TAI PEI



NSAC
NATIONAL STUDENT ADVERTISING COMPETITION

Team #300

Stress. We all deal with it. Some days we "just can't even", because adulting isn't easy. Us millennials are busy people, which has made us more skilled in multitasking. It can be difficult to find time to unwind from our day, and even more difficult to unwind in a healthy way. Maintaining a balanced diet can be stressful, and it may be pricey too. What if your guilty pleasure didn't have to make you feel guilty? Let's be honest, we've all hit rock bottom, bottom being the end of an ice cream carton. Now you can find some relief that is satisfying and doesn't take you off track. It doesn't have to be so hard, pick the place and time and leave the rest to us.

That moment of zen.
Sit back and relax with Tai Pei.

Our Story

For the past six months, our team has been trying to figure out the best way to tackle this campaign. Starting in September of 2016, crucial data has been collected with our research, surveys, studies and conducting of focus groups. These findings have opened our eyes to great opportunities and serve as a backbone to our campaign.

The work for this campaign project has been spread across the past seven months, and with this large team's unique talents, we were able to find a balance and the drive we needed.

This journey became one to remember. The bond that grew amongst our team was the missing ingredient. Our task was clear, to get inside the minds of our target audience. To our advantage, the target audience is one we are able to directly relate to, more than ever. We needed to find the core of this campaign within ourselves first. Once our direction was backed up by all the research we had done, we knew we could continue on the road to success.

Millennials are a very diverse group of people, and individuality is more important than ever. With that being said, it is fair to say the transition into adulthood is a stressful experience that we can all relate to. Our campaign will provide a personal, relatable, and real connection with our audience. This will ultimately build trust, loyalty and success for the Tai Pei brand.

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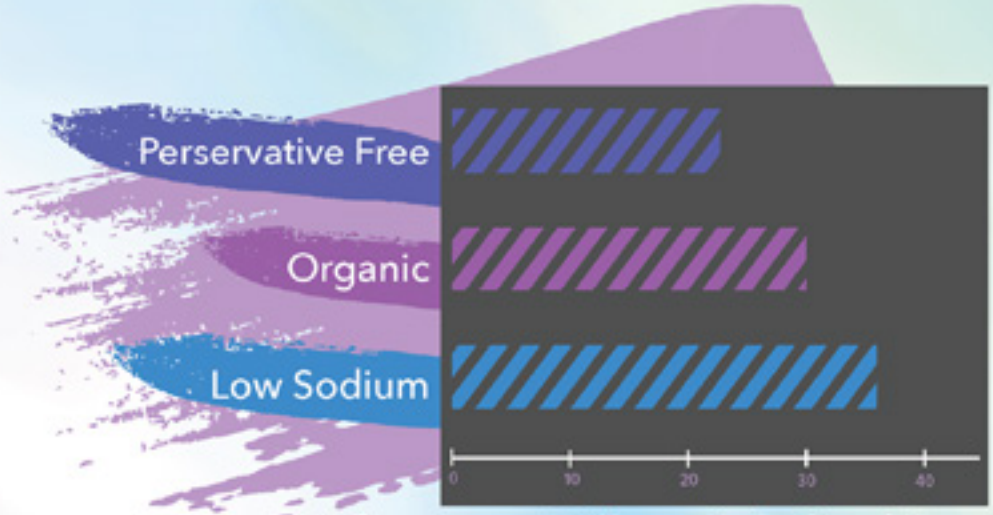






What we Found

When our team was first introduced to Ajinomoto Windsor's product, it was clear to us that Tai Pei was too far off the millennials' radar. With challenges ahead, we sprung forward with confidence noticing that as millennials, we already had our foot in the door with this campaign. Investigating the target market demographic was made simple with our existing insight, being millennials ourselves.



What are Millennials looking for in their frozen food?

Questions that Drove Our Research

Why/How has the frozen food business declined?

Why do certain frozen foods experience growth in sales while others don't?

What differentiates the frozen aisle from other aisles?

Can people tell the difference between frozen and non-frozen foods?

Does the placement of well-known competitors next to our brand affect choice of the consumer?

What gets people to try frozen foods/new food in general?



Our Goals With This Campaign

-With Millennials
-Overcome Negative Perception
-Highlight Compelling Qualities

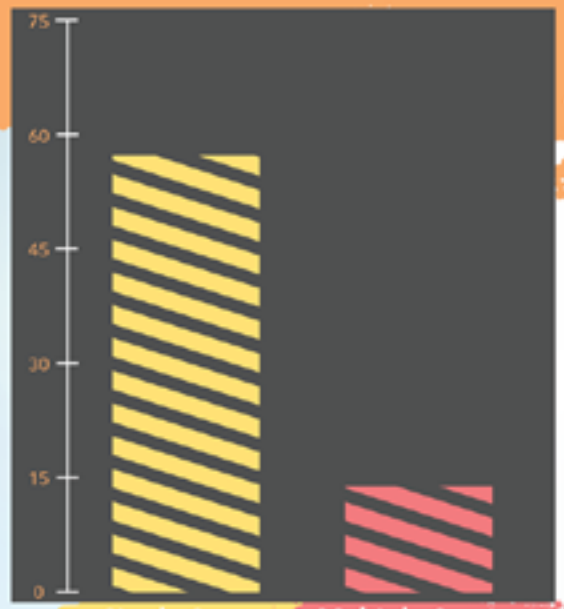
By achieving our goals, Tai Pei will finally gain the recognition it deserves.



