

# TAI PEI MOMENTS

WHEN I GET HOME AFTER A LONG DAY  
AFTER MY INTERNSHIP  
AFTER A MEETING  
DURING MY  
MY STUDY BREAKS  
AFTER A LUNCH  
WORK BREAK  
ON MY WAY HOME  
DURING MY IN BETWEEN  
COMMUTE MY CLASSES  
AFTER YOGA CLASS  
IN THE LIBRARY  
WHILE I'M STREAMING  
MY SHOWS ONLINE  
WHEN I'M HOME ALONE



TEAM 379



**NSAC**  
National AAU Student  
Advertising Competition

# OUR DEEPEST APPRECIATION TO PROFESSOR CONRAD NANKIN AND DR. LARRY CHIAGOURIS

## FOR THEIR GUIDANCE AND ENDLESS DEDICATION.

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## BEYOND ADVERTISING



## ACKNOWLEDGEMENTS

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**THANK YOU!**



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## INSPIRED BY THE MOMENTS THAT HELP US GET THROUGH **OUR** BUSY DAYS

"After my team's afternoon weekly meeting, I take a moment to check my to-do list, grab a quick bite, and go over my notes."

- SUMMER R.



"Every day during lunch I take a moment to contact my friends and family back home in France. For me it is a way to keep in touch with my loved ones, and though it only lasts 15 minutes, it gives me the energy to get back to school work and be my best self."

- SAMI B.



"Between classes at school, I grab a cup of coffee and sit down with my journal. Even though I wish my breaks were longer, this time helps me relax, reflect, and catch up on my writing."

- TAYLOR C.



"After my internship but before starting my homework, I use time to unwind with my friends and roommates by either just chatting or watching TV together. This break helps me mentally prepare to take on the school work I need to finish."

- RACHEL K.



"In the middle of a stressful day at work, in the midst of meetings and client expectations, I'll go outside for a walk for a few minutes of fresh air. This time to regroup my thoughts allows life to be a tad easier."

- DYLAN M.



# INVITING A NEW AUDIENCE TO TASTE THEIR TAI PEI MOMENT

Research and analysis indicated Tai Pei lacks brand awareness among 18-25 year olds, who we call iMillennials.\* However, a major opportunity exists given that previous low levels of advertising support still managed to produce sales for Tai Pei that ranked it 3rd among frozen Asian single-serve entrees. To seize this opportunity, the Tai Pei Moments campaign celebrates Tai Pei's new product formulation and emphasizes the benefits it brings to iMillennials.

- Busy schedules affect iMillennials' eating habits, at times forcing them to forgo the healthy meal they want in exchange for an affordable and convenient one.
- iMillennials' meal occasions often fall within micro moments, the brief moments this cohort takes throughout their busy days to keep them balanced and help them get back to doing things they need or love to do.
- All creative executions feature Tai Pei's new animated brand ambassadors who are based on the Chinese yin-yang philosophy of keeping disparate aspects of one's life in harmonious balance. These characters are used playfully and provide a joyful and cohesive presence throughout the campaign.
- The media plan optimizes the budget and minimizes waste by placing ads predominantly in the digital media that iMillennials use the most, and it supports engagement tactics that integrates and magnifies the impact of the strategy through owned and earned media.
- Retail activation tactics drive iMillennials to the freezer aisle in stores through a "Chinatown Food Tour" contest. By using geofencing, iMillennials are sent ads as they shop. Social media influencers promote Tai Pei to their followers and keep the buzz going.
- The "Tai Pei Your Way" contest on TasteYourMoment.com, an exciting new microsite, challenges participants to create their own new Tai Pei entree for chances to win four exciting prizes.
- Integrated tactics allow for experiential events that bring the "Tai Pei Your Way" contest to life.
- The Give Back Yoga Foundation, a cause that provides therapeutic services to those in need, was chosen to enhance the idea of taking a moment to rebalance oneself.
- A partnership with KeVita all-natural energy drinks shows iMillennials that a complete meal with Tai Pei can be not only healthy, but affordable and convenient.
- The impact of all these strategies will result in an estimated Return on Marketing Investment of \$47MM to \$62MM in gross income depending on whether the budget is \$10MM or \$15MM.

With a dynamic strategy and innovative executions, Tai Pei Moments is a campaign that will resonate with iMillennials and make Tai Pei their preferred brand of prepared food.

\*Throughout the plansbook, the 18-25 "Young Millennial" target will be called iMillennials because this cohort overlaps the older members of the iGeneration (Gen Z) and the younger Millennials (Gen Y).



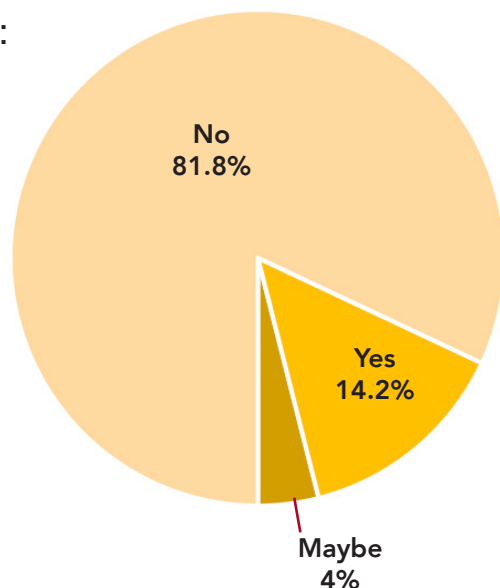
## EXECUTIVE SUMMARY

# VERY FEW iMILLENNIALS ARE AWARE OF THE TAI PEI BRAND, ...

iMillennials answered:

"Have you heard of Tai Pei frozen Asian cuisine?"

We surveyed over 450 iMillennial respondents. The results show that **ONLY 14.2% ARE AWARE OF TAI PEI ON AN AIDED BASIS.**<sup>1</sup>



... BUT THERE IS AN **OPPORTUNITY**:  
TAI PEI RANKS 3RD IN A GROWING SUBSET OF  
THE FROZEN SINGLE-SERVE ENTREE MARKET.\*

Sales of Top Frozen Asian Single-Serve Entrees by Brand<sup>2</sup>  
Aug 7 2016 YTD



\*The frozen Asian single-serve entree market has grown 1.3% in the last year.

Increasing iMillennial awareness and engagement can tap the **opportunity** to significantly boost Tai Pei sales.

iMillennials responded positively when shown the new product formulation.

"I'd use it on nights when I get home late from work and don't feel like cooking. Or when I come home from school and I need something quick to eat."

- Joe, 21

"It looks good, like what I would get instead of ordering Chinese food. It looks healthier than other packaged Asian food like ramen."

