1 633 7644  
[www.amp.visual.com](http://www.amp.visual.com)  
[info@ampvisual.com](mailto:info@ampvisual.com)

Copyright 2010 AMP Visual Ltd.

**MR. TAYTO**  
PIMPED DELIVERY VAN



**ampVISUAL**

Branding - Identity - Promotion

AMP Visual Ltd  
68 Pearse Street  
Dublin 2  
Ireland

+ 353 1 633 7644  
[www.amp.visual.com](http://www.amp.visual.com)  
[info@ampvisual.com](mailto:info@ampvisual.com)

Copyright 2010 AMP Visual Ltd.

# LARGO FOODS

## Testimonial

AMP Visual were a key partner in the success of the Mr Tayto autobiography campaign. AMP designed and managed the entire production of the hardback book, designed all the POS including the rebranding of our trucks and all internal sales communication. Given the success of *The Man Inside The Jacket*, we have continued to work with AMP very successfully. They are currently designing lots of our POS and very recently pimped Mr. Taytos new caddy vans.

Their work is exceptionally creative, different and pushes the boundaries in terms of design and production.

### **Rita Kirwan**

Marketing Director

Largo Foods Ltd.



## WINNER

### Marketing Innovation Award

Raymond Coyle - Largo Foods

Largo Foods has a 50% share of the snackfood market, employing over 500 people. With limited budgets to contend with much larger competitors, the Tayto marketing team needed a truly innovative approach to create a continued buzz around the brand. The response was Mr. Tayto's autobiography. The team defined the guidelines and tone, and set about creating a bestseller. The result was sales of 60,000 books and it was the No.1 bestseller for six weeks, including in the Christmas market. This innovation resulted in the brand gaining growth in a sector that was showing decline.

## WINNER

### Public Relations Campaign Award

Rita Kirwan - Largo Foods

Largo Foods owns the Tayto brand, and the Mr. Tayto character was used by the company to create a higher brand profile for the product. PR was chosen as the main activity due to its cost-effectiveness. The PR objective for Tayto was to leverage the Mr. Tayto autobiography campaign with a view to maximising media profile and sales performance over the Christmas period. Television, radio, print and online channels were targeted to get attention, and this culminated in a number of television slots. The campaign led to high sales levels for the book, and heavy media coverage.

If you would like to hear more or discuss how **AMP Visual** can help launch your next innovation and campaign, then please call Richard on + 353 1 6337 644 or email [richard@ampvisual.com](mailto:richard@ampvisual.com) to arrange a meeting. We'd be delighted to talk to you.