The new package will closely associate Tai Pei with a healthy image.

The ingredient quality will increase.

Millennial Preference in Serving Size



Tai Pei has been going in the right direction. Thanks to our focus groups, we discovered something that will help this content in the future. Participants felt Tai Pei's existing marketing was lacking in entertainment, acting with push advertising rather than pull advertising. We decided the content can benefit from a more centralized campaign where posts are a reflection of a consistent and interactive strategy. Despite this, it is clear that Tai Pei is working to market the idea of quality, affordability, and accessibility to millennials. The company has concentrated its efforts online with images, videos, and regular content that is beginning to tap into the new demographic; all it needs is that final push.

Focus Groups

Through our Focus Groups we found...

1. People picked a specific brand because of its backstory, which took the "mass-produced" feeling of the product away.

2. People picked brands or foods that were familiar to them. When it came to Tai Pei, they all stuck with familiarity in choosing an entree thinking about what they usually order at a restaurant or for take out.

3. All said it was something they would eat after a long day.

The four taste tests we conducted were crucial to our overall research. Our first two were blind taste tests, where the food was not in the packaging, to find out if millennials could differentiate between Tai Pei's frozen meals, traditional takeout, and homemade dishes. The data showed that the Beef and Broccoli entree was overwhelmingly thought to be either takeout or homemade rather than frozen, 20/9. Our third taste test focused on the old demographic to find any overlap or contrasting data. The trends ended up being almost identical! Our fourth and final test was again with millennials and brought us to the conclusion that:

1. Participants cannot tell the difference between frozen and non frozen asian cuisine.

2. Participants prefer familiarity, ingredient transparency and quality over variety.

3. Participants have a preconceived idea as to what Asian Cuisine is "supposed" to taste like.

In several focus groups we looked at Tai Pei as a brand, **looking at their previous advertisements and social media presence.** In total, focus groups accounted for 40 of our participants. In these focus groups, participants **felt the social media pages didn't give a reason to follow outside of advertising.**

Interviews

The majority of respondents often have a craving for Asian food weekly, with only 4/13 answering bi-monthly.

The majority answered "yes" they do believe Tai Pei's improved product could in fact satisfy this craving.

The improved product was very appealing compared to other frozen products with the majority answering "yes" 10/3.

For the final question (has the respondent eaten Tai Pei in the past?) the majority answered "no" 12 to 1, identical to our past data.

How Frequently are Millennals Craving Asian Inspired Cuisine



Key Findings

Millennials buy frozen food when they're too busy or too lazy to make anything else.

When looking for a quick & easy meal, millennials are less likely to try something new and more likely to have something familiar.

Through transparency and familiarity, we can take the mystery out of frozen food and associate the brand with the feeling of comfort and relaxation.

Social motivation gives people that extra push to try something new.

Health and quality misconceptions are leading obstacles to the sale of frozen food, however healthy options are actually thriving.

Variety is a strong quality.

The secondary and primary audiences are both health conscious and like familiar brands.

Advertisements need to have entertaining content to attract attention, and do more than advertise.

Ideally, quality and health is the most important factor to millennials.

In Conclusion

Through our extensive focus groups and grocery store walkthroughs we've discovered that many millennials had negative preconceived notions of frozen food, often due to a lack of knowledge. One of the biggest turnarounds was the fact that many people were unaware of the "flash frozen" veggies locking nutrients in, making the frozen veggies an affordable healthy alternative to fresh produce.

When it comes to millennials' desires, Tai Pei's revamped product is already ahead of the game. When given the options between preservative free, non GMO, organic, low sodium, low fat, or all of the above, when choosing frozen food, low sodium and low fat came out as the top choices.

When we asked the target audience what would make them more interested in frozen food, the majority of millennials wanted to see fresh and healthy ingredients. These findings were backed up by another survey question asking millennial shoppers what they value most with frozen food, with choices such as good price, convenience, cook time and nutritional content. Once again, nutrition was the biggest concern.

When studying this generation of multitaskers it became clear to see that in one way or another, busy days are always ahead of them. Their on-the-go lifestyles go hand in hand with their mobile devices; making social media and online networking an extreme factor in their day to day lives. Discovering this through data provided to us, we considered how the involvement of online networking drives millennial eating preferences and trends. After careful consideration, we were able to implement all of these factors into the core of our campaign.

SWOT Analysis

To truly relax, we must be accompanied by a person or product we trust. With 55% of survey participants skeptical to claims companies have made about their products, it's important to form a strong and familiar bond with the audience. Advertisements and messages need to be something millennials won't just scroll past on their newsfeed. This is important for our campaign to take into consideration, since 56% of surveyed millennials filter through generic food advertising online, because it isn't enough to "wow" them.

Strengths

All respondents were open to try the product

Improved product aligns with data concerning the demographic's interest in products with low Sodium, ingredient transparency, and convenience

Opportunities

Opinion of frozen food is thought of as an "insurance buy" - something that acts as meal prep and is bought with the intent to eat when busy.