- Audrey, 22



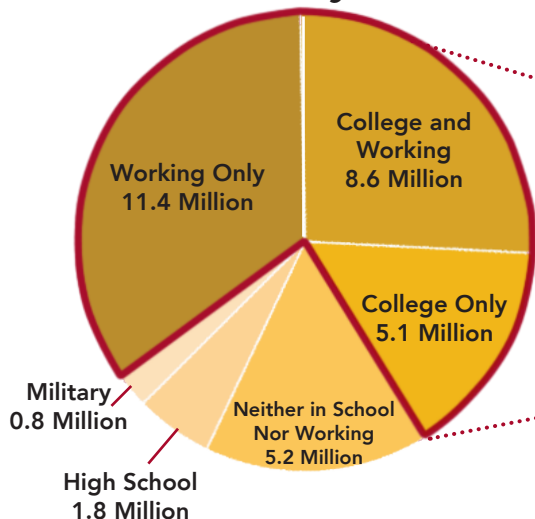
1. Team 379 Survey  
2. Anjinomoto Windsor Sales Data, 2016

RESEARCH

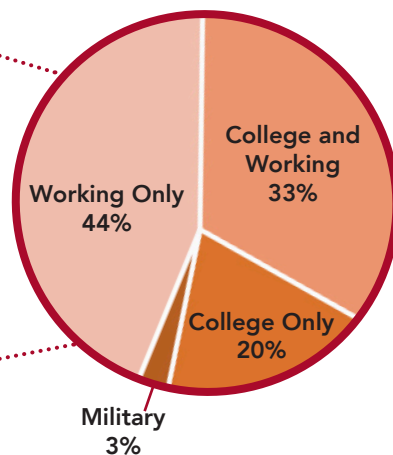


# BUSY SCHEDULES ARE IMPACTING iMILLENNIALS' EATING HABITS ...

## Busy?



## Too Busy To Cook!



**78% OF iMILLENNIALS<sup>3</sup>** represent the greatest opportunity because their busy schedules interfere with meal preparation.

**52%** often work and eat at the same time.

**37%** often eat on the run.

**31%** often eat in their car.

Private Label Manufacturer Association<sup>4</sup>

"While many [Millennials] like preparing food, they're pressed for time in their daily routines, and short on ideas for **EASY AND AFFORDABLE MEALS**.... As a result, fast food remains part of Millennials' resource-strapped lifestyles."

- Eileen O'Leary, Market Research Manager for Produce Marketing Association<sup>5</sup>

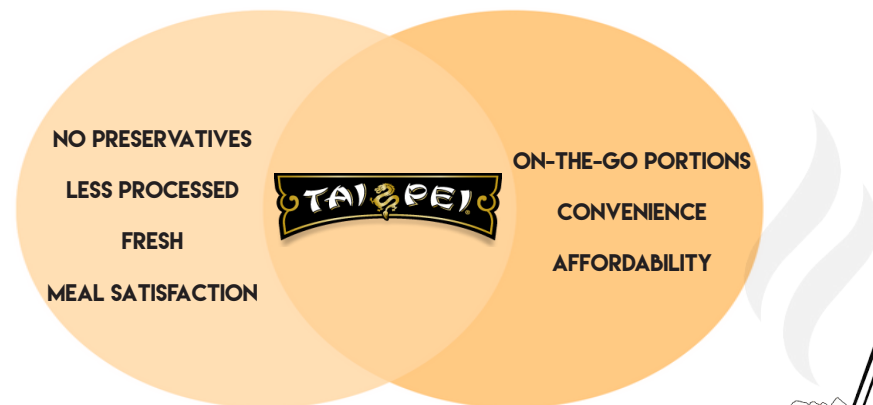
*However practical, resorting to fast food is not preferred by iMillennials ...*

According to Morgan Stanley Research, **62%** of iMillennials have visited McDonald's in the last 3 months, but are **80%** more likely to **NOT** recommend the restaurant chain to friends.<sup>6</sup>

*... because it does not satisfy what they ideally want.<sup>7</sup>*

## Want ...

## Need ...



3. Analysis of U.S. Census, 2015; Bureau of Labor Statistics, 2016; National Center for Education Statistics, 2014

4. PLMA Consumer Research, 2016

5. Progressive Grocer Business Source Premier, 2014

6. Morgan Stanley Research, 2015

7. Ajinomoto Case Background, and Team 379 Survey

RESEARCH



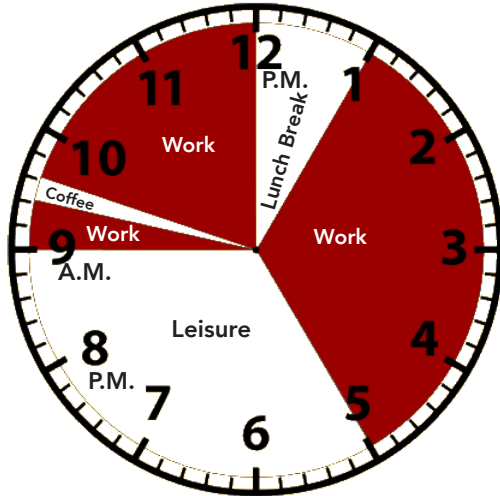
# ... RESULTING IN THEIR CREATION OF **MICRO LEISURE MOMENTS** THROUGHOUT THE DAY.

Because iMillennials are busy, there is less time to take long breaks. Instead, they take brief moments throughout the day in order to unwind and increase overall productivity.

According to Ian Chee, Head of Brand Strategy at Uber, "Millennials are turning off and on every other minute of every day and are looking for **RELAXATION THAT IS EPHEMERAL AND BITE-SIZED**. We define this as MicroLeisure, and it is more available than ever before thanks to mobile technology."<sup>8</sup>

## Traditional vs iMillennial work and leisure schedule

### The Traditional Golden Hour



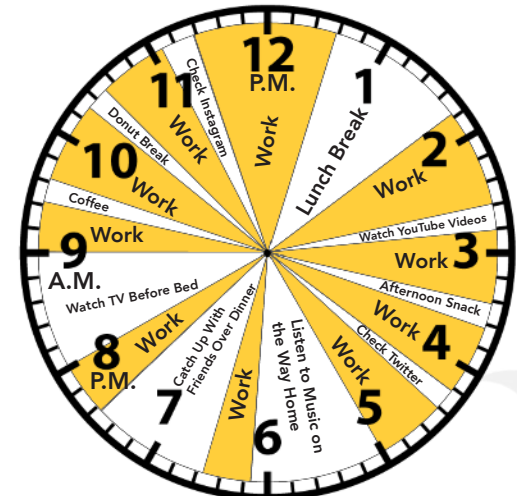
The classic "golden hour" work and leisure schedule is transforming as more iMillennials enter the workforce. The new "iMillennial grind" caters to this cohort's preference for taking

## MICRO MOMENTS

throughout their day.<sup>9</sup>

Adaptation of MRY's New (Micro) Leisure model as reported in AdWeek.

### The iMillennial Grind



8. MediaPost, 2015  
9. MRY, 2015

RESEARCH





# TWO ARCHETYPES\* REPRESENT THE MOST PROMISING iMILLENNIALS



## Newly Independents

**NEWLY INDEPENDENTS**  
are 18 to 25 year olds in the early stages of their career and are not currently enrolled at an academic institution.

**LUKE, 24**

Young working professional

"When I'm at work, I enjoy taking short snack breaks throughout the day in order to stay motivated."

- Team 379 focus group respondent.

