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NATIONAL STUDENT
ADVERTISING
COMPETITION[®]

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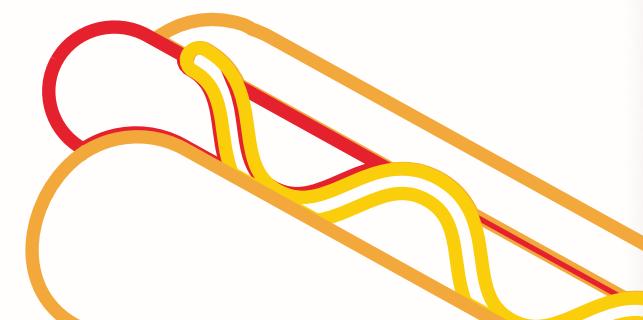
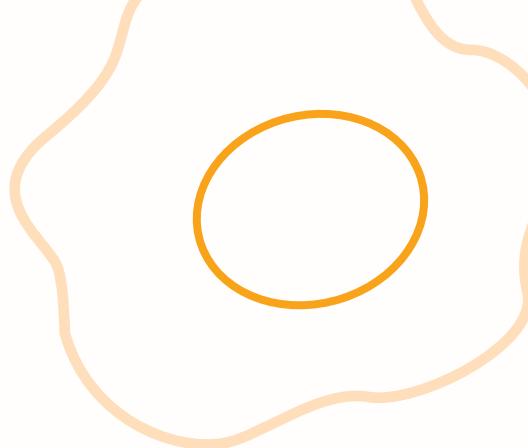
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Executive Summary

American food culture is rapidly evolving, with new trends and ideas being propelled forward by social media virality. Recent trends have shown that young consumers are not hesitating to leave behind industries that are too slow to adapt to market demands.^{13,14} While the hot dog has long been an American classic, it is in danger of becoming antiquated in this fast-changing market. Now, more than ever, consumers are demanding new culinary experiences to indulge in and share online. Tied down by its associations with simplistic flavors and limited contexts, the hot dog needs a rebranding to generate excitement. By joining this food revolution, Wiener Schnitzel will lead a radical, industry-wide paradigm shift in the perception of hot dogs.



The Challenge

Wienerschnitzel hypothesized that the dwindling success of the hot dog could be attributed primarily to three misconceptions that hurt the hot dog's image.¹ We decided to confront these misconceptions directly, to see if there might be a deeper issue beyond consumers simply worrying that their hot dogs were made from questionable, basic, or unhealthy ingredients.

Wienerschnitzel correctly asserts that their out-of-reach locations limit their ability to effectively reach the target markets. The number one reason survey respondents gave as to why they had never been to Wienerschnitzel was that it was geographically inconvenient.² However, the other three misconceptions cited in the case study hold less validity, as our research found that they are not the main culprit in the hot dog's declining popularity.

METHODS

Our integrated research base incorporates dozens of secondary sources, aggregated consumer data, primary survey data, and social media analysis.

729

Survey Responses

60

Secondary Sources

231

Social Media Posts Analyzed

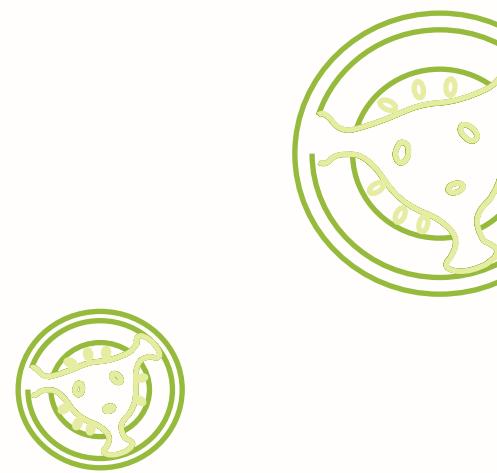
Through our primary and secondary research, we discovered the deeper issue:

Hot dogs currently lack a unique and exciting appeal in a fast food market flooded with more popular and geographically convenient choices.

In the eyes of the target market, hot dogs do not offer an exciting experience. Consumers perceive hot dogs as a boring, utilitarian food option, and mostly eat them as a quick, easy, and convenient solution to their hunger, with the hot dog's taste being less important to their decision.^{2,9}

Wienerschnitzel does experience direct competition from adjacent fast food chains like McDonald's and Taco Bell, but the biggest barrier to the hot dog's change in perception is actually grocery stores. Grocery stores offer basic hot dogs in bulk to consumers who are only concerned with how quickly they can make enough servings to pull off a successful barbecue. In fact, our survey respondents corroborated a

secondary finding that retail is a massive market for hot dogs, far more than areas like ballparks and airports.^{2,3} This overwhelming association with convention and convenience casts a dark shadow over the hot dog market of today. To make matters worse, our survey revealed that the majority of hot dog eaters do not usually eat their hot dogs with non-traditional toppings – rarely venturing outside the realm of the standard ketchup and mustard.² While hot dogs currently serve a very limited role in the culinary culture of our target market, Wienerschnitzel has a unique opportunity to reinvent their signature meal and join today's boundary-pushing food culture.



