

**BREAKING NEWS!**

**THE DELICIOUSLY  
NEWSWORTHY  
HOT DOG**

**THIS JUST IN!  
HOT DOGS - MORE  
PROTEIN THAN PIZZA**

**BREAKING NEWS!  
HOT DOGS ARE TASTIER  
THAN EVER BEFORE**



**TEAM  
319**

Frankly, our deepest appreciation goes to *Professor Conrad Nankin* and *Dr. Larry Chiagouris* for their guidance and endless dedication.

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### THIS JUST IN!

We would also like to extend a special thank you to the following individuals for their generous support and contributions: Dr. Gopalakrishna, Max Diamond, Melissa Parsons, Noah DiRenzo, and Tommy Hine.



ACKNOWLEDGEMENTS

DELICIOUSLY  
NEWSWORTHY





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Team 319 loves their hot dogs anytime, anywhere...



## NEWS FLASH!

### Throughout the plans book...

The target is referred to as Occasioners.

Wienerschnitzel's mascot, The Delicious One, will be referred to as TDO.

Selected local chefs are referred to as “chefluencers.”

...and especially at Wienerschnitzel!



Lauren in  
Los Angeles

Roan's order in  
Albuquerque

Sydney in  
San Francisco

# Executive Summary

*Breaking News* is not only a reminder campaign, it is based on the love that most Americans have for hot dogs.

Research confirms this “love connection,” and the misconceptions about hot dogs do not stop over 75% of Americans from eating them. It would be a mistake to address these misconceptions negatively in any way since that could reinforce them. Instead, the campaign uses Americans’ love for hot dogs to make positive assertions about them.

Research shows that while most Americans love hot dogs, they could be eating more, especially during non-summer months. This is especially true for “Occasioners,” the majority of light and moderate hot dog eaters whose households eat up to two packages of hot dogs per month. This Occasioner population is composed of 25-49 year-olds, families, and Trendmakers & Connectors.

In order to get Occasioners to eat more hot dogs, the *Breaking News* campaign:

- Reminds them of their love for hot dogs through attention-grabbing breaking news stories that encourage them to think of eating hot dogs on occasions other than those associated with summer and sporting activities.
- Features news reporter H.D. Frank reporting from varied locations and times of the year showing people enjoying hot dogs in unexpected places - all done in a playful and engaging manner.
- Optimizes the \$25 million budget. Media waste is minimized by targeting 25-49 year-olds, families, Trendmakers, and Connectors, all who share common media habits.
- Creates buzz for hot dogs through the *Wiener Takes All* competition as the Wienerschnitzel News Truck goes from coast to coast in a nationwide hot dog recipe search.
- Relies on local “chefluencers” to create content and judge the ten local *Wiener Takes All* competitions. Using “chefluencers” instead of paid influencers reinforces consumer trust.
- Benefits the No Kid Hungry campaign and creates volunteer opportunities for the Boys & Girls Clubs of America.
- Increases hot dog purchases through the “Win \$10K” drawing that gives shoppers a chance to win \$10,000 in groceries.
- Partners with Blue Apron to inspire Occasioners to bring hot dogs home through new hot dog recipe meal kits.
- Engages them through the microsite, [hdfrank.com](http://hdfrank.com), and through “Hot Diggity Dog Dash,” a fun game that promotes hot dog consumption.
- Results in a 5% consumption lift for all hot dogs, and a unit sales increase of 27,888,840 hot dogs for Wienerschnitzel.

The *Breaking News* campaign’s playful strategy and engaging executions keep hot dogs top-of-mind with Occasioners in order to increase hot dog consumption nationwide.



**135 IN-DEPTH INTERVIEWS**



**13 SURVEYS**



**1,517 SURVEY RESPONDENTS**



**2 CONCEPT TESTS**



EXECUTIVE SUMMARY

DELICIOUSLY  
NEWSWORTHY





# Breaking News! Americans Love Hot Dogs. . .

## NEWS FLASH!

**20 Billion**

Hot dogs are consumed per year.<sup>1</sup>  
- Wienerschnitzel Case Study 2017

“When Americans eat hot dogs in public places they are celebrating their common identity, making the little sausages all the better-tasting.”<sup>2</sup>

- Dr. Bruce Kraig, Food Historian and Author of Hot Dog: A Global History

## NEWS FLASH!

**3rd Favorite Food**

As ranked by kids<sup>3</sup>  
- FoodEditorial.co 2019

...but hot dog sales are flat for more reasons than the misconceptions.

## CHALLENGES:

**1**

### SHIFT FOCUS

The industry's advertising has been disproportionately focused on summertime activities such as picnics and barbeques.<sup>4</sup>

- Maureen Morrison, Reporter for AdAge 2011

**71%**

of survey respondents mention **summertime activities** when they think of hot dogs.\*

**2**

### EXPAND THE FUN

Hot dogs are predominantly associated with baseball and other sporting events.

**28%**

of survey respondents mention **sporting events** when they think of hot dogs.\*

\*Team 319 Survey 2018<sup>5</sup>

**3**

### ADDRESS MISCONCEPTIONS

Case study misconceptions are widely believed by American consumers.\*

**Nearly 50%**

of survey respondents **believe the misconceptions.\***

The solution is to remind consumers why they love hot dogs by creating a lasting and engaging industry voice that speaks to the appeal of hot dogs!

## OPPORTUNITIES:

**1**

Demonstrate how hot dogs are more than a seasonal food.

**2**

Establish the variety of places and situations where hot dogs are traditionally served and enjoyed.

**3**

Address all of the qualities that make hot dogs a delicious, wholesome meal.

RESEARCH

DELICIOUSLY  
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# News Flash! The Target Eats Up to 2 Packages of Hot Dogs Per Month, but Could Be Eating More.

## Non Eaters\*



0 packages per month

They do not eat hot dogs and will not easily be persuaded to start eating them.

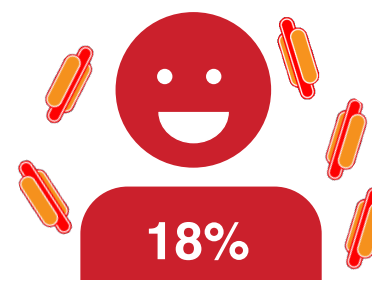
## Occasioners\* The Logical Target



Up to 2 packages per month

Light to moderate eaters acknowledge the misconceptions but to a lesser degree than Non Eaters. Therefore, they only eat hot dogs occasionally or on certain occasions. This is why we call them **Occasioners**.