## Busy Students

**BUSY STUDENTS**

are 18 to 25 year olds enrolled in higher education and can have other time commitments such as jobs, internships, extracurricular activities, etc.

**ALEXIS, 20**

College student with an internship

"I have such a hectic schedule with going to school and working that I am always grabbing food on-the-go and hopefully finding a healthy option!"

- Team 379 focus group respondent.



## Key Shared Attribute:

Many of their meal occasions fall within micro moments.

\*Based upon Team 379 research, we estimate approximately 78% of iMillennials can relate to these archetypes.



RESEARCH



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# GETTING THEM TO TASTE THEIR MOMENT ...

## Key Insight

Millennials are extremely busy, combining very active social lives with activities related to work, fitness, family, and education. However, on a daily basis, they need a break from it all, whether by themselves or in the company of those they care about. These 18 to 25 year old millennials often utilize meal occasions to satisfy their need for taking a break and achieving balance in their lives.

## Message

Tai Pei provides the perfect balance of taste, nutrition, and affordable convenience that helps you get back to doing the things that you need or love to do.

## Tone

Playful and Joyous

## Reasons to Believe

Well-balanced meal with a delicious mix of grains, vegetables, and protein.

All-in-one bowl allows for quick and convenient preparation.

More affordable per ounce than other fast food alternatives.

16 entrees and 10 appetizers allow for numerous combinations and options.

## Positioning

"Tai Pei is the frozen food brand (in Single Serve Entrees) delivering a full range of great tasting, Asian dishes made with real, clean ingredients at an unmatched value. We are the Asian experts, delivering exceptional choice and flavor, at an affordable price." - Case Study<sup>10</sup>

Tagline:

“TASTE **YOUR** TAI PEI MOMENT”

10. Anjinomoto Windsor Case Study

CREATIVE STRATEGY



# ... BY FINDING THEIR PERSONAL YIN AND YANG.

## Organizing Idea

We will show a situation in which an iMillennial protagonist is working for an extended period of time at a task that he/she needs or loves to do. Suddenly realizing fatigue and hunger is causing a lack of effectiveness, Tai Pei's animated characters, Yin and Yang, appear out of the protagonist's thoughts and create the perfect moment by bringing a Tai Pei dish as the ideal meal solution.

## The Yin-Yang Symbol

### YIN

Dark  
Water  
Shady  
Feminine  
Meditative



### YANG

Light  
Fire  
Sunny  
Masculine  
Active

The Chinese philosophy that represents harmony between two opposite yet complementary forces that are actually part of one mutual whole.<sup>11</sup>

11. Encyclopedia Britannica



CREATIVE STRATEGY



# BRINGING THE TAI PEI MOMENT TO LIFE ... ... TO INTERACT WITH THE PROTAGONIST.

Yin and Yang are Tai Pei's animated characters. Animated characters were chosen to represent the yin-yang philosophy because they are likeable, can be used in any context, and are relatable to a diverse set of iMillennials. They deliver the Tai Pei Moment to the protagonist and demonstrate that every iMillennial has Yin and Yang within them.

The role of the protagonist is to represent the busy iMillennial. The protagonist will be doing the activities that they need, want, or love to do, but are in need of the perfect, satisfying meal to keep them going.

## YIN

## YANG

### WHAT YOU WILL SEE:

The spots will show protagonists involved in work for so long that fatigue and hunger start to overwhelm them.

Yin and Yang soon appear as the physical representation of the protagonist's thoughts, suggesting that this is the perfect moment for a Tai Pei meal.

### WHAT YOU WILL NOT SEE:

Yin and Yang will not transport the protagonist to Asia. iMillennials are adventurous, but traveling as the focus of the strategy would deviate from the opportunity to express that Tai Pei is a quick, convenient, and affordable meal. The Tai Pei Moment is realistic and fits into iMillennials' everyday life.



### SETTING:

Yin and Yang animations will appear with a live actor playing a protagonist in a work environment.

### TONE:

The spots will be filled with joyous moments and playful dialogue between the characters and the protagonist.

### SOUND:

The Guzheng is a traditional Chinese string instrument with a calming sound. The Guzheng will play when Yin and Yang appear.

## "THE PLANNER"

## "THE DO-ER"

**SHE** is...

Cool, calm & collected

**HE** is...

Adventurous & energetic





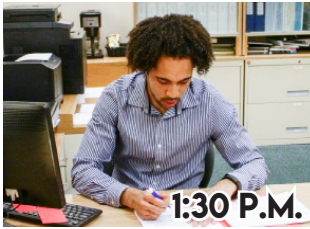






## CREATIVE STRATEGY





# VIDEO EXECUTIONS CREATE AWARENESS AND BEGIN ...

## 30 SECOND SPOT: THE NEWLY INDEPENDENT

SEC.	FRAME	AUDIO	VIDEO
3		(SFX: Swirl Sound)	OPENING SHOT: IN FRONT OF A TAI PEI FREEZER DOOR, YIN AND YANG POP OUT OF A SWIRLING YIN-YANG SYMBOL.  SUPER: "The Tai Pei Moment"
2		BOSS: "Jason, I need these reports by 3." PROTAGONIST: "Ok, no problem!"	CUT TO A LONG SHOT OF THE BOSS WALKING BY THE PROTAGONIST'S DESK.  SUPER: 9 A.M.
2		PROTAGONIST THINKING: "Or is there?"	CUT TO MEDIUM SHOT OF THE PROTAGONIST DOING WORK.  SUPER: 1:30 P.M.
4		(SFX: Guzheng music begins) YANG: "Running out of steam?" YIN: "You need a Tai Pei moment..." PROTAGONIST OUTLOUD: (DELIGHTFULLY) "Tai Pei!"	THROUGH HIS THOUGHTS, YIN AND YANG SUDDENLY APPEAR STANDING ON EITHER SIDE OF THE PROTAGONIST.
2		YIN: "Every bowl of Tai Pei's Beef and Broccoli..." (SFX: Knives chopping) (SFX: Music Under)	A CLOUD APPEARS ABOVE THE PROTAGONIST'S HEAD TO SHOW YANG PREPARING FOOD WHILE TAI PEI BOWLS SURROUND HIM.
3		YIN: "...Is made with fresh ingredients and authentic Asian flavors." (SFX: Pan sizzling) (SFX: Music Under)	CUT TO CLOSE UP OF THE CLEAN INGREDIENTS IN A WOK.
3		PROTAGONIST REACTS DELIGHTFULLY YIN: "See! Quick!" (SFX: Music Under)	CUT TO MEDIUM SHOT OF YIN STANDING BESIDE THE PROTAGONIST HOLDING A STEAMING BOWL OF TAI PEI.
5		ANNOUNCER: "Find Yin and Yang and the many Tai Pei meals in the frozen food aisle!" (SFX: Swirl Sound) (SFX: Music Under)	CUT TO MEDIUM SHOT OF YIN AND YANG SWIRLING BACK INTO THE YIN-YANG SYMBOL IN FRONT OF THE FROZEN FOOD DOOR. SUPER: "The Tai Pei Moment"
6		ANNOUNCER: "For more about Yin and Yang visit TasteYourMoment.com" ANNOUNCER: "Taste Your Tai Pei Moment" (SFX: Music Under)	CUT BACK TO A MEDIUM SHOT OF THE PROTAGONIST ENJOYING HIS FOOD. SUPER: "Taste Your Tai Pei Moment" SUPER: "Visit TasteYourMoment.com"

### WATCH HERE:

<http://bit.ly/NewlyIndependent379>  
Password: Moment379

### The Strategy:

Heavy-up on :30 spots to introduce the characters during the awareness phase. When the characters become recognizable, :15 spots will run.



