

Frito Lay

Corporate Video

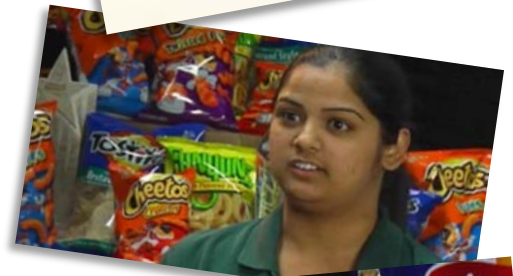
Frito Lay's Williamsport, Pennsylvania, facility is focused on the crucial component of successful manufacturing: a well-trained, cohesive workforce. Though originally designed as a training facility meant to close after five years, this award-winning plant has now operated continuously for 38 years. Williamsport also stands alone in its accomplishment of retaining over 40 percent of its employees for 20 years or more. Near the plant's front door, the trophy case manifests these achievements.

Challenge

Frito Lay enlisted DoubleJay Creative to visually tell this plant's remarkable success story. Specifically this video needed to illustrate Williamsport's strong commitment to Frito Lay's motto: "People first. Product always."

Solution

DoubleJay Creative filmed this video on location in Williamsport in only one day. The project featured the extraordinary employees at the Williamsport plant and explored the motivations behind their incredible, award-winning teamwork. The final cut of the video was screened for the employees on February 13, 2009 in a Williamsport theatre. Hundreds of DVDs were printed and duplicated for distribution to these dedicated employees.



"We are very happy with how it turned out. Your team did an incredible job capturing the heart of our plant—we couldn't have asked for anything better. I had my mom log on and check out the video. She started crying—I think that's a good sign of success! Another sign of fantastic work on the piece."

—Toby Johnson

**WILLIAMSPORT PLANT MANAGER
FRITO LAY**

