Team №316



Wienerschnitzel

NSAC NATIONAL STUDENT ADVERTISING COMPETITION

Executive Summary

Hot dogs are very satisfying. So is our solution.

Our target audience of young, diverse couples are passionate about food. And, for the most part, they like hot dogs. Great! So, what's the problem?

Here's what our research uncovered. While many people have fond memories of biting into a freshly grilled dog at a cookout, at the ball game or over a campfire, ***they don't think about consuming them on a more regular basis.*** Hot dogs are far down on the list of favored foods and some people, frankly, find them rather boring.

We need to remind our audience that enjoying a hot dog with a loved one, a friend, or even a stranger is worth doing more than once or twice a year.

The driving goal for this campaign is rooted in evoking a sense of adventure through the power of the anything-but-boring hot dog. By reminding the consumer to embrace differences and celebrate diversity, we will reignite their adventurous side. We aim to curate an atmosphere peppered with moments and stories that they can relish, that dare them to savor the good times.

So grab a hand. Grab a hot dog.

And remember ● ● ●

"Every Dog Has A Story."

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The Challenge

Wienerschnitzel, the world's largest hot dog chain, tasked teams to change the consumer's overall perception of hot dogs. This is a smart move. Increasing positive feelings towards their main product will not only help sales at their restaurants, but could lead towards a long-term benefit for the entire hot dog industry.

So we first looked at some of the hot dog's strengths, weaknesses, opportunities and threats:

S W O T

Strengths

Lots of people like eating hot dogs. (statistics chart from case study)

Extensive research on hot dog perceptions.

Detailed knowledge of target audiences.

Regarded as top-three "American" things for generations.

Weaknesses

Lack of media presence of hot dogs compared to other foods

Negative or indifferent perceptions of hot dogs, not top of mind.

Hot dogs are affected by seasonality, tied into events.

Inconsistencies among store and restaurant brands. (quality, taste, look, texture)

Opportunities

Neutral/indifferent crowd moves to positive image and eating hot dogs more often

Growth in occasions/locations to eat hot dogs

Increase in social media presence/ discussions

Raising consumer product loyalty.

Threats

Increase in health-conscious focus

Competition from similar foods: hamburgers, tacos, pizza etc.

Push back from manufacturers of highly processed hot dogs

Proliferation of negative rumors/ videos regarding processing and questionable ingredients

Research

Step 1: Case Study Review

Wienerschnitzel provided us valuable study data that identified the attitudes and behaviors of its restaurant customers. The information was far richer than just a demographic profile and gave us great insight into the desired consumer. Two main audiences came out on top: the **Connectors** who reward themselves for working hard and follow cravings and the **Trendmakers** who are always on the lookout for what's new and interesting. Connectors make up 20% of the population (46% of all Wienerschnitzel customers) and Trendmakers who make up 17% of the population (52% of all Wienerschnitzel customers).
As we face the challenge of elevating the image of the hot dog to increase primary demand, we strive to keep the Wienerschnitzel tone of voice- one of happiness and celebration, top of mind.

Step 2: Comparative Research

We felt it would be a good idea to compare how other food products overcame negative perceptions. So we did comparative product research on five foods:

Our research focused on eggs, avocados, milk, kale, and pistachios. Perceptions about these foods included health concerns, how to use the food and that it was a forgotten food item. So how did marketers overcome these negative perceptions? Kale was promoted using guerilla marketing techniques and social media influencers. The avocado campaign directly answered the question of how to eat the odd-shaped food. Eggs were advertised as quick and healthy. And the iconic "Got Milk?" campaign brought about awareness through the absence of their product. With the use of social media, the foods were able to reach a broader audience to deliver their messages, demonstrating how each food can be fun, tasty and beneficial.

Step 3: Secondary Research

Consumer perceptions

After looking at previous food product categories that overcame negative perceptions, we knew we had to discover exactly what consumers' perception of the hot dog actually is. We assumed a highly negative attitude was preventing the hot dog from hotdogging to the top of Americans' food preferences. Right? Not so fast. Other than a few rogue, unsubstantiated videos on YouTube, the overwhelming perception of hot dogs is rather, ummm, neutral. Even for consumers who are convinced that hot dogs aren't "healthy" or that they may contain questionable ingredients, that doesn't stop them from eating hot dogs when they want to.

Moving attitudes from negative to positive is a lofty task. But improving neutral perception to more positive ones isn't insurmountable. Our further research will point us in the direction we need to go.

Who are we targeting?

Wienerschnitzel provided us with an abundance of target audience information. But we wanted to make sure that data was still current. Most of our secondary research verified what we were given.

The following statistics were compiled from AdMall after asking Wienerschnitzel customers a series of questions about their demographics. This includes a general profile of respondents, lifestyle statements, and engagement with Wienerschnitzel through advertisements and various other marketing efforts.

