



TEAM #641  
**NSAC**  
NATIONAL STUDENT  
ADVERTISING  
COMPETITION

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# EXECUTIVE SUMMARY

The best stories have a comeback kid.

At this moment in the story, the hot dog is at a low point. It feels like all hope is lost. It's the valley. It's the little black rain cloud hovering over the mustard tree. Hot dogs have had people gossiping about them and spreading lies. Being called "basic". Being called "unhealthy". Slander about what they're made of. It's like people forgot about all of the great times they've had together at summer BBQs, baseball games, or bun-in-hand as they explored the big city. The hot dog was unwaveringly there to help them experience those times to the fullest. And now, with what thanks?

This story could close here. Broken, sad, and left craving more.

But, we're not going to let it end that way.

Wienerschnitzel has opened the door for the ultimate reversal. Given a \$25 million dollar opportunity to change perceptions, the hot dog is about to transform from underdog to top dog. Primary demand will increase as we elevate who the hot dog has always been.

There's 19 more pages left in this book, and the happy new beginning is just a page-turn away.



### CAMPAIGN OBJECTIVE

Elevate the image of the hot dog to increase primary demand

### QUANTIFIED CAMPAIGN OBJECTIVES

1. Increase positive perception by 5%
2. Increase primary demand by 2% over projected sales for the category

# RESEARCH

Before we change the perception of the hot dog, we need to know what the perception is right now. So, we got down to the meat of the matter.

 **1,016**  
SURVEY RESPONDENTS

 **54**  
CONCEPT TESTERS

 COUNTLESS ARTICLES  
AND DATABASES

 **60**  
WHEEL SPINNERS

 **23**  
FOCUS GROUP  
PARTICIPANTS

 AGES 12 TO 83

 **60**  
INTERVIEWEES

 **12**  
RESTAURANT PATRONS

 NATIONWIDE

## INDUSTRY

### HONEY, WE SHRUNK THE HOT DOG MARKET

The 8.6 billion-dollar hot dog industry is declining. This can be highly attributed to a stigma shadowing processed meats.<sup>[17]</sup> People wrongly believe that hot dogs are made from lips, snouts, and leftover remnants of animals, and are one of the most unhealthy things you can eat. It doesn't help that many perceive hot dogs to be the most "basic" food.<sup>[20]</sup>

### WHY SO SERIOUS?

Don't worry – there's good news. This market is expected to rebound 8% by 2022. Nearly  $\frac{3}{4}$  of people report buying hot dogs at least once a year.<sup>[17]</sup>

### THERE'S NO PLACE LIKE HOME

Grocery stores account for 61% of hot dog sales while restaurants reflect only 16% of sales.<sup>[19, 20, 37]</sup> Costco, a wholesale store, sells 4x as many hot dogs as all major league baseball stadiums combined.<sup>[14]</sup> That's over 100 million dogs.

### WHERE WE'RE GOING, WE NEED ROADS

Popular or not, the grocery store can only be so exciting. Over  $\frac{1}{3}$  of people shared that it's an experience to buy a hot dog out, like at a food stand or ball game.<sup>[17, 31]</sup>

### SUMMER LOVIN'

One third of hot dogs are sold over the summer.<sup>[19]</sup> Matching purchases to perceptions, consumers openly agree that summertime is the season to hunger for hot dogs.<sup>[17]</sup>

### NOBODY PUTS BABY IN A CATEGORY

The jury is still out on whether or not it's a sandwich. No matter what links you try to make (a German taco?, lunch meat in a sleeping bag?), it's clear that the hot dog has a reputation of uniqueness. There's nothing like it.

**“A hot dog is its own thing.”**

- 77% of survey respondents <sup>[37]</sup>

### LORD OF THE TOPPINGS

The hot dog is versatile. Mustard, ketchup, and relish are all top players in the hot dog's greatest hits, but kimchi, fried eggs, chili, and cheddar cheese are among the modern toppings showing up on the scene.<sup>[30]</sup> Hot dogs might be a base, but certainly not basic.

## COMPETITION

This campaign is for the good of the hot dog. So, the competitors aren't brands and stores; they're foods.



### #1 THE HAMBURGER

#### *The Most-Preferred Food at BBQs and Restaurants<sup>[37]</sup>*

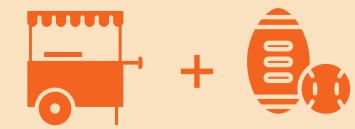
Almost everywhere you can find a hot dog, you can find a burger. Stalker much?



### #2 LUNCH MEAT & SAUSAGE

#### *The Frenemy*

Cozying up in the grocery aisle like they're friends, they're really vying for the hot dog's market share. Similar in appearance to hot dogs, sausages are the king of breakfast meat.<sup>[17]</sup> Over half of hot dog-eaters view hot dogs as more appetizing than lunch meat. After all, a hot dog isn't just lunch meat; it's meat you can have for lunch.<sup>[37]</sup>



### #3 STADIUM & STAND FOOD

#### *Pit Stops*

Pizza, nachos, tacos, popcorn, pretzels, etc: foods you can find at concession stands and street vendors. They're in a convenient location, easy to carry, and their delicious scent can dissuade someone from buying that hot dog they came for.

## THE STRUGGLE

### TO CONVENIENCE AND BEYOND

Life is a balancing act of time and money. When America realized they can use time to make money, but can't use money to make time, convenience became king.<sup>[27]</sup> With mobile delivery services, smart homes controlled from an app, and same-day shipping, we're a society that is automated for convenience.<sup>[18]</sup>

## TARGET

### THE FAST AND THE GLORIOUS

Although people have negative health perceptions tied to hot dogs, at the end of the day, most don't care. When they're eating a hot dog, they're just thinking about enjoying it. The taste is way more important than health or brand concerns.<sup>[37]</sup> Likened to fast food, in terms of price, convenience, and nutrition, the hot dog is an easy fix.<sup>[7]</sup>

**“I’d rather not eat a hot dog, but they’re so convenient that, yeah, I got one.”**

- Man who just bought 3 hot dogs<sup>[10]</sup>

### I'M KING OF THE WHEEL!

S'mores and camping. Gambling and Vegas. Hot dogs and \_\_\_\_? We wanted to find out what people associate with hot dogs, so we set up shop in a high-traffic pedestrian area. We invited passersby to spin a wheel that had different occasions (like movies, late night meals, etc.) around it, and asked people what foods they think of at those times.<sup>[31]</sup>



#1 SPORTING EVENTS



#2 FOOD STANDS



#3 MUSIC FESTIVALS

### A DOG TO REMEMBER

Almost everyone we interviewed and spoke with during focus groups was able to associate a vivid, fond memory with a hot dog - even those who don't eat meat anymore. Consistently, people distinctly remembered eating hot dogs at BBQs, 4th of July celebrations, camping trips, at a game, or at Grandma's. People associated hot dogs with fun community events.<sup>[7]</sup> Without the hot dog, these scenes are incomplete.

**“4th of July: If there’s not a hot dog, I’m leaving.”**

- Nick, 24 yrs, Focus Group Participant<sup>[7]</sup>

### AN EXPECTATION IS BORN

Humans are conditioned to make associations between things and experiences.<sup>[36]</sup> Those connections make us expect certain things out of them. At brunch, we want a mimosa. At Disney, we expect princesses. At the movies, we crave overpriced popcorn. Without them, it feels like we didn't even go.

