

# CASE STUDY 1

# HOW DO YOU KNOW YOUR ADDICTED TO Cheetos

Warning! Use extreme caution when opening a bag of CHEE.TOS® brand Cheese Flavored Snacks. CHEE.TOS® have been found to be DANGEROUSLY CHEESY™. If exposed to this incredibly delicious substance, look for these signs of cheese-crazed behavior

1. Finger and tongue constantly orange.
2. A craving for all things cheesy.
3. The inability to share cheetos with others.

If you have any of these symptoms, you are officially hooked on the deliciously, DANGEROUSLY CHEESY™ taste of CHEE.TOS®. The only cure? A never-ending supply of that cheesy crunch you crave.





## CASE STUDY 2

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CASE STUDY

3

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