



TPN

Takis 2025 Social
Strategy

Objective Overview

Answering to Barcel Business + Brand Goals

2025 BRAND PRIORITIES

Business Objectives: Become the 3rd largest player in Salty Snacks.

Become a beloved brand while conquering recurrent purchases and consumer preference, outpacing the category and competitors' growth

- Tortilla: increase HHP to 18%
- Potato: Increase HHP to 7%
- Peanuts: Become #8 brand in snack nuts

Brand Objective: Build Takis into a lifestyle brand that leads any consumer regardless of age or demographic into an intense experience

- Tortilla: Grow awareness to 85% +4pts vs YA, consideration 70% +3pts vs YA
- Potato: Grow awareness from 70% +7pts vs YA, growing consideration to 44% +7pts vs 37% YA
- Peanuts: Grow awareness as the premium indulgent nut

Your Ambition in social

Build Takis into a lifestyle brand that leads any consumer, regardless of age or demographic, into an intense experience through:

AWARENESS

Building and maintaining awareness of brand positioning and key products

ENGAGEMENT

Attracting and retaining followers on key social platforms through relatability

CONSIDERATION

Increasing purchase intent

Increasing sales is not directly impacted by organic social channels

2025 Social Strategy Overview

Strategic outputs

Evolving Our Social Approach in 2025

FROM

**RELATE LIKE A FRIEND
PROVOKE LIKE A LEADER**

- *Be Real* – showcase Takis in real settings, reflecting true teen lifestyle and happenings
- *Be Relevant* – participate with teens – in their language – to form connections that leave an impression
- *Be Loved* – tempt craving through appetite appeal, flavors, formats, **and of course, intensity**

TO

**EMBODYING THE
TRAILBLAZER SPIRIT**

Celebrating authenticity, inspiring new paths, and empowering a fearless community to live with intensity and purpose

- **Inspire new paths**— Push boundaries to be seen as an innovator, not only in flavor but in the different opportunities for brand engagement
- **Empower a fearless community**— showcase Takis within a trailblazing lifestyle across Gen Z's interests and passions
- **Celebrate authenticity**— feature product in real moments that appeal to Gen Z's cravings. showing that only Takis has the flavor intensity that their taste buds crave

GO-TO-MARKET Social Strategy

Embodying the trailblazer spirit— Celebrating authenticity, inspiring new paths, and empowering a fearless community to live with intensity and purpose

OBJECTIVE <i>WHAT</i>	TAKIS BRAND (our positioning, who are we)	TAKIS LIFESTYLE (our target and what they love)	TAKIS PRODUCTS (Taste, Flavor, Form)
	<i>Increase Takis' trailblazing credentials by reinforcing the brand's spirit of adventure and intensity</i>	<i>Reflect and portray the passion points and interests that excite our community</i>	<i>Demonstrate that only Takis has the flavor intensity and formats for every snacking occasion</i>
Communication Strategy <i>HOW</i>	Inspire new paths — Push boundaries to be seen as an innovator in lifestyle, social commentary, and trendsetting through our content, brand and influencer partners, and IRL experiences	Empower our fearless community — showcase a trailblazing lifestyle by participating in Gen Z's interests and passions	Celebrate authenticity — feature product in real occasions that appeal to Gen Z's cravings. showing that only Takis has the flavor intensity that their taste buds crave
CHANNEL <i>WHERE</i>	Paid Social (TT, Meta) Organic Social (TT, Meta, YT) Community Engagement (TT, IG, YT)	Organic Social (TT, Meta, YT)	Paid Social (TT, Meta) Organic Social (TT, Meta, YT)

Content Types by Objective




To become a lifestyle brand, we must prioritize content types that enable us to connect to our community and share our brand positioning

OBJECTIVE TAKIS BRAND (our positioning, who are we) <i>Increase Takis' trailblazing credentials by reinforcing the brand's spirit of adventure and intensity</i>	TAKIS LIFESTYLE (our target and what they love) <i>Reflect and portray the passion points and interests that excite our community</i>	TAKIS PRODUCTS (Taste, Flavor, Form) <i>Demonstrate that only Takis has the flavor intensity and formats for every snacking occasion</i>
Trending/Reactive	Influencer & Celebrity Partnerships	Product Education
In-Person Activations	UGC	Portfolio Education
Global Campaign	Interactive	New Product Launch
Brand-Forward Lifestyle	Meme	Recipes
		Product-Forward Lifestyle
		Promotion



2025 Social Channel Strategy

Celebrating authenticity, inspiring new paths, and empowering a fearless community to live with intensity and purpose

SOCIAL CHANNEL OBJECTIVE	PAID		ORGANIC			COMMUNITY ENGAGEMENT
	BRAND	PRODUCT	BRAND	LIFESTYLE	PRODUCT	BRAND
CHANNEL APPROACH	<p>AWARENESS CAMPAIGN:</p> <ul style="list-style-type: none"> Global Campaign 	<p>AWARENESS CAMPAIGN:</p> <ul style="list-style-type: none"> Product-Forward Lifestyle <p>TRAFFIC CAMPAIGN:</p> <ul style="list-style-type: none"> Product Education 	<p>PLANNED CONTENT:</p> <ul style="list-style-type: none"> In-Person Activations Brand-Forward Lifestyle 	<p>PLANNED CONTENT:</p> <ul style="list-style-type: none"> Influencer + Celebrity Partnerships <ul style="list-style-type: none"> UGC Interactive Meme 	<p>PLANNED CONTENT:</p> <ul style="list-style-type: none"> Product Ed Portfolio Ed New Product Launch <ul style="list-style-type: none"> Recipes Promotion 	<p>TRENDING CONTENT + COMMUNITY INTERACTIONS:</p> <p>Stay on top of platform updates, culture and relevant branded/unbranded conversations</p>
Measurement strategy	AWARENESS	AWARENESS + CONSIDERATION	AWARENESS + ENGAGEMENT			AWARENESS
Platform						
target	<p>Passionately Me</p>					

Social Measurement Strategy

We're building KPIs to track against Awareness and Consideration.

Organic KPIs are not measuring conversion.

MARKETING FUNNEL	MEASUREMENT STRATEGY	WHAT IT MEASURES	KPIs	REPORTING CADANCE	CONTENT TYPES
<p>Awareness</p> <p>Consideration</p> <p>Conversion</p>	AWARENESS Build and maintain awareness of brand positioning and key products	Paid Content Performance (PHD)	<ul style="list-style-type: none"> Awareness Campaign Engagement Rate 	IAT Reporting	Product-Forward Lifestyle
		Organic Platform Performance (TPN)	Primary <ul style="list-style-type: none"> Monthly Impressions/Views Avg. Monthly Reach (Unique) Avg. Share of Voice (SOV) Secondary <ul style="list-style-type: none"> Follower Growth 	TPN Monthly Reporting	N/A
	ENGAGEMENT Attract and retain followers on key social platforms through relatability	Organic Content Performance (TPN)	Primary <ul style="list-style-type: none"> Engagements (AVG) Engagement Rate Share Rate Save Rate Secondary <ul style="list-style-type: none"> Net Sentiment 	TPN Monthly Reporting	Brand Product Lifestyle
	CONSIDERATION Increase purchase intent	Paid Content Performance (PHD)	<ul style="list-style-type: none"> Traffic Campaign Engagement Rate Traffic Campaign Click-Thru Rate 	IAT Reporting	Product Education
	CONVERSION	Organic Content Performance (TPN)	Do not measure conversion due to the inability to attribute conversions to organic metrics.		N/A
		Paid Content Performance (PHD)	PHD uses sales data from Barcel to manually optimize traffic campaign due to attribution limitations with 3rd party retailers. As a result, in-platform metrics do not measure conversion. (see next slide for process details)		Product Education + Conversion-focused CTA

Optimizing Performance Tracking in 2025

Use 2024 performance to generate a historical benchmark for content performance while overlaying previous month performance to understand month-on-month growth. Optimizations made accordingly.