## Enthusiasts\*



3+ packages per month

This group already eats more packages than the average consumer; therefore, there is no need to persuade them.

\*Simmons 2017<sup>6</sup>

**Occasioners** can be more readily persuaded to eat more hot dogs.



More **Occasioners** persuaded means more **Enthusiasts**.



More **Enthusiasts** means an increase in consumption.

**To Make Hot Dogs Top-of-Mind and Increase Overall Hot Dog Consumption, We Just Have to Remind Occasioners That Hot Dogs are Front-page News.**

# This Just In! To Reach Occasioners, Target Families and 25-49 Year-Olds.

In order to enhance the \$25 million budget and minimize media waste, we concentrate on families and consumers ages 25-49. This conforms to the core ages of Trendmakers and Connectors and touches across multiple generations representing 76 million people.<sup>7</sup> - Census Bureau 2016

## Why Families?

Over **50%** of **Trendmakers** and **Connectors** have children.<sup>8,9</sup> - *Wienerschnitzel* 2017

Parents and children make up **42%** of Occasioners.<sup>10</sup> - *Simmons* 2017

## Why 25-49 Year Olds?

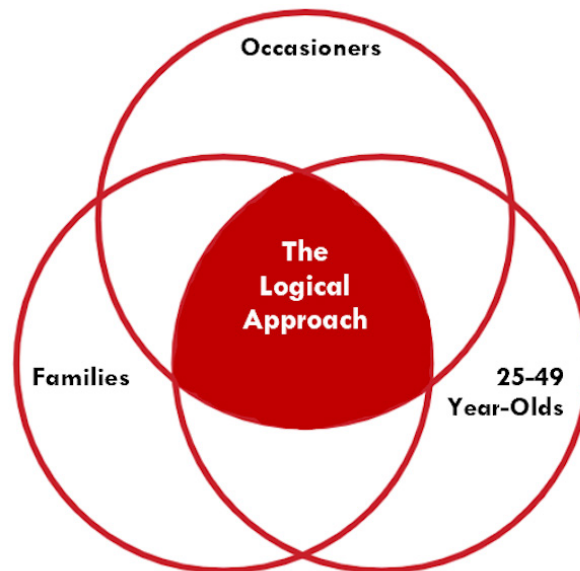
**Trendmakers** tend to be in their late 20s, and **Connectors** tend to be in their mid to late 40s.<sup>11,12</sup> - *Wienerschnitzel* 2017

They account for about **40%** of Occasioners.<sup>13</sup> - *Simmons* 2017

## Why Both?

25-49 year-old Occasioners are **114% more likely** to be parents.<sup>14</sup> - *Simmons* 2017

## Visualizing the Strategy



### NEWS FLASH!

#### Sparking Consumption Habits in Younger Generations

American children develop product and brand loyalty at an age as young as 2-3 based on the shopping habits of their parents.<sup>15</sup> - Dr. James McNeal, author of *The Kids Market* 2003



# Stay Tuned! Turning Occasioners into Hot Dog Enthusiasts.

## KEY INSIGHT

Most people love hot dogs but a large percentage of them do not eat as many as often as they could.

## MESSAGE

Enjoy the great taste you have always loved: anytime, anywhere.

## REASONS TO BELIEVE

For about 150 years, Americans have loved hot dogs, especially when they were younger.

There are different types of hot dogs, and they can be eaten in a variety of ways as well as with countless topping options, offering one the ability to enjoy a hot dog the way they always have or to be adventurous and try something different.

It is clear from research that hot dogs are eaten during all 12 months of the year, at both indoor and outdoor events, at home or restaurants, and would be a welcome addition to any occasion.

## TONE

Playful and Engaging

## POSITIONING

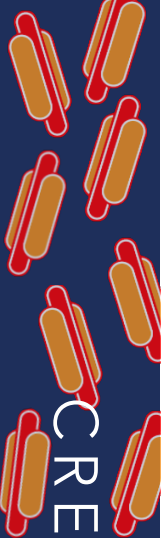
Hot dogs are widely loved and are a quality food that can be enjoyed anytime, anywhere.

## ORGANIZING IDEA

We will engage the audience with attention-grabbing breaking news stories that make hot dogs top-of-mind by emphasizing people's love for them. Each execution will show a news reporter covering a live story on how hot dogs are enjoyed in a wide variety of situations, some of which are unexpected. We address misconceptions through positive assertions about hot dogs, positioning them as a crowd favorite, demonstrating how they can be eaten, the endless times of the year one can enjoy them, and where one can get them. Every execution will close with the reporter, H.D. Frank, signing off with the tagline: "Hot dogs. Now *that's* quality news."

## CAMPAIGN TAGLINE

Hot dogs. Now *that's* quality news.



CREATIVE STRATEGY

DELICIOUSLY  
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# Digital Ads Convey the Message to Occasioners...



## ART DIRECTION

The illustration shows a graphic representation of H.D. Frank reporting live in unexpected scenarios to demonstrate that hot dogs can be enjoyed anytime, anywhere. Each execution features hot dogs in an engaging and playful way.

## HEADLINE

Uses a play on words and reinforces the *Breaking News* theme to engage the reader by addressing the positive aspects of eating hot dogs.

## COLOR

Each execution's color palette is bold and vibrant to emphasize both hot dogs and the Wiener Schnitzel brand.

## CAMPAIGN PERSONALITY

H.D. Frank delivers the message with charm and likability. This character differentiates the *Breaking News* campaign from Wiener Schnitzel's brand campaigns while enhancing the perception of hot dogs.

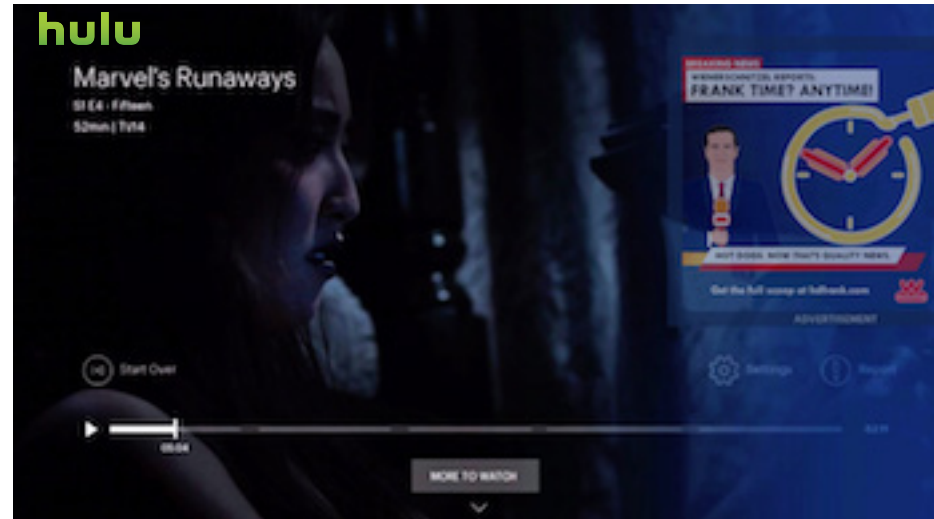
## CALL TO ACTION

"Get the full scoop" links readers to the microsite, [hdfrank.com](http://hdfrank.com).