Potential for satisfaction in: Familiarity, affordability, range of choice, quality, social currency through tweets, status updates, hashtags

Weaknesses

Unfamiliarity of the Tai Pei products

Raised awareness amongst millennials when it comes to false advertising, height-ening the importance of transparency

Threats

Bigger audience of frozen products with a restaurant or established brand



COMPETITIVE ANALYSIS

Primary

PF Changs
PF Changs is a Frozen food product line in addition to being a restaurant chain. They offer Family-sized meals and appetizers and authentic cuisine that is made with clean ingredients.

Secondary

Lean Cuisine
Lean cuisine provides plenty of options: Korean-style beef, Mexican-style enchilada Verde, Vermont white cheddar mac and cheese, etc. It is found in Walmart, Target, Shaws, and Market Basket. More recently, Lean Cuisine started shifting their target audience from middle-aged women to young millennial women and instead of focusing on weight loss diet their mission became about eating healthy in general.

Innovasian
Targets the family oriented consumer by offering asian entrees and sides and can be found mainly in Roche Bros and Walmart. Innovasian does offer a store locator option.

Pagoda Express
This is Asian cuisine offered in sample sizes as snacks. This frozen product is made with fresh ingredients and is described as “the perfect snack”. Pagoda Express does offer recipes on their website for consumers who would like to turn their snack into a fulfilling meal.

Weight Watchers Smart Ones
They offer a variety of entrees from breakfast, dinner all the way to dessert. Smart ones allow people to eat the food they want and feel great about it. This product can be found at Walmart. Weight Watchers Smart Ones is geared toward a feeling of eating what you want at a fraction of the time.



Consumer Analysis

Secondary Demographic

Until now the middle-aged, working class, parents have been the most successful demographic for Tai Pei. The range of flavors accommodates the picky eaters in the family, and leaves less work for whoever made dinner. Tai Pei has been great for parents becuase of the taste, affordability and convenience. Tai Pei, it's always been there - variety without the hassle.

Tai Pei is best for people who...

- are looking for that ah-hah moment.
- need a cure for their midnight munchies, one that won't give them nightmares.
- appreciate an affordable way to spoil themselves.
- are sick of that same cafeteria food all the time.
- feel like today needs to cut them a little more slack.
- care about being healthy.
- would like more "me" time.
- believe that "less stress leads to success."



Primary Demographic

Food. It's what we do. Maybe some of us can agree that we could spend a little less money on it. It takes strength to say no to the offer of getting some take-out, and it can be hard to enjoy healthy food. Just when you think it can't get worse, there's stress eating. "I've literally been running around ALL DAY" If you haven't said it yourself, I'm sure you've heard it from a friend. All this multitasking leaves us feigning for some relief, and food is a common outlet. Unfortunately, the easy, affordable, and healthy options don't always satisfy. We find ourselves wanting more, more flavor and more food. To millennial people, that may sound too good to be true. With this campaign, we will show them that Tai Pei is just what they've needed all along.

Personas



Tina, 25

Tina scored big and found a job in her major right after graduating college! Unfortunately, she still lives on a tight budget because of her student debt and is having a hard time getting used to living on her own, often getting homesick. After each long day, Tina gets in her most comfortable clothes and watches Netflix with dinner. Sometimes, Tina's work friends come over to watch Orange is the New Black together.



Liam, 19

Liam is going into his freshman year of college and is really anxious to meet new friends and experience new things. He's so busy that his class schedule doesn't allow much time to make his own meals. He attends school in Wisconsin, where temperatures can get very cold in the winter. He wants to stock up on warm food so he doesn't have to leave his dorm when the next blizzard hits town. Liam might not be extremely health conscious, but doesn't want to gain the infamous freshman fifteen!



Jacob, 23

Jacob joined the workforce right after high school. Now he is a full time electrician and finds himself on the job from sunrise to sunset, hardly ever finding time to cook a real dinner. Every day on his commute home, he wishes he was greeted with a nice warm dinner. He's also been saving up for a new car so he avoids spending the extra money to eat at restaurants. All he wants is a convenient and affordable meal with healthy ingredients.

Goals and Objectives

Change isn't always a bad thing! But to improve, you must recognize the challenges and set effective goals. Some of the problems with Tai Pei products were the unhealthy ingredients in the food, the way that the food was perceived, and the lack of recognition its marketing brought. Unfortunately, the ingredients suffered from preconceived notions of frozen food. Both millennials and baby boomers are now more aware and health conscious than before. The new brand addressed those issues by cutting down on sodium and preservatives while using fresh and natural ingredients. Additionally, the new product meets Whole Food's quality standards, something millennials would look forward to because other stores are just too mainstream.
Being transparent in our tactics will get millennials to understand that this is the real deal, they will be provided with an honest product they can enjoy and feel good about. That being said, our goals for this campaign are to:

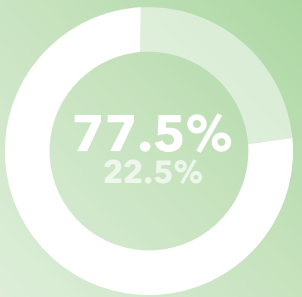
8 in 10

said they like the

'behind the scenes'

commercials for food they consume, they want to know more about how their food is produced.

How Do Consumers Feel About Frozen Food ?



- Frozen Food is Unhealthy
- No Different than most Fresh Entrées

1. Establish Tai Pei as a quick and easy meal millennials can count on. We will make them aware that frozen food can be just as healthy as fresh food but with more convenience.