CREATIVE



10


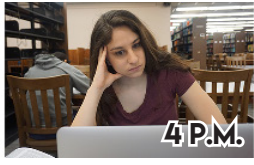
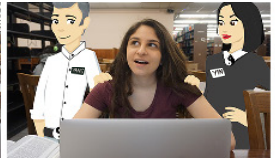

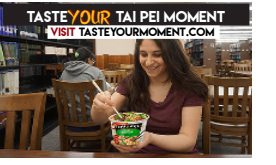
# ... THE iMILLENNIAL'S JOURNEY TO ENGAGEMENT.

## 15 SECOND SPOT: THE BUSY STUDENT

Future executions will show the protagonist in other scenarios such as running between meetings and participating in the fun hobbies they love to do.

### WATCH HERE:

<http://bit.ly/BusyStudent379>  
Password: Moment379

SEC.	FRAME	AUDIO	VIDEO
2		(SFX: Swirl Sound)	OPENING SHOT: IN FRONT OF A TAI PEI FREEZER DOOR, YIN AND YANG POP OUT OF A SWIRLING YIN-YANG SYMBOL. SUPER: "The Tai Pei Moment"
2		PROTAGONIST <b>THINKING</b> : "Why do I keep reading the same paragraph?"	CUT TO MEDIUM SHOT OF THE PROTAGONIST STARING AT HER COMPUTER. SUPER: 4 P.M.
4		(SFX: Guzheng music) YANG: "Hey, your stomach's growling." YIN: "You need a Tai Pei moment..." PROTAGONIST <b>OUTLOUD</b> : (DELIGHTFULLY) "Tai Pei!"	THROUGH HER THOUGHTS, YIN AND YANG SUDDENLY APPEAR STANDING ON EITHER SIDE OF THE PROTAGONIST.
6		ANNOUNCER: "Find Tai Pei in the frozen food aisle. For more about Yin and Yang go to TasteYourMoment.com."	CUT TO MEDIUM SHOT OF YIN AND YANG SWIRLING BACK INTO THE YIN-YANG SYMBOL IN FRONT OF THE FROZEN FOOD DOOR. SUPER: "The Tai Pei Moment"
2		ANNOUNCER: "Taste Your Tai Pei Moment."	CUT BACK TO A MEDIUM SHOT OF THE PROTAGONIST ENJOYING HER FOOD. SUPER: "Taste Your Tai Pei Moment" SUPER: "Visit TasteYourMoment.com"

### RADIO SPOTS PROMOTE THE TAI PEI MOMENT EVENT ... and other exciting promotions.

Each radio spot will alert listeners of when Yin and Yang will be in their area.

#### LISTEN AT:

<http://bit.ly/RadioSpot379>  
Password: Moment379

SECONDS	DESCRIPTION	AUDIO
2	ANNOUNCER	Tai Pei Moments with Yin and Yang.
4	PROTAGONIST	"Ugh! I've been working for hours ... still have so much to do!"
2	SFX	Tai Pei swirl sound.
2	SFX	Guzheng music begins.
2	YIN	"You need a Tai Pei Moment!"
2	YANG	"Yeah, Yin's got a point."
3	PROTAGONIST	(DELIGHTFULLY) "Tai Pei! Of course!"
13	ANNOUNCER	Yin and Yang will be on the University of Central Florida campus on October 7th. There will be free authentic Tai Pei entrees and a chance to participate in the "Tai Pei Your Way" contest. For more about Yin and Yang and the Tai Pei Moment, visit TasteYourMoment.com
3	ANNOUNCER	Taste Your Tai Pei Moment.



CREATIVE



# ENGAGING DIGITAL ADS ...

## Interactive Sidekicks



**VIEW INTERACTIVE  
SIDEKICKS HERE:**

<http://bit.ly/SidekickAd379>  
Password: Moment379



Each rollover ad will reveal a scroll with different promotions that will be clickable to the microsite discussed on page 18.

Photo Courtesy of americangrit.com  
Photo Courtesy of moydom.media  
Photo Courtesy of diggibubble.co.uk

**CREATIVE**

## In-Feed Social Media



Each Instagram ad will be a carousel displaying different promotions.



# ... DRIVE INTEREST TO OWNED MEDIA AND CREATE EARNED MEDIA.

The overall media strategy leads the consumer on a journey from awareness, to engagement and trial, to loyalty.

## AWARENESS

A major initial pulse driven by paid media will generate an increase in awareness of the new Tai Pei.

Whether the budget is \$10MM or \$15MM, the media plan focuses on digital vehicles to minimize media waste and maximize iMillennial exposure by using age specific targeting platforms.

## ENGAGEMENT & TRIAL

Owned media tactics and retail activations build engagement that leads to trial.

84% of Millennials do not trust traditional advertising;<sup>12</sup> therefore, most of the media allocation is weighted on owned and earned media strategies to build genuine relationships with the target.

## LOYALTY

Be the Asian food brand that iMillennials identify with and reach for in the frozen food aisle.

Paid media and promotional events will increase during the months of October, November, and December to reflect the increase of sales during these months.<sup>13</sup>

PAID

EARNED

The media plan incorporates traditional media by using:

- terrestrial radio to drive awareness of local events; and
- age targeted digital platforms for video.

OWNED

**MEDIA  
SYNERGY**

12. The McCarthy Group, 2014  
13. Ajinomoto Windsor Sales Data, 2016



# REACHING THE MOST PROMISING iMILLENNIALS ...

## Who are they?

### Newly Independents



**LUKE, 24**

Spends his micro moments watching funny videos on Youtube and Facebook. In the evenings he updates his social media accounts and checks his email.

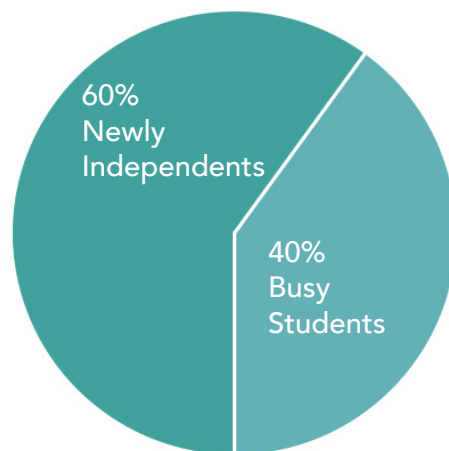
### Busy Students



**ALEXIS, 20**

Uses her micro moments to listen to music while scrolling through Instagram and sending Snapchats to friends. To unwind, she likes to stream her favorite TV shows on Hulu.