- Male: 63.3 percent of the audience
- Female: 36.7 percent of the audience
- Income of $150,000 and up: 18.4 percent of audience (Difference: 36 percent)
- Income of $25,000 to $49,000: 22.9 percent of audience
- Urban City living: 49 percent
- Married: 50 percent
- Single: 34 percent (Difference: 33 percent)

Event audience wants to attend (Event Marketing)

- Beer/Wine festival 32.9 percent
- Concert: 31.9 percent
- State/ County Fair: 29.7 percent
- Flea Market: 25.9 percent
- Holiday/ Christmas expo: 25.9 percent (Difference 149 percent)

Social Media Platform preferred

- Facebook: 86.3 percent
- YouTube: 70.5 percent
- Instagram: 61.5 percent
- Twitter: 51.6 percent
- Snapchat: 39.3 percent

Research

Using the Simmons consumer research tool, we found out a lot about the defined target audiences. Here's what we learned about their purchasing habits, traditional media engagement, and social media usage:

Brand Loyalty
Trendmakers: Below average (125)
Connectors: Far Below Average (119)

Approval Seeking
Trendmakers: Average (122)
Connectors: Far below average (120)

Social Media/Networking (Following)
Trendmakers: Music Groups (210)
Connectors: News Newspapers (110)

Social Media/Networking (Following-How Often)
Trendmakers: 3 or more times a day (154)
Connectors: Less than once a week (135)

Network Primetime
Trendmakers: Evening Animation (191)
Connectors: Game show/Contest (125)

Network Primetime (Time Length)
Trendmakers: 9PM-11PM (88)
Connectors: 7PM-11PM (112)

Network Primetime (Channel)
Trendmakers: The CW (156)
Connectors: CBS (118)

Movie Genre
Trendmakers: Horror (198)
Connectors: Other (112)

In a nutshell, these groups may be different in many ways, but they also have a good deal in common. Now that we know who they are, we need to find out what their perception of the hot dog is and how we can best reach them with messages to improve that. That's where our primary research comes in.

Step 4: Primary Research

To better understand current perceptions and our target audience, we created a 30-question snowball survey asking about hot dog perceptions, preferences and attitudes. We also asked detailed demographic information, including media engagement, social media usage, and lifestyle interests. We received responses from 521 people from 33 different states nationwide.

Here's what we learned from the respondents:

Survey takers value the nostalgic, socializing aspect of hot dogs.
60 percent said they associate hot dog with "cookout"
38 percent connected hot dog with "sporting events"

How likely is our audience to eat a hot dog?
67 percent indicated they are very or somewhat likely to eat a meat hot dog. Yet only 20 percent viewed hot dogs as positive.

Why the difference? We found out.

46% have a neutral view of hot dogs.

They also see hot dogs as unadventurous. When asked if they see people who eat hot dogs as adventurous,
35 percent disagreed
58 percent were neutral

Survey takers saw people who eat hot dogs as
53 percent All-American
41 percent youthful
35 percent unhealthy

100+ hours of research
521 survey responses
5 *Focus Group participants*
1,009 Simmons data points
651 AdMall data points
7,498 Kantar/AdSpender data points
10 hours Facebook, Twitter, Instagram trolling
15 hours Comparative product analysis
9 hours Google searching
25 hours Researching media costs
10 hours Creative campaigns research
23 industry reports
25 hot dogs consumed

When asked what emotions, feelings or images our respondents associate with hot dogs, the findings indicated happy time spent with others: baseball, comfort, nostalgia, camping, yummy, summer, childhood, Americana, cookout, family time, 4th of July, bonfires, camping, convenience.

For vegans and those who dislike hot dogs, we asked: despite your perception of meat-based hot dogs, how likely are each of these to improve your view of hot dogs? Healthier ingredients, better taste, and productivity improvements were the highest influencers and they only came in at 17 percent. What this tells us is that we cannot change the perception of those who won't eat hot dogs. And that's ok!

Our audience of Trendmakers and Connectors are not concerned with the health aspects of hot dogs and will still indulge in their cravings.

We wanted to know how often people eat hot dogs. Here's what we found:
30 percent every few months
27 percent once or twice a year
13 percent monthly
12 percent a few times a month
9 percent weekly
Can we make hot dogs more enticing, more top-of-mind so that consumers will reach for them more often? We say yes!

Findings & Takeaways

From all of our combined research—the case study, secondary research, primary research, focus group—we uncovered four important findings.

Finding 1:

Trendmakers are not concerned with the health aspects of hot dogs. Both Trendmakers and Connectors will still indulge their cravings. **68 percent surveyed are very or somewhat likely to eat a meat hot dog yet only 20 percent viewed hot dogs as positive.**

Support: Most of the negative views come from people viewing hot dogs as unhealthy or of poor quality. *"They're probably not the best things to eat, but they're good."*

Takeaway: Consumers will eat hot dogs even with some negative perceptions.

Finding 2:

Secondary research indicates Trendmakers are passionate about food and prefer customization. To them, hot dogs are outdated and not trendy. In addition, our survey uncovered that **46 percent have a veutral view of hot dogs.**

Support: The hot dog is seen as a basic, non-exciting food item. *"I'm indifferent to them."*

Takeaway: Sharing exciting customization of hot dogs will help to alter perceptions.