BASELINE BENCHMARK

Historical benchmark derived from an aggregate of previous year performance that provides context for current performance

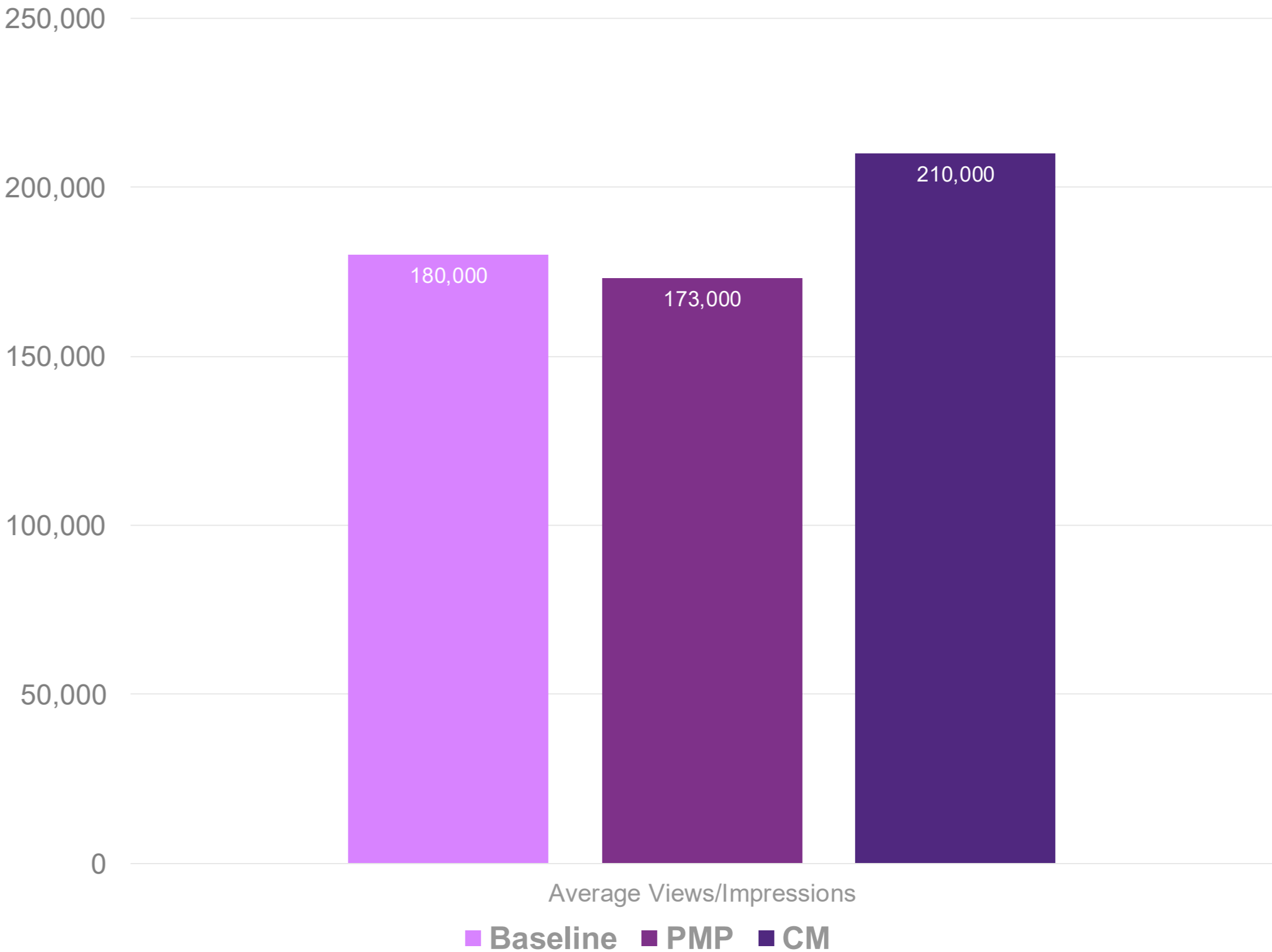
PREVIOUS MONTH PERFORMANCE (PMP)

Previous reporting period result to indicate how performance is tracking month-over-month

CURRENT MONTH (CM)

How we performed in current reporting period

Example Chart – Average View/Impressions



KPIs & Goals

The 2025 KPIs ladder-up into the measurement strategy.

We set our goals above the mean 2024 performance, aiming for higher results and understanding where to make optimizations when content is below the mean

Measurement strategy	AWARENESS				ENGAGEMENT				CONSIDERATION			
	BUILD & MAINTAIN AWARENESS WITH 'PASSIONATELY ME'				DRIVE ENGAGEMENT WITH OUR AUDIENCE(S)				INCREASE PURCHASE INTENT			
KPI + GOALS	PLATFORM	KPI	BASELINE	PMP	PLATFORM	KPI	BASELINE	PMP	PLATFORM	KPI	BASELINE	
	POPULATED EACH MONTH		Monthly Impressions/Views Avg	180,000			Engagements	6,000				Engagement Rate (PAID)
Monthly Reach Avg			n/a		Engagement Rate		3.6%		Click-thru Rate (CTR) - (PAID)			.7%
Follower Growth Rate			.6%		Share Rate		.18%				Engagement Rate (PAID)	.17%
Engagement Rate (PAID)			.25%		Save Rate		.4%				Click-thru Rate (CTR) - (PAID)	1%
		Monthly Impressions/Views Avg	60,000			Engagements	3,000				Meta	To be provided by PHD reporting cadence
		Monthly Reach Avg	41,000			Engagement Rate	5%					
		Follower Growth Rate	1.25%			Share Rate	.35%					
		Engagement Rate (PAID = Meta)	.17%			Save Rate	.22%					
		Monthly Impressions/Views Avg.	20,000			Engagements	250			Facebook	Facebook	Facebook
		Follower Growth	1%			Engagement Rate	1.15%					
		Monthly Impressions/Views Avg.	38,000			Engagements	400			Facebook	Facebook	Facebook
		Monthly Impressions/Views Avg.	30,000			Engagement Rate	1%					
	QUID	Share of Voice	TBD			QUID	Net Sentiment	>50%				

EXECUTION OPTIMIZATIONS

Executing our go-to-market strategy

Execution optimizations

SOCIAL CHANNEL OBJECTIVE	PAID		ORGANIC			COMMUNITY ENGAGEMENT	
	BRAND	PRODUCT	BRAND	LIFESTYLE	PRODUCT	BRAND	
CHANNEL APPROACH	GLOBAL AWARENESS CAMPAIGN	AWARENESS CAMPAIGN TRAFFIC CAMPAIGN	PLANNED CONTENT			TRENDING CONTENT + COMMUNITY INTERACTIONS	
Execution Optimizations	Deliver a quick and simple message Campaigns with multiple communication mandatories will require multiple asset packages		Balance content objectives by highlighting lower-awareness SKUs with a mix of product education and seasonal lifestyle			Identify social-first ways to engage Takis audience across social channels in new and innovative ways	
	CHANNEL APPROACH	2025 OPTIMIZATION	CHANNEL APPROACH	2025 OPTIMIZATION		CHANNEL APPROACH	2025 OPTIMIZATION
	Awareness Campaign	1 asset pack per message	Planned Content	Align organic priorities		Organic Platform(s)	New platform tools
	Traffic Campaign	1 asset pack per SKU		Style Guide		Trending Content	Social SEO
	Awareness + Traffic Campaign	Test Meta AI Creative Tools		Social SEO		Trending Content + Community Engagement	Style Guide
		Style Guide			Risk Assessment Scale		
					Community Engagement	Unbranded Conversations	

ONGOING CONTENT TESTING

Visual and Tonal Style Guide

Leverage the new Global campaign to build a local, visual and tonal style guide that will:

- Standardize guidelines
- Create consistency with Takis personality

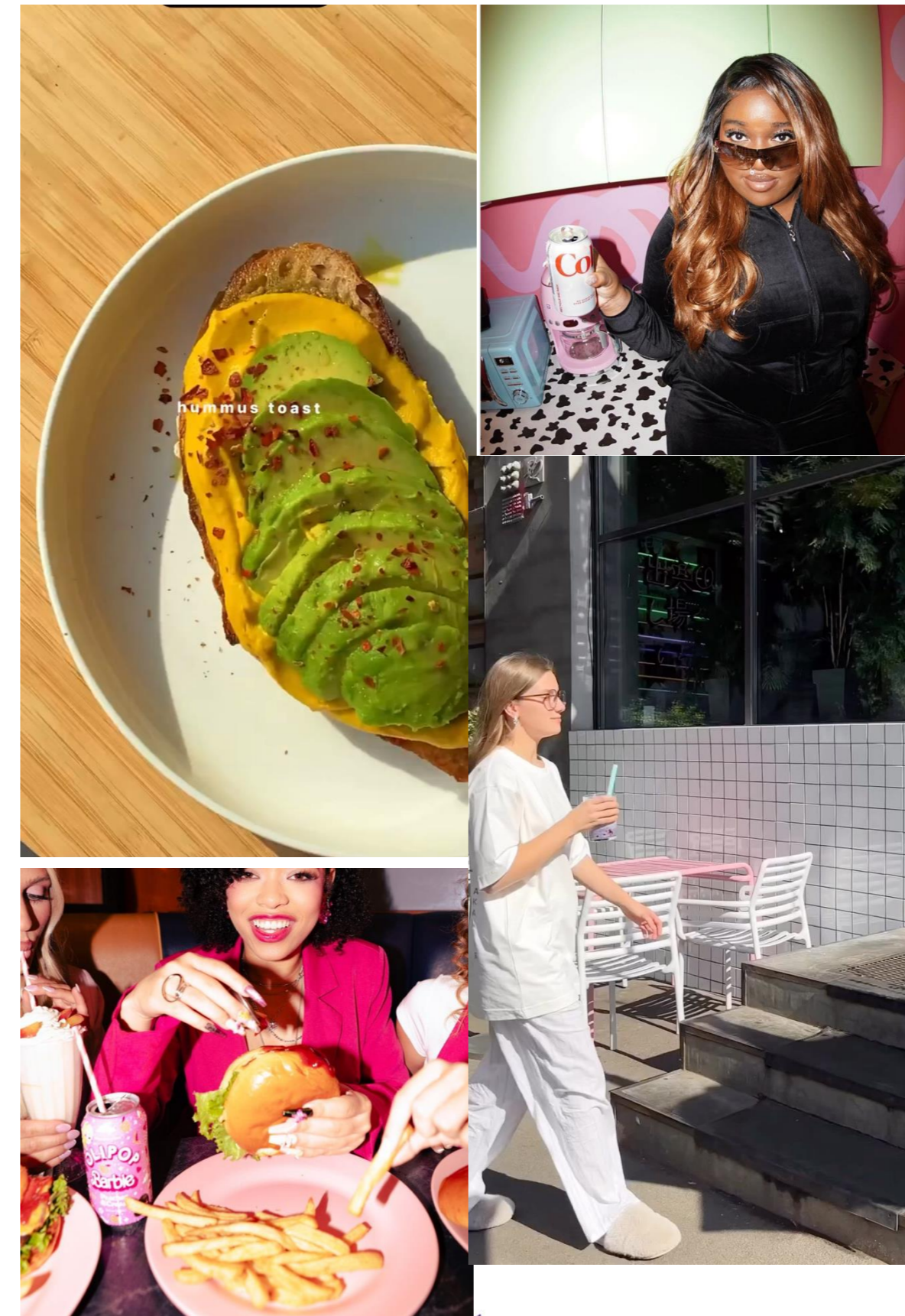
The guide will include:

- Tone of voice
- Shooting guidelines
- Editing guidelines
- Branded prop list
- Content type definitions

BRANDING



EDITING STYLE



HUMAN CONNECTION



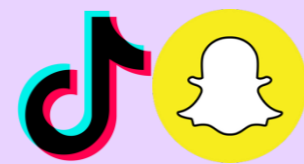
Paid asset package breakdown

Deliver quick and simple message. Campaigns with multiple communication mandatories will require multiple asset packages

CREATIVE ASSET PACKAGE

Meta

*We recommend testing the TikTok asset on Meta using their new AI creative tools



TIKTOK

Spec'd for TikTok
(9:16)

Requires:

- Caption (100 characters or less, no emojis, no hashtags)



VIDEO

Spec'd for In-Feed and
Stories/TikTok
(1:1 and 9:16)

Requires:

- Headline (27 characters)
- Caption (100 characters or less, no emojis, no hashtags)

Meta

PHOTO

Spec'd for In-Feed and Stories
(1:1 and 9:16)

Requires:

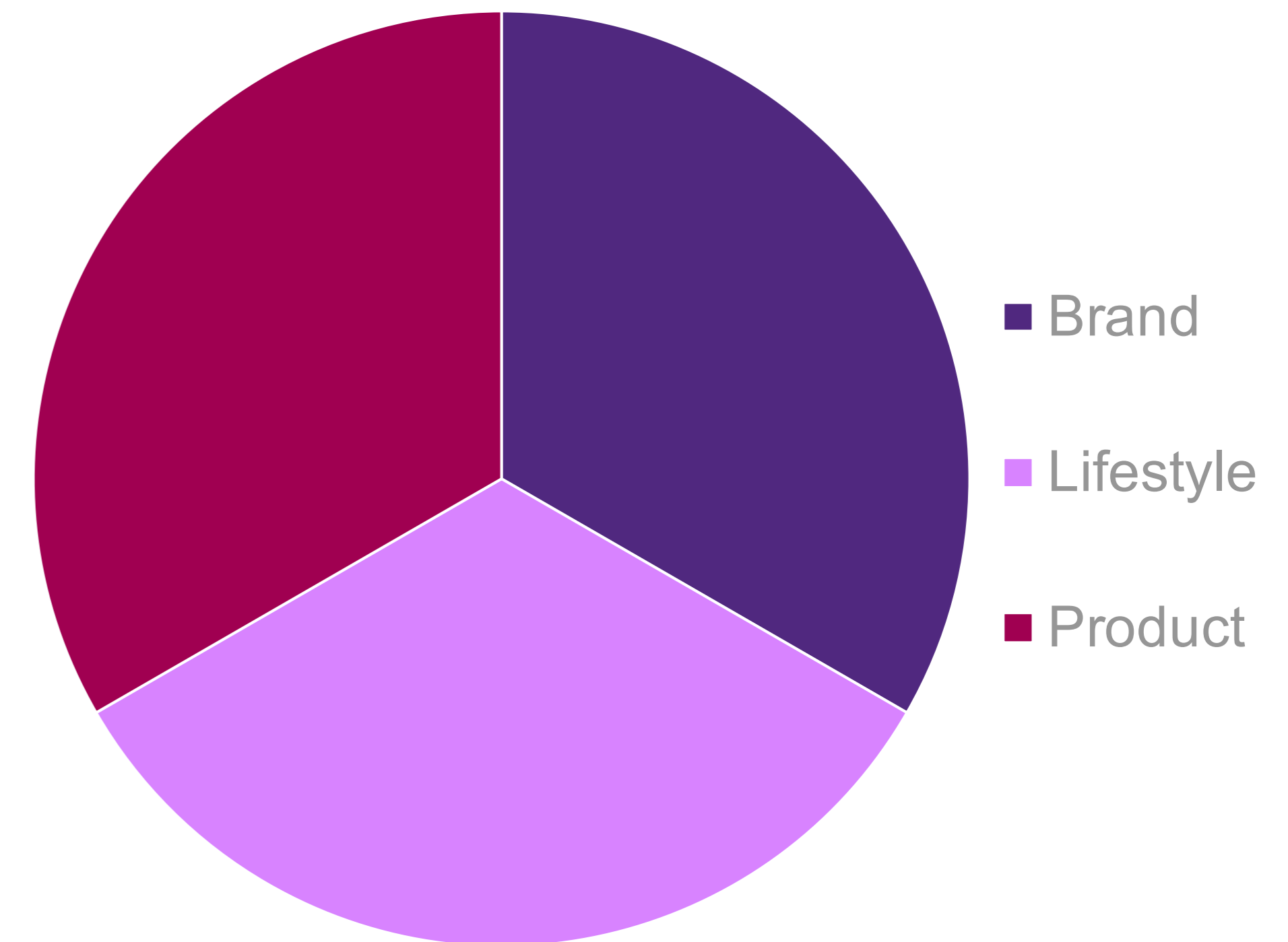
- Headline (27 characters)
- Caption (125 characters or less, no emojis, no hashtags)

Blended approach

Meets brand communication requirements while evening out content objectives
 Increased number of planned content per month

MONTHLY SOCIAL CONTENT		
PLANNED CONTENT	REPURPOSED CONTENT	TRENDING CONTENT
Product: Hot Nuts	Lifestyle: Passionately UGC	Brand: Rolled
Product: Potato	Lifestyle: UGC	Brand: Rolled
Product: Innovation/Rolled		Brand: Innovation
Product: Innovation/Rolled		Brand: Hot Nuts OR Potato
Lifestyle: Hot Nuts		
Lifestyle: Potato		
10 – 12 posts per month (incurs incremental content monthly to balance brand objectives)		

CONTENT OBJECTIVE BREAKDOWN



Lifestyle: Passionately UGC

Recommend separate budget for uniquely relatable UGC created by our fans for our fans that prioritizes their passion points and interests

Takis consumers see the brand as part of their lifestyle already

Reflecting and portraying the way consumers are already living the Takis lifestyle is key to our UGC approach

Compensating Takis-lovers allows us to guide the creative process and influences how we want fans to engage and perceive our products.