Brand Positioning & Strategy

A deep dive into the Trendmaker and Connector demographics highlighted the aspects of the hot dog that perfectly align with our target markets' needs. Wiener schnitzel frames Connectors as culturally connected but not necessarily at the forefront of the food culture like Trendmakers are. Because of this difference in cultural connection, we are choosing to structure our campaign primarily around the desires of Trendmakers, as Connectors' purchases will be fueled by Trendmaker adoption, with further promotion through organic social media.

Trendmakers are passionate about their food choices. They are always on the hunt for something new and different, looking for adventure and excitement at mealtime. They seek "the finer things in life" but **can only afford a likeness**. Wienerschnitzel is poised to offer a hot dog experience that is uniquely customizable, personal, and shareable, while retaining the low price point and convenience that has made the hot dog a cultural mainstay. Like the clothes they buy or the events they attend, **Trendmakers view their purchases, especially those they share on social media, as a reflection of their personal brand.**⁴⁻⁷ By positioning the hot dog as the perfect vehicle for Trendmakers and Connectors to express themselves through personalized food choices, **Wienerschnitzel will elevate the hot dog from an impersonal crowd-server to an individualized foray into culinary possibility and experimentation.**



THE TRENDMAKER¹

Age: 18-35

- Passionate about food and food culture; always looking for something new and different
- Value personalization
- Use food as reflection of personal brand
- Avid social media users who share their opinions and choices freely
- Want a good value for their money



THE CONNECTOR¹

Age: 36-65

- More disposable income allows them to prioritize quality
- Hard workers who use restaurant trips as indulgences
- Like practicality and simplicity
- Use Trendmakers' choices as inspiration for their own food adventures

Key Insights

Key Insights

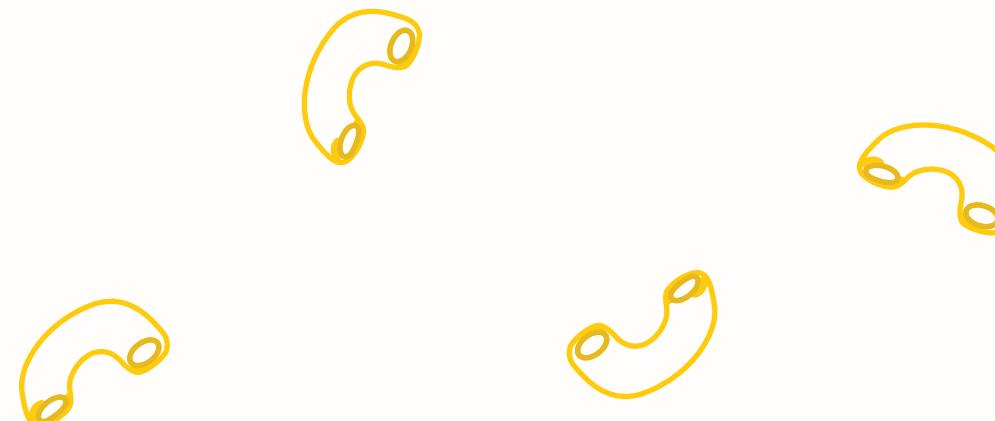
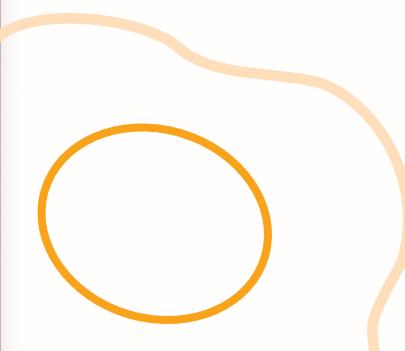
1. Consumers aren't keen on eating a healthier hot dog, so Wienerschnitzel needs to revamp their staple offering in more innovative ways. Surveyed consumers were apathetic about healthier meat options for their hot dogs, and secondary research from both the client and our own team showed that Trendmakers and Connectors don't prioritize the health of their fast food, but rather prefer to prioritize taste. People who enjoy hot dogs are eating them with the full knowledge that what they're eating isn't the most healthy or upscale option — and they embrace that. To Trendmakers and Connectors, hot dogs are a dubious yet delicious indulgence.^{1,2,8}