Finding 3:

Connectors value the nostalgic, socializing aspect of hot dogs. And when asked what comes to mind when they hear the words "hot dog" **60 percent of those surveyed said "cookout" and 38 percent said "sporting events."**

Support: Hot dogs are eaten where people gather together. They evoke fond memories. *"Hot dogs are fun and make me think of happy times with family."*

Takeaway: Positive perceptions of the hot dog are linked to experiences and togetherness.

Finding 4:

Both of our defined target audiences value experiences and seek adventure with others. However, our primary research found that people overall view hot dogs as unadventurous. Of those surveyed, **35 percent disagreed and 58 percent were neutral when asked if they see people who eat hot dogs as adventurous.**

Support: The hot dog is not seen as an adventurous food item. The hot dog does not invoke feelings of adventure and experiences in consumers.

Takeaway: We need to link hot dogs with adventure.

Target Audience

It doesn't have to be fancy, but it does have to satisfy. That's how our target audience feels about food. If it's on the cusp of a trend, even better.

Our primary target audience is the Trendmakers. Our secondary group, the Connectors, aspire to be like Trendmakers, so it makes sense to focus mostly on the primary target which will also attract the secondary group.

Trendmakers are diverse couples in their late 20s. Many have young children. They live a budget-friendly epicurean lifestyle, ie. **"Champagne tastes on a beer budget."** They don't view hot dogs as unhealthy, but in their foodie culture, they do see them as a bit outdated and less trendy. Trendmakers opt for spicy flavors and customizable toppings, anything to satisfy their lust for diverse indulgence. Food and dining out are key sources of satisfaction in their lives. They embrace style, music and fashion trends. Though they don't generally create or discover them, Trendmakers are likely to elevate those trends. They are also a social, adventurous group who love to explore. Social media is a means to chronicle their food adventures and experiences. Their top media influence is TV when determining where to eat.

Connectors are mostly married and full-time employees with some college. They have kids, though some have left the nest, and range from 45-65 years old. Simple, honest things are important to them in life. Their ideal impression of service involves customizable, fresh ingredients. They personally identify as **flavor cravers and explorers**. Flavor cravers incline toward cravings even if they have to travel or spend a little extra cash. Explorers like to try new foods and places to eat. Connectors have a balanced work and social life and opt for an active, healthy lifestyle. They crave the sense of belonging and love sharing moments with family, friends and loved ones. They tend to indulge in quality and reward. Their practical escape from life is rooted in their ongoing curiosity. Also, their top media influence is TV when determining where to eat.

Audience Personas



The Explorer

Kim Castle
Assistant Professor
Age 32

"Life's too short to not adventure with friends."

From the moment she wakes up to Alabama Shakes' "Hang Loose" blasting on her iPhone, Kim is on the move. She's an avid explorer whether it means checking out a new restaurant across town or a new hot spot overseas. She and her partner, Lauren, often have friends and family over (don't worry if you weren't invited, you'll hear all about it on Kim's Facebook post the next day). She treats her "guinea pigs" to experimental flavor combinations. Sometimes they actually work.



The Foodie

Hector Alvarez
Sales Manager
Age 29

"I want to keep my taste buds happy, that means variety."

Hector and Marie have been married five years and have an active toddler named José. Hector's $40,000-a-year income makes saving a challenge but he and his wife are motivated to buy a house in the suburbs. On Sundays when Hector is not at work you'll find him cheering on the Patriots as he cooks up his famous "Hot Tamales ala Hector." To him, food should be exciting and adventurous, the spicier the better.



The Media Maven

Claudia Johnson
Jewelry Designer
Age 26

"I grew up with a computer in my hand, it's second nature."

Though she went to school for interior design, Claudia loves running her own Etsy jewelry business (it's doing really well). Her partner, Benji, is a creative writer and has his own side gig photographing bands on the weekends. Both are very plugged into social media sites like Instagram and Facebook, promoting themselves or showing off their date night dinners. Claudia has almost 12k followers and has started promoting other brands. If it's online, Claudia's on it!

Creative Strategy

One clear message that came out of all the research is this: **Hot dogs are consumed in the company of others.** Whether at a cookout or campfire, hot dogs are fondly linked with that experience. There's a story there. And it resonates powerfully. Let's keep the anthology going.

"Every Dog Has a Story."

Our campaign brands the hot dog as the icon of togetherness, sharing moments, building stories. We will touch on nostalgia but also bring about new perceptions—the hand-held hot dog is made for adventure, both for ones taste buds and lifestyle. By showing how creatively the hot dog can be customized and how fun it can be on outings, our young adventurers will be more likely to incorporate the hot dog into heavy menu rotation.

To make sure our concept was sound, we tested some ad and billboard mockups with a focus group of male and female target audience members. Our original tagline of "Every Bun Has a Story," together with the image of the hot dog in a bun, led them to believe that we were promoting hot dog buns, not the actual hot dog. They did, however, respond favorably to the story concept, the idea of hot dogs being nostalgic and the story of togetherness and adventure. They felt that making hot dogs come across as a partner in their adventures and providing them with customizable options would persuade them to indulge more often.