## Media Allocation

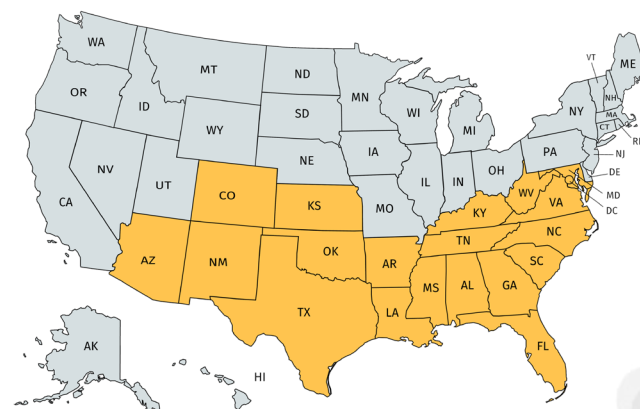


Heavy-up on **NEWLY INDEPENDENTS** because this archetype represents the largest percentage of the target that is responsible for their own meals.<sup>14</sup>

## Where are they?

The South and Southwest regions are comprised of a significant portion of Tai Pei consumers.

- 40% of consumers who recently purchased Tai Pei live in the South.<sup>15</sup>
- Consumers in the Southwest are 52% more likely to purchase Tai Pei than the rest of the country.<sup>16</sup>
- The South and Southwest are heavily concentrated with universities and military bases.<sup>17</sup>



### Top 10 iMillennial Cities:\*

Austin, TX  
Houston, TX  
Dallas, TX  
Denver, CO  
Charlotte, NC  
Atlanta, GA  
Jacksonville, FL  
Phoenix, AZ  
Washington, DC  
Nashville, TN

### Top 10 Universities by Enrollment:\*\*

University of Central Florida, FL  
Texas A&M, TX  
American Public University, WV  
Liberty University, VA  
Arizona State University, AZ  
Virginia Tech, VA  
University of Oklahoma, OK  
University of Colorado Boulder, CO  
University of Georgia, GA  
University of Alabama, AL

\*Cities selected are among the top 50 DMAs, and each core city has the highest iMillennial population of core cities within its own DMA.

\*\*The top universities were selected not only for their iMillennial population, but for the influence they have in spreading the word about Tai Pei to other areas of the country.

14. U.S. Census Bureau, 2014  
15. Simmons Oneview Database, 2014  
16. Infoscout, 2015  
17. Martin Prosperity Institute, 2014

# ... THROUGH THE MEDIA VEHICLES THEY USE THE MOST ...

## Digital & Online Spending

### DISPLAY ADVERTISING

Cost: \$500,000 | Impressions: 80,000,000

iMillennials are 102% more likely to purchase a product seen through banner advertising.<sup>18</sup>

The following websites index high among iMillennials:<sup>19</sup>

- Reddit.com
- TMZ.com
- Gamespot.com
- ESPN.com
- Seventeen.com

### EMAIL MARKETING

Cost: \$200,000 | Impressions: 25,000,000

Emails linked to promotional events featuring Yin and Yang. Promotional tactics will generate additional recipients who are actively engaged with Tai Pei.

63% of iMillennials prefer to interact with a brand via email.<sup>20</sup>

## Terrestrial Radio

Cost: \$350,000 | Impressions: 22,000,000

89% of iMillennials use terrestrial radio each week.<sup>21</sup>

**Where:** Terrestrial radio will focus on Country stations in the South and Southwest to promote local Tai Pei events and promotions.

**How:** :30 audio ads

**Time of Day:** Spots will be purchased when majority of iMillennials are actively listening during the two dayparts that run from 10am-7pm.<sup>22</sup>

18. Simmons Oneview Database, 2014

19. Simmons Oneview Database, 2014

20. eMarketer, 2017

21. Radio Advertising Bureau, 2016

22. Radio Advertising Bureau, 2016

23. Business Insider Intelligence, 2015

24. Business Insider Intelligence, 2015

25. Simmons Oneview Database, 2014

26. Spotify, 2015

27. Vevo, 2015

## Instream Video

### HULU

Cost: \$1,000,000 | Impressions: 40,000,000

:30 spots will run during the Awareness phase and the :15 spots will be during the Engagement & Trial and Loyalty phases.

Unlike broadcast Television, Hulu allows age specific targeted advertising.

Hulu is the only ad-supported TV streaming service out of the top three services that Millennials prefer.<sup>23</sup>

### YOUTUBE PRE-ROLL

Cost: \$500,000 | Impressions: 100,000,000

:15 non-skippable ads run before YouTube content.

81% of Millennials use YouTube to stream videos.<sup>24</sup>

iMillennials are 60% more likely to visit Youtube compared to the rest of the population.<sup>25</sup>

## Digital Radio

### SPOTIFY

Cost: \$600,000 | Impressions: 86,000,000

:15 and :30 audio and displays ads with a click-through to Tai Pei's microsite, TasteYourMoment.com.

72% of Spotify listeners are Millennials who spend 143 minutes a day streaming.<sup>26</sup>

### PANDORA

Cost: \$450,000 | Impressions: 56,000,000

:15 audio and display ads with a click-through to Tai Pei's microsite, TasteYourMoment.com.

About 62% of iMillennials listen to Pandora each month and consume an average of 8 hours of music on the platform a week.<sup>27</sup>



MEDIA



# ... AND CONNECTING 24/7 ON FAVORED SOCIAL SITES.

## PAID Social Media

### FACEBOOK

Cost: \$150,000 | Impressions: 40,000,000

In-feed :15 video spots and location targeted ads

- Facebook reaches 88% of iMillennials.<sup>28</sup>

### INSTAGRAM

Cost: \$250,000 | Impressions: 30,000,000

Carousel ads with a link to the microsite and location targeted ads

- Instagram is used by 58% of iMillennials.<sup>29</sup>

### TWITTER

Cost: \$300,000 | Impressions: 40,000,000

Promotional tweets and trends about Tai Pei that have the potential to go viral

- 40% of iMillennials use Twitter.<sup>30</sup>

### SNAPCHAT

Cost: \$100,000 | Impressions: 20,000,000

Geofilters placed in locations near promotional events

- iMillennials are the largest group of Snapchat users.<sup>31</sup>
- Snapchat reaches 63% of Millennials over half of whom are iMillennials.<sup>32</sup>

### PINTEREST

Cost: \$100,000 | Impressions: 20,000,000

Promoted pins featuring Tai Pei

- "83% of Millennial Pinners have made an in-store purchase after being influenced." - Ed Wong, Former Head of Partner Insights at Pinterest<sup>33</sup>
- 79% of Millennials said, "Pinterest is a guide to life and a place to teach me how to do things."<sup>34</sup>

## OWNED Social Media

### #TASTEYOURMOMENT

@TaiPeiAsianFood

@TaiPeiYinYang

@TaiPeiAsianFood

### FACEBOOK

2 posts per day containing pictures and videos

Updates for promotional events and live streaming

### INSTAGRAM

1 post per day to enhance brand engagement

Posts include promotional content, how to personalize Tai Pei, and live streams of events

### TWITTER

1 post per day

Engages the target and encourage discussion about the brand

### SNAPCHAT

1 story per day

Stories show events or how to spend a Tai Pei Moment

### PINTEREST

Boards will include Tai Pei food hacks on how to personalize a Tai Pei meal while still keeping it quick and simple.