### LIFE IS LIKE A BOX OF... SALAD?

Health is a top-of-mind concern for consumers. Favoring an unhealthy choice will elicit judgment from peers. The pressure to appear health-conscious was so strong that respondents were comfortable having positive attitudes toward hot dogs in one-on-one interviews, but often kept quiet about them in group settings.<sup>[7, 11]</sup>

### I'LL HAVE WHAT SHE'S HAVING

We asked non-hot dog eaters why they keep their distance, and they frequently insisted “health”. They think there’s something unhealthy and undesirable in the ingredients. This information they got came not from credible studies or research, but word of mouth.<sup>[37]</sup> We asked ourselves, what would happen if we told them what was in the hot dog, but didn’t say it was a hot dog? So, we created a restaurant.

Twelve lucky guests were invited to the grand opening of “The W”, a new restaurant that served premium ingredients. The menu described everything about the hot dog – the 100% USDA Angus beef, or a blend of the their favorite meats, the toppings, the ingredients – except it left out the fact that it was a hot dog. The customers felt good about ordering something they knew they would enjoy. Once the entrée of hot dogs was served, everyone looked around, confused because their misconceptions of hot dogs and the truth of their ingredients weren’t matching up. Some attendees hesitated to eat the hot dogs when they were first served... but once other people started to, they took a bite and enjoyed.

**From this experiment, three things became evident:**

- 1 Negative misconceptions cloud perception pre-bite, but taste wins post-bite.
- 2 Unbeknownst to them, people love what the hot dogs are made of.
- 3 We’re social creatures who are afraid to miss out.



## HOUSTON, WE HAVE A CRAVING

People are weak to the power of cravings. One whiff and mouths are watering. Cravings have the power to make us zero-in on that one thing and lose focus on what's going on around us.<sup>[26]</sup> Cravings go beyond the kitchen, and into our relationships with family and friends.<sup>[22]</sup> We don't just crave food; we crave experiences.<sup>[32]</sup> We crave the warmth of the sun, brunch with friends, or the thrill of a roller coaster.<sup>[4]</sup> The most common type of cravings are social, hunger-reducing, mood-improving experiences.<sup>[9]</sup>

**“Normally I don’t like hot dogs, but the smell and the environment completely changes everything.”**

- Sarah, 35, Focus Group Participant<sup>[7]</sup>

**“When I smell a food, I don’t instantly crave it, [first] it brings back past experiences and memories.”**

- Evelyn, 83, Interviewee<sup>[1]</sup>

## CRAVINGS, MY DEAR WATSON

### **So, what really is a craving?**

It's a type of withdrawal symptom.<sup>[13]</sup> We get what we like and our brain adapts. Then, we don't have it, and there's an imbalance in our brain. Now, we're craving.<sup>[1]</sup>

Wanting. Seeking. Yearning.

The more attention a person gives to that something, the more they'll want it, and, scientifically, the more likely they'll do it.<sup>[12]</sup> Cravings have the power to make us do things by making them top-of-mind.<sup>[25]</sup> These can be cravings for food, experiences, or ideas. Universally, humans crave safety, mattering, and belonging, which can all be found and fulfilled in community.<sup>[3]</sup>

Cravings are a part of the human condition.

## SEGMENTATION

**“ Wiener schnitzel has done an extensive segmentation study to understand the attitudes and behaviors of its restaurant customers. ”**

- NSAC Case Study<sup>[20]</sup> (*emphasis added*)

In the case study, five different segments were detailed and two were recommended. The more we learned, the more we found that those segments don't encompass all of America. Those groups are for the Wienerschnitzel audience – not the hot dog market. Only 10 of the 50 states were represented and major distribution channels, such as grocery stores, stadiums, and street vendors (accounting for 85% of hot dog sales), were excluded.<sup>[19]</sup> In fact, Wienerschnitzel is only .03% of the entire hot dog market.<sup>[17]</sup>

We need to look at a wider audience: one that encompasses all different types of hot dog eaters (and avoiders) within the US. So, we did just that.

**Without further ado, let's meat the hot dog market:**

### PRIMARY TARGET - OCCASIONAL HOT DOG EATERS

#### MODERN REALISTS

##### **64% of the hot dog market**

Highly concerned with health and well-being, they view food as an experience. They are adventurous with their eating habits and always eager to try new things. Deliberate in their decision making, the Modern Realists only do things that align with who they are. They're filled with pride on being different. They're the type to ask, "If not me, then who?"

**They crave** novelty and change aligning with who they are.

### SECONDARY TARGET - HOT DOG EATERS

#### LOYALISTS

##### **18% of the hot dog market**

- Don't worry about the future
- They stick to what they know
- Unapologetically themselves
- Value family time
- Would say, "It's my way or the highway."

**They crave** tradition.

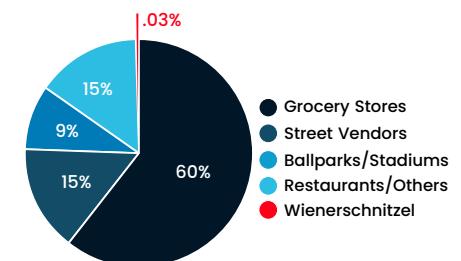
#### GO-GETTERS

##### **9% of the hot dog market**

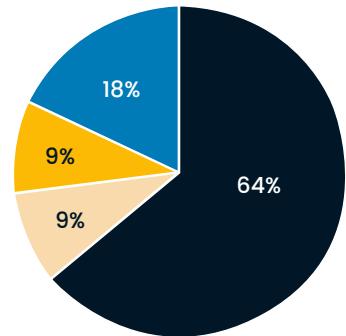
- On-the-go, fast-paced
- Want instant gratification
- Spontaneous... within their boundaries (budget/time)
- Would say, "There aren't enough hours in the day."

**They crave** more time.

#### HOT DOG DISTRIBUTION CHANNELS



#### PERCENT OF HOT DOG MARKET BY SEGMENT



#### COMFORT SEEKERS

##### **9% of the hot dog market**

- Love to hang out, relax and appreciate the little things
- Content with who they are
- Would say, "Why climb a mountain when you can enjoy where you are right now?"

**They crave** comfort.



Focusing on targeting Modern Realists, we're following the same philosophy as Wienerschnitzel's ask. In other words, when we improve the image of the hot dog, Wienerschnitzel will benefit. Likewise, when we improve the image of the hot dog for the primary target, the overall perception will brighten and primary demand will heighten.

## KEY INSIGHTS

- 1 Humans crave food, experiences, and fulfillment.
- 2 Negative health perceptions disappear when cravings kick-in.
- 3 People create expectations for experiences.
- 4 Convenience is a key motivator for food purchases.
- 5 Hot dogs are linked to nostalgic memories and events.

## CREATIVE BRIEF

### IDENTITY

**Good News:** Hot dogs bring people together and own specific occasions.

**Bad News:** Hot dogs have a bad rep.

### MOTIVATORS FOR PURCHASE

Convenience

Versatility

### OUR HUMAN TRUTH

People make associations between things and occasions, which leads them to develop cravings for those experiences.

### OPPORTUNITY

Despite negative health perceptions, Wienerschnitzel has the opportunity to reposition the hot dog as part of an experience: one that exists inside and outside of the summer months, ballpark stadiums, and backyard BBQs.

### THE BIG IDEA

Hot dogs can enhance MORE experiences.

### PERSONALITY

Community

Confident

Charismatic

# STRATEGY

### HOT DOGS: WHAT'S THE BEEF?

While this campaign is being sponsored by Wienerschnitzel, it has to encompass all hot dogs and distribution channels, including (but not limited to) grocery stores, stadiums, and street vendors. In order to increase primary demand, we need to change perceptions by elevating the image of the hot dog in all of those places.