With that feedback, we pivoted to make our message more clear and focused on our hero, the hot dog.

To address the fact that Wienerschnitzel name recognition does not extend nationwide, we decided to brand the campaign with a partner, the **National Hot Dog and Sausage Council**. Just as the Got Milk? campaign was branded with the California Milk Processor Board, having the Council on much of our advertising efforts will help to legitimize the ads in the mind of the consumer.

Media Strategy & PR Tactics

Paid Media

Approximately: 483,457,880 Total Impressions

Campaign Start: August 1, 2019
Campaign End: July 15, 2020 (National Hot Dog Day)

The goal of the "Every Hot Dog Has a Story" campaign rests in the notion that both the Trendmakers and the Connectors thrive on the excitement of adventure. That being said, we will reach our audiences in the midst of adventure-seeking. Whether they're walking to a new concert venue or googling "cool things to do" in their area, "Every Hot Dog Has a Story" will make a strong impact.

Paid media coverage will blanket the year in full, and it will gradually increase as we approach the end of the "Every Dog Has a Story" campaign. We will spread awareness by targeting 15 market areas dubbed some of the best "foodie" cities in America. Ending our campaign on National Hot Dog Day will kindle a passion amongst our target audiences to delight in the joys of a hot dog.

Frequency

Everyone who falls within our target audience will see or hear an "Every Hot Dog Has Story" ad anywhere from 7-10 times throughout the course of the campaign. We strategically chose the 15 cities of our focused campaign from a list written by TravelPulse.com on "The 30 Best Foodie Cities in America for 2018."

Here are the15 Market Cities

- Chicago
- Salt Lake City
- Atlanta
- Boston
- Nashville
- Austin
- Denver
- New York City
- San Francisco
- Philadelphia
- San Diego
- Las Vegas
- Miami
- New Orleans
- Portland

Budget Breakdown - $25,000,000

- Paid Media: $12,386,000
- PR: $5,000,000
- Production: $6,500,000
- Contingency: $1,114,000

PR Strategies and Tactics

$5 million budget | Total Impressions: 647,400,000

Partnerships

HelloFresh:
We'll provide our signature hot dog recipes and discount code (Wienerschnitzel30) for HelloFresh customers. (39.5 million impressions)

Feeding America:
We'll encourage our audience to share their creative hot dog recipes with us on our microsite. The 50 most creative recipes will be placed into a digital recipe zine we'll sell on our microsite. All proceeds will go directly to Feeding America. (**500,000 impressions**)

Influencers:
We'll send out HelloFresh hot dog boxes to four of the biggest influencers in the social media sphere. (**500,000,000 impressions**)

Owned Media

Microsite:
For our campaign, we need a home base for everything to lead back to. The site EveryDogHasAStory.com, housed through Wienerschnitzel, will promote all of our campaign components. (**1.2 million impressions**)

Social Media:
Establishing our own social media accounts for the campaign under the name EveryDogHasAStory, we hope to encourage continual engagement with our audience through Facebook and Instagram posts. We can't leave out Snapchat; we'll establish one geofilter for all 15 mural locations and a National Hot Dog Day 2020 filter. (**25,200,000 Impressions**)

Press Release Placements:
Over the course of our campaign, we'll create press releases promoting each of our big events such as new mural announcements, partnerships and, of course, National Hot Dog Day 2020.
(**81 million impressions per 200 placements**)

TOTAL IMPRESSIONS OVER THE COURSE OF THE CAMPAIGN (INCLUDING PR AND PAID MEDIA) 1.3 Billion

The Creative: Print

Because 43% of Connectors enjoy reading magazines, we are strategically placing our print ads in both national and lifestyle publications. Targeting our audience through food, culture, and travel within these publications will allow readers to explore the fun side of hot dogs in an innovative way.

National Publications: 10,000,000

Food Network Magazine, Parent

Nationally, the campaign will be alternating between three ad placements in *Food Network Magazine* and two ad placements in *Parent*.

Lifestyle Publications: 2,000,000

Chicago Magazine, Salt Lake Magazine, Atlanta Magazine, Boston Common Magazine, Nashville Scene, Austin Way, Denver Life Magazine, New York Family, East Bay Monthly, Philadelphia Style Magazine, San Diego Magazine, Vegas Magazine, Aventura Magazine, New Orleans Magazine & Portland Monthly

Throughout the year, three ad placements will run in each lifestyle magazines during major events for every city.







12,000,000 Impressions

Out-of-Home

Billboards:

One billboard in each of the 15 markets will be placed in a highly trafficked area near the mural site to increase frequency. Through bold imagery, the “Every Dog Has a Story” campaign will **entice the consumer to re-think the hot dog.** The messages asks the question, “Every Dog Has a Story, What’s Yours?” to encourage interaction. The clever hot dog names and colorful ingredients on display will engage our audience, showing them that **hot dogs are anything but boring.**







28,650,000 Impressions

Out-of-Home



Murals:

A hot dog-inspired mural will be painted in each of the 15 market cities by a **local artist.** The reveal of the murals will correspond with a large event happening in their respective areas to increase impressions. Whether it's Lollapalooza in Chicago or Mural Arts Month in Philadelphia, hot dogs will make a splash. Interactivity will encourage visitors to share a picture on social media, thus collaborating with the #EveryDogHasAStory campaign.