### @TaiPeiYinYang

@TaiPeiAsianFood will drive traffic to the newly created **YIN AND YANG** account (@TaiPeiYinYang). Yin and Yang will share a social media page that will allow them to personally connect with followers on Facebook, Twitter, and Instagram.

*The #TasteYourMoment hashtag will track UGC (User Generated Content) on social media and monitor the conversation on all social accounts.*

The additional \$5MM ad spend for a \$15MM budget can be found on page 25.

28. eMarketer, and Squarespace, 2015

29. eMarketer, 2015

30. eMarketer, 2015

31. Snap Inc., 2017

32. Snap Inc., 2016

33. Pinterest for Business, 2016

34. Pinterest for Business, 2016

# RETAIL ACTIVATIONS THAT DRIVE iMILLENNIALS TO THE FREEZER AISLE

## The Tai Pei Moment App

PRESENTS

### THE CHINATOWN FOOD TOUR

iMillennials will keep coming back to the app to win an all inclusive three day food-tasting tour for two in the Chinatown of either New York or San Francisco. A leaderboard on the microsite will announce a winner every four months. Each of these three winners will select the Chinatown he or she wishes to visit.

A yin-yang sticker on each Tai Pei bowl will cover a graphic and code that iMillennials will enter into The Tai Pei Moment app to collect points. Pictures of Yin and Yang are worth the most points and ingredients are worth less points.



## The Fill-the-Bowl Game



After receiving points for scanning the code, iMillennials will be prompted to play a timed augmented reality game to win additional points.

The Tai Pei Moment app will send iMillennials occasional notifications reminding them to purchase Tai Pei and earn more points.

## Geofencing in the South and Southwest: Location Targeted Mobile Ads at WalMart

At the moment they shop, iMillennials will be reminded on their social media to pick up Tai Pei for a chance to win a Chinatown Food Tour.

iMillennials are **59%** more likely to purchase products they see advertised on their phone.<sup>35</sup>

"Enterprising marketers who focus on micro-moments ... will naturally unlock a new level of meaningful consumer engagement."

- Brian Solis, principal analyst at research firm Altimeter Group<sup>36</sup>

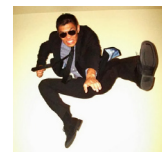
## Twenty Social Media Influencers ...

... perceived as "**LESS COMMERCIAL**" will be selected for their authenticity. Influencers show Tai Pei preparation, promote its benefits, and demonstrate how they enjoy *their* Tai Pei moment.

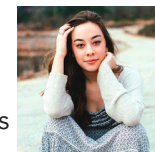
**62%** of iMillennials would buy a YouTuber endorsed product.<sup>37</sup>

Videos will be published on YouTube channels as well as other social media to increase impressions.

## Influencers such as Ryen and Katie:



Ryen  
Youtube channel:  
VlogAfterCollege  
244,000 subscribers



Katie  
Youtube channel:  
LifeWithKatie  
103,000 subscribers

35. Simmons OneView, 2014

36. Advertising Age, 2015

37. DEFY Media, 2014



# THE MOMENT CONTINUES ON TAI PEI'S MICROSITE

## Tai Pei's Mobile Friendly Microsite:

**WWW.TASTEYOURMOMENT.COM**

Guest Login: taipeinsac

Password: Moment379

### (1) TAI PEI YOUR WAY CONTEST

Participants can enter a contest that asks them to create their ideal entree for *their* Tai Pei Moment.

### (2) TRACKING THE TAI PEI MOMENT EVENT

An engaging event that will travel to the Top 10 iMillennial Cities and Universities in the South and Southwest. A yin-yang symbol will pop up on the microsite's map, representing where the event will occur next. Click on the symbol to reveal which influencer will host the next event.

### (3) THE YIN AND YANG CHALLENGE

A timed game where players listen to Yin and Yang call out ingredients that players must find within a virtual grocery store with numerous obstacles. If they can complete the game they receive one discount coupon via email.



### (4) THE CHINATOWN FOOD TOUR LEADERBOARD

Participants can keep track of which contestants are in the lead.

### (5) GET TO KNOW WHAT YIN-YANG MEANS

Visitors will learn the meaning behind the ancient philosophy of yin-yang.



### (6) THE TAI PEI MOMENT PLAYLISTS

Suggested playlists to match iMillennials' moods depending on whether they feel more Yin or Yang at a particular moment.

### (7) SOCIAL MEDIA CONTENT FEED

The most recent UGC from Twitter and Instagram tagged with #TasteYourMoment will be displayed.

### (8) YOGA IN THE MOMENT

iMillennials sign up via email to watch the exclusive video series hosted by instructors from the Give Back Yoga Foundation.

### (9) KEVITALIZE YOUR MOMENT

Partnership with KeVita all-natural energy drinks leads to the Combine Your Moment Giveaway where those who voted for the top Tai Pei/KeVita combination win a month's supply of both brands.

# CREATING THEIR MOMENT: THE "TAI PEI YOUR WAY" CONTEST ...

APRIL MAY JUNE JULY

## LAUNCH & SUBMISSION

### Phase 1: Yin-Yang Entrees

Contestants are challenged to create a perfectly balanced entree.

Step 1



Step 3



Step 2



Step 4



The top four entrees selected by Tai Pei will be voted on. These dishes will also be prepared at the Tai Pei Moment Event.

AUGUST OCTOBER SEPTEMBER NOVEMBER

## VOTING

### Phase 2: Voting

#### Online:

Visitors will vote for one of the four entrees that they believe represents the perfect balance of ingredients.

Share on:



#### At the Event:

Attendees at the Tai Pei Moment Event can vote for their favorite entree, which will be available for tasting.

FEBRUARY

## SUPER BOWL HACK

### Phase 3: Announcing the Winner

During commercial breaks of Super Bowl LII, using the hashtag #TaiPeiTouchdown, Tai Pei will tweet 4 videos featuring Tai Pei influencers cooking the winning entree.

In a sequence following the four quarters of the big game, each ingredient from the winning entree will be announced in the style of a play-by-play commentator. The winners of the contest will be announced starting with the fourth runner up.



- 1st quarter → The grain and 4th runner-up.
- 2nd quarter → The protein and 3rd runner-up.
- 3rd quarter → The vegetables and 2nd runner-up.
- 4th quarter → The special ingredients and winner!

## FOUR PRIZES WILL INCLUDE:

#### 1ST PLACE:

- An all inclusive food-tasting tour for two throughout Asia that lets the winner experience the flavors of various cultures
- \$15,000 cash prize
- Winner will be featured in the role of the protagonist in Tai Pei's commercial for the new entree.