... by Featuring Hot Dogs in Playful, Unexpected Scenarios.



GENERAL DISPLAY



HULU PAUSE AD



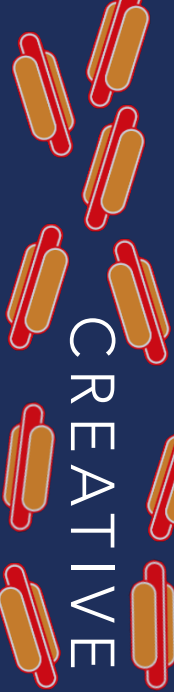
GENERAL DISPLAY



APPLE NEWS



BANNER AD



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# Video Spots Feature H.D. Frank Delivering Engaging Breaking News Stories About Hot Dogs. | | | | | | | | | |

## STORM ESSENTIALS: 30 SECOND SPOT

TIME

IMAGE

AUDIO

VIDEO

TIME

IMAGE

AUDIO

VIDEO

:04



(MUSIC OVER: Signature Breaking News Music)

BREAKING NEWS SUPERED OVER FOOTAGE OF PEOPLE FRANTICALLY TOSSING HOT DOGS INTO THEIR GROCERY BASKETS.

:03



H.D. FRANK: "H.D. Frank here for Wienerschnitzel News."

CUT TO MEDIUM SHOT OF H.D. FRANK LIVE IN FRONT OF A GROCERY STORE.

:07



H.D. FRANK: "As the unexpected storm approaches, people are bundling up like pigs-in-a-blanket and stocking up on hot dogs!"

CUT TO A LONG SHOT OF H.D. FRANK IN FRONT OF A GROCERY STORE.

:03



H.D. FRANK: "Ma'am! What exactly is going on here?"

H.D. FRANK STOPS A WOMAN LEAVING THE GROCERY STORE WHO HAS A BAG FILLED WITH HOT DOGS.

:04



WOMAN: "Well, if you can't get outta the house you gotta have hot dogs!"

WOMAN RESPONDS TO H.D. FRANK.

:02



H.D. FRANK: "Why's that?"

H.D. FRANK ASKS A FOLLOW UP QUESTION.

:03



WOMAN: "Why?! Because everyone loves hot dogs!"

WOMAN RESPONDS INCREDULOUSLY.

:04



H.D. FRANK: "Clearly, hot dogs are never out of season. Hot dogs. Now *that's* quality news."

CUT TO MEDIUM SHOT OF H.D. FRANK.

CREATIVE EXECUTIONS

DELICIOUSLY NEWSWORTHY

# Unexpected Scenarios Emphasize People's Love for Hot Dogs.

## FLYING WITH FRANKS: 15 SECOND SPOT

:04



(MUSIC OVER: Signature Breaking News Music)

H.D. FRANK: "H.D. Frank here for Wienerschnitzel News where a family has tried to go through security with a suitcase full of hot dogs."

BREAKING NEWS SUPERED OVER A LONG SHOT OF H.D. FRANK IN THE FOREGROUND AND FAMILY AT SECURITY AREA IN THE BACKGROUND.

:05

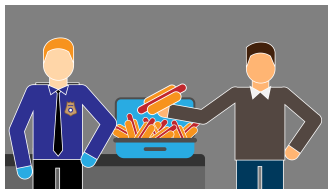


H.D. FRANK: "Folks, why did you pack this savory suitcase?"

DAD: "Because hot dogs are the perfect food anytime. See for yourself!"

CUT TO MEDIUM SHOT OF DAD AND H.D. FRANK WHILE TSA AGENT TAKES HOT DOG AND LOOKS AT IT UNCONVINCINGLY.

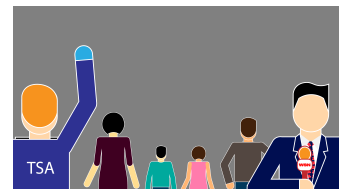
:03



TSA AGENT: "Mmmmm."

CUT TO TSA AGENT TAKING A BITE OF HOT DOG AND CLEARLY ENJOYING IT.

:03



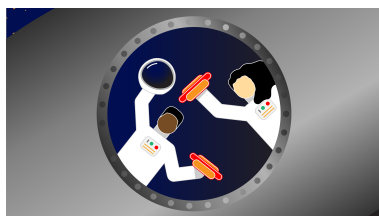
MUSIC UNDER: Breaking News music plays softly.

H.D. FRANK: "Hot dogs. Now *that's* quality news".

CUT TO A MEDIUM SHOT BACK TO H.D. FRANK AS THE TSA AGENT LETS THE DAD AND HIS FAMILY THROUGH SECURITY.

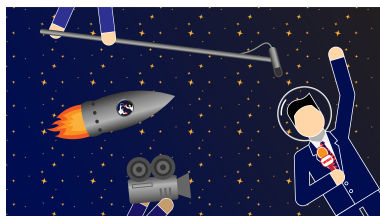
## OUT OF THIS WORLD: 06 SECOND SPOT

:03



OPEN WITH A MEDIUM SHOT THROUGH THE WINDOW OF A SPACE SHIP OF TWO ASTRONAUTS ENJOYING HOT DOGS.

:03



H.D. FRANK: "Hot dogs. Now *that's* quality news."

ZOOM OUT TO H.D. FRANK AND A FULL CAMERA CREW FLOATING OUTSIDE OF THE SPACESHIP WEARING ASTRONAUT HELMETS.

### NEWS FLASH!

All Additional Creative Work Can Be Found in the Dropbox Folder.

**30-second Execution:** Team319\_TVSpot1.mp4

**15-second Execution:** Team319\_TVSpot2.mp4

**Initial Radio Spot:** Team319\_RadioSpot1.wav

**Continuing Radio Spot:** Team319\_RadioSpot2.wav

**Microsite:** Team319\_Microsite.mov

DELICIOUSLY  
NEWSWORTHY

10

CREATIVE EXECUTIONS

# Breaking News Builds Relationships with Families That Lead to Increased Consideration and Purchase...

“We work hard at building relationships with current and future guests and look forward to enjoying lifelong relationships with each other.”