HOW WE GET THERE

- Create content based on key passion points and interests that matter to our target
- Showcase diverse perspectives to showcase product versatility
- Focus on authenticity and relatability by using real consumers in real settings

2025 UGC partner options

Budget: TBD			
Number of influencers <i>(nano- to micro)</i>	~20	~5	~12
Content Count	20 edited videos + added value stills + extra footage	16 edited assets (photo or videos)	24 edit assets (photo or videos)
Estimated Price	~\$5,500	~\$3,500	\$65,000
Social Activation Platforms		TikTok/Instagram	
Social Placements	TikTok Feed IG Feed/Stories/Reels	TikTok Feed IG Feed/Stories/Reels	TikTok Feed IG Feed/Stories/Reels
Additional Usage Rights	Unlimited usage rights	unlimited usage rights	N/A
TikTok Marketing Partner		✓	✓
Content Rights	Fully-licensed content Content cross-shared on creator channels Managed Service (1) re-shoot included Whitelisting/Spark Codes included	Fully-licensed content (1) format included – additional format \$150 per asset Content cross-shared on creator channels Managed Service (1) re-shoot included Whitelisting/Spark Codes included	One Year and/or perpetuity (influencer dependent) Content cross-shared on creator channels Managed Service Whitelisting (where possible)

TPN recommended

Implementing SOCIAL SEO aka SMO

Leverage SEO best practices to increase the visibility of Takis content, boost engagement, and attract a wider audience

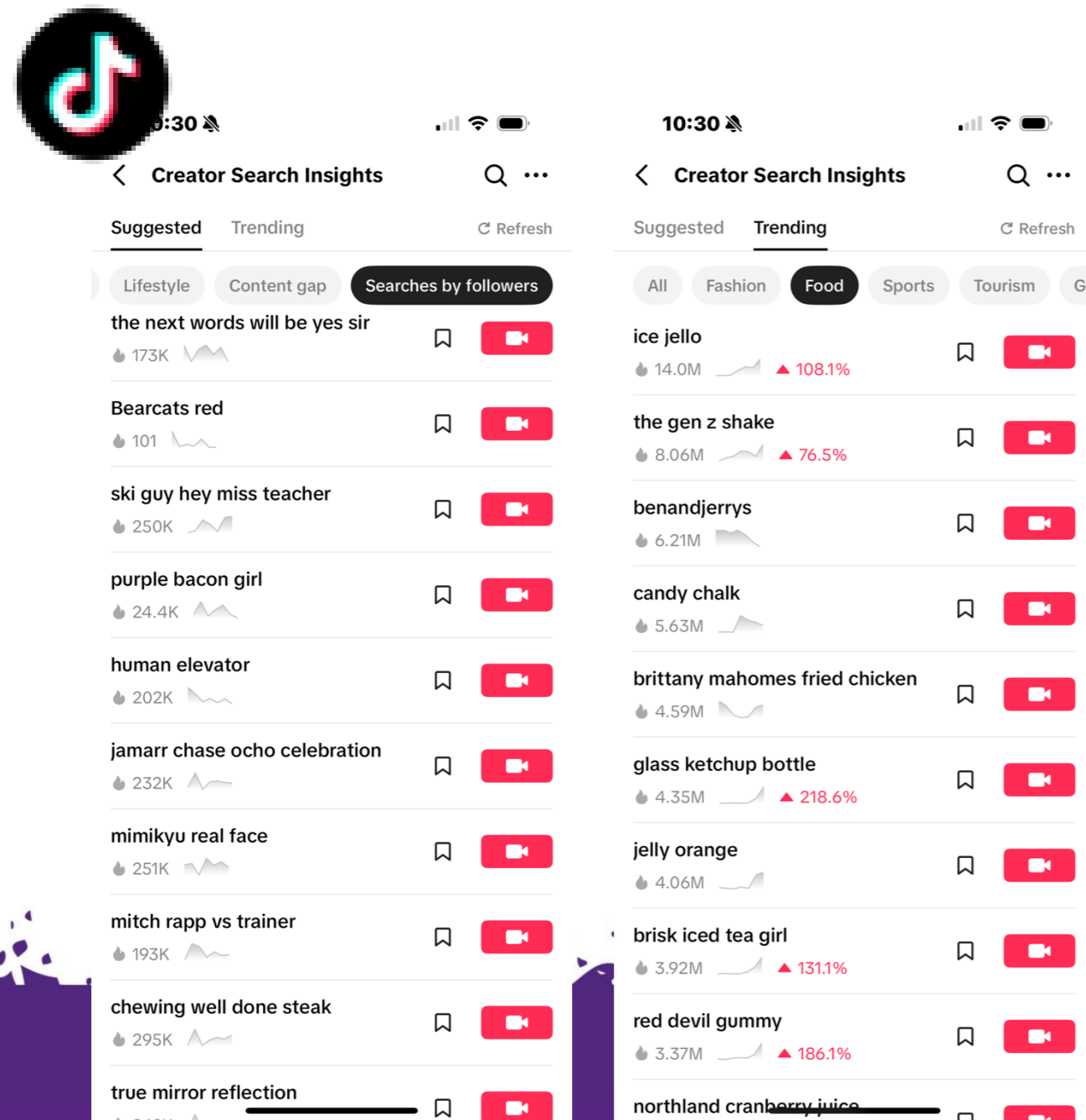
Understand what the PM audience is searching for



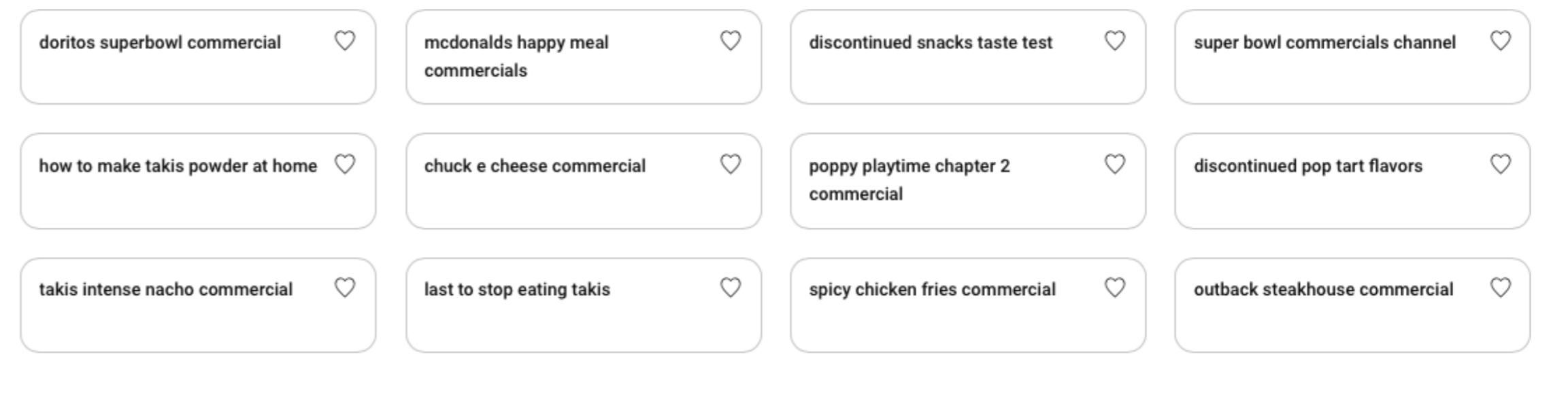
Research and use relevant keywords in post copy