We remember our times with a hot dog. We're reminded of memories, places, and people we've enjoyed hot dogs with. We've boxed hot dogs into these moments, but it's time for the hot dog to break out.

We know people can associate hot dogs with more occasions. So, we're setting new expectations for experiences with a hot dog.

### THE BIG IDEA

Hot dogs can enhance EVEN MORE experiences.

Without the hot dog, Fourth of July is missing something; your neighborhood grill-out is lackluster; the baseball game feels un-American.



The hot dog completes these experiences. But who says it can't complete even more?

The more occasions people have to consider hot dogs, the more prestigious they become. The more people think of them, the more they'll crave them. And that's backed by science.<sup>[25]</sup>

**So, we'll include the hot dog in unexpected places and urge our target to...**

# CRAVE MORE

**CRAVE MORE** is a call to action that encourages our target to crave more experiences.

**CRAVE MORE** gives us the opportunity to create more occasions that can be enhanced with a hot dog, directly addressing our campaign objective of increasing primary demand.

**CRAVE MORE** gives our target *more* reasons to eat *more* hot dogs.

**CRAVE MORE** gives...

- Modern Realists an invitation to more novel experiences.
- Loyalists more chances to make traditions.
- Go-Getters a 25th hour in the day.
- Comfort Seekers a spark in their routine.

Every segment craves something that the hot dog can satisfy.

“ *It gets to the point. Impactful.* ”

- Emma, 22, Concept Testing [4]

“ *'Crave More' allows the consumer to ask what they are craving more of.* ”

- Haylee, 35, Concept Testing [4]

“ *It's action oriented.* ”

- Nestor, 47, Concept Testing [4]

## CONCEPT TESTING

Craving more taglines? We tested our tagline against others that aligned with the strategy. We found that Crave More was the most appealing and memorable. It felt open ended; like they could decide the answer (hear that, Modern Realists?).

## MANIFESTO

What was tried-and-true is tired-and-through. Stop accepting how it's always been, and start paving a way that's yours. Faster, slower, truer, newer, you-er. Crave a legacy of doing it like it's never been done before. Crave more.

## OWNING IT

By no stretch of the imagination do hot dogs **OWN** cravings. That specific word came up again and again unprompted in focus groups and interviews. Hot dogs are tied closely to community and occasions we love and long for. Sure, people crave other foods from time-to-time, but Crave More goes deeper than taste alone. Crave More is taking the context of cravings that we associate with hot dogs and pushing it further – compelling everyone to seek, to take hold of all that's out there, and to fully complete those experiences.



# CRAVE MORE KICKOFF

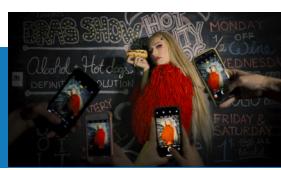
We're challenging people to do something **bold**: to confront the ordinary, to embrace novelty, to crave more than ever before. So, we're going to be bold right back.

Hot dogs are a massive product category that has damaging misconceptions. In order to champion the hot dog and change perceptions, we will grant the hot dog instant credibility at the most prestigious advertising event of the year. We're kicking off the Crave More campaign in the most prominent way, at the most-watched television event of the year: **Super Bowl LIV**. But it's so much more than a 30-second commercial.

## THE ANTHEM

The long-awaited and suspenseful social media mystery will be solved as the Crave More Anthem is unveiled during the Super Bowl on screens across America. Our guests at The Delicious Bowl (more on that in a moment) will experience a stadium-wide blackout during the Anthem to create an uninhibited spotlight on the most craveable food in the world. Yet, many will find themselves solving the mystery a week early through the pre-release on YouTube. The Anthem will continue to air post-Super Bowl on broadcast and cable TV.

After reminding our viewers of what they already associate hot dogs with, we'll push them out of their comfort zone and highlight obscure occasions that a hot dog can enhance for a Modern Realist, Loyalist, Go-Getter, and Comfort Seeker. [Watch the full spot in the uploaded file.](#)



## THE HYPE

A launch this big deserves to be talked about. That's why two weeks before kickoff, we'll begin the social and digital aspects of the campaign. To create hype, we'll use the social platform with the most clout: Instagram.



## SOCIAL

### INFLUENCERS

Community leaders will create a disruptive conversation in their individual ways by incorporating hot dogs in Instagram posts and tagging @CraveMore at the same time. Using social media influencers from a spectrum of lifestyle categories [see page 11], we'll invite all segments of our target to engage and ask, "What is Crave More?"

### CRYPTIC TEASERS

Matching the timing of influencers leading audiences to our page, we will drop our own Instagram grid takeover. We'll then spark social conversation about the Crave More campaign by introducing cryptic teasers of our Anthem. Closer to kickoff, we'll post stills and short video teasers of this Super Bowl spot.

## IN ACTION

Crave More's Twitter account, which was previously mirroring Instagram's content, will now take on fun, timely posts that make the platform so beloved.



Crave More @cravemore • 2/2/20

Let's talk halftime show next year, @miley Cyrus



31K

42.4K

87.2K



Crave More @cravemore • 2/2/20

What do the New England Patriots and hot dogs from our fridge have in common? Both are gettin' grilled rn and we're pretty pumped about it.

29K

32.4K

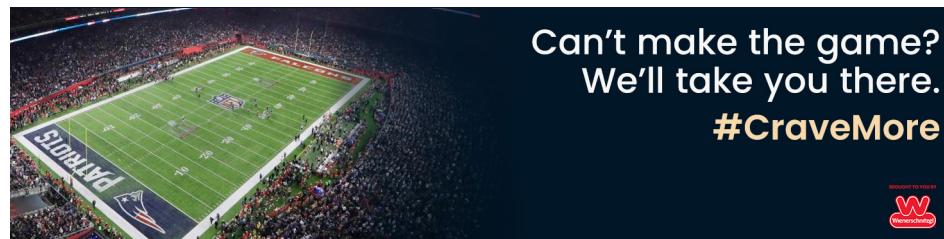
37.3K

## THE DELICIOUS BOWL

If you can't be there, be here.

Not everyone can make it to Miami for the 2020 Super Bowl, so we are going to bring the game home – but not the “living room” kind of home. We’ll host two massive watch parties in the home stadiums of the two rival teams. This one-of-a-kind event will be promoted by location-targeted digital strategy and local radio hosts.

We'll use banner ads in regional media outlets and localized Google AdWords to reach our audience. This way, when someone in one of the NFL finalists' home cities looks up “Super Bowl party near me”, they'll be redirected to **CraveMore.com** where they can buy tickets. Other words we'll target include: “sports bar”, “deals”, “recipes”, “scores”, “team”, and “food”.



Besides watching the game from their favorite team's field, fans will have the chance to crave a win of their own by participating in a stadium-wide hot dog eating competition: **The Delicious Bowl**. Both rival stadiums of fans will compete against the other for bragging rights and “Delicious Bowl Champion” t-shirts similar to the ones their NFL team will (hopefully) come out wearing at the end of the game. They can keep up with who's winning by The Crave Meter, which is tracking the number of hot dogs eaten, and watching live updates from the rival team's stadium.

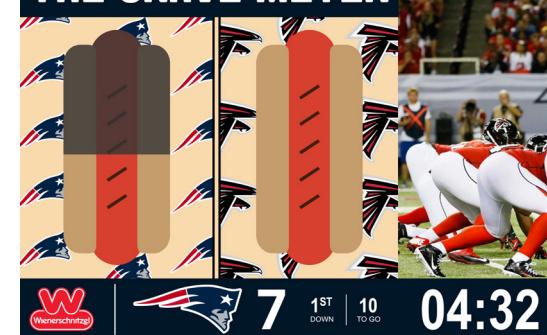
Although the unique experience of watching the Super Bowl in your team's home stadium is monumental, what if we could take you right in the middle of the action? Ten VR stations will virtually transport them to the big game to satisfy their cravings of seeing their team live. For an exhilarating five minutes at a time, fans can make their way to a VR station and find themselves face-to-face with Super Bowl action, with a virtual (and possibly real) hot dog in hand.