21,095,900 Impressions

Movie Theater Ads:

Approximately 42% of Trendmakers and 44% of Connectors have a passion for movies, specifically animated family films. Also in support of movies, Simmons & Statista cited 38% of those in their late 20s see at least one movie a month (animated, family movies) while 32% of those in their mid to late 40s also see at least one movie a month (family, drama). Flighting throughout June, we will reach our target audiences across all 50 states.

Also relevant, **our audience engages with pre-show content.** According to AdMall (*AdMall index Trendmakers132; Connectors index104*), they more likely agree that they pay attention to ads that play prior to the movies in theaters.

29,000,000 Impressions

Digital

Social Media:

Our target audiences thrive on social media, making **Instagram, Facebook and Snapchat** great opportunities for exposure and engagement. These are the social outlets used most by our Trendmakers. Paid ad placement as well as earned media in the form of shared hashtag stories (#EveryDogHasAStory) will build excitement and make hot dogs trendy.

• Simmons InSights (*last 30 days*)—61% above average to use social networking among Trendmakers

• AdMall—Socials:
Facebook at 86.3%
Instagram at 61.5%
Snapchat at 39.3%

Typical respondents are **45% more likely to share a good experience** on social media (*Case Study*)

14,000,000 Impressions

Google Paid Search: 40,000,000

We will target our primary audiences while they are searching for things to do in their area. The microsite will pop up as a top result in the 15 "foodie" cities.

The campaign microsite along with the mural tracker will pop up as a top result when our primary target googles free things to do in their area.

Discovery Programmatic: 7,500,000

HGTV, Food Network, DIY, Great American Country, Cooking Channel, Travel Channel.

Our target audience loves to browse the internet. Buying ad space programmatically through Discovery will allow our audience to interact with the campaign on the websites they already love.

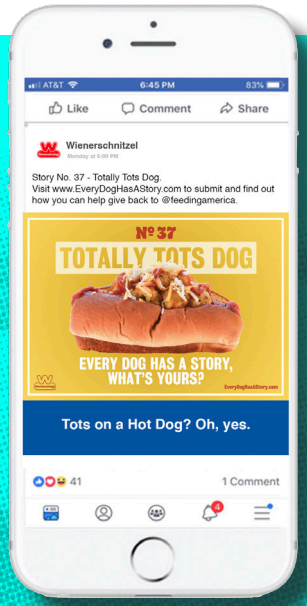
YouTube: 15,000,000

To establish a consistent voice throughout the year, we flighted our YouTube placements into five segments stretching across our media year. With 48% of the Connectors subscribing to online videos, capturing our audience through pre-roll on YouTube will enhance the reach of our campaign.
(*Admall: Target audience YouTube interaction at 70.5%)*

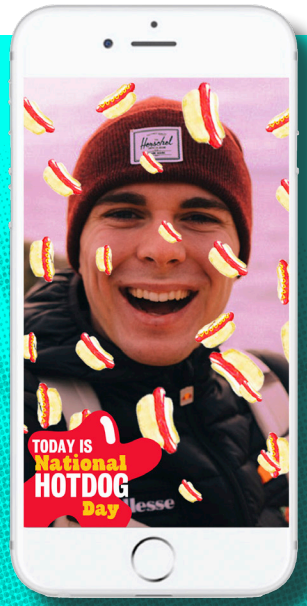
Tinder: 5,000,000

While a significant portion of our target audiences are married, 35% of Trendmakers and 26% of Connectors are single. Utilizing the Tinder wwww to reach people on the outskirts of our demographic will make a large impact. These ads will be focused on the back half of our media year.









Digital

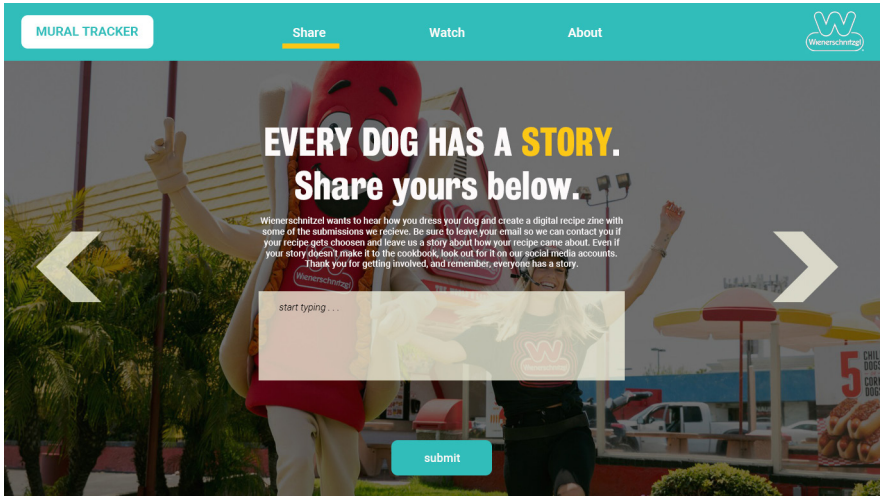
Youtube:
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AdMall:
Target audience YouTube interaction at 70.5%