Doug Koegeboehn, CMO of Wienerschnitzel<sup>16</sup>



GENERATE AWARENESS

BOOST ENGAGEMENT

INCREASE PURCHASE  
FREQUENCY

WHAT WE  
ARE GOING  
TO DO

*Utilize* both traditional and digital paid media vehicles that our target uses the most.

*Involve* the target in a variety of engaging content that increases consideration.

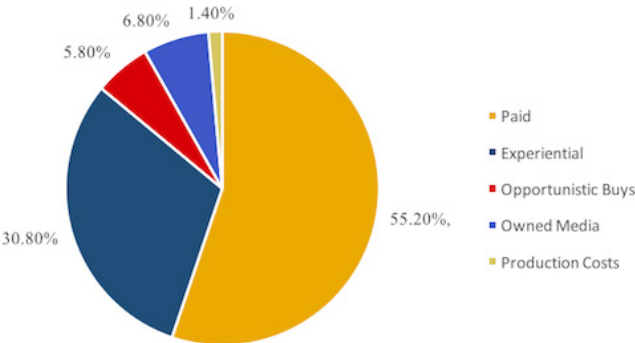
*Promote* consistent hot dog purchases among the target every month.

HOW WE ARE  
GOING TO  
DO IT

*Place advertisements* on the vehicles the target uses the most often to optimize reach.

*Create engaging content* through integrated marketing communication programs that drive traffic to Wienerschnitzel owned media - including the microsite, [hdfrank.com](#) - in order to generate earned media.

\$25 Million  
Allocation



DELICIOUSLY  
NEWSWORTHY



MEDIA



# ... Reaching Them Year-Round and Throughout the Nation.

## Breaking News Begins In March at the First Crack of the Bat

Since baseball and hot dogs go together and are as American as apple pie, beginning a reminder campaign at the start of Spring Training makes sense in order to increase consideration and extend the time when hot dogs are top-of-mind.

Hot Dogs Eaten During Summer Months <sup>17</sup> - National Hot Dog and Sausage Council 2018	7 Billion Total	2.3 Billion Per Month
Hot Dogs Eaten During Non-Summer Months <sup>18</sup> - National Hot Dog and Sausage Council 2018	13 Billion Total	1.4 Billion Per Month

## Breaking News:

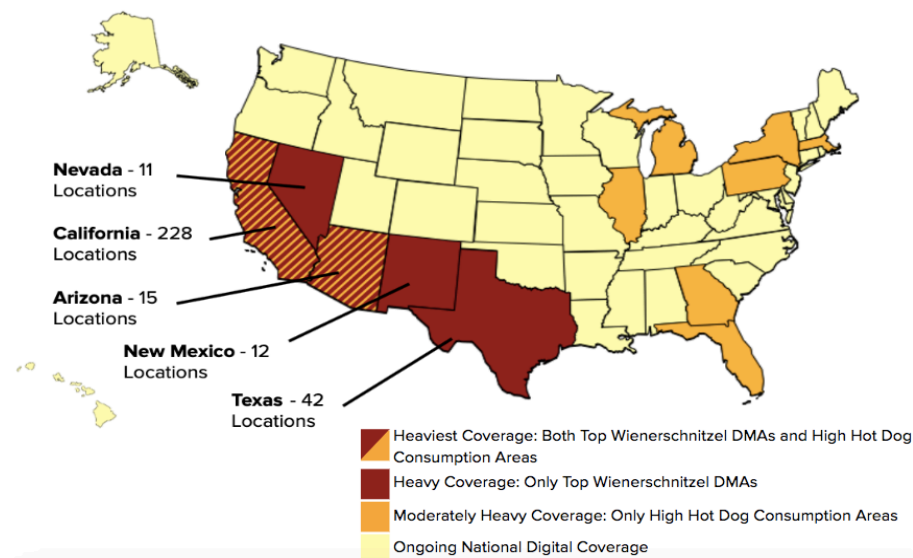
- Maintains a lower level of ad spend in the summer because the hot dog industry increases spending at that time.
- Increases spending during September and continues through the fall and winter, extending the hot dog eating season.

## A Nationwide Reach With a Local Concentration

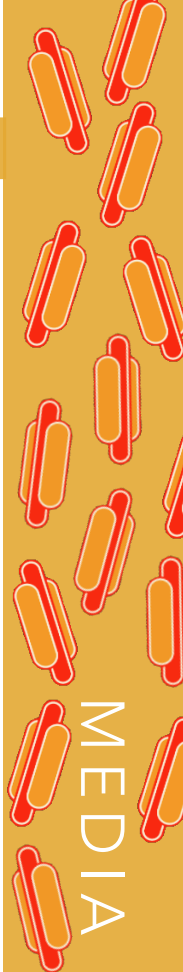
Heavy-up on areas with high hot dog consumption and Top Wienerschnitzel DMAs to concentrate on the 95.8 million consumers in those areas.<sup>19</sup> - Census Bureau 2016

- Network buys for a National reach and spot buys to reach customers within Wienerschnitzel DMAs
- Local buys to support promotional events

## Media Weight Distribution Map<sup>20,21</sup>



- National Hot Dog and Sausage Council & Wienerschnitzel Website 2018



DELICIOUSLY  
NEWSWORTHY

# Engaging Occasioners Through the Media Vehicles They Use Most...

## TELEVISION

Total Cost: \$5,000,000 | Total Reach: 75,970,000

- 80% of consumers trust TV ads when making purchase decisions.<sup>22</sup>
- Marketing Sherpa 2016

### BROADCAST

Cost: \$2,250,000 | Reach: 24,200,000

**Networks:** ABC, NBC, CBS

Run one 30 second spot per show during Early News and Prime Access dayparts.

- Approximately 40% of the target relies on local TV news.<sup>23</sup>
- Approximately 32% of the target relies on national TV news.<sup>24</sup>

- Nielsen 2017

### CABLE NETWORKS

Cost: \$2,750,000 | Reach: 51,770,000

Network	Family Occasioners Index <sup>25</sup> - Simmons 2017	Single Occasioners Index <sup>26</sup> - Simmons 2017
Sprout	204	124
Nickelodeon	193	150
Freeform (Formerly ABC Family)	161	137
Cartoon Network	145	150
Disney XD	142	127

## SEO

Cost: \$350,000 | Impressions: 90,000,000

Buy key search words that allow the microsite, [hdfrank.com](http://hdfrank.com), to appear on the first search results page to drive traffic to owned media.