This limited ticket event will include a seat at the watch party in their team's home stadium, unlimited hot dogs, and access to VR of the live game. Proceeds will be donated to local food banks within each city.

### CRAVINGS SATISFIED

Victory, Tradition, Community, Giving, New Experiences, and Awesome Super Bowl Ads

## THE CRAVE METER



### LET'S KEEP SCORE

We recognize that this is a big investment and you might have been holding your breath since the second you read “Super Bowl”. While we're spending \$5.35 million on a single spot, we're talking about WAY more than just the people gathered around the TV on Sunday night.



**101+ MILLION**

PROJECTED VIEWERS OF SUPER BOWL LIV



**88,000,000**

ENGAGEMENTS BOUGHT FROM THE INFLUENCER-BASE



**1,000,000**

ESTIMATED ONLINE VIEWS FROM YOUTUBE PRE-RELEASE



**10,000**

ATTENDEES AT THE DELICIOUS BOWL

To save you from doing the math, that's 217 million target impressions. That turns our almost \$6 million investment into a \$12 million value.

See page 18 for a detailed breakdown.

Whew... now you can exhale. Let's see what else we've planned.

# OOH & PRINT

## OBJECTIVE

Create stimulating out-of-home experiences and magazine executions to introduce segments to Crave More with tactics that elevate the image of the hot dog and increase its primary demand.

## OUT OF HOME

No "Skip Ad" Button Here.

## PURPOSE

To remind our target that hot dogs can fulfill so much more than they think, we will reach them during their daily travels.

## STRATEGY

Whether it's a Modern Realist on their way to a spontaneous movie date, a Go-Getter headed to work early, a Comfort Seeker en route to pick up groceries, or a Loyalist getting the grandkids, our images will introduce new hot dog/occasion pairings to each audience and resonate with locals from the respective cities.

## PUBLIC TRANSIT TAKEOVER



We'll take over the **subway cards** in both cities with a Crave More design. Once they swipe their Crave More card, they'll enter through hot dog shaped turnstiles. As they enter the subway car, plastic **hot dog handles** will enhance their balance and **stickers** on select seats will encourage riders to take a load off (and remind them of their suppressed hot dog craving). All are sure to crack a smile, and receive earned and social media buzz.

On the walls by the stairs, escalators, and inside the subway, our **posters** will create new associations for hot dogs accompanied by the copy "Crave More" encouraging them to grab a hot dog for that special (and even not-so-special) occasion.

Note: For each OOH flight schedule, we will switch up our messaging to insure we capture all segments and lifestyles.

## COMMUTER CITY TAKEOVER

In key targeted cities\* where locals are stuck in bumper-to-bumper traffic, billboards will take on the same voice as our transit posters, but appeal to a different type of commuter.



## EXPERIENTIAL

A digital mosaic collage will form a large image of a hot dog. The images that make up the hot dog will come from those who tag their photo experiences with #CraveMore. As the pictures are posted each image will be magnified in a portion of the screen and fall back into place where it fits best in the collage. This experiential design will be a projection on popular buildings within locations across top hot dog DMAs.



Magazine: Vanity Fair

Segment: Modern Realists

\* See page 16

## SPECIAL INTEREST MAGAZINES

### PURPOSE

By presenting ourselves in special interest magazines, we'll tap into niche behaviors and tie them back to hot dogs.

### STRATEGY

Use magazines to reach each of the segments while they're engaged in content they're already craving.

**Find us reaching Go-Getters as you flip through the New Yorker in the uploaded file.**

# SOCIAL

## OBJECTIVES

1. Reinvent the hot dog's current social perception by revealing how hot dogs enhance more experiences.
2. Give Crave More a charismatic, confident, and communal voice to resonate with and inspire consumers to get more out of life with hot dogs by their side.
3. Engage each audience segment with lifestyle content carefully curated for each platform.

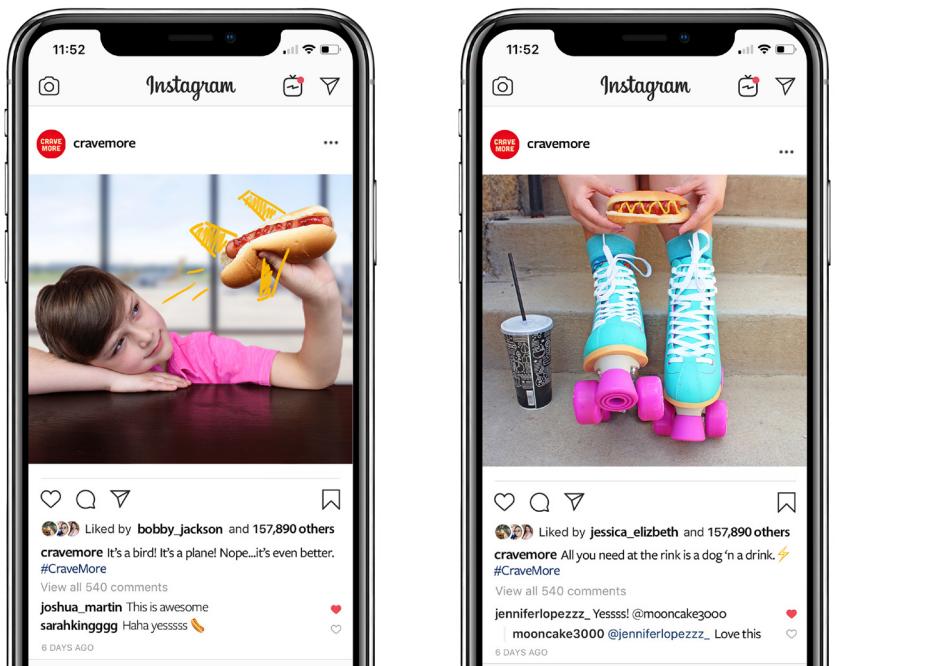
## INSTAGRAM

### PURPOSE

Visually entice audiences to the versatility of the hot dog experience.

### STRATEGY

Through paid and organic content, we'll showcase a sampling of the unlimited experiences consumers can have with hot dogs by blurring the imaginative and physical worlds together.



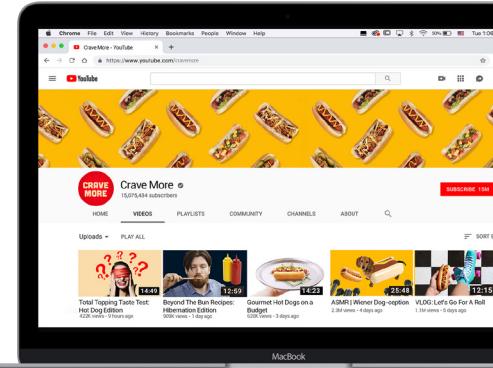
## YOUTUBE

### PURPOSE

Highlight and expand the Crave More branding by creating content centered around lifestyle icons, day-to-day life, and food.

### STRATEGY

Crave More's channel will feature influencers of a variety of lifestyles with large followings. This will add credibility and enhance the viewer's experience by connecting them with people they trust and love to watch. Two playlists featuring these influencers will hone in on our themes of food: "Relish"; and lifestyle: "Let's Meat". Relish will show fun hot dog myth-debunking content for our Modern Realists. Let's Meat will feature vlogs that extend our Instagram content, inspiring and humoring our segments.