15,000,000 Impressions

Microsite:
Consistently incorporating #EveryDogHasAStory in our social media, special event and print ad executions will drive users to EveryDogHasAStory.com, a microsite with a Wienerschnitzel brand connection. The site includes hot dog stories shared by users, factual information about hot dogs and recipes from our branded contest tied in with Feeding America.





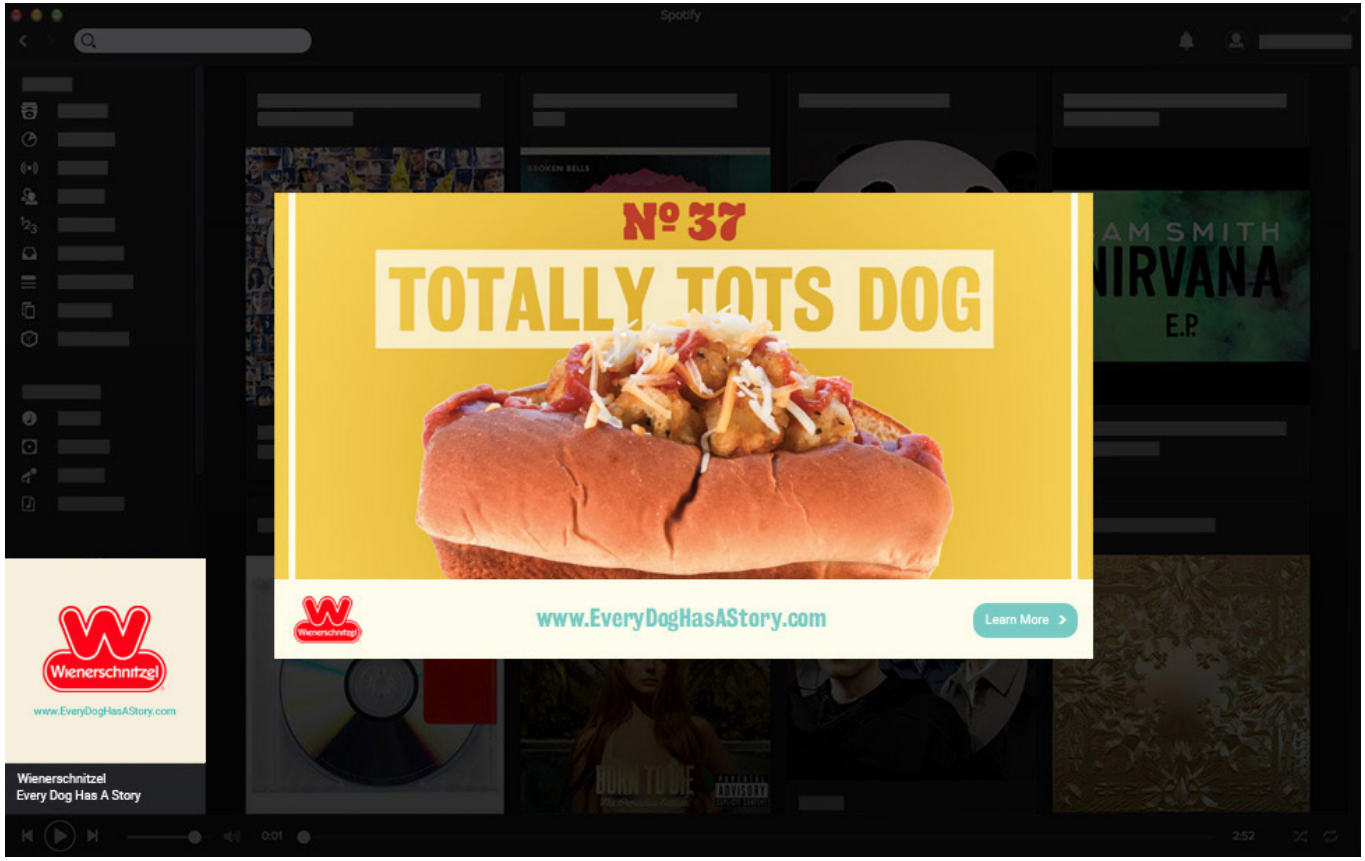
Radio

Traditional:
Radio is widely used by both the Connectors and Trendmakers. Advertising through stations that stream popular music ensures we will reach the target audience because of their enjoyment of Spanish Adult Contemporary such as Luis Fonsi, and Bad Bunny and Modern Rock like Linkin Park and Fall Out Boy.