**WORDS TO BID ON:** 'Hot Dog', 'Wienerschnitzel', 'Breaking News', 'The Delicious One', 'What To Eat For Dinner', 'H.D. Frank'

**WORDS TO BLACKLIST:** 'Nitrate', 'Nitrite', 'Unhealthy', 'Processed Meats', 'Animal Parts', 'Fake Meat', 'Foods Not To Eat'

## DISPLAY ADVERTISING

Total Cost: \$1,100,000 | Total Impressions: 300,000,000

### DIGITAL DISPLAY ADVERTISING

Cost: \$750,000 | Impressions: 90,000,000

Run display ads to increase traffic and drive consumers to the microsite, [hdfrank.com](http://hdfrank.com).

- The target is 35% more likely than the rest of the population to respond to banner ads.<sup>27</sup> - Simmons 2017

**APPLE NEWS - Top News App**<sup>28</sup> - Steve Liesman, CNBC 2017

Cost: \$350,000 | Impressions: 210,000,000

Display ads are bought with Google Ads and placed within a publication's article.

- Apple News comes installed on every iOS device, with approximately 210 million Americans owning an Apple device.<sup>29, 30</sup>

## SHOPPER MARKETING

Total Cost: \$790,000 | Total Impressions: 29,377,438

### Walmart.com

Cost: \$350,000 | Impressions: 28,329,000

Display ads placed throughout Walmart's website.

- In January 2019, Walmart.com had 28,329,000 total unique visitors.<sup>31</sup> - SRDS Kantar Media Comscore 2019

### Shopping Cart Advertising at Regional Supermarket Partners

Cost: \$440,000 | Impressions: 1,048,438

- Ads run in partnering supermarkets one month prior to the Breaking News Tour coming to their local community.

## NATIVE ADVERTISING IN DIGITAL MAGAZINES

Cost: \$750,000 | Impressions: 1,933,000

- In 2018, 42% of connected adults who read digital magazines reported reading an average of almost 2.7 issues in the last 30 days.<sup>32</sup> - Mequoda Magazine Consumer Study 2018

**Magazines:** *Fine Cooking & Food Network*

Custom articles about hot dogs align with the content of the magazines.

### ARTICLE FEATURES:

- "Homerun Hot Dog Creations to Kickoff Baseball Season"
- "Back to School: The Hot Dog Way"
- "Brave the Winter Storm With Hot Dogs"

# ... and Through Popular Streaming Services, Audio, and Social Platforms.

## IN-STREAM VIDEO

Total Cost: \$2,000,000 | Total Impressions: 100,652,892

### HULU

Cost: \$1,000,000 | Impressions: 23,000,000

Place pre-roll and pause ads during the TV shows and movies the target watches.

- Families are 46% more likely to have watched Hulu more than 16 times in the past month.<sup>33</sup> - Simmons 2017
- Hulu recently premiered the ability to advertise while users pause their shows and movies.

### AMAZON PRIME VIDEO

Cost: \$500,000 | Impressions: 26,000,000

- 57% of people in the U.S. ages 30-49 are users of Amazon Prime Video.<sup>34</sup> - Louis Columbus, Forbes 2018

### YOUTUBE

Cost: \$500,000 | Impressions: 51,652,892

- 30 and 15 second spots and unskippable 6 second Bumper Ads
- Over 85% of 25-49 year-olds internet users access YouTube.<sup>35</sup> - We Are Flint 2018

## IN-STREAM RADIO

Total Cost: \$1,250,000 | Total Impressions: 134,300,000

**Heavy-up in Wienserschnitzel DMAs:** Los Angeles, San Francisco, Dallas, Houston, Phoenix, Albuquerque, and Las Vegas

**Heavy-up in High Hot Dog Consumption Areas:** New York City, Miami, and Philadelphia

### SPOTIFY

Cost: \$750,000 | Impressions: 58,400,000

Sponsored sessions and audio ads during podcasts

- 81% of listeners have taken a product related action after hearing audio ads during a podcast.<sup>39</sup> - Crowd DNA & Spotify 2018

### PANDORA

Cost: \$500,000 | Impressions: 75,900,000

15 second audio spots and display ads with a click-through to the microsite, [hdfrank.com](http://hdfrank.com)

- 72.3 million monthly active users in U.S. with 92% of them being ad-supported.<sup>40</sup> - Cherie Hu, Billboard 2018

## AMAZON ALEXA

Cost: \$500,000 | Impressions: 35,600,000

### The “News With H.D. Frank” Skill

- After downloading the skill, a user can ask Alexa “What’s the News with H.D. Frank?” Alexa then reads the day’s blog post from the microsite, [hdfrank.com](http://hdfrank.com) and recommends the featured recipe.
- Alexa sends hot dog recipes that correspond with weather patterns in a user’s area to the Alexa app on mobile devices. (e.g., Warm Weather: Classic Grilled Hot Dogs, Cooler Weather: Mac n Cheese Hot Dogs).
- Users can track the location of the News Truck by asking “Where is the Wienserschnitzel News Truck now?”
- Plays “Breaking Charts” playlist on users’ connected Spotify accounts.

According to a PwC survey, 65% of respondents from the 25-49 age range stated that they use voice assistant technology at least once per day.<sup>36</sup> - PwC 2018

Over 60% of Connectors and Trendmakers identify themselves as individuals who are “connected to tech.”<sup>37,38</sup> - Wienserschnitzel 2018

## LOCAL RADIO

Cost: \$1,000,000 | Impressions: 36,977,200

Thirty 30 second spots a week for 36 weeks during non-summer months in Wienserschnitzel DMAs and cities where promotional events take place

- Over 90% of people in the U.S. ages 25 - 49 are reached by radio weekly.<sup>41</sup> - Nielsen 2017

## PAID SOCIAL MEDIA AD SPENDING

### FACEBOOK, INSTAGRAM, PINTEREST, TWITTER

Total Cost: \$2,000,000 | Total Impressions: 237,737,428

Paid social drives traffic to [hdfrank.com](http://hdfrank.com) and owned social media.