### RELISH

#### Influencer Game Show

Rhett and Link from Good Mythical Morning host a game show with a panel of influencers from different genres playing Two Truths and a Lie – Hot Dog Edition. Wrong guesses will be met with a topping-shower. At the end, only one will be crowned Hot Dog Hero.

#### Blind Taste-Tests

Blindfolded influencers guess what toppings are on a series of hot dogs. We'll start out easy (ketchup, mustard, relish), but then move to the unconventional (candy, spaghetti, hummus – you name it). Illustrating its infinite customizations, we'll increase primary demand.

### LET'S MEAT

#### Pro Chef, Rookie Kitchen

A professional chef enters a small apartment to use only existing food and supplies to create a gourmet meal. Ingredients would include "beginner-friendly" items like hot dogs and ramen. These videos showcase how affordable foods can be healthy and satisfying.

#### ASMR with Franky

Franky the dachshund (aka "wiener dog") eats a hot dog in an ASMR-style video. This will assist in keeping Crave More up to date with current trends with a charismatic tone.

#### Lifestyle Vlogs

Vlogs are a great way of relating to audiences in a more personal setting. For example, by following around a girl who is a part of a roller derby team, the audience gets to know her daily routine and pre-game rituals, which include visiting her favorite hot dog stand.

## INFLUENCERS



### UNIVERSAL

Good Mythical Morning | 15 million subscribers

### SPORTS

Dude Perfect | 39 million subscribers

### BEAUTY

Patrick Starr | 4.2 million subscribers

### FASHION

LauraDIY | 8.9 million subscribers

### FOOD

Binging with Babish | 3.8 million subscribers

Rosanna Pansino | 10 million subscribers



### ADVENTURE

Quinta | 870k Instagram followers



## TWITTER

### PURPOSE

Distinguish Crave More as a curious, confident, and charismatic persona that likes picking your brain and making you think about hot dogs in a new way.

### STRATEGY

By using the hashtag #CraveMore, we'll initiate amusing and engaging social conversations by taking facts and figures and turning them on their head.

**Read the feed in the uploaded file.**



# DIGITAL

## OBJECTIVES

1. Position the hot dog eating experience as an extension from the physical world to the digital world by allowing experience sharing and providing myth busting information.
2. Associate hot dogs with more occasions by highlighting a spectrum of lifestyles through promotional events where audiences can interact in real-time.

## YOUTUBE

### PURPOSE

Grab the attention of the viewer and direct them to join the craving community and participate in events, tours, and more.

### STRATEGY

Highlighting a variety of behaviors, our quick and charismatic 15-second pre-rolls will reach our audience on videos they are about to enjoy. Ads will expand the craving of hot dogs to new occasions and entice viewers to visit the Crave More channel or website where they will satisfy their cravings for more content.



### Six-Packs Come in All Shapes & Sizes

Two Loyalists share hot dogs while basking in the sun and sharing space in a kiddie pool.



### Self Care Looks Best in a Bun

A Comfort Seeker enjoys a candle-lit bath with a glass of wine in one hand and a hot dog in the other.



### Traveling in Style Should Taste as Good As It Looks

A Go-Getter in a hurry to board his plane faces a slow-down because of his hot-dog packed suitcase. **To see the spot, check out the uploaded file.**

## BANNER ADS

### PURPOSE

Meet our four segments on publications they interact with to broaden the events associated with hot dogs. This will elevate its image through banner ads cleverly portraying hot dogs in unique situations.

### STRATEGY

Running on select online publications, our audience will see how hot dogs can be implemented into prestigious yet personable lifestyles. The banner ads will have the hot dogs in unique situations that match the content they're viewing. The ad will click through to the campaign website to show everything Crave More has to offer.

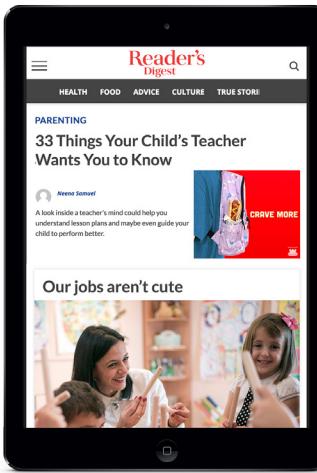
## VOICE

### PURPOSE

Guide people into ways of craving more out of life with voice assistant technology.

### STRATEGY

Using a downloaded skill, Alexa will be able to help people find new ways to crave in different facets of life such as food, activities, or choose-your-own adventure. Because hot dogs enhance our experiences, we'll incorporate hot dogs into her responses.



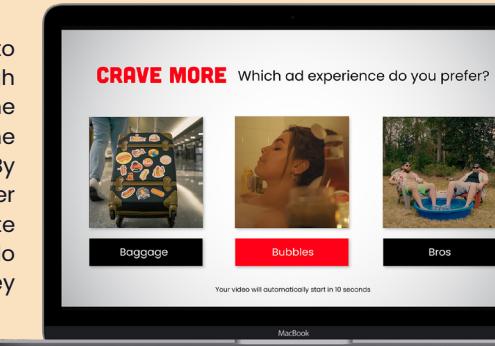
## HULU

### PURPOSE

Allow viewers to choose which storyline they most relate to or would like to experience themselves.

### STRATEGY

Give the viewer the opportunity to personalize their cravings through interactive ads derived from the Anthem where they decide on the content they want to receive. By putting decision-making power in their hands, we incorporate Modern Realists, who only do things that align with who they are.



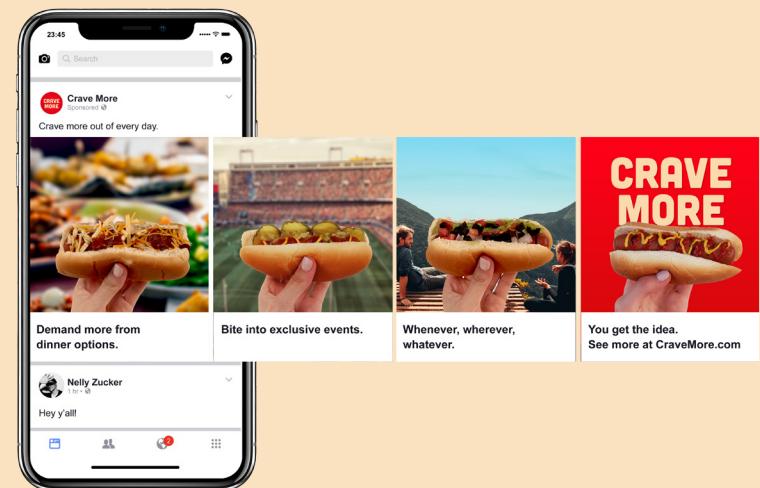
## FACEBOOK

### PURPOSE

Give our audience a taste of the campaign across various realms of interest by presenting a snapshot of Crave More.

### STRATEGY

By demonstrating a series of images, we are emphasizing the hot dog's versatility and relevance within a wide variety of contexts. Featuring this carousel on Facebook allows the media to reach a broad range of people, including our four consumer segments.



# PROMOTIONS

## OBJECTIVES

1. Showcase new, creative, and craveable occasions centered around the hot dog through segment-specific experiential and point-of-purchase executions.
2. Boost the image of hot dogs by creating interactive, unique events, and recipes for year-round enjoyment.

### THE INTERNATIONAL CRAVE STATION

Aliens, You're Welcome | MODERN REALISTS

#### CRAVINGS SATISFIED

Wonder, Amusement, Novelty, New Traditions

#### STRATEGY

Just because summer is over doesn't mean that hot dog season is. To enhance a novel tradition, we'll create a new visual craving for the evening grill-out... from space.