2. The target market wants their food experiences to be defined by individuality, customizability, and shareability. Wienerschnitzel needs to provide consumers with the power to create customizable hot dog experiences to take their culinary expression to the next level. Each consumer-designed, company-built hot dog is another push towards a paradigm shift in the way hot dogs are perceived by the general public.^{2,4-7}

3. Wienerschnitzel must fix its real estate issue by bringing their hot dogs to the consumer in exciting and accessible ways. Cravings are key factors in the decision to purchase a hot dog, so the Wienerschnitzel brand needs to be the go-to restaurant for convenient and cheap satisfaction of our market's craving for savory food. Wienerschnitzel also needs to offer an alternative from their far-off locations and move towards more appetizing and shareable brand activations at venues that appeal to Trendmakers' sense of culture and social media acumen.^{1,2,8}

Solution

Wienerschnitzel needs to create a customizable, creative, and individual hot dog experience that pushes the hot dog outside the utilitarian perception that currently dominates the industry. Our engaging campaign highlights the capacity of a hot dog to combine a variety of interesting flavors and textures while remaining a cohesive and convenient meal. Foods from different cultures, unique flavor combinations, and a diverse set of topping options all appeal to the target markets' desire to personalize and publicize their culinary creations as an extension of their personal brand. The hot dog is the perfect vehicle for an engaging, original, and shareable food experience, and Wienerschnitzel is the only fast-casual restaurant that empowers Trendmakers and Connectors to integrate their food choices into their ever-evolving and highly publicized personal brand.



Creative Brief

The hot dog is trapped in its current image as a basic food option, tied down by its associations to specific contexts like barbeques and baseball games. It's not enough to simply remind people of the hot dog's potential. Wienerschnitzel needs to curb consumer complacency and challenge them to hunger for more.

Our playful, yet daring, advertising focuses on exciting new offerings that empower the consumer to indulge in both their cravings and their creativity. The hot dog is a blank canvas, ready for the consumer to dictate what adventure their taste buds will go on next. We invite them to begin their adventure with exciting new hot dog combinations that will inspire consumers to challenge taste expectations with Wienerschnitzel.

From your personal brand to your quirks, your palate to your lifestyle, Wienerschnitzel dares you to break from boring.

Make this meal yours.

THE CALL TO ACTION

You deserve the meal you want, however you want it.

THE CONNECTION

Wienerschnitzel's variety of toppings brings endless possibilities to create the most satisfying meal.

THE CAMPAIGN

Our campaign focuses on individuality, customizability, and adaptability. Consumers deserve to treat their authentic selves, and Wienerschnitzel is there to support their originality.



Main Commercial



Our 30-second commercial, Tell Me What You Want, will be promoted mainly as a pre-video ad on YouTube, with additional runs on Facebook and Instagram.



The video introduces three characters that all approach Wienerschnitzel differently. A remixed version of the iconic song is played throughout.



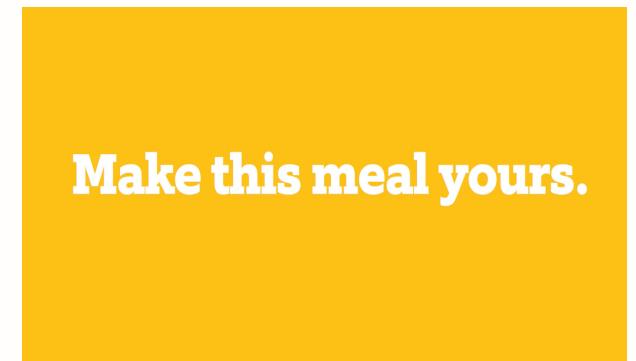
One person arrives in-store, the second chooses mobile delivery, and the last person has a friend arrive, bag in hand.



Their unique personalities are represented through the diverse toppings they choose — highlighting the ability to engage in self expression through Wienerschnitzel.



The three people go on to eat their hot dogs differently, the first with fork and knife, the second like corn on the cob, and the last overloaded with toppings.



No matter how they want their hot dog, Wienerschnitzel empowers them to make their meal uniquely theirs.

YouTube

Trendmakers love to discover and share new ideas through videos. The growing popularity of YouTube has propagated a diverse community, with distinct presentation and editing styles evolving from different genres and subcultures. For our YouTube pre-video ads, we pay playful homage to these iconic genres by satirically mimicking video tropes, but replacing the object of focus with a hot dog. These videos will capture the attention of viewers as they will invoke the familiar imagery and tone of other trending videos, while building hype for the new menu items available at Wienerschnitzel. Both ads are 5-second skippable, with a full runtime of 30 seconds.