2. Get millennials familiar with Tai Pei so they will identify with the brand, one that is honest and trustworthy. The product will be comforting, rescuing them from their hungry moments giving them the opportunity to chill out.

Big Idea

As millennials, we are all on our own unique path hoping to achieve something great. We dorm at college, have apartments of our own, live with our parents, and work long days. Many of us are juggling multiple jobs or have kids of our own. It's clear to see that you can't fit all of us into one specific category, but it is also extremely clear that this busy generation of multitaskers needs a break every once in awhile. We want Tai Pei to be a source of relief from those busy days. Tai Pei, a steam cooked microwavable meal, is a perfect way to Blow Off Steam. Our campaign will make Tai Pei the outlet we look forward to at the end of long days. Although our means will differ, blowing off steam is something that we can all bond over.

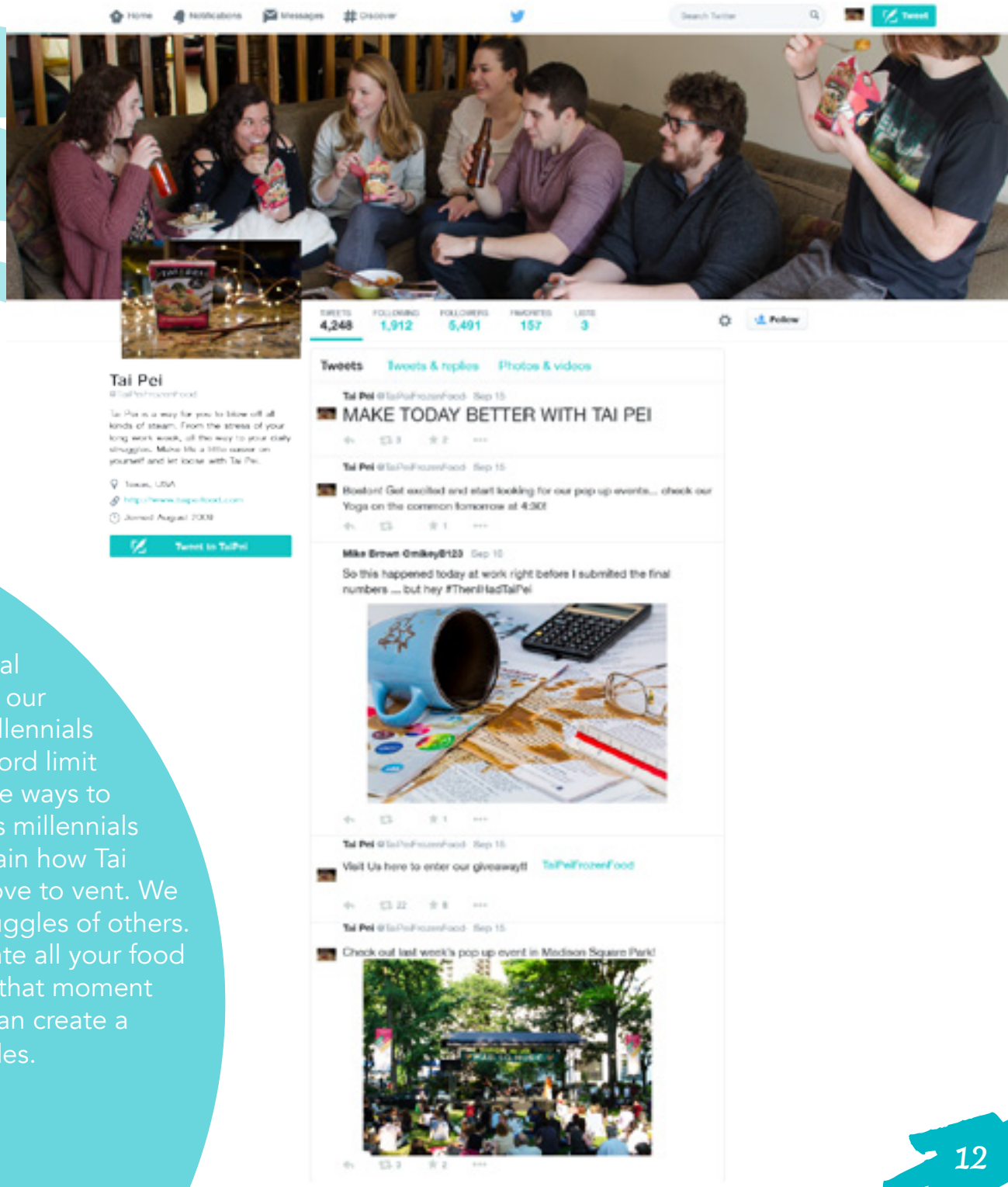
Tai Pei is now a completely revamped product from the new package design and easy cooking process, all the way down to the ingredient changes that make Tai Pei a healthier alternative to other quick microwavable cooked meals. This is something that can fit in with our busy schedules, allowing us to be more health conscious without having to worry about our diet. The new package is easy to store and travel friendly, this will give us the chance to blow off steam wherever we happen to end up on our day to day journeys.

Blow off some steam with Tai Pei!



Tactics
Twitter

"That moment when your roommate eats all your food #ButThenIgotTaiPei."