#### TACTICS

Sure to be seen front-and-center on the 5 o'clock news, we'll have a metallic hot dog satellite hitch a ride on a SpaceX launch and enter orbit. Dubbed the International Crave Station, its surface will have sharp angles to catch light and sparkle as it tumbles through space, visible from backyards across the world. This unprecedented launch is certain to receive earned media and social buzz from all corners of the Internet, news studios, and beyond.



Not only will the launch itself provide an opportunity to crave hot dogs, but it will encourage evenings of community as people await for their chance to see it themselves. Want to know when it's over your backyard? Tune into the Crave More site or social media updates to find out when the next sighting is for your area.

It may be one small joy in the sky, but it'll be one giant craving for mankind.

### THE CRAVE TOUR

Eastbound Eats | MODERN REALISTS

#### CRAVINGS SATISFIED

Trends, Travel, Exclusive Experiences, Shareable Social Posts

#### STRATEGY

Elevate hot dogs as a gateway to the next craveable, luxurious encounter with a trendy cross-country traveling restaurant on wheels.

#### TACTICS

On the outside, it might just look like your average city bus. Inside, an interactive year-long journey creates the exclusive opportunity to taste free gourmet hot dogs in a lavishly decorated restaurant. The Crave Tour bus will travel across the country from LA to NYC. Fans can track the location of The Crave Tour on the Crave More site to find out when it will be in their area. They'll keep up through Instagram posts, live tweets, and Instagram Live videos showcasing the event in the moment.

Once The Crave Tour guest orders, they'll be asked "What is an experience you crave?" Our staff uses their answer to announce that their order is ready in a "you're more than a number"-way. Not only that; every craving will also be entered into a drawing. At the end of the tour, a lucky winner will be selected to have their craved experience fulfilled.\* The Crave Tour will create excitement for a unique event while positioning hot dogs as gourmet, trendy, novel, and exclusive. This elevated position will increase primary demand by making cravings for and experiences with hot dogs top-of-mind.

\*up to \$50,000



## ALL STAR DOG DUEL

#DogDuel | MODERN REALISTS, LOYALISTS

### CRAVINGS SATISFIED

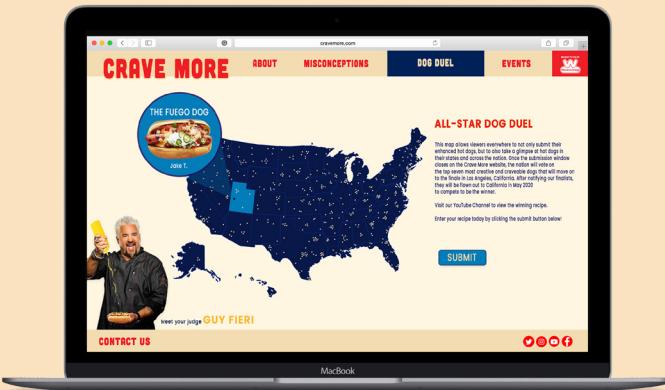
Community, Creativity,  
Some Good 'ol Fashioned Competition

### STRATEGY

We'll debunk that hot dogs are a basic food by showcasing craveable creations in a live cook-off Gordon Ramsay would be proud of.

### TACTICS

Nationwide, people are invited to enter their most craveable hot dog creation on the Crave More website. As recipes are submitted, viewers can see what people are crafting in their own neighborhood and in states across the nation on an interactive map. Then, America will vote.



The top five Most Craveable Hot Dog chefs will be flown to LA to take their creation head-to-head with the other finalists in the All Star Dog Duel. Hosted and judged by food buff Guy Fieri, the Duel will be livestreamed on YouTube. The winner will be an expert guest judge on Guy's Grocery Games hot dog special, which will further unmask all of the possibilities with a hot dog.

To promote the event, we'll advertise with a 30-second spot on Food Network. Through #DogDuel, people will encourage voting for their hot dog creation, be live tweeting the event, and connecting with others who are on the edge of their seat over what will happen next.

## POINT OF PURCHASE

### BEYOND THE BUN

COMFORT SEEKERS, GO-GETTERS

### CRAVINGS SATISFIED

Variety, Creativity, Convenience

### STRATEGY

Using front-of-store stations, we'll educate patrons on how the hot dog can be fulfilling outside of summertime months and expected occasions.

### TACTICS

Through a convenient grab-and-go hot dog station, timely yet unexpected hot dog recipes will be featured for breakfast, lunch, and dinner. Grocery patrons might just find themselves trying hot dog paella, or a refresh on the classic quiche! At the bottom of each recipe will be a link to a tutorial on our YouTube channel.



## THE ULTIMATE COMBO MEAL

LOYALISTS

### CRAVINGS SATISFIED

Enhanced Experiences, New Ideas, Innovation

### STRATEGY

Associate new experiences with the hot dog through unexpected non-food pairings in Walmart stores nationwide.

### TACTICS

We will insert striking eye-level shelf talkers in sections such as movies, seasonal items, clothing, toys, and games. These talkers will connect unanticipated situations and demonstrate how hot dogs complement them.



Poised right before the holiday season, this promotion will invite the heavy influx of shoppers to allow hot dogs to enhance more experiences in their day-to-day lives.

In the uploaded file, see how hot dogs level-up the gaming section.

## FRANK OR FICTION

MODERN REALISTS, COMFORT SEEKERS

### CRAVINGS SATISFIED

New Perspectives, Knowledge, Good Deals

### STRATEGY

Establish the truth and change perceptions of hot dogs right next to point-of-purchase locations.

### TACTICS

An interactive, touch-screen kiosk will be placed on an end cap near the hot dog section in grocery stores. By challenging the most common hot dog misconceptions via light-hearted trivia questions and fun facts, guests will be rewarded. The prize? A coupon for the store's private label hot dogs. As a plus, they'll be delighted to find a unique hot dog recipe on the back.



# WIENERSCHNITZEL SPOTLIGHT

A Mini-Campaign Giving Back to the Hot Dog's Biggest Giver

The goal of Crave More is to increase primary demand and enhance the image of hot dogs across all distribution channels. In Wienerschnitzel markets, one of those key distribution channels is **Wienerschnitzel**. As the largest hot dog quick service restaurant, Wienerschnitzel customers are going to recognize their brand every time that Crave More says, "Sponsored by Wienerschnitzel". Wouldn't it be odd for Wienerschnitzel to sit back during this year-long campaign and not advocate for the hot dog with its home field advantage? We think so, too.

We'll have Wienerschnitzel come full circle with Crave More.

## OBJECTIVES:

1. Use the remaining \$1 million of the budget to invite people in the Wienerschnitzel segments into the Wienerschnitzel family by pairing the brand with new or otherwise obscure lifestyle occasions.
2. Highlight the community-driven history of the Wienerschnitzel brand.
3. Make Wienerschnitzel a part of Trendmakers and Connectors' everyday life by taking part in current conversations.

## STRATEGY

Throughout the Crave More campaign year, we will empower Wienerschnitzel with the opportunity to enhance more experiences.

## KEY SEGMENTS

We are targeting **Trendmakers** and **Connectors** as described in the case study because this campaign is specifically for the Wienerschnitzel audience.

## KICKOFF DOUBLE TAKE

### A RESPONSE TO DECODE THE MYSTERY

Who is sponsoring Crave More? At the same time as the Crave More Kickoff, Wienerschnitzel will post a dark image on their account similar to the Crave More grid with a spotlight hitting their logo. Sponsored by Wienerschnitzel, that's who.