#### 2ND PLACE:

- Year supply of Tai Pei and \$10,000 cash prize

#### 3RD PLACE:

- Six month supply of Tai Pei and \$5,000 cash prize

#### 4TH PLACE:

- Three month supply of Tai Pei and \$1,000 cash prize

INTEGRATION

# ... SHARED AT THE TAI PEI MOMENT EVENT IN THE TOP 10 iMILLENNIAL CITIES AND UNIVERSITIES.

From August to November, iMillennials will be engaged as the event travels to each location in the South and Southwest:

## THE "TAI PEI YOUR WAY" ENTREES

People dressed as Yin and Yang cook the entrees created by the top 4 contestants in the "Tai Pei Your Way" contest. Visitors have the chance to vote for the entree that they prefer.

## TAI PEI INFLUENCERS

A new influencer hosts each event to guarantee a high iMillennial turnout. Influencers announce their own favorite new entree and encourage their followers to vote for which entree sounds best to them.

## YOGA IN THE MOMENT

iMillennials engage in yoga sessions conducted by Give Back Yoga Foundation instructors in a separate designated area. Tai Pei branded yoga mats are available for sale, and all proceeds are given to the Give Back Yoga Foundation.

## THE VIRTUAL YIN AND YANG CHALLENGE

iMillennials play the virtual reality version of the game on TasteYourMoment.com. If the player can complete the game they win a free branded yoga mat, a month supply of their favorite Tai Pei entrees, and a branded Yin and Yang T-shirt.

## PHOTO BOOTH STATION

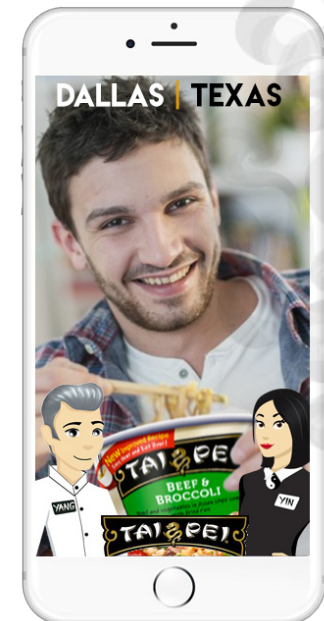
iMillennials become Yin and Yang through proprietary facial recognition filters and props that can be directly shared on their social platforms.

## Live Streaming

- The event will be live streamed on Facebook and Instagram so that viewers can participate in the yoga sessions and interact with Tai Pei influencers.

## Geofilters

- Snapchat Geofilters will be activated in the vicinity of each event to excite nearby users to attend and allow them to easily share.



## THE YIN AND YANG CHALLENGE KIOSK

- These interactive kiosks will be in the Top 10 iMillennial Cities and Universities a week before each event to create awareness and curiosity.
- Using a webcam feature, users play the Yin and Yang Challenge from the kiosk. To receive a discount coupon and further information about the upcoming event, users enter their email address.

INTEGRATION



# A CAUSE THAT HELPS THEM FIND THEIR YIN ...

## THE GIVE BACK YOGA FOUNDATION (GBYF)

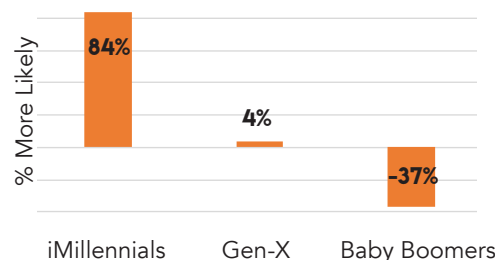
is a national non-profit yoga organization that supports certified instructors to provide yoga to under-resourced communities.

Programs offered include:

- **Yoga4Cancer** - Supports cancer patients through recovery
- **Mindful Yoga Therapy** - Treats veterans with PTSD
- **Eat Breathe Thrive** - Caters to those struggling with eating disorders

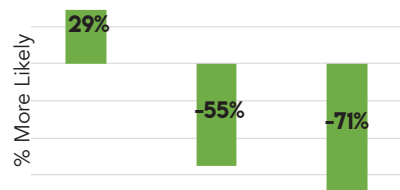


% of People More Likely to Have Practiced Yoga Occasionally by Generation<sup>38</sup>



**A Cohort of Yogis:** Overall, iMillennials are 84% more likely to do yoga than Generation X and Baby Boomers.

% of Males More Likely to Have Practiced Yoga Occasionally by Generation<sup>39</sup>



Though iMillennial males are less likely than their high-indexing female counterparts to do yoga, they are much more likely when compared to males of other generations, who are actually less likely to do yoga.

"[iMillennials] are more likely to partake in physical activity that is more focused on **TOGETHERNESS** instead of competition. Group fitness creates an environment where everyone helps to push each other to be their best."

- Jeff Fromm, President of FutureCast<sup>40</sup>

## A Yoga Workout with Yin and Yang!

*Exclusive Video Series on TasteYourMoment.com*

Give Back Yoga instructors lead routines throughout a series of videos through beginner, intermediate, and advanced levels of yoga.

After viewing one video, iMillennials sign up via email to receive a code to enable them to view and participate in the series.

Yin and Yang appear as students following the instructor's directions.

Every session ends with Yin and Yang stating that Tai Pei will match donations to the GBYF up to \$150,000.

## GIVE BACK YOGA Sessions at the Tai Pei Moment Event

At the Tai Pei Moment Events, the instructors featured in the yoga videos series lead live yoga sessions at three different skill levels.

All events will be livestreamed so that viewers at home can follow along.

To generate buzz, participants share their experiences online.

The same Tai Pei branded yoga mat used at the events are available for sale, and all proceeds will be given to the GBYF.



38. Simmons Oneview, 2014

39. Simmons Oneview, 2014

40. Millennial Marketing, FutureCast, 2014



# ... AND A PARTNERSHIP FOR THEIR **YANG** THAT ALIGNS WITH CORE BRAND VALUES.

**KEVITA'S** all-natural energy drinks complement Tai Pei's new clean ingredients.



"KeVita is an **UMAMI** pairing of sweet and spicy which provides a kick in every sip. KeVita Master Brew Kombucha is energizing with a bold brewed tea taste. Master Brew has 80mg of organic caffeine in every bottle, 6X the beneficial organic acids compared to other leading Kombucha brands, and 4 billion CFUs of live probiotics."<sup>41</sup>

**iMILLENNIALS CRAVE NATURAL ENERGY TO FUEL THEIR ACTIVE LIFESTYLE.**

According to Mintel<sup>42</sup>

**64%** of iMillennials consume energy drinks.

Millennials have driven a **56%** growth in the energy drink market in the last 5 years.

Millennials desire energy drinks with natural ingredients and caffeine sources.<sup>43</sup>

## **KEVITALIZE** Your Moment With Customizable ePacks

In the months of October, November, and December, consumers will be able to create their own "Tai Pei/KeVita ePack" by matching their favorite Tai Pei dish with the KeVita flavor of their choice on the companies website's.

Once a combination is made, iMillennials are prompted to enter their email to receive a coupon that can be redeemed at retailers to physically purchase their Tai Pei/KeVita pairing for a discounted price of \$4.75.

## Combine Your Moment Giveaway

Three participants win a month's supply of Tai Pei and KeVita.

- During January, the five most popular ePack combinations will be displayed on both brands' websites.
- Visitors to the site will vote for their favorite combination.
- Three participants will be chosen randomly from those who voted for the winning combination.
- Tai Pei will announce the three winners in February during the Chinese New Year.