Twitter is known as one of the more popular social media sites for millennials and is a top priority in our social media campaign. As busy multitaskers, millennials are looking for instant entertainment. The 140 word limit and hashtags in twitter create simple and creative ways to interact with followers. #ButThenIGotTaiPei gives millennials the chance to share personal struggles and explain how Tai Pei provided that moment of relief. Millennials love to vent. We find humor in our struggles and relate to the struggles of others. Maybe you come home to find your roommate ate all your food - luckily you bought Tai Pei on the way home so that moment of relief is still waiting for you. Through this we can create a community around Tai Pei and the relief it provides.

Tactics
Snapchat

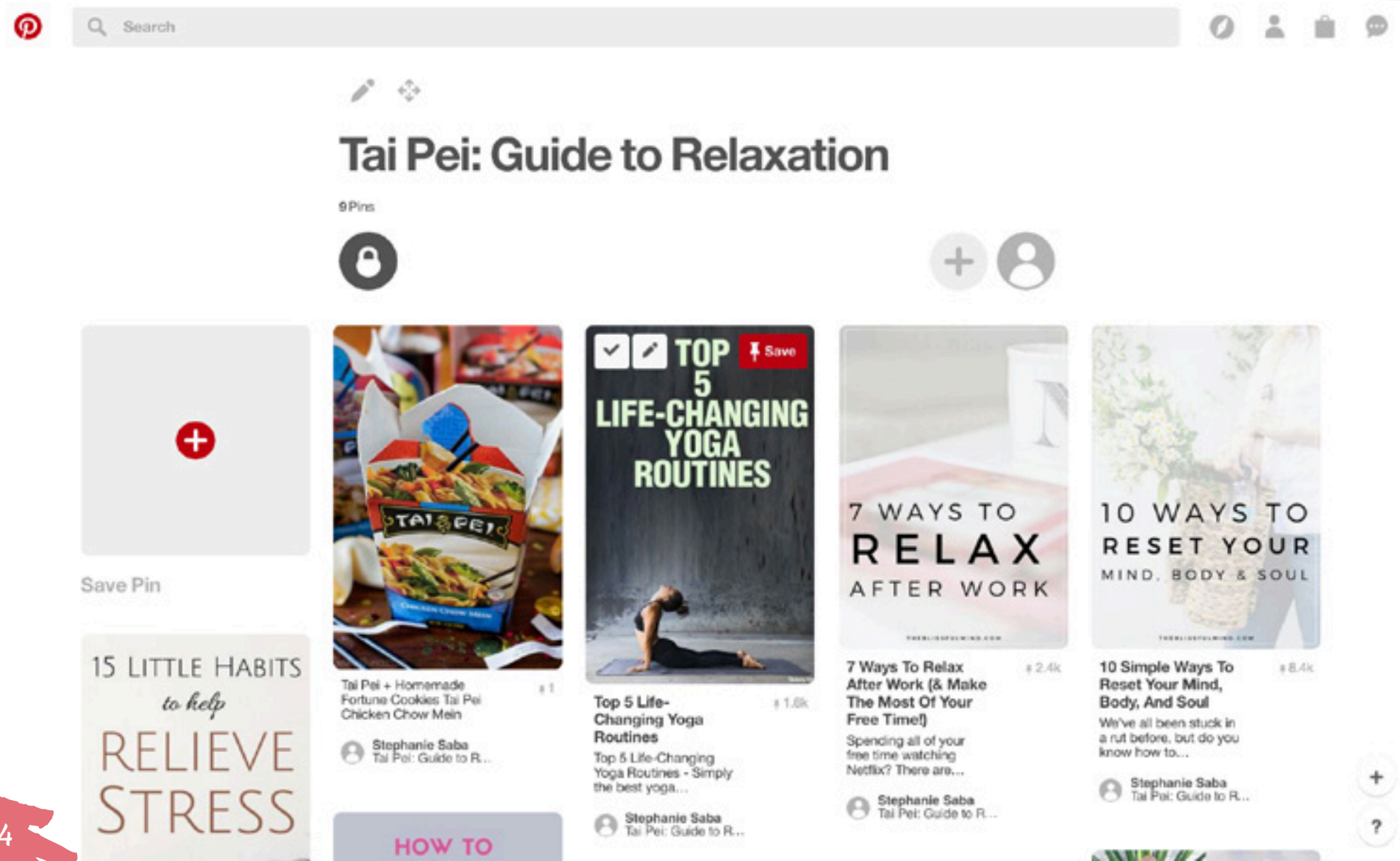


For us millennials, Snapchat connects us with friends and family in a way that lets us be as silly as we want. Be it the ugly reverse camera or our five star meals, snapchat lets us feel like we're part of a greater community. In our campaign, Snapchat will have that same impact on its users while marketing our campaign's events and entertainment. These events allow participants to use geofilters that show off where they are and what they're doing, incorporating elements of the new Tai Pei product. While everyone is participating in stress relieving activities they can post videos and images to a Tai Pei featured story, connecting them with the large audience across the country.