## SECRET MENU

### GOURMET HOT DOGS: JUST A BUZZFEED ARTICLE AWAY

Using ingredients that Wienerschnitzel already has on deck, we will enhance hot dogs by creating fun and tasty secret menu items. You can only order it if you know about it. By partnering with a media company such as Buzzfeed or Insider, we will release an article spilling the beans about the secret items. This will generate hype around the brand, giving existing customers an insider-community, and new customers a reason to try Wienerschnitzel. After all, what's on a Diablo Dog?

At Wienerschnitzel restaurants, any customer who orders a secret menu item will be served their entree on a gourmet platter. To further hint at the secret menu, we will feature one of the gourmet plated hot dogs on social media.

## KEEPING UP

### NOT PLAYING KETCHUP

Wienerschnitzel's social media account will join-in on the larger conversation of current and worldwide events. Highlighting events that are important to Trendmakers and Connectors like the 2020 Olympics and Leap Day, we'll engage with them on topics they're passionate about. With the exciting anticipation of the 2020 election, it's Wienerschnitzel's turn to advocate making everyone's voice heard. It's inspiring, motivational, and American.



## CRAVING CONNECTION

### FULFILLMENT BROUGHT TO YOU BY WIENER SCHNITZEL

Partnering with small businesses who use online delivery services in Wienerschnitzel markets, shoppers will receive a flyer that ties their ordered item to a hot dog craving. For example, a Trendmaker would get a flyer with her dress order from a boutique store. On the ad, a group of gals enjoy a night out and some hot dogs, paired with a Wienerschnitzel coupon.



# MEDIA

## OBJECTIVES

1. Create a media mix that generates over 1.5 billion target impressions.
2. Optimize reach to 75% with a frequency cap between four and six.
3. Limit media spend to \$18,375,000 across traditional and digital channels.

## TACTICS

- Target segments through traditional and digital media channels that resonate with each audience.
- Coordinate traditional media spend with hot dog eating seasons to increase demand during peak months, while enhancing experiences all throughout the year with digital.
- Place media nationwide with additional emphasis on the top ten hot dog DMAs for both traditional and digital content.



## TRADITIONAL STRATEGIES

We'll place the brand anthem and pre-rolls around top-rated broadcast shows and cable networks that resonate with the target segments. By spreading TV buys across the entire country and all throughout the day, with additional emphasis on the top ten hot dog DMAs, we will ensure that all four of our target segments are reached, with a primary focus on Modern Realists.

New York City and Chicago are home to the two most used public transit systems in the country. Placing transit based out-of-home content in those systems will reach Go-Getters and Modern Realists during their daily commutes. By sprinkling out-of-home content across the other eight top hot dog DMAs, Loyalists and Comfort Seekers will be reached with placements that connect to their lifestyles. In the US, 55% of all travelers said that they were motivated by an out-of-home ad message, and 85% of consumers think that out-of-home advertising is helpful.<sup>[29]</sup>

- MODERN REALIST**  
Paper Magazine, Vanity Fair
- LOYALIST**  
Family Circle, Reader's Digest
- GO-GETTER**  
New Yorker, Forbes
- COMFORT SEEKER**  
Bon Appetit, HGTV

Print content will be placed in popular magazines that relate to the lifestyles of our segments. With full-page ads in popular magazines, the image of the hot dog will be elevated to a higher standard. As over 55% of individuals trust print advertising more than any other advertising channel, magazines will be influential in changing perceptions of the hot dog.<sup>[5]</sup>

During the Super Bowl campaign kickoff in January, we will partner with local radio stations in both Delicious Bowl host cities to help spread the word for the events. This will include on-air promotion from the stations themselves, who will have a presence at the event.



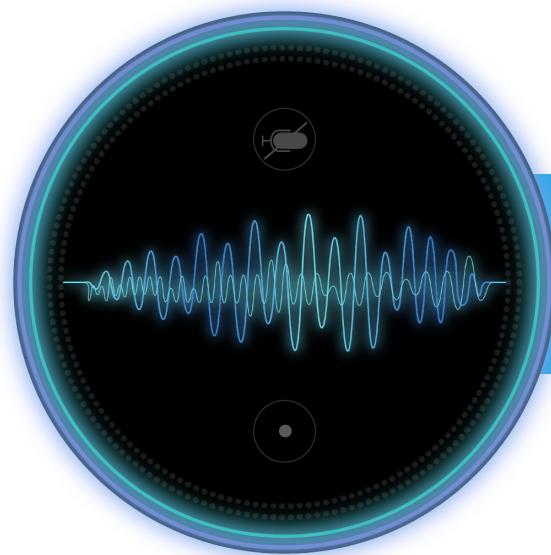
## PROGRAMMATIC PARTNERS

### MEDIAMATH

Website display is the richest way to learn about customers and collect information to drive a digital campaign. By utilizing leaderboard style digital banners, which are the highest performing format of display advertising, we will place ads in top publisher sites and continue to elevate the image of the hot dog.<sup>[15, 16, 28]</sup> MediaMath offers an omnichannel distribution program, which adapts advertisements to reach a variety of publishers, devices, and channels.

### NCC MEDIA – PASSPORT

We will buy Cable TV spots digitally via the programmatic partner NCC Media. We will be purchasing cable spots nationally and in our key spot markets to reach our target effectively while maximizing our TV spend across the US. NCC Media has nationwide coverage that delivers TV spots across cable networks driven by data. With the potential to reach over 71 million homes, our ads will be targeted according to consumer profiles that directly relate to our segments.<sup>[21]</sup>



## DIGITAL STRATEGIES

### SOCIAL

For social, we are buying Facebook ads directly from Facebook Ads manager. Facebook is the world's most used social media platform with over 214 million monthly users in the US.<sup>[33]</sup> As 62% of those users log on daily, Facebook offers a potential reach that is unparalleled in the social sphere.<sup>[35]</sup> Facebook's intensive and unique targeting capabilities offer the ability to reach people based on behavioral factors beyond demographics, which ties back to the lifestyle-focused definition of our segments.

### SEARCH

With over 3.5 billion searches done each day, Google Search is the world's largest search engine.<sup>[2]</sup> As paid Google ads convert 50% better than organic traffic, we will bid aggressively on keywords such as "Crave", "Hot Dogs", and "Watch Party near me" to point people towards our Delicious Bowl events during the campaign kickoff.<sup>[23]</sup> This will allow us to promote the event quickly during the tight turnaround between the announcement of Super Bowl finalists and the event itself. Following the launch, we will continue to bid year-round on campaign-specific keywords throughout the year in order to drive engagement toward our website.

### VIDEO

Hulu currently has 25 million active subscribers, with more than half of those coming from their ad-supported subscription option.<sup>[8, 24]</sup> We will buy "Choose Your Experience" ads directly from Hulu, allowing viewers to pick one of three experiences relating back to our creative pre-rolls. Hulu ads provide a unique channel that helps elevate the Crave More campaign in a way that no other partner can.

YouTube is one of the largest online video streaming platforms, with nearly 5 billion videos watched daily around the world and over 140 million unique users each year.<sup>[34]</sup> By placing our pre-rolls at the beginning of popular YouTube content that resonates with Modern Realists, they will connect the Crave More campaign back to their favorite creators. We will buy these spots directly from Google Ads, along with our search campaigns.