Analyze performance and optimize



What people are looking for

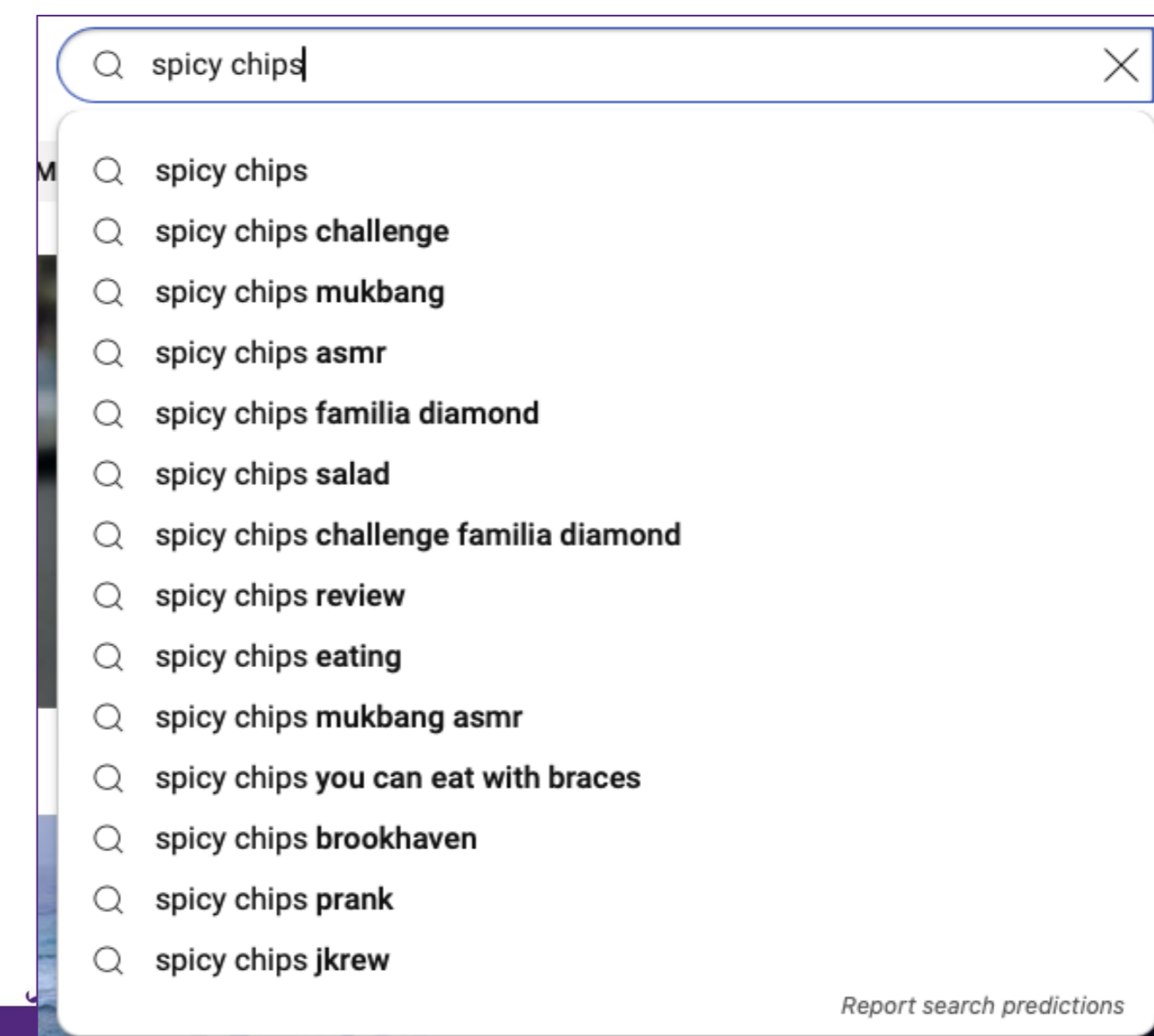
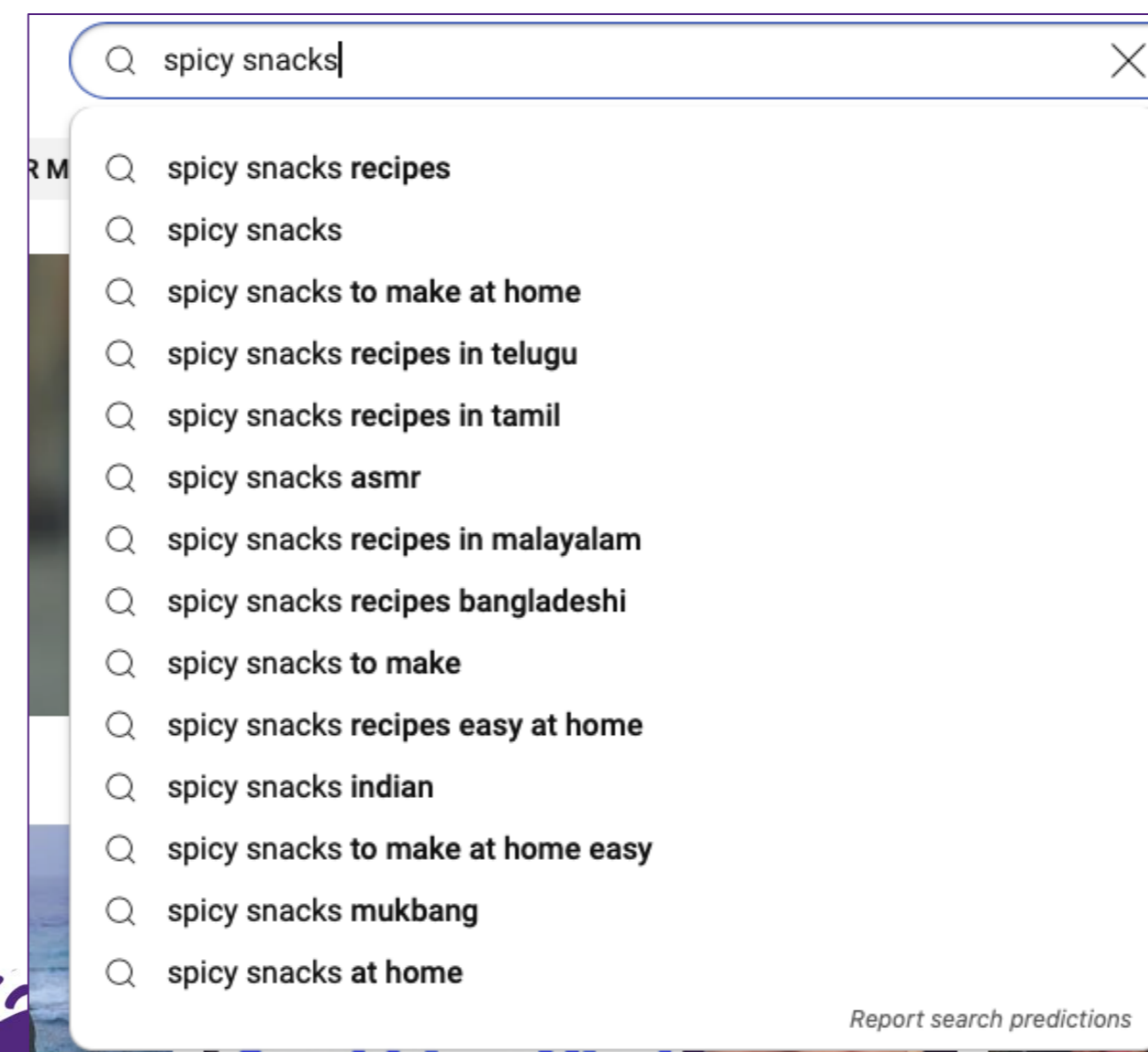
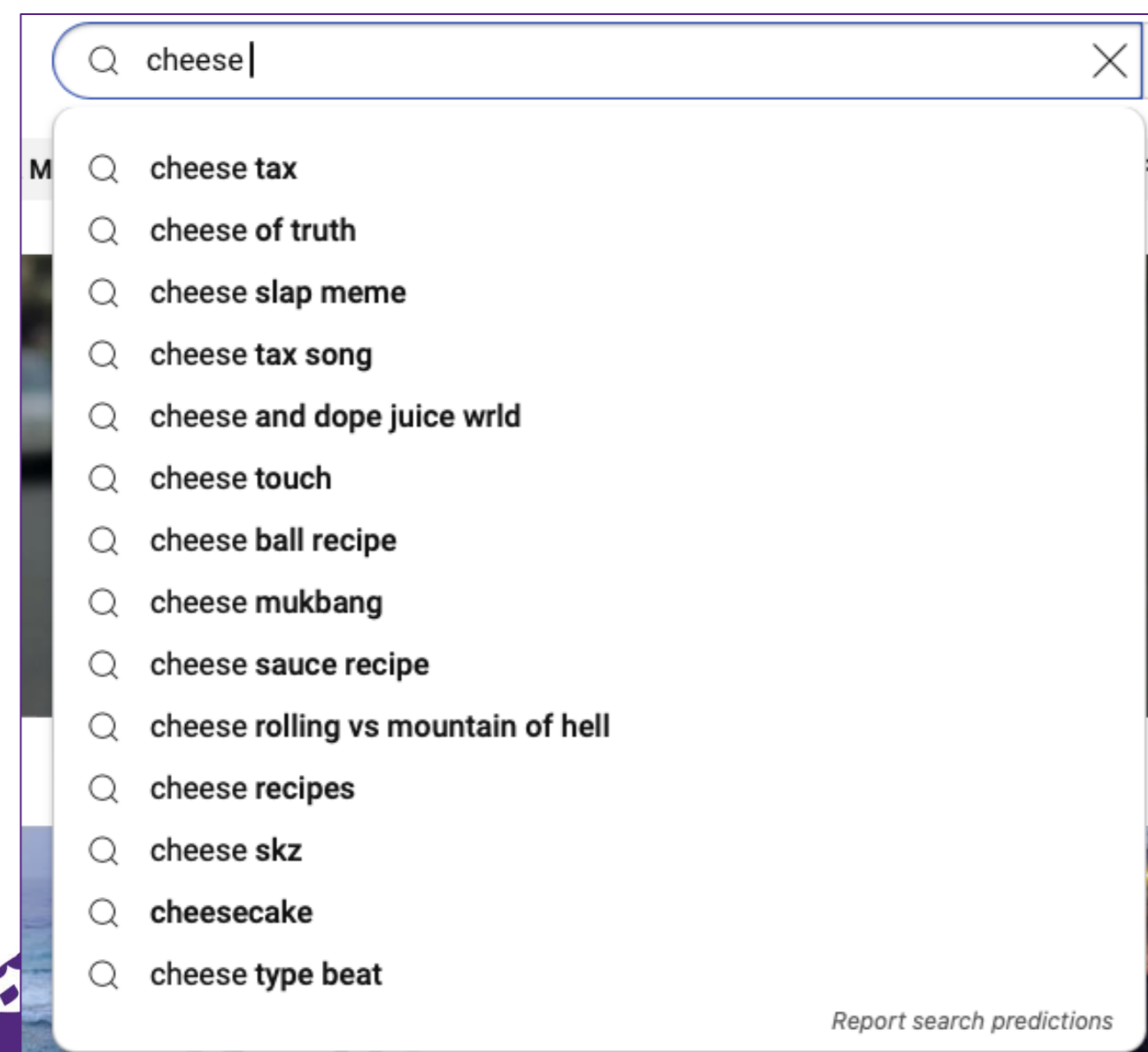