Tactics
Pinterest

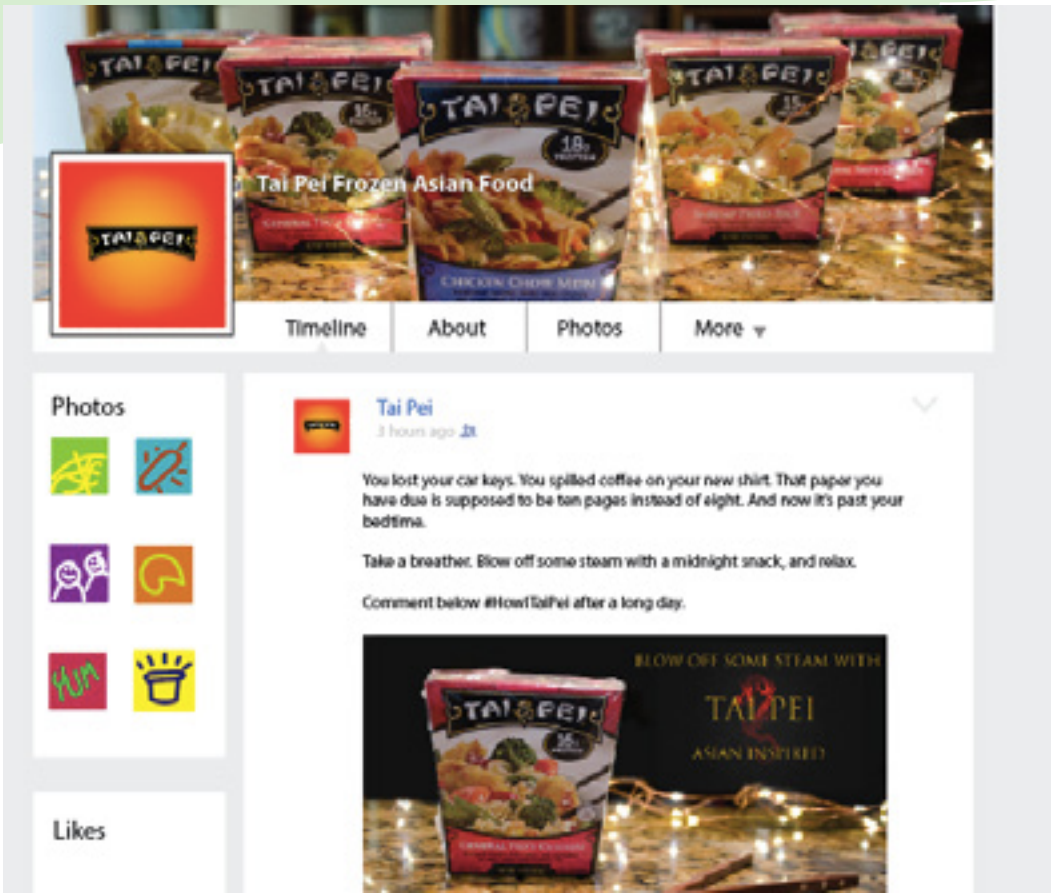
Through this platform Tai Pei can show millennials just how easy it is to blow off some steam. The Tai Pei Pinterest board will feature different pins ranging from de-stressing breathing exercises, to easy yoga poses, to organizational tips to keep millennials calm and relaxed as they face our busy schedules and the daily stressors of life.



Tactics
Facebook

Facebook is a good platform to post live footage of Tai Pei events and information for the events themselves. A series of gifs and short commercials that tie into the campaign's main theme will make up the bulk of regular content. This content will be eye catching and fun, as it plays on what we know clicks with millennials; something as simple as a movie reference can do the job. Facebook is also a good platform to share articles that relate to the product itself or even the main strategy of "blowing off steam." It's also a good platform to make a connection with sponsored pages such as podcasts, YouTubers, and events.





Audio

Everyone listens to popular platforms like Spotify and Pandora, I even tuned in when I wrote this. These platforms, as well as traditional radio, are perfect to reach millennials. On Spotify we will create a series of playlists full of relaxing songs anyone can blow off steam to. Other platforms like podcasts and college campus radio are perfect to tap into college-aged students. Tei Pei can provide friendly ad reads and sponsor various shows to create an honest and transparent image of the product. On all of these platforms we will use sound-oriented advertisements to tap into the audience's auditory senses that stir up a craving for Tai Pei's sweet relief. Tai Pei's new campaign values the personal, intimate emotions of relief and relaxation. Certain sounds can provoke these feelings and connect to the simple message that Tai Pei wants to emphasize: take a breather and Blow Off Some Steam with Tai Pei.

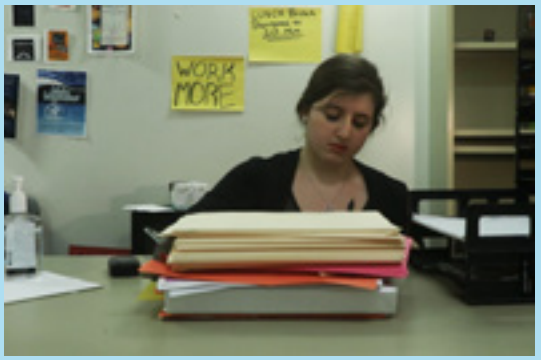


Example: *This idea follows around a college student in their normal hectic life from when they wake up, get ready, ride to class, take a test, do homework, go to the gym, and ride home. The subject gets into their house and at the end of the day when they are going to relax and "blow off steam" this subject sits down and watches television and enjoys a bowl of Tai pei. Typical radio ads run about 30 seconds so each clip should last 1-2 seconds with an emphasis on each noise by changing the volume of each sound. With this idea there is also the ability of multiple commercial ideas by following different subjects through their own unique journeys in their everyday lives and ending the day with different tasks when they "blow off steam" with Tai Pei.*