### VOICE

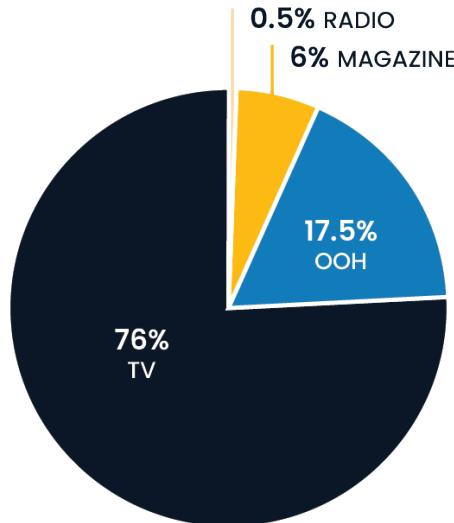
By 2020, it's predicted that 50% of all online searches will be done via a Voice device. Usage of these devices has grown exponentially over the past few years, with Amazon's Alexa leading the charge. We will develop a downloadable skill and make it available on Amazon Alexa's Skills market. This skill will be available for free to the general public and will connect to the 100 million Amazon Alexa devices that have been sold to date.<sup>[6]</sup>



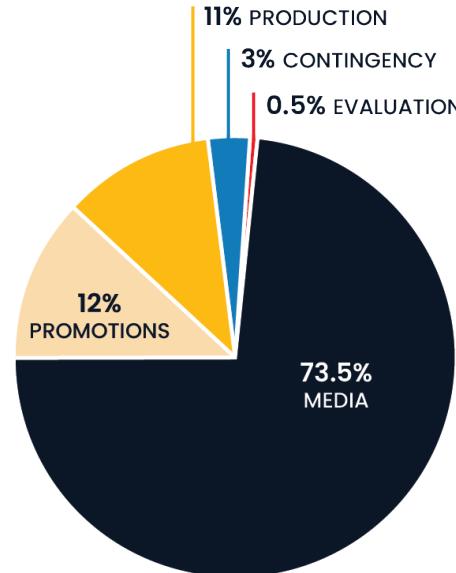
## MEDIA SPEND

	CHANNEL	CPM	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	COST	IMPRESSIONS
DIGITAL	Hulu	\$24.00	—	\$95,000	\$95,000	\$95,000	\$142,500	\$95,000	\$95,000	\$95,000	\$142,500	\$95,000	\$95,000	\$142,500	\$1,187,500	26,125,000
	Facebook	\$11.20	—	\$56,350	\$56,350	\$56,350	\$84,525	\$56,350	\$56,350	\$56,350	\$84,525	\$56,350	\$56,350	\$84,525	\$704,375	48,425,781
	Instagram	\$7.91	\$50,089	\$50,089	\$50,089	\$50,089	\$84,525	\$50,089	\$50,089	\$50,089	\$84,525	\$50,089	\$50,089	\$84,525	\$704,375	68,567,478
	YouTube	\$9.68	—	\$74,000	\$74,000	\$74,000	\$111,000	\$74,000	\$74,000	\$74,000	\$111,000	\$74,000	\$74,000	\$111,000	\$925,000	73,579,545
	Display	\$3.00	—	\$78,700	\$78,700	\$78,700	\$118,050	\$78,700	\$78,700	\$78,700	\$118,050	\$78,700	\$78,700	\$118,050	\$983,750	252,495,833
	Search	\$2.07	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$120,000	44,637,681
TV	Cable TV	\$11.00	—	\$384,750	\$384,750	\$384,750	—	\$384,750	\$384,750	\$384,750	—	\$384,750	\$384,750	—	\$3,078,000	215,460,000
	Broadcast TV	\$25.00	—	\$5,606,500	\$256,500	\$258,500	—	\$256,500	\$258,500	\$256,500	—	\$256,500	\$256,500	—	\$7,402,000	220,319,551
OOH	OOH	\$3.88	—	—	\$184,000	\$184,000	—	\$569,125	\$569,125	\$260,125	—	\$309,000	\$309,000	—	\$2,384,375	614,529,639
PRINT	Magazine	\$11.50	—	—	\$116,786	\$116,786	—	\$116,766	\$116,786	\$116,786	—	\$116,786	\$116,786	—	\$817,500	54,736,957
RADIO	Spot Radio	\$12.00	\$68,125	—	—	—	—	—	—	—	—	—	—	—	\$68,125	4,371,354
EVALUATION	Evaluation														\$125,000	—
															\$18,500,000	1,623,248,820

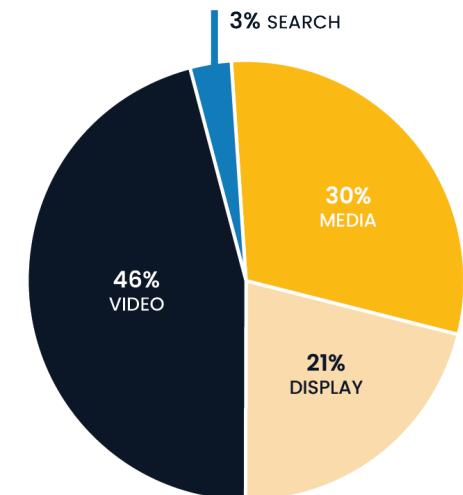
TRADITIONAL MEDIA MIX



BUDGET BREAKDOWN



DIGITAL MEDIA MIX



# CAMPAIN EVALUATION

We've shown how Crave More will elevate the perception of the hot dog which will in turn lead to an increased primary demand. To measure our success, we'll use a variety of Evaluation Systems and Key Performance Indicators (KPIs).

## PERCEPTION

### EVALUATION SYSTEMS

#### HOOTSUITE

Hootsuite's social listening feature will assist us in further developing a social image definition for the hot dog both before and after the campaign ends. By contextualizing and analyzing words on social media, we'll be able to determine changes to show how Crave More has enhanced the image of the hot dog. Our goal is to raise the positive perception from 28% to 33%, a five percent increase by the end of the year.

#### DIRECT PARTNERS

By using analytics tools from our direct partners, including Facebook and Google Analytics, we will be able to track campaign performance quickly and efficiently to make adjustments that best suit the target segments.

#### KPIs

	<b>Paid</b> <ul style="list-style-type: none"><li>•Impressions</li><li>•Click-through Rate (CTR)</li></ul> <b>Social</b> <ul style="list-style-type: none"><li>•Impressions</li><li>•Comments</li><li>•Likes</li></ul>
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	<b>Paid</b> <ul style="list-style-type: none"><li>•Impressions</li><li>•Click-through Rate (CTR)</li></ul> <b>Social</b> <ul style="list-style-type: none"><li>•Comments</li><li>•Likes</li><li>•Brand Awareness</li><li>-Ad Recall Lift</li></ul>
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	<ul style="list-style-type: none"><li>•Impressions</li><li>•Comments</li><li>•Likes</li></ul>
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	<b>BANNER ADS</b>  <ul style="list-style-type: none"><li>•Clicks</li><li>•Brand Awareness</li><li>-Ad Recall Lift</li></ul>
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<b>Paid</b> <ul style="list-style-type: none"><li>•Impressions</li><li>•Click-through Rate (CTR)</li></ul> <b>Social</b> <ul style="list-style-type: none"><li>•Views</li><li>•Click-through Rate (CTR)</li></ul> <b>Live</b> <ul style="list-style-type: none"><li>•Views</li><li>•Click-through Rate (CTR)</li></ul>
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## PRIMARY DEMAND

### NIELSEN CATALINA SOLUTIONS (NCS)

NCS uses In-Flight Optimization to analyze the elements of the campaign. Based on its reports, it will shift impressions towards tactics that generate sales. NCS will also complete an annual sales study that will allow us to evaluate the successful impact of the campaign in terms of increasing primary demand to our goal of 2% over annual projected sales for the category.

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