### NEWS FLASH!

**Listen to Our Radio Ads in the Dropbox Folder!**

**Initial Radio Spot:** Team319\_RadioSpot1.wav

**Continuing Radio Spot:** Team319\_RadioSpot2.wav



# The Wienerschnitzel News Truck Makes Headlines Across America.

## THE WIENER TAKES ALL COMPETITION

**Grand Prize:** Wienerschnitzel franchise (or cash equivalent) and \$25,000 for their local Boys & Girls Club chapter!

**Time Frame:** Tour: July 2020 - February 2021 | Finale: February 2021

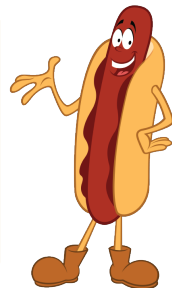
### PHASE 1 - Build Excitement

June 18th: Livestream Press Conference

- H.D. Frank reports live as the *Wiener Takes All* competition is announced on all owned media channels.
- Press releases sent to local journalists



"THIS JUST IN! The Delicious One announces *Wiener Takes All* - an 8-month, 10-city hot dog competition tour. He invites communities across the nation to send in their most innovative hot dog recipes on the microsite, [HDFrank.com](http://HDFrank.com). At each competition, he will be there to announce the winners."



#### At each city:

- Four contestants compete against each other in their local *Wiener Takes All* competition.
- Panels of local chef influencers (chefluencers) choose winners.
- Each winner advances to the *Wiener Takes All Grand Finale* in Wilmington, CA, home of the first Wienerschnitzel restaurant.

#### Grand Prize Winning Recipe:

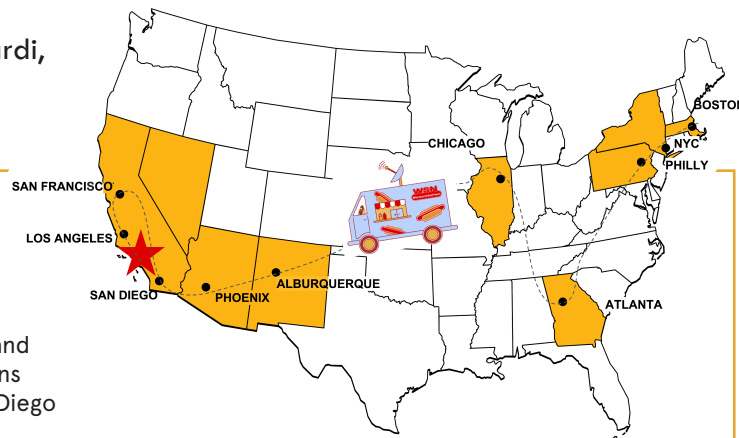
- Picked by Food Network star Sandra Lee, Cindy and JR Galardi, and a local Wienerschnitzel franchise owner.

#### Criteria for Cities Selected:

- 1) High hot dog consumption; and/or
- 2) Wienerschnitzel expansion areas

#### Communities within Cities Visited:

- |                |              |            |
|----------------|--------------|------------|
| -Cambridge     | -Albuquerque | -Oakland   |
| -Evanston      | -Anaheim     | -Athens    |
| -Queens        | -Tempe       | -San Diego |
| -Chestnut Hill |              |            |



### PHASE 2 - The Breaking News Tour

#### Wienerschnitzel News Truck

July 18th (National Hot Dog Day): First stop, Boston!

*Wiener Takes All* competitions at 10 regional supermarket partners\*

- "Headline Moments" Photo Booth: Visitors share personal milestones generating user content for the microsite.
- Events feature local musicians, dancing, games and more fun activities as well as children from local Boys & Girls Clubs serving hot dogs.
- 10% of proceeds go to the No Kid Hungry campaign.
- *Wiener Takes All* competition begins at 5PM with winners announced at 6:30PM.

\*Note: Additional 100 stops at regional supermarket partners between competitions.

### PHASE 3 - Sustain Momentum

#### Ongoing Coverage

Sponsor articles on top cooking magazines' websites.

Photos are posted to corresponding publications' Instagram accounts.

Examples: *Rachael Ray Every Day*, *Bon Appétit*, *Relish*

#### Wienerschnitzel Plus

Add limited edition items inspired by the winning recipes to the Wienerschnitzel menu.

#### NEWS FLASH!

#### No Kid Hungry's "Dine Out" Events

No Kid Hungry uses "Dine Out" events to support its mission to end childhood hunger in America. 10% of proceeds from hot dog sales at each competition will be donated to this worthy cause.

To help promote each event, children from local Boys & Girls Clubs volunteer to create and distribute flyers within their community as well as serve hot dogs at each *Wiener Takes All* competition.

# Partnerships Bring Hot Dogs Home . . .

## ... At Regional Supermarkets.

### Chance to win \$10,000 in Groceries!<sup>42, 43</sup>

- CustomInk.com 2019 & Andrew Lisa "How to Advertise on Grocery Carts" 2019

#### PURCHASING HOT DOGS AT ANY SUPERMARKET Total Prize Value: \$52,000

Round 1	Mar.- May 2020
Round 2	Jun.- Aug. 2020
Round 3	Sept.- Nov. 2020
Round 4	Dec. 2020 - Feb. 2021

#### SHOPPERS:

- 1 Purchase any brand of hot dogs in any supermarket nationwide and take a photo of their receipt.
- 2 Make an account on the "Win \$10K" tab of the Wienerschnitzel microsite.
- 3 Submit their receipt to their account.

#### PRIZES:

\$1,000 in groceries given to 1 participant each month.  
A grand prize of \$10,000 in groceries given to 1 person at the end of each round.



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#### 110 REGIONAL SUPERMARKETS HOST NEWS TRUCK Cost: \$1,560,000

The 10 main and 100 additional stops on The Breaking News Tour will be at regional supermarket partners across the country.

#### EACH SUPERMARKET PARTNER:

- 1 Provides space in their parking lots for the Wienerschnitzel News Truck and related events.
- 2 Receives goodwill from the community for hosting events that donate to No Kid Hungry campaign.

#### SHOPPERS:

- 1 Purchase hot dogs in-store.
- 2 Bring receipts to Truck and are entered into the "Win \$10K" drawing.
- 3 Receive free H.D. Frank / Wienerschnitzel merchandise (hats, t-shirts, etc.)

#### SUPERMARKET PARTNERS:

Albertsons, Hy-Vee, Safeway, Acme, Stop & Shop, and Publix

## ... with Blue Apron.

### Wienerschnitzel Goes National!

#### Blue Apron Takes Wienerschnitzel Nationwide

Wienerschnitzel partners with Blue Apron to offer a selection of hot dog recipes available for home delivery.

#### Examples:

- Caesar Salad Hot Dog - Featuring the World Famous Original Hot Dog
- Chicken Hot Dog Cordon Bleu - Featuring the Chicken Frank
- Hawaiian Hot Dog - Featuring the Big Angus Beef Hot Dog
- Wiener Takes All Winning Recipe



#### "Chefluencer" Dinners Promote Competitions

On the night before each competition, Blue Apron and Wienerschnitzel treat local "chefluencers" and news reporters to dinner featuring the recipes from the meal kits.