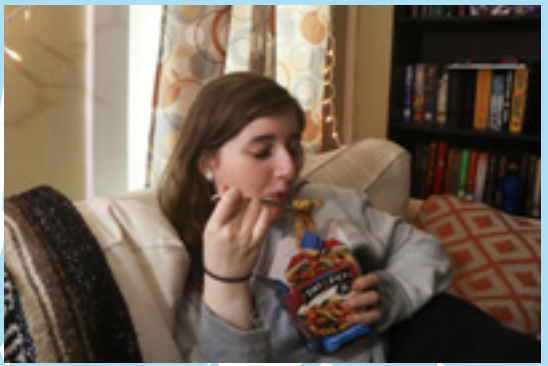
Video/Commercial

The commercial we created depicts the stress of everyday life, from spilling coffee on exam notes to getting stuck in traffic on the way home. A college student is the subject of the commercial, showing millennials that we understand how hard they have to work and what they have to sacrifice to make their life work. At the end of the day, when she finally gets home, she pops Tai Pei in the microwave, as all the sounds of her stressful day crescendo to the ding of the microwave. It closes out with the woman sitting on the couch, watching tv, and eating Tai Pei with a relaxed smile on her face. To reach millenials, the commercial is a multi-platform project, not just for TV, but for social media sites such as Facebook, YouTube, and Snapchat.









Events

What better way to help millennials relax and ease their minds then by planning an event for them! A series of three events will be set up during our campaign, each spotlighting different aspects of the new and improved Tai Pei while remaining true to the theme of blowing off steam. Each event will have a number of different stations where millennials can interact and relax. All who attend these events will receive a grab bag containing a Tai Pei fortune stress ball, a buy two get one free coupon for Tai Pei single serve entrees, and a scented spray. These events will be a fun and stress free atmosphere where millennials can familiarize themselves with the brand and connect with others in person and through social media.



The first event will take place on college campuses across the nation where they won't have to worry about any deadlines because it will be a come and go as you please. Students who attend this event can learn helpful and quick organizing tips to save them time, try new breathing techniques, and of course pair their new knowledge with their favorite flavor of Tai Pei.

The second event will take place in central parks across the country. This event will feature the more relaxing aspect to blowing off steam. The stations in this event will be less informative. Attendees will learn basic and easy yoga poses and meditation tips. There will also be several massage chairs set up for free five minute massages.Talk about relaxing. Tai Pei's Tai Playist will be fun and enjoyable background music as attendees peruse the event, unwind, and try and their favorite Tai Pei recipe.

Print Media

Our campaign will use print media tactics like posters, coupons, billboards, transportation, and magazine advertisements. We will also use print media to advertise the Tai Pei Playlists, sponsorships, and even events. Physical media can sustain a lasting impression on the audience because touch is a powerful sense.





Media Rationale

Social Media and Networking:
With millennials' eyes constantly checking social media, social media advertising and networking become some of the most essential forms of advertising today. According to research, millennials like to use food as "social currency", such as posting pictures of their meals on Instagram or Facebook as a way of showing education, knowledge or income." Using this to our advantage and spreading the budget among the top forms of social media today such as Facebook, Twitter, Pinterest and Snapchat will bring Tai Pei to the forefront of millennials everyday lives.

Audio:
Our audio budget would be spread between several different ad formats. Between traditional radio ads, all the way to audio ads, branded playlists and display ads on sites such as Pandora and Spotify. 72% of all spotify users are millennials.

Events:
"If it's free, it's for me!" I bet you've heard that once or twice. How could you disagree? What's better than a free bag of goodies? This event will be set up with games and activities to help millennials blow off some steam, accompanied by an array of flavors for your tastebuds to explore. Our budget will be spread among delicious food, and many souvenirs, coupons for Tai Pei products and chosen venues.