Implementing SOCIAL SEO aka SMO Social Media Optimization

SEO optimized social content can appear in several key areas on the platforms, including search results, recommendations, Explore, FYP and Shorts, as well as in Google search results.

What does Social SEO Look Like?

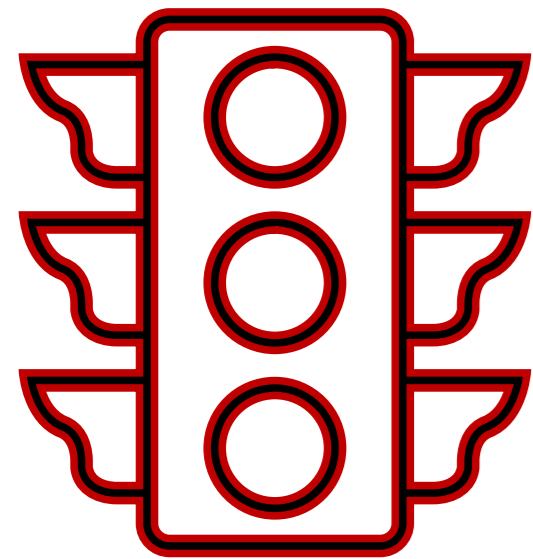
1. Identify Target Keywords Consumers Would Search to Find Content Aligned with the Occasion, Theme, etc of Each Asset
2. Optimize Video Titles, Captions/Descriptions, and Tags based on Identified Keyword(s)
3. Create Engaging Thumbnails for YouTube Videos



Risk Assessment Scale

RISK IS NECESSARY TO BECOME A CULTURALLY RELEVANT BRAND

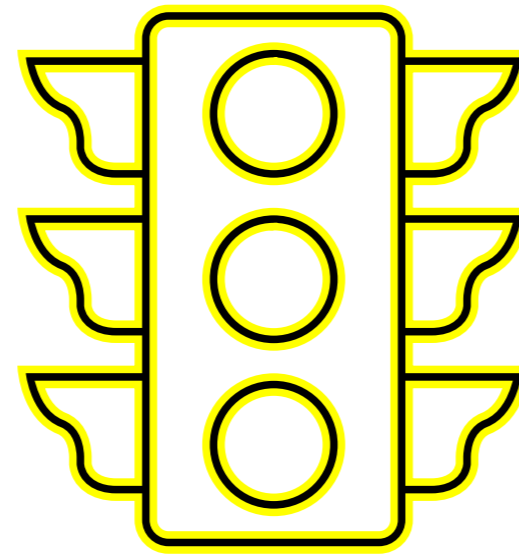
Establishing a consumer-centric approach requires flexibility in the traditional brand approach to legal risk management. Takis to use traffic light scale to determine participation in trends and/or social conversations.



Source:
Obviously Political or
Controversial in Nature

How Consumers are Using It:
Some Consumers Using it in
Negative or Clearly
Controversial Way

Sentiment Score: Sentiment
Score on Topic Skews Negative



Source:
Unknown or Potentially
Controversial Origin, Source
Creator or Subject Matter

How Consumers are Using It:
Most Consumers are Using it in
a Neutral or Positive Way

Sentiment Score:
Sentiment Score on Topic is
Neutral



Source:
No Controversial Origins of the
Content or Surrounding the
Source of the Content/Creator or
Subject Matter

How Consumers are Using It:
Most or All Consumers are
Using it in a Neutral or Positive
Way

