



## Do You Have What It Takes To Go Viral?

Doritos® brand is launching a Canada-wide contest to test your Doritos® Virality!

Contest starts February 14!

### I WANT IN!

**Here's the deal.** Doritos® has a new unidentified flavour but no idea what to call it or how to promote it. We want you to name the **unidentified flavour** and come up with an awesome DORITOS® viral video about the flavour (no longer than 60 seconds in length), based on what the flavour inspires in you. Anything goes, so be **bold**, be **daring**, and most of all, be **creative**!



### WHAT DO I DO?

**NAME the flavour.** Make your video.

Upload your submission online at [www.doritosvirality.ca](http://www.doritosvirality.ca). Then, between February 14 and March 31, 2010, use your **internet savvy** to help your video go real viral, real fast. Send some emails. Join a message board, talk to friends who will post your video on their blog. Rally your Facebook friends and Twitter followers. When you do **start spreading the news**, the place to direct people to is your DoritosVirality.ca page. Every night at 11:59:59 PM (ET), the Doritos® Virality computers will begin pulling and compiling data from internal and external sources, and will update your score on the site. And if you end up with the highest Doritos® Virality score after the contest close March 31, 2010, you could win \$100,000, and a chance to win an additional \$150,000 if you have achieved Maximum Doritos® Virality.

### WHAT'S IN IT FOR ME?

The contest winner receives **\$100,000** and a live guest appearance on **Much Music**. And if your winning video reaches or surpasses the 10,000,000 point Maximum Doritos® Virality Bonus, you'll also be eligible to win an additional \$150,000! The winner's flavour name will also grace the front of the new Doritos® bag, with the winner's very own name printed on the back for all to see.

For more information, to view submissions, and full contest rules, please visit [www.doritosvirality.ca](http://www.doritosvirality.ca).

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