

YOU GOT LAYS?
WANNA TRADE?



Lay's

“WHAT DO YOU
WANT FOR
THEM?”



1. Classic doesn't mean plain.
2. This bag is straight outta Idaho.
3. Get it straight out of the farm.
4. Real potatoes.
5. You're eating the real thing.
6. Get the real deal.
7. Nothing like that crunch.
8. Everyone likes a good old classic.
9. Making classic back.
10. Bringing classic back.
11. No one really hates them.
12. Just bring them to the party.
13. Bring them with you.
14. Always at the party.
15. Making parties like that.
16. Bringing parties back.
17. Backbone of your pantry.
18. Backbone of every pantry.
19. The backbone of every pantry.
20. Every pantry has them.
21. They're in every pantry.
22. Bring them to every pantry.
23. Belong at lunch.
24. Belong with you everywhere.
25. Bring them everywhere.
26. They go everywhere.
27. Nothing to fake about them.
28. All natural for the most part.
29. Bringing natural back.
30. They're meant to be natural.
31. It starts with one bag.
32. Where's my bag?
33. Bring my bag back.
34. Take what's in the bag.
35. Bringing back good memories with every bite.
36. Every bite brings back memories.

37. There's nothing like a handful of chips.
38. Bringing back the original.
39. There's nothing wrong with the original.
40. Crunch that's been there forever.
41. Just think of the taste.
42. The taste that never misses.
43. There's nothing more memorable than that taste.
44. You remember that flavor.
45. The flavor is so much more than salty.
46. Flavor that's so much more than salty.
47. It brings more than just the original chip.
48. More than just the classic chip.
49. Bringing back the classics.
50. You know what you're getting.
51. Just take what you get.
52. It demands a certain taste.
53. The same taste for generations.
54. A generational taste.
55. We're on a generational run.
56. A generational run.
57. It embodies the people it's around.
58. The flavor of the people around.
59. You bring the flavor.
60. The people bring the flavor.
61. Add your own flavor.
62. You add the flavor.
63. You're the flavor everyone wants.
64. It's what you pair it with.
65. The chip with the dip.
66. We want the chip with the dip.
67. Bring that chip to the dip.
68. Nothing like the chip with the dip.
69. You're the dip.
70. We bring the flavor.
71. Gotta bring the flavor yourself.
72. Bring that flavor with you.
73. Everyone's got a little flavor.

74. Bring that flavor to the table.
75. Bring it to the table.
76. Bring whatever you got.
77. Everything at the table.
78. It was never about the chips.
79. It's about the experience.
80. Fuel to conversation.
81. Solid trade at the lunch table.
82. Great bargaining tool.
83. Everyone wants to trade for those chips.
84. I'll trade you for those.
85. Everyone wants to trade for them.
86. The best piece to trade.
87. The most valued asset.
88. Most valued asset.
89. Best part of the lunch.
90. Trade for the chips.
91. Best part of the sack lunch.
92. Best part of a sack lunch.
93. Best trade asset you got.
94. You got Lays? Luckyyy...
95. You got Lays? Wanna trade?
96. It's the best trade you got.
97. Buying you the head of the table.
98. Buy the head of the table.
99. Most heard "I'll trade you for those."
100. "What do you want for them?"
101. Give me that trade.
102. Cornerstone of a franchise.
103. Trade me?
104. The easiest trade of all time.
105. The easiest trade.
106. Best part of the sandwich.
107. Best pair to a cold sub.
108. Best thing in the box.
109. Best part of a lunch box.
110. Back to school. Back to classics.

111. Back to the basics.
112. Keep it simple. Run the ball.
113. Run the ball.
114. Most simple selection.
115. The easiest selection.
116. It's like running it up the middle.
117. Run it up the middle.
118. HB blast.
119. Run it up your gut.
120. Simple to pack.
121. Simple trade. Simple pack.
122. Simplest pack.
123. Simple just means it's easy to understand.
124. Trade these?
125. You want to trade for these?
126. As good as a trade asset as LeBron.
127. Pick one at the lunch table.
128. First pick at the lunch table.