Sentiment Score:
Sentiment Score on Topic
Skews Positive

IMMEDIATE NO

CONSIDER RISKS
CAREFULLY

CONSIDER RISKS WITH FOCUS ON
CONSUMER PERCEPTION AND USE

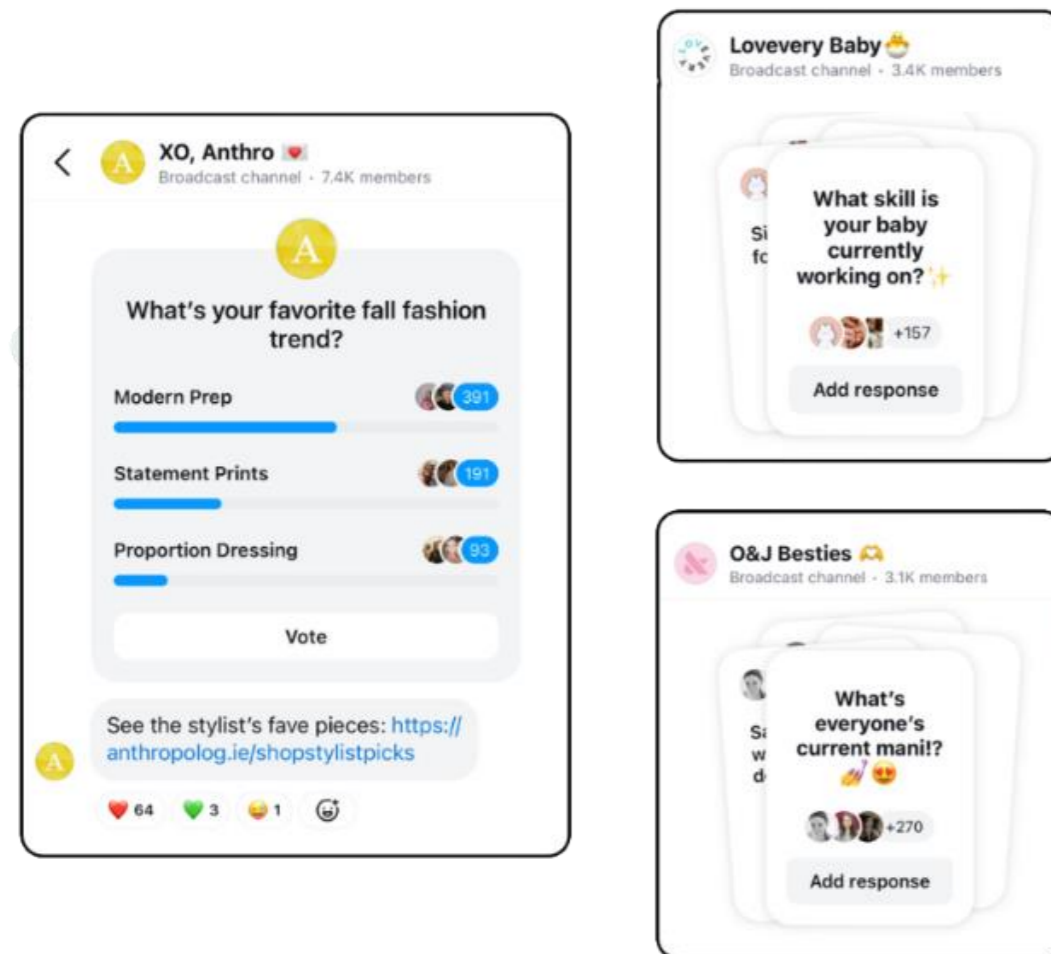
EASY YES

New Platform Tools

Social-first ways to engage and understand our audience

USE IG BROADCAST CHANNEL

Broadcast channels create an exclusive space to foster connections and deepen engagement with our most loyal fans.



SET UP TIKTOK & YOUTUBE PLAYLISTS

Playlists organize similar videos in one place, which can encourage binge-watching and longer viewing sessions.

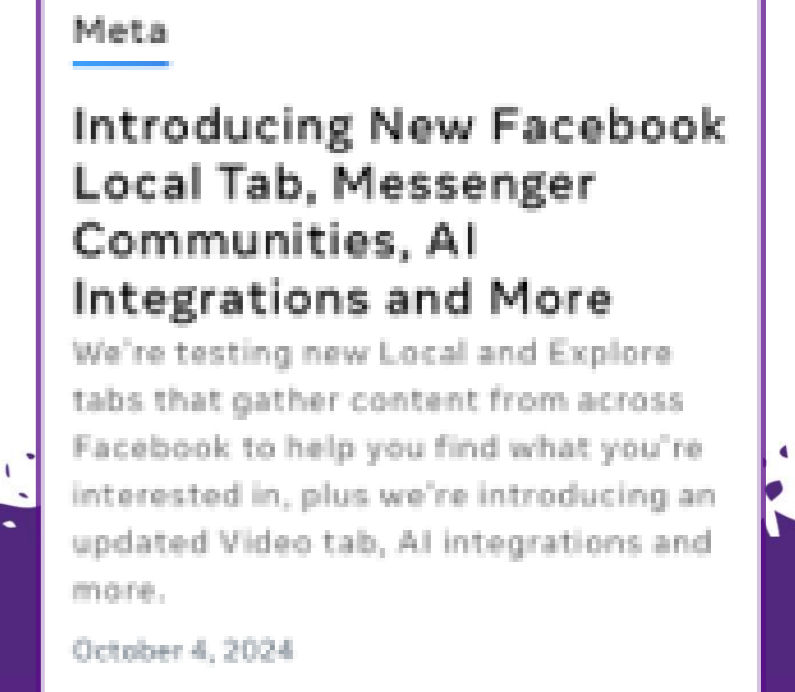
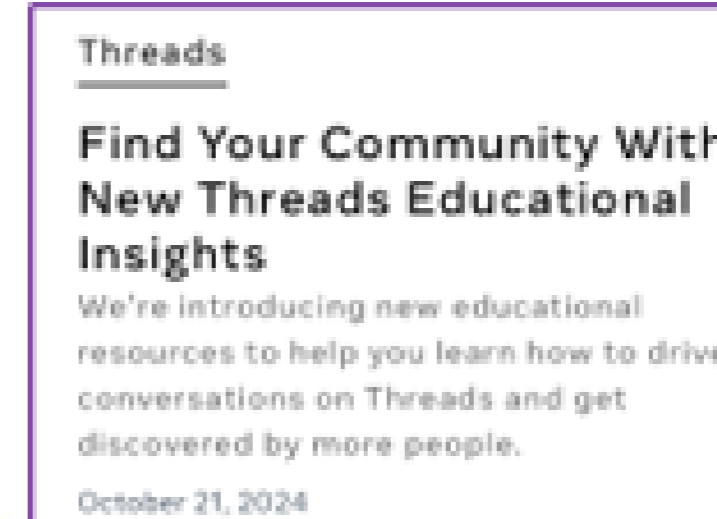
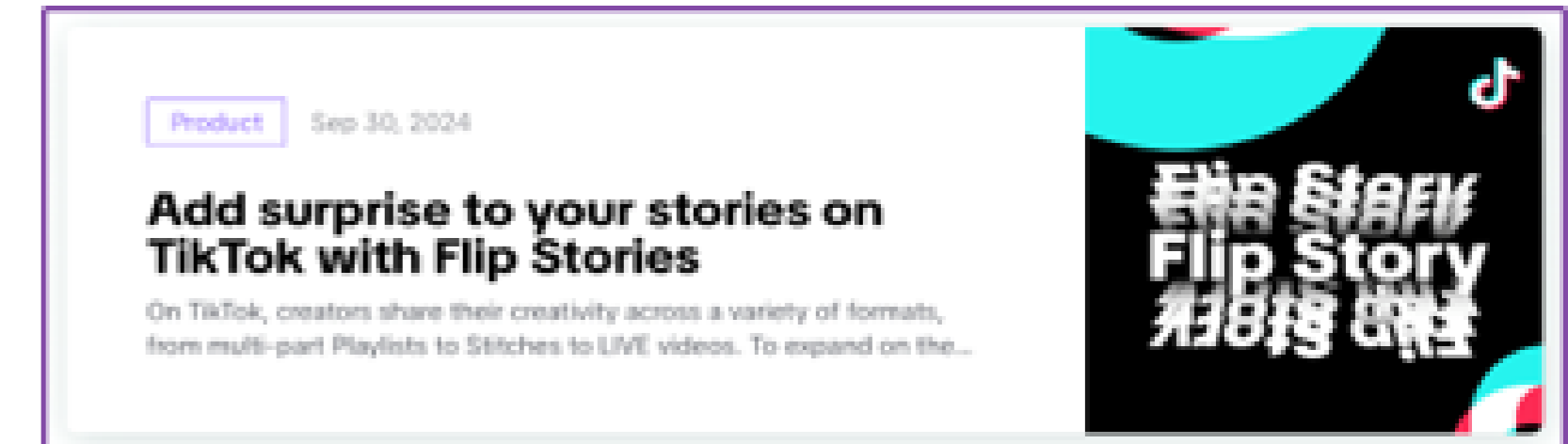
TikTok Playlists: Boost engagement and the lifespan of content

YouTube Playlists: Supports YouTube SEO and discovery



MONITOR NEW FEATURES

Platforms are releasing new features faster than ever and reward usage with increased content performance to encourage rapid adoption.



Engage with unbranded, trending conversations

Engaging with content outside of the Takis space will allow for greater reach across platforms and allow us to connect in a culturally relevant way as we establish our lifestyle brand equity.