42,191,980 Impressions

Streaming:
Although radio streaming services don't rank as high for the Trendmakers and the Connectors, media usage is significant enough to justify allotting a small portion of our budget to guarantee maximum coverage across all radio media.

6,000,000 Impressions



48,191,980 Combined Impressions

Video

To begin, there will be five 30-second ads shot in the first person perspective that takes the viewer on a daily adventure—with a hot dog in hand.

The adventures, relatable to our Trendmakers, would take place in different cities to add interest and excitement. The different spots will include little heartfelt moments of humor, passion, and camaraderie to emphasize the personality of our young adventure-driven consumer. Ending each ad is a catchy jingle and a call to action requesting the viewer to visit our microsite at EveryDogHasAStory.com.

After learning that video is the most influential media when reaching both Trendmakers and Connectors, we allotted $7,325,000 of our budget to gain maximum video coverage.

Traditional:

Through our survey research, we learned that both Trendmakers and Connectors are TV watchers and agree that TV advertising is interesting. Someone even said it “gives me something to talk about.”

Simmons data led us to the decision to air spots on The CW and ABC during primetime due to the high index numbers for both Trendmakers at 156 and Connectors at 101. (Simmons Insights) Popular TV shows that currently live on the network such as “Jane the Virgin” would appeal to our large hispanic demographic. With the above average index numbers in both target audiences, we found The CW would give us the biggest bang for our buck. With over 190 spots spread across a two-month flight, we aim to reach 235,020,000 people.

235,020,000 Impressions

Connected TV:

Over 35 million video users have “cut-the-cord”, thus creating a great opportunity for Connected TV. Users on streaming services enjoy the freedom of stopping and starting their video as they please. Running 30-second spots on widely-popular movie streaming service, Hulu, will reach a broader audience of hot dog eaters. According to AdWeek Hulu is twice as effective as TV ads, generating about 30 million unique users. Over a four-month flight period, we will acquire 43,000,000 impressions

43,000,000 Impressions





278,020,000 Combined Impressions

Events

Food Truck:

On National Hot Dog Day, there will be food trucks stationed on the outskirts of the murals in the 15 cities picked. The event will take place on Wednesday, July 14, 2020 from 2-7 pm. Food trucks carry 3,000 Wienerschnitzel hot dogs free for the public. Throughout the 15 cities, there will be 45,000 hot dogs available for enjoyment.



As mentioned in the case study, Trendmakers enjoy things that are affordable. The free aspect of the trucks will appeal to them. And their love of sharing experiences will push them to share their experience online. Social media posts will endorse the event. Our target audience can take pictures at the mural in their city all while enjoying a hot dog.