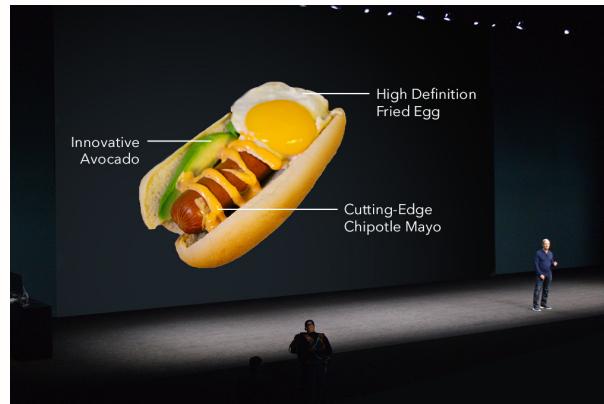
UNBOXING

For viewers that frequent vlogging and lifestyle channels, we present Unboxing. This style of video features trusted creators who unpackage and review newly released products such as electronics, clothes, and make-up. Our pre-video ad features a cheerful vlogger, excitedly explaining the features of her newest purchase — a pineapple, jalapeño, bacon hot dog. In a tongue-in-cheek manner, Unboxing showcases Wienerschnitzel's new packaging while demonstrating the fun and creativity in customizing your meal.

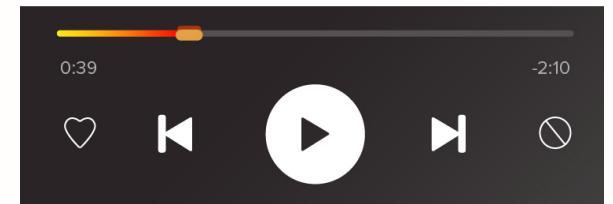


SUMMIT

When technology giants announce their new product launches, YouTube's technology community becomes flooded with product reviews and videos of keynote presentations. To play off the buzz surrounding these events, Summit will play before tech videos, timed to coincide with major product debut announcements. The pre-video ad will feature a tech professional on stage describing the new hot dogs and packaging in the most technical terms. This video ad will poke good-natured fun at the seriousness of the tech community, while creating a memorable engagement with the Wienerschnitzel brand.