HOW WE GET THERE




- Create authentic interactions
- Be pulsed into pop culture
- Establish a consistent and memorable brand personality and voice






Platform addendum

Platform considerations as the TikTok ban continues to unfold

Platform Considerations

PLATFORM	WHAT IT IS	USE CASE	USERBASE	STEPS TO ENGAGE	TPN RECOMMENDATION
Red Note 	<p>RedNote is a Chinese social media app that lets users share content, shop, and live stream. It's also known as Xiaohongshu, which translates to "Little Red Book" in English.</p>	<p>Dubbed "China's Instagram meets Pinterest," it's a hub for discovering products, trends, and user reviews.</p>	<p>350m active users. 330m in China, 5m in the US and 6m in other countries.</p> <p>40% of users in 18-24 age range, 35% of users in 25-34 age range and only 15% of users in 35-44 age range. 70% Female. 30% Male.</p>	N/A	<p>Do Not Recommend - RedNote may face similar challenges as TikTok, potentially hindering its U.S. viability. We also believe part of the flocking to this app is in protest to the TikTok ban by TikTok users sending a message of "Ok, if you ban TikTok, we'll use another Chinese-owned app".</p>
Lemon 8 	<p>Lemon8 is a social lifestyle app that focuses on inspiration and niche communities and is owned by TikTok's parent company, ByteDance.</p>	<p>The app provides suggestions and recommendations based on users' interests and passions. Some say Lemon8 looks like a combination of Pinterest, TikTok, and Instagram.</p>	<p>65% of users are between 18 and 30 years old with the highest concentration between 25-34. Predominately female audience.</p>	N/A	<p>Do Not Recommend - Lemon8 may also be subject to the same regulatory scrutiny TikTok faces, affecting its sustainability in the U.S.</p>
Neptune 	<p>Neptune is marketing itself as the next era of social media. Where other apps are trying to mimic existing platforms, Neptune is trying to 're-imagine' and 'revolutionize' social. It is US-based and woman-owned.</p>	<p>Touting features like customizable algorithms, ghost metrics, and community centric experiences, it is currently being Beta tested and is not available to the general public yet.</p>	<p>The userbase at this time consists only of 150 Beta Testers with the app scheduled for a full release 'sometime in the Spring'.</p>	N/A	<p>Do Not Recommend Right Now – Users must be invited to participate as beta testing is waitlisted and very limited.</p> <p>Continue to monitor development as the app officially launches and becomes available to the public.</p>

Platform Considerations

PLATFORM	WHAT IT IS	USE CASE	USERBASE	STEPS TO ENGAGE	TPN RECOMMENDATION
BlueSky 	BlueSky, the brainchild of Twitter co-founder Jack Dorsey, is a decentralized, open network platform that operates much like Twitter/X.	BlueSky's decentralized nature offers unique opportunities for brands looking to build authentic relationships with niche communities. Brands can experiment with creating mini-communities, focusing on niches rather than mass appeal.	31 million users as of Feb 19. Has the biggest names as users out of all of the newer platform consideration listed. (not including IG's Threads): Duolingo, Calm, Netflix, NYT, celebrities, actors, etc 30% Female. 70% Male. 25% 18-24. 33% 25-34. 16% 35-44.	<ol style="list-style-type: none"> 1. Acquire username. 2. Setup custom domain that can act as a landing page within the platform, hosting resources and campaign information. 	Worth Watching and reserving username.
Threads 	Threads is a social media app that lets users share text updates, photos, links, and videos. It was created by Instagram and is similar to Twitter.	Threads is a powerful platform for engaging with existing audiences and encouraging real-time conversations. Its conversational style and discovery features make it a powerful platform for sparking dialogue and reaching untapped audiences.	320 million users. 20% aged 18-24. 37% aged 25-34.	<ol style="list-style-type: none"> 1. Develop activation strategy. 2. Add creative concepting to Playbook. 3. Begin to develop content specific to this platform. 	Recommend Activation.
Fanbase 	US-owned platform that allows creators to monetize their content directly through subscriptions.	Aims to combine the social engagements (like TikTok and Instagram) with subscription monetization like Patreon and Twitch.	630k	N/A	Do Not Recommend – Fanbase is about creator content monetization, making its viability for brands low. Its userbase is also currently low (630k users).

Giving more to YouTube Shorts

Part 1: YouTube Shorts Test & Learn – *Recommended Plan for Immediate Implementation*

Testing Strategy Based on Insights Gathered: posting past content that is 'skit-like' in nature on YouTube shorts on a consistent schedule as a test and learn

Consistent Posting Schedule

Skit Content Performs Better on YouTube than Other Social Channels

Video Asset	Posting Date & Time
Takis Chippz Face in Bag	April 8 @ 12pm
Takis Intense Nacho	April 15 @ 12pm
Takis Chippz Jingle	April 22 @ 12pm
Take out Your Textbooks	April 29 @ 12pm
Coworker Hiding Place	May 6 @ 12pm
Takis Makes Everything Better	May 13 @ 12pm
Spilled My Hot Nuts	May 20 @ 12pm
Save the Other Half for Later	May 27 @ 12pm
Big Takis Intense Nacho Bag	June 3 @ 12pm
Finally Made it Out to the Pool	June 10 @ 12pm
Pantry Full of Snacks	June 17 @ 12pm
Catching Waves	June 24 @ 12pm

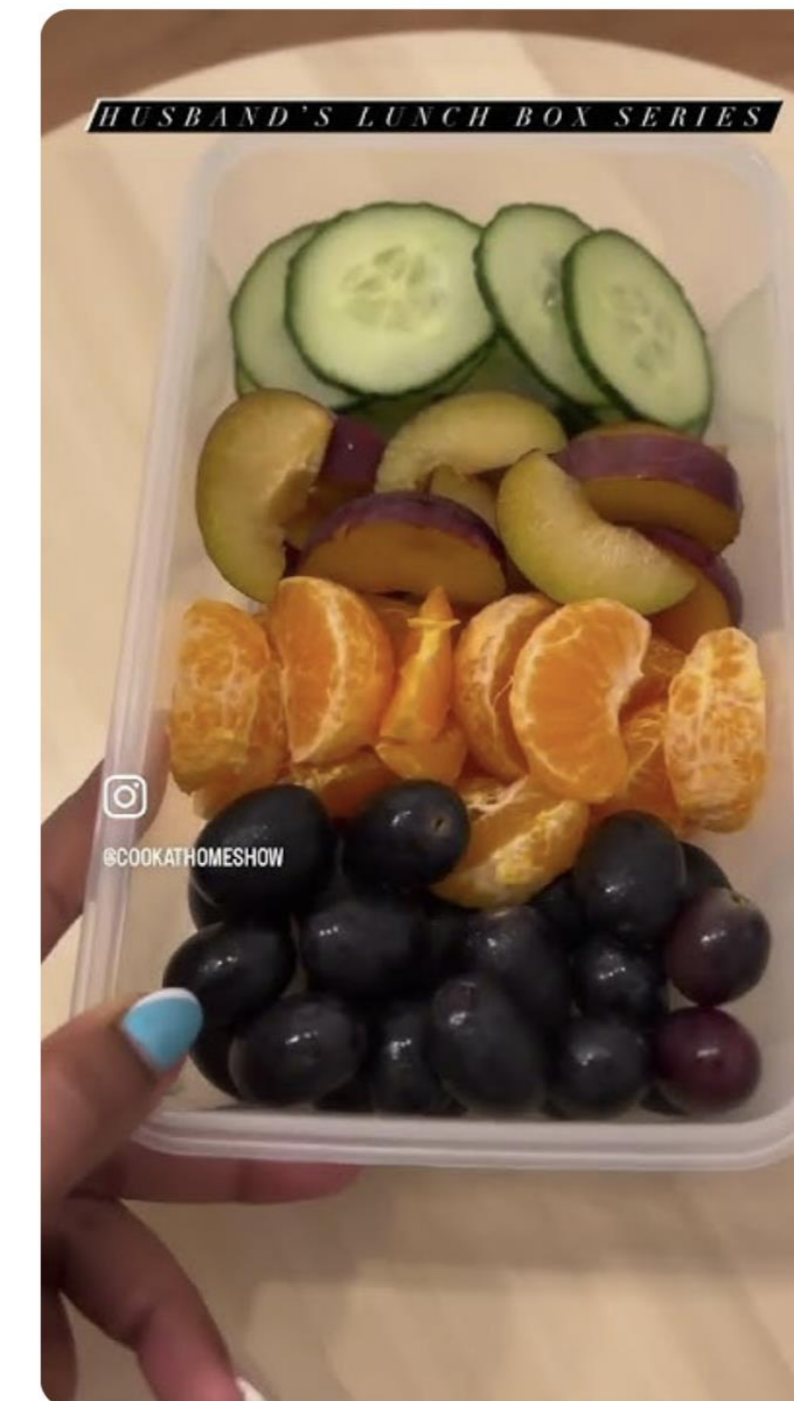
Giving more to YouTube Shorts

Part 2: Expand our YouTube Strategy - *Recommended Contingency Plan for TikTok ban*

Create short clips of long-form video content from regular YouTube videos posted by the brand

Create a series we post at the same time each week to grow subscribers who want to get notified of new episodes

Test timing of posts – test scheduling them at midnight or 2am for the late night scrollers



Husband's lunch box - Thursday series ...



Husband's lunch box - Tuesday series ...

Thank

you

IMPLEMENTATION ROADMAP

PROCESS + HIGH-LEVEL TIMING