- "Chefluencers" gain national attention via Blue Apron's and Wienerschnitzel's social channels.
- Wiener Takes All and No Kid Hungry campaign gain local awareness via "chefluencers" social channels.

"Blue Apron . . . has become a leader in the meal kit delivery space by shipping 8 million meals monthly."<sup>44</sup>

- Leena Rao, Senior Technology Reporter, *Fortune* 2017

#### NEWS FLASH!

85% of people do business with the advertiser after receiving a promotional item.<sup>45</sup>

- Advertising Specialty Institute 2016



STRATEGY INTEGRATION

DELICIOUSLY  
NEWSWORTHY

# Entertaining and Informing the Tech Savvy Occasioners.

## MOBILE-ENHANCED MICROSITE

Total Cost: \$750,000

Numbers Correspond to Tabs on Microsite

### (1) HOME PAGE

A place to meet H.D. Frank and learn more about the site. It includes video content, blog posts about “breaking news” stories, and interviews.

### (2) COMMUNITY

A centralized hub for viewing all User Generated Content (UGC).

### (3) WIENER TAKES ALL

A tab where participants enter and follow the *Wiener Takes All* competition. An interactive map shows where the News Truck is and where it was. Visitors watch live streams and recordings from the events, profiles of the winners from each city, and eventually the announcement of the winner of the **Grand Finale**.

### (4) WIENERSCHNITZEL

A direct link to the Wienerschnitzel website.

### (5) WIN \$10K

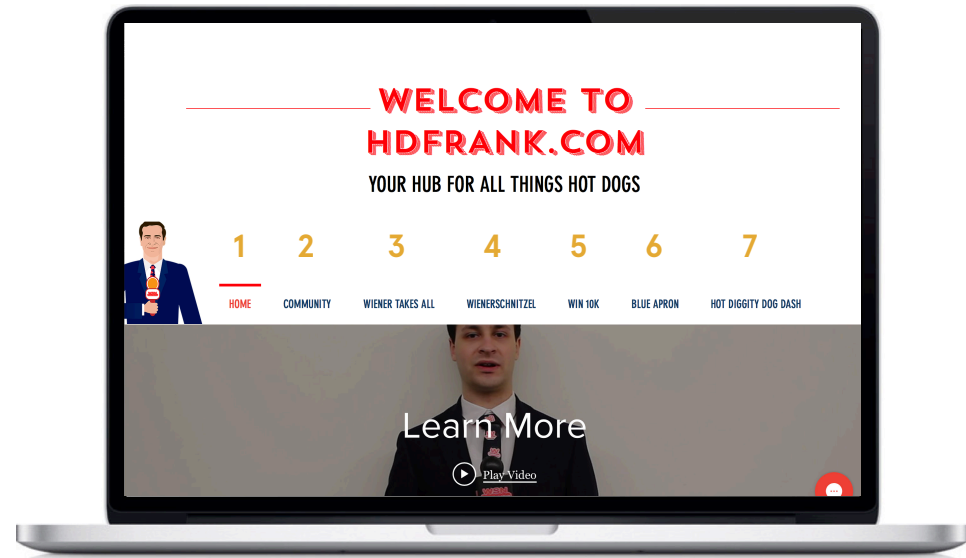
A tab where visitors can create an account to upload their receipts for a chance to win \$10,000 in groceries.

### (6) BLUE APRON

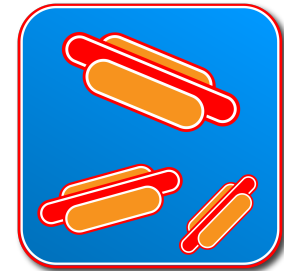
Visitors view available hot dog recipes and click on a link to purchase their Blue Apron Hot Dog meal kit.

### (7) HOT DIGGITY DOG DASH

Drives visitors to a mobile game that can be downloaded from the App Store and Google Play Store.



Preview of Hot Diggity Dog Dash



App Icon

### HOT DIGGITY DOG DASH

A Multilevel Family-Friendly Game | Cost: \$200,000

- Racing against the clock, players (“chefs”) are challenged to complete hot dog orders.
- Pop-ups feature H.D. Frank giving “chefs” the next instruction and a positive message about hot dogs.
- If a “chef” makes too many mistakes or runs out of time, points are lost and the game restarts.

**NEWS FLASH!**

Uploading proof of hot dog purchase earns extra lives in the game.

STRATEGY INTEGRATION

DELICIOUSLY NEWSWORTHY



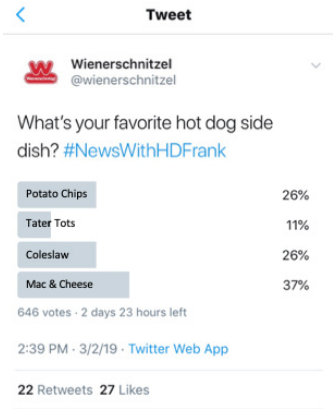
# Engaging Occasioners Through Social Media.

## NEWS FLASH!

About 50% of internet users ages 30 - 49 regularly use Twitter.<sup>46</sup>  
- Statista Global Consumer Survey 2018

## TWITTER - @Wienerschnitzel

- Twitter Poll: Weekly polls on hot dog topics
- Interact with users daily by liking, retweeting, and responding to their tweets.

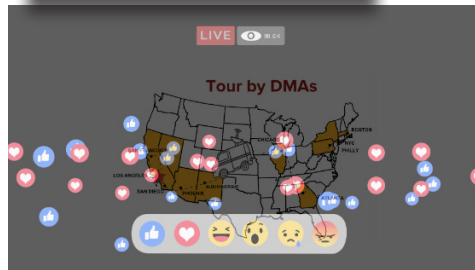


## NEWS FLASH!

Families are 20% more likely than the rest of the population to use Facebook.<sup>50</sup>  
- Simmons 2017

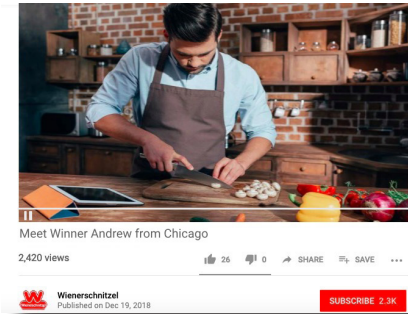
## FACEBOOK - @Wienerschnitzel

- On Messenger, friends challenge each other on Hot Diggity Dog Dash to have the highest score.
- Facebook Live: Stream events and respond to comments.