CHOOSE AN ENTREE



+

CHOOSE A KEVITA FLAVOR



41. KeVita website [www.kevita.com](http://www.kevita.com)

42. Mintel report on energy drinks, 2015

43. FONA International. Millennials: Functional Beverages, 2015

**INTEGRATION**

# TAI PEI MOMENTS FLOWCHART AND ROI

	Phase 1: Awareness				Phase 2: Engagement & Trial				Phase 3: Loyalty					
	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18		
TRADITIONAL													\$ 350,000.00	
Radio													\$ 350,000.00	3.5%
DIGITAL													\$ 3,250,000.00	
Display Ads													\$ 500,000.00	5.0%
Email Marketing													\$ 200,000.00	2.0%
Hulu In-Stream Videos	:30	:30	:30	:30	:15	:15	:15	:15	:15	:15	:15	:15	\$ 1,000,000.00	10.0%
YouTube Pre-Roll													\$ 500,000.00	5.0%
Spotify													\$ 600,000.00	6.0%
Pandora													\$ 450,000.00	4.5%
SOCIAL													\$ 900,000.00	
Twitter													\$ 300,000.00	3.0%
Facebook													\$ 150,000.00	1.5%
Pinterest													\$ 100,000.00	1.0%
Instagram													\$ 250,000.00	2.5%
Snapchat													\$ 100,000.00	1.0%
INTEGRATION & RETAIL ACTIVATIONS													\$ 4,750,000.00	
KeVita All-Natural Energy Drinks													\$ 300,000.00	3.0%
The Give Back Yoga Foundation													\$ 350,000.00	3.5%
Influencer Program													\$ 550,000.00	5.5%
Tai Pei Your Way Contest													\$ 500,000.00	5.0%
Tai Pei Moment Event													\$ 1,500,000.00	15.0%
Tai Pei Moment App; Chinatown Food Tour Contest													\$ 550,000.00	5.5%
Geofencing at Walmart (South and Southwest)													\$ 1,000,000.00	10.0%
PRODUCTION COSTS*													\$ 500,000.00	5.0%
OPPORTUNISTIC BUYS													\$ 250,000.00	2.5%
TOTAL													\$10,000,000.00	100%

\*Production costs for the partnerships and integrations are included in each line item.

## RETURN ON INVESTMENT - \$10 MILLION BUDGET

The \$10 million budget level is an increase of \$6 million in marketing investments over the previous \$4 million advertising budget in 2016. We conducted a concept test based on our campaign and created a financial model that incorporates the factors of awareness, distribution levels, and repeat purchases based on consumer feedback. Based on our model and at this new level of spending, our campaign will generate an increase of \$47 million in gross income over our estimate of 2016 gross income levels based on the \$82 million sales levels reported by Tai Pei. The \$6 million increase in spending will, in effect, return a net of \$41 million after accounting for the increase in spending, or several times the increase in investment levels.

## RETURN ON INVESTMENT - \$15 MILLION BUDGET

- At a \$15 million budget level, our campaign will generate an increase of \$62 million in gross income, returning \$51 million after accounting for the \$11 million increase in ad spend. While our financial model projects that the \$15 million budget generates more gross income, we initially recommend using the \$10 million budget because we believe Tai Pei should be conservative given that Tai Pei has never spent more than \$4 million on an Integrated Marketing Communications campaign.
- However, three to six months into the campaign, if our metrics indicate that the initial objectives are being met, then we recommend changing to a \$15 million dollar budget at that time.

- We are so confident that the Tai Pei Moments campaign will provide this sales lift that we are willing to bet our compensation on this performance indicator.

Our additional \$5MM ad spend for a \$15MM budget can be found on page 25.

## MEASUREMENT AND EVALUATION

# "PROGRESS IS NOT PROGRESS IF IT CANNOT BE MEASURED."

## - W. EDWARDS DEMING

Continued evaluation is necessary throughout the duration of the campaign - and *beyond*. Our approach effectively tracks the success of our outreach through varied research-based measurement tools.

Our measurement value chain model reflects our goal to gauge the success of the campaign.

### GOALS AND OBJECTIVES

- Increase awareness, purchase consideration, and trial.
- Develop relationships with iMillennials through brand engagement that leads them to become loyal Tai Pei consumers.
- Make Tai Pei the #1 selling frozen Asian single-serve cuisine.

### ONGOING EVALUATIONS

- Measure increase in awareness.
- Measure engagement by number of people interacting with the brand's content.
- Measure visitor frequency rate on owned media.
- Analyze consumer sentiment on social media.
- Measure the rate of increased purchase frequency throughout campaign.
- Periodic feedback sessions with retail trade to assess performance.

#### Tools:

- Compare weekly digital media impressions to interactions achieved on owned media.
- Custom attribution model with emphasis on engagement.
- Ongoing Sales tracking.

### RETURN ON MARKETING INVESTMENT

- Return based on incremental sales compared to increase in ad spend.
- Increase in single-serve entree market share.
- Media post-buy analysis.



## ADDITIONAL \$5 MILLION SPEND

Building on the Tai Pei Moments campaign if the allocated budget was **\$15,000,000**.

### MORE RETAIL ACTIVATION

Increase geofencing ads to be at every Wal-Mart in the United States.

Cost: \$1,500,000

### PAID MEDIA SPENDING INCREASE

Increase spending in digital and social platforms. Spend more money on display ads in addition to job-seeking websites that target Newly Independents.

Cost of Display Ads: \$500,000

Cost of Digital: \$250,000

Cost of Social: \$500,000

### INFLUENCERS

Increase influencer outreach by using ten additional influencers.

Cost: \$300,000

### MORE TAI PEI MOMENT EVENTS

Spread the Tai Pei Moment event to 10 new locations in the South and Southwest, and increase terrestrial radio spending to promote the events.

Cost: \$1,250,000

### TAI PEI WEBSITE REDESIGN

Simplify and redesign the main Tai Pei website to increase iMillennial traffic and user retention. The redesign will fix current inaccuracies of the Tai Pei distribution tracker and will provide links to the microsite.

Cost: \$700,000

## FUTURE RECOMMENDATIONS

### 2018 and beyond ...

#### TAI PEI NAME REBRAND

- Change the Tai Pei brand name to Tai Pei Food. This will allow consumers to better associate the brand with food and align the brand with @TaiPeiAsianFood and TaiPeiFood.com

#### ASIAN FOOD EXPANSION

- Become the master of frozen Asian single-serve entrees by creating popular Asian entrees such as Chicken Pad Thai, BBQ Style Korean Beef, or Japanese Yakitori.

#### WHOLE FOODS DISTRIBUTION

- Improve brand's healthy image with new distribution in Whole Foods because Tai Pei now meets the market's compliance standards.

#### YIN AND YANG CHARACTER PROGRESSION

- Develop Yin and Yang personas by adding playful dialogue between them in commercials. iMillennials will be so engaged with these two lovable characters that they will crave more stories about them. For example, Yin and Yang ...

- on the Red Carpet.
- visit Asian landmarks.
- visit the next three Olympics in Korea, Japan, and China.





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