# McCain launches Vibes chip-crisp hybrid snack with playful new ad campaign



McCain has unveiled a fresh addition to its snacking portfolio with the launch of Vibes, a unique hybrid product that blurs the lines between chips and crisps. This inventive snack is the focus of an engaging new marketing campaign created by the advertising agency Adam & Eve/DDB, which creatively explores the challenge of defining this culinary innovation.

The campaign’s promotional film captures lively discussions among groups of people as they attempt to pin down exactly what Vibes are. This dialogue culminates in the humorous conclusion that they are a “chip/crisp combo hot snack thingy”. The notion of this ambiguity reflects the product's innovative nature, designed for shareability and made to be enjoyed hot. Mark Hodge, vice-president of marketing at McCain, highlighted the excitement surrounding Vibes, noting that it combines the “hot fluffiness of chips” with the “flavour-packed crunchiness of crisps,” making it a pleasure to consume but quite a challenge to describe.

The product is offered in two distinct flavours: Salt & Vinegar and Firecracker Chilli. With a crispy exterior and a light, fluffy centre, Vibes can be prepared easily—cooked in an air fryer within ten minutes or in an oven in twenty. Priced at £3 for a 350g bag, they initially launched at Iceland and are set to appear in larger retailers such as Tesco, Sainsbury’s, and Morrisons beginning in March. The marketing push includes a multi-channel approach with advertisements scheduled to air during high-profile events, such as the semi-finals and finals of Britain's Got Talent, and a strong presence on social media platforms like TikTok, Meta, Pinterest, and Snapchat.

The campaign's reach is further enhanced through product sampling initiatives and partnerships, such as a collaboration with LadBible, tapping into influencer marketing to engage younger audiences. A mural in Shoreditch, London, will serve as both a visual spectacle and an experiential space where people can sample Vibes, allowing the company to foster direct consumer engagement.

Creatively, the team at Adam & Eve/DDB has embraced this concept with enthusiasm. Tollett, the group executive creative director, expressed delight in the innovative approach this collaboration has taken, praising the fresh ideas brought forth by the new creative team members involved in the project. With a strong blend of humour and creativity, McCain is positioning Vibes as an exciting entry into the crowded snack market—a product designed not just to be eaten, but also to spark conversation.

In conclusion, the launch of Vibes marks a strategic move by McCain to appeal to snack enthusiasts who are looking for something beyond traditional offerings. By merging different textures and flavours, Vibes aims to carve out a distinctive space within the snack food sector while inviting consumers into the playful debate about how to categorise this new and exciting product.

### Reference Map

1. Paragraph 1: [[1]](https://www.campaignlive.co.uk/article/mccain-ad-features-people-trying-describe-chip-crisp-thingy-vibes/1917676)
2. Paragraph 2: [[1]](https://www.campaignlive.co.uk/article/mccain-ad-features-people-trying-describe-chip-crisp-thingy-vibes/1917676)
3. Paragraph 3: [[2]](https://www.biggleswadetoday.co.uk/lifestyle/food-and-drink/mccain-launches-vibes-crisps-combo-4941251), [[3]](https://www.derryjournal.com/lifestyle/food-and-drink/mccain-launches-vibes-crisps-combo-4941251), [[4]](https://www.scotsman.com/lifestyle/food-and-drink/mccain-launches-vibes-crisps-combo-4941251)
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Source: [Noah Wire Services](https://www.noahwire.com)

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3. <https://www.derryjournal.com/lifestyle/food-and-drink/mccain-launches-vibes-crisps-combo-4941251> - McCain has launched Vibes, a new hybrid snack that combines the textures of crisps and chips. Offered in Salt & Vinegar and Firecracker Chilli flavors, Vibes have a crispy exterior and a light, fluffy center. They can be prepared in an air fryer in 10 minutes or in an oven in 20 minutes. Initially available at Iceland, with other retailers like Tesco, Sainsbury’s, and Morrisons stocking them from March. A 350g bag is priced at £3.
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