## NEWS FLASH!

Occasioners ages 25 - 49 index at 126 for watching Youtube and visiting the website at least 16 times a month.<sup>48</sup>  
- Simmons 2017



## YOUTUBE - Wienerschnitzel

- Local "chefluencer" videos
- Winner interviews of the Wiener Takes All competitions
- H.D. Frank commercials

## NEWS FLASH!

Families are 25% more likely than the rest of the population to use Instagram.<sup>49</sup>  
- Simmons 2017



## INSTAGRAM - @Wienerschnitzel

- Story: 10 second previews linked to YouTube videos through Swipe Up feature.
- Story Highlights from the Wiener Takes All competitions.
- Post original content 1-2 times daily.



## OWNED SOCIAL MEDIA

Total Cost: \$250,000 | Total Impressions: 237,737,428

Hashtags monitor interaction and conversations on all social accounts:

- Breaking News Buzz: #NewsWithHDFrank
- Wienerschnitzel News Truck: #WienerTakesAllWithHDFrank
- Blue Apron Partnership: #CookWithHDFrank

"One of the most effective ways to optimize ROI from social media marketing efforts is to establish and cultivate relationships on social media, and then lure them to home: the website."<sup>47</sup>  
-Rebecca Murtagh, Author of Million Dollar Websites 2013

STRATEGY INTEGRATION

DELICIOUSLY NEWSWORTHY



# Breaking News Flowchart

	March	April	May	June	July	August	September	October	November	December	January	February	Total	% of Budget
<b>Television</b>													\$5,000,000	20%
Cable													\$2,750,000	
Broadcast													\$2,250,000	
<b>Video</b>													\$2,000,000	8.0%
Hulu													\$1,000,000	
Amazon Prime													\$500,000	
YouTube													\$500,000	
<b>Digital</b>													\$2,550,000	10.2%
Native Ads													\$750,000	
Display Ads													\$750,000	
Apple News Ads													\$350,000	
Walmart.com Ads													\$350,000	
SEO													\$350,000	
<b>Radio</b>													\$2,250,000	9%
Local Radio													\$1,000,000	
Spotify													\$750,000	
Pandora													\$500,000	
<b>Social Media</b>													\$2,000,000	8%
Facebook													\$700,000	
Instagram													\$550,000	
Twitter													\$400,000	
Pinterest													\$350,000	
<b>Experiential</b>													\$5,700,000	22.8%
Breaking News Tour													\$5,700,000	
<b>Retail Activation</b>													\$2,000,000	8%
Win 10K	Round One			Round Two			Round Three			Round Four			\$1,560,000	
Shopping Cart Ads													\$440,000	
<b>Owned Media</b>													\$1,700,000	6.8%
Microsite													\$750,000	
Alexa Skill													\$500,000	
Owned Social Media													\$250,000	
Hot Diggity Dog Dash													\$200,000	
<b>Production Costs</b>													\$350,000	1.4%
<b>Opportunistic Buys</b>													\$1,450,000	5.8%
<b>TOTAL COST</b>													\$25,000,000	100%

## FUTURE RECOMMENDATIONS

### TDO Enters the Spotlight

- Develop ongoing storylines that link TDO (The Delicious One) with H.D. Frank throughout all tactics.
- In year 2, TDO joins H.D. Frank in all commercial executions now that the rest of the nation has been introduced to him through the *Breaking News Tour* and [hdfrank.com](http://hdfrank.com).
- Feature more TDO-related posts on social media channels.
- Celebrate TDO's 22nd birthday with a contest that parodies the song "22" made popular by Taylor Swift.

### Increase Ad Spending in Expansion States

- Run more ads in expansion states on local TV.
- Announce new franchise locations on local news channels.
- As new franchises open in each state, TDO makes headlines by cutting the ribbon at each grand opening.

### Conduct the *Breaking News Tour* Annually

- In year 2, continue the Tour and competition to spark tradition, excitement, and further brand loyalty.
- Offer No Kid Hungry "Dine Out" events at participating Wienerschnitzel franchises.
- Turn local sports tailgating into Wienerschnitzel News Truck stops featuring H.D. Frank and TDO.

# Concept Tests Indicate That *Breaking News* Achieves

## 5% Consumption Lift.\*

**THE OBJECTIVE:** Elevate the Hot Dog's Image to Increase Primary Demand Across All Distribution Points.

### *Breaking News* Strategy Leads the Way

The campaign reminds Americans of the reasons they love hot dogs, shows new ways they can be eaten throughout every season, and places an emphasis on their wholesome qualities. The result: a **top-of-mind** awareness that elevates the perception of hot dogs and increases purchase intention.

#### NEWS FLASH!

#### Results of Concept Testing

**57%** of the target agrees that the campaign strategy would influence them to buy more hot dogs.

\*\*Volume sales lift is based on Wienerschnitzel DMA populations, percentage of Occasioners in the population, results of the concept test, and percentages of hot dogs consumed in restaurants according to the National Hot Dog and Sausage Council.

This translates to nearly a **5%** consumption increase or **987,525,000** more hot dogs eaten per year!\*

Wienerschnitzel can expect a unit sales increase of **27,888,840** hot dogs.\*\*

\*Consumption increase is based on number of Occasioners in the US, results of the concept test, and number of hot dogs eaten in 2017 as stated in the Wienerschnitzel case study.

## Ongoing Metrics Monitor How Well the Campaign is Working. |||||

**BREAKING NEWS KPI MEASUREMENT GUIDE:** Optimizes strategies and tactics as the campaign unfolds.



Hashtags, keywords, impressions, top influencers

**Keyhole**



Mid-campaign measurement of attitudes toward hot dogs

**Survey**



Likes, comments, shares, retweets, CTRs

**Hootsuite**



Unique visitors, session duration, page visits, bounce rate, conversions measured as entries into the competition

**Google Analytics**

#### GENERATE AWARENESS

The paid media strategy achieves national awareness with a special focus on states with high hot dog consumption as well as states with Wienerschnitzel locations.

#### BOOST ENGAGEMENT

Paid, owned, and earned executions inspire engagement on social media, the microsite, the game app, and at live events.

#### INCREASE PURCHASE FREQUENCY

The *Breaking News* Tour, the Win \$10K Drawing, and strategic partnerships promote hot dog purchases.

**Estimated Total Gross Impressions: 1,042,547,948**

MEASUREMENT & EVALUATION

DELICIOUSLY NEWSWORTHY

20