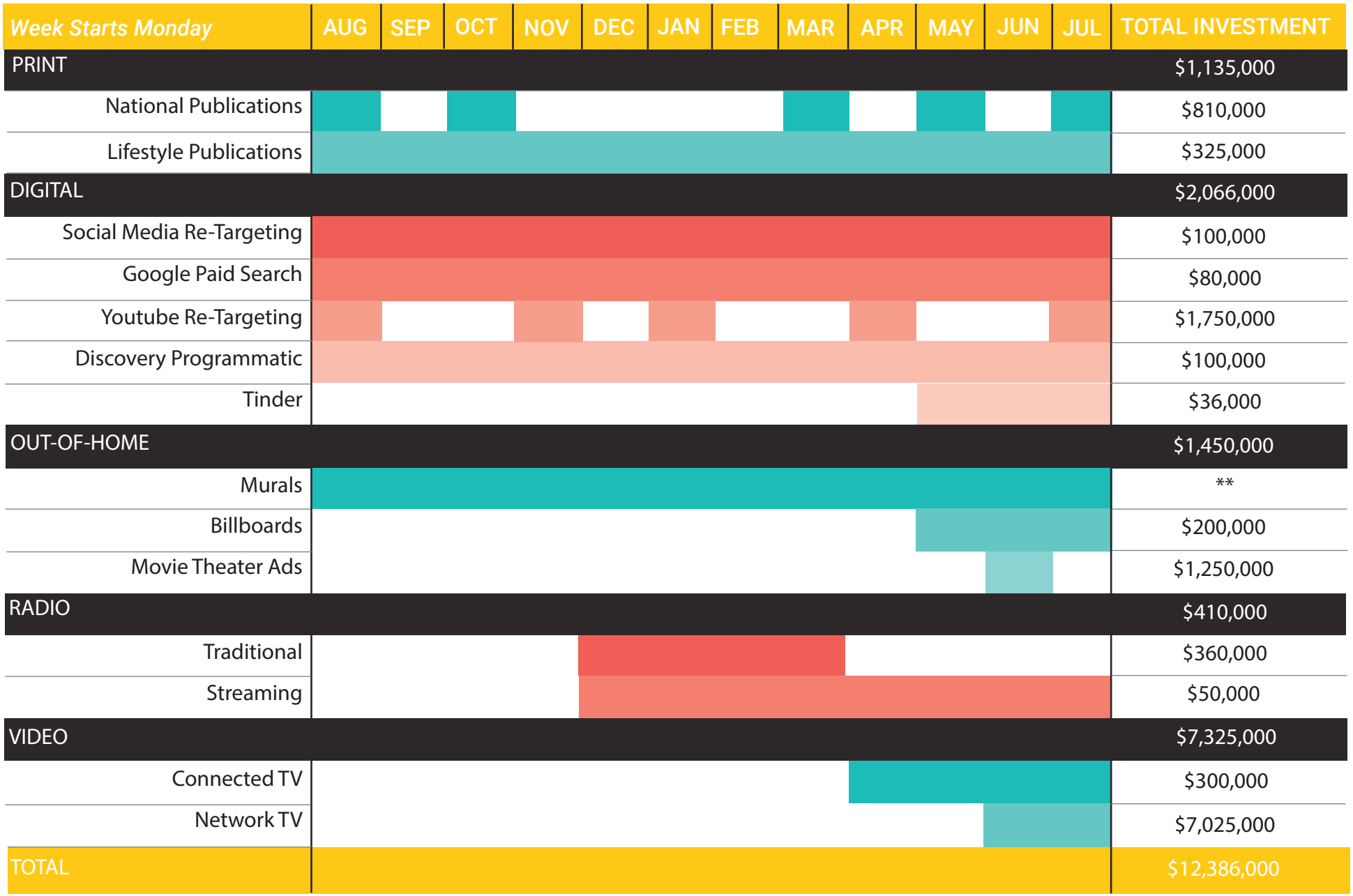


Stickers:

People can sport their love for hot dogs after National Hot Dog Day with free stickers. Thus promoting hot dogs even after the campaign is over. Stickers are another way the audience can share their experiences.

Media Schedule

The "Every Dog Has a Story" campaign will begin in August of 2019, running through mid July in 2020. With a strong emphasis on summertime, the campaign will make a splash when hot dog sales are at their highest. Keeping a consistent schedule throughout the entirety of our media year will aid in boosting awareness, even when hot dogs aren't top of mind. The schedule will heavy up as we approach National Hot Dog Day to build the fervor for our Food Truck event. With this plan in the works, the buzz of adventuring with a hot dog will never fizzle out.



**Included in Production Costs

PR Schedule

Through a combination of press releases, special events, social media pushes and other public relations strategies, earned media will help enhance and increase the value of reaching our target audience over the course of this campaign.



Analytics and Evaluation

By generating an ideal perception of the hot dog, we can expect to create positive awareness around the entire hot dog food category, while simultaneously increasing Wienerschnitzel sales. Here's how we will measure effectiveness.

Social Media Analysis

We took to social media and the internet as one of our main forms of communication with the audience interfacing with Instagram, Facebook, Youtube and our microsite to gain the greatest amount of exposure. Here's how we'll measure response:

- **Youtube analytics** will provide the number of views plus give us attitude feedback. Youtube allows for **comments** to be posted on the video, which will be a major key to evaluating how the audience is feeling about hot dogs through our videos. Monitoring these things weekly would allow us to make small changes.
- With **Youtube analytics** we are also able to track traffic sources, audience retention and likes versus dislikes which can all help throughout the campaign to see how successful the videos are, but also see if it has been an effective way to communicate.
- On **Instagram, hashtags** will be our largest contributor to tracking activity and attitude. The basic rule of thumb would be the more hashtags used with our murals the more exposure we are receiving. We would be able to track which murals are doing better as well as what cities are responding more positively to hot dogs.
- **Instagram** can also show the **reach versus impressions** a post is receiving. With this information, we are able to review the number of users we are reaching and the amount of impressions we receive including follows from a specific post or page visits.
- Through the **microsite** we are able to count site visits in the order of new mural releases after an ad hits the radio, billboards go up, etc. in order to gauge the awareness of the campaign per specific marketing technique.

With simple social media evaluations, we are able to gauge the level of awareness, positive and negative perceptions through interactive mediums and provide trends for future campaigns.

Surveys

Through the partnership with HelloFresh, there is a new way to evaluate perception.

- Sending out email surveys to customers who received their meal box to ask how much they enjoyed the hot dog, what were they surprised by, how they feel about the hot dog now that it has been presented in a creative way and if they would recommend the recipe to friends will give us an immediate way to calculate data and perception.

Media Monitoring

Not only is social media an essential component of the campaign, but the use of traditional media is also an important channel to reach our audience. Radio ads, TV commercials and press releases will all be used. The main objective when evaluating traditional media is to measure how effective the coverage has been.

- Counting the number of times a press release is picked up by a news media outlet will show how many outlets are spreading our message. We'll then know, through impressions from each outlet, how many people saw the information.

Google searches

- Through paid searches, we can analyze data weekly to see how often people search for hot dogs, hot dog recipes, hot dog murals, Wienerschnitzel, National Hot Dog & Sausage Council, and our "Every Dog Has Story" tagline.

Sales data

- Count sales increases at Wienerschnitzel and store-brand hot dog sales in general. Check six months into the campaign and again at the end.