

Frito-Lay Gives Women a World of their Own

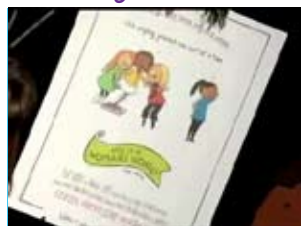
Summary

Welcome to "Only in a Woman's World" – where women can feel supported in their feelings about diets, beauty, snacking, exercise, and body confidence. Marking the launch of Frito-Lay's first comprehensive effort to reach women and grounded in the spirit of sisterhood, "Only in a Woman's World" explores what's top of mind with women today through light-hearted, comical videos, comic strips and interactive online content. Through its multimedia campaign, Frito-Lay is rolling out a portfolio of products developed specifically with women in mind.

Media Center



The "Only in a Woman's World" series premiered at a star-studded event hosted by Brooke Burke



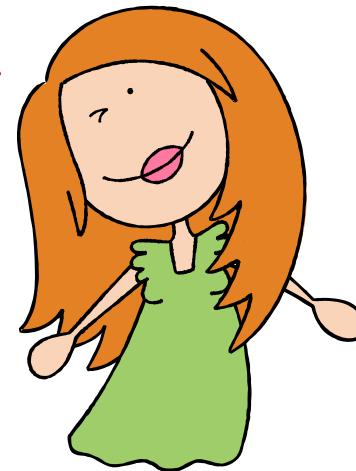
b-roll



Print Ads

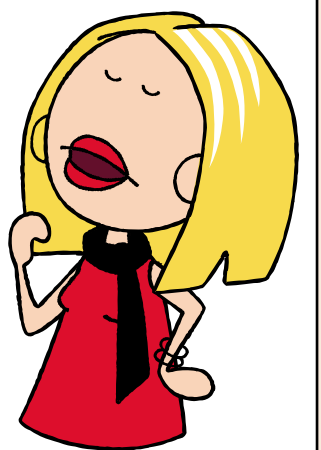
Meet the Women

Nikki



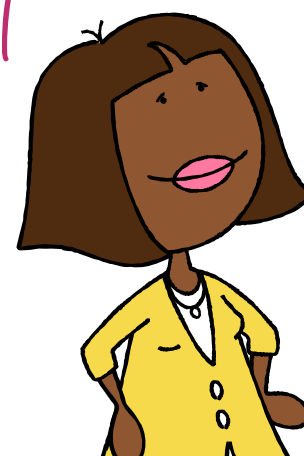
OCCUPATION: Customer Service at the bank.
QUOTE: "Shopping for cereal was a lot more fun when I cared about the toy instead of the fiber."

Maya



OCCUPATION: Owns a small fashion boutique.
PERSONAL STYLE: Somewhere between designer classic and shock and awe.

Cheryl



OCCUPATION: Stay-at-home mom.
IMPERFECTION: Sometimes finds herself wishing the annoyingly perfect Super-mom from next door would have a mental breakdown.

Anna



OCCUPATION: Journalist at the local paper.
TRYING TO FORGET: The poofy perm she sported all through senior year.

Experience Woman's World with comic strips, games, sharable e-cards and more



Photos

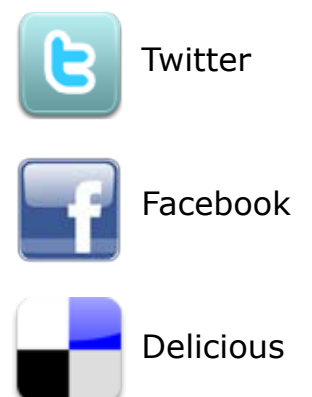
Celebrities hit the red carpet! [Click Here to view more!](#)



Product Gallery



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