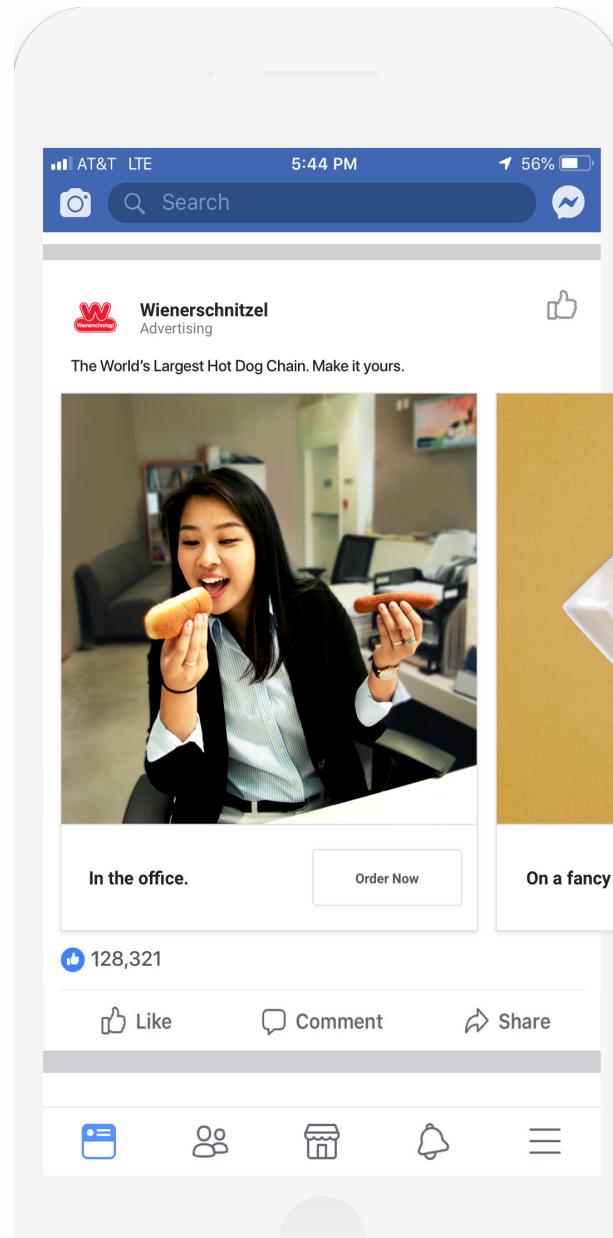


Spotify



Our Spotify audio ad targets music-loving Trendmakers,^{1,10} and informs them of the versatility Wienerschnitzel has embraced through its new business innovations. The 15-second ad will have a humorous self-awareness that will playfully relay Wienerschnitzel's message. The same audio ad will be featured on SiriusXM Radio, targeting the on-the-go consumer.

Wienerschnitzel will also sponsor a month-long Spotify Takeover. Banner ads will invite desktop listeners to build a hot dog and receive a custom playlist based on their topping choices. On this page, listeners will also be able to click "Order now with Uber Eats," to have their custom hot dog delivered to them. Once the custom playlist is generated, the color scheme of the Spotify app on this page will change and the music progress bar will turn into a hot dog. This takeover will engage consumers in a meaningful and fun brand interaction.

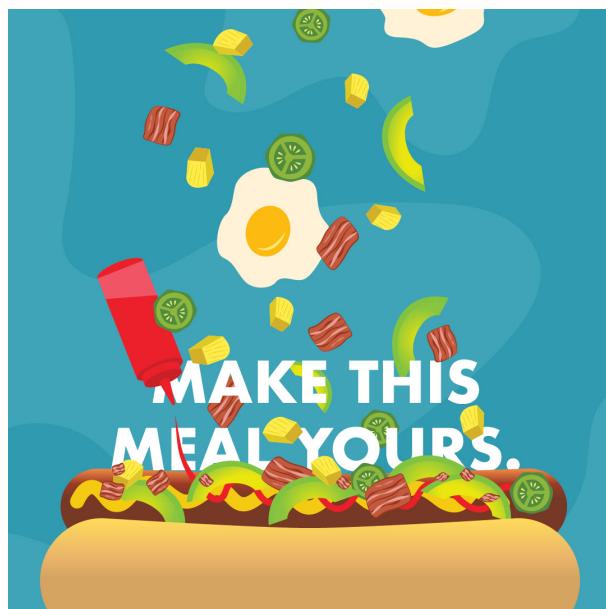


Facebook Carousel

In an enticing Facebook Carousel ad, we will display a series of portraits of a customer's first bite in various scenarios, emphasizing the different personalized ways a hot dog can be eaten. Each shot features a different hot dog combination, demonstrating all the possible ways of topping the hot dog. The carousel ad depicts a larger story of self-expression and advocates for customers to be authentically themselves, down to the last bite.

Instagram

For our Instagram ads, we will feature vibrant and engaging images and GIFs that will capture the attention of Trendmakers. For our first ad, we will reimagine a classic with Topping Tetris: a video which features playful animations of toppings falling down the screen. The visual emphasis will be on the toppings fitting perfectly onto each hot dog, satisfying — like a match made in heaven. Our second ad will be an eye-catching GIF with an animated medley of toppings that showcase the possible combinations. These ads celebrate individualism on a platform dedicated to self-expression.



Pinterest

YOU ARE WHAT YOU EAT

With our paid pins, we attract Pinterest users searching for meal inspiration with a simple, stylish diagram that showcases three of the new hot dog combinations. A short blurb follows each hog dog combination, describing the experience a person might have when eating that particular dog. This ad will playfully display the versatility and creativity possible with Wienerschnitzel hot dogs.

MORE THAN A BOX

Wienerschnitzel encourages customers to channel their inner artist and enjoy playful moments with the delivery packaging. Our first Pinterest board showcases trendy DIY upcycled crafts constructed from new packaging materials. By appealing to an artistic and eco-friendly audience, Wienerschnitzel encourages customers to rethink how we reuse and recycle. This will be followed by a second board for customers to upload their own creations. Wienerschnitzel can bring together a community of customers, encouraging and promoting self-expression from innovative Trendmakers and Connectors in a positive online environment.

A Pinterest board titled "ALWAYS A WIENER" featuring three hot dog combinations:

- BRUNCH DOG:** Avocado, Sriracha, Bacon, Egg
- HAWAIIAN DOG:** Hawaiian bun, BBQ sauce, Pineapple, Bacon
- MAC DADDY:** Mac n cheese, Pretzel bun, Cheese, Bacon

The board includes small illustrations of the hot dogs and a "Wienerschnitzel" logo.