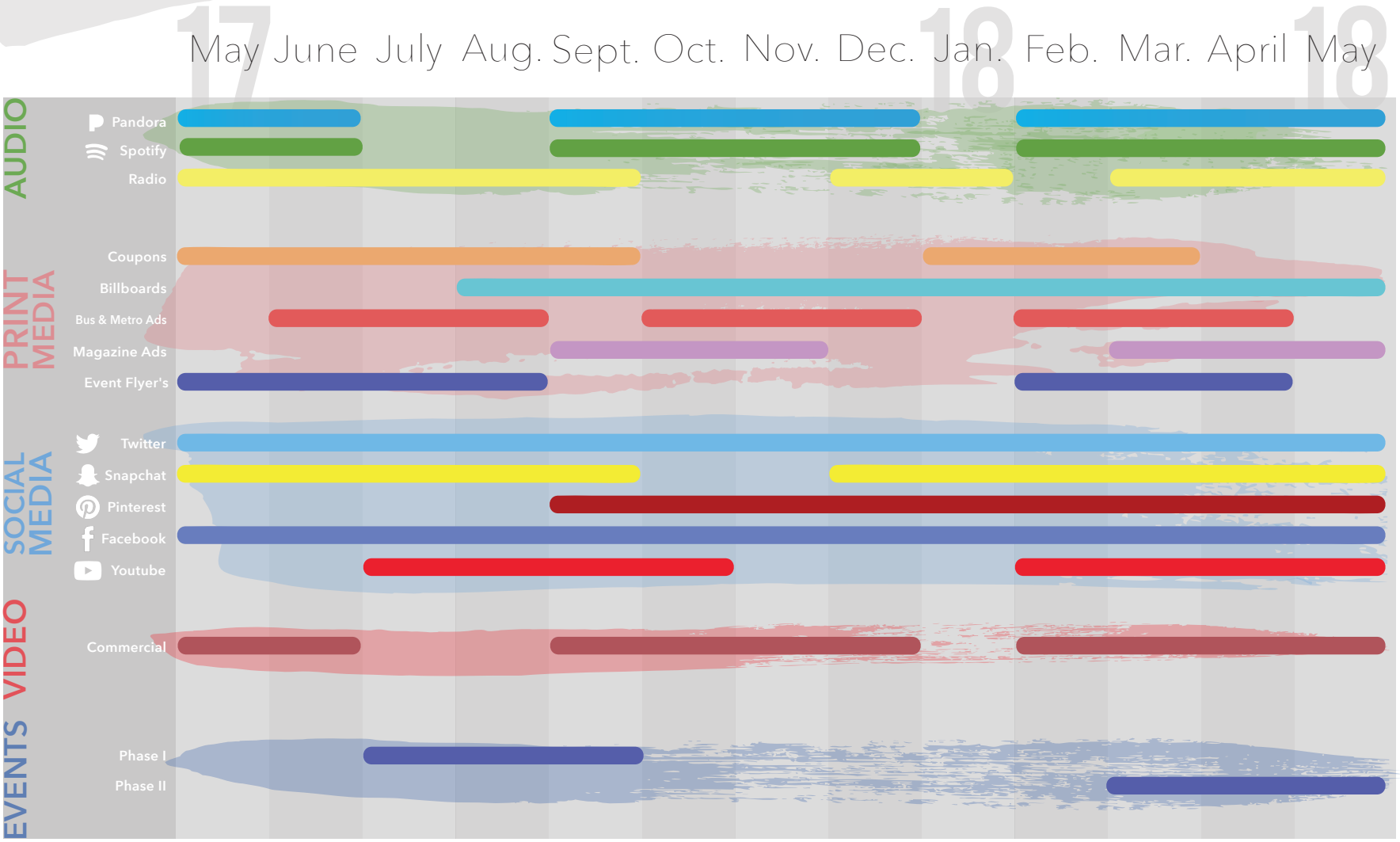
Publicity:
Traditional advertising such as flyers and billboards will never go out of style. This type of advertising can't be ignored easily. Our budget will be spread among billboard's, event flyers, and transit advertising such as at busses and metro stations keeping consumers aware of Tai Pei products and Tai Pei hosted events.

Commercial:
Due to the fact that many millennials are now finding alternative ways to watch TV such as online streaming, our commercial will air through prime times on television, but also be broken down into smaller segments and streamed through these online media outlets such as Hulu, and Youtube.

Magazine Advertising:
We chose a publication that would effectively reach millennials as well as the current Tai Pei audience. Choosing a magazine such as *People*, 37.3% of its readers are between the ages of 18 and 34, would engage the millennial audience while appealing to other generations like the Baby Boomers, who make up 31.2% of *People's* readerships.



Media Schedule/Budget



Budget

AUDIO	550,000
	550,000
	3,000,000
PRINT MEDIA	13,300
	250,000
	250,000
	1,800,000
	23,500
SOCIAL MEDIA	400,500
	715,800
	200,700
	505,000
	650,000
VIDEO	7,500,000
EVENTS	302,010
	302,010

Total:
17,012,820

Campaign Evaluation

"Our Journey"

Over the past school year, we have been working tirelessly trying to figure out the ultimate route for this campaign. Our journey is based on research and focus groups that go all the way back to September of 2016. Because our team is classroom based, we lost a couple members during the switch of semesters, but were able to gain even greater knowledge with the teammates we've picked up along the way. Tai Pei has helped us come together in a way that makes our team extremely excited to bring this journey to the forefront so that millennials all over the country can feel the same.



At times, we found ourselves over thinking things when in reality, we had the tools all along. Millennials - we understand them - because we are them. We needed to find the core of this campaign within ourselves first. Once our direction was backed up by all the research we had done, we knew we were on the road to success.



Millennials are the next marketing challenge every advertiser needs to face, how do they tick? Luckily our campaign has the answer: our focus on the facts and benefits of the new Tai Pei is the best way to advertise to this audience of selfie takers. Tai Pei as a brand will attract all demographics, past and present, because of the interactive and relatable approach in our tactics and design spanning all platforms in the consumer's natural habitat. This campaign will inform and engage millennials by meeting them in moments of relaxation, making Tai Pei a friend they can hang out with after a long day. Honestly advertising the new ingredients, recipes, and whole foods stamp of approval will encourage millennials from all walks of life to take part and enjoy. Our strategy is one with the audience; something they can look forward to, to the point where taking a break isn't complete without Tai Pei. On those days where we just don't want to adult anymore, where we'd rather play a song or start a game, Tai Pei will be there to help Blow off Some Steam.

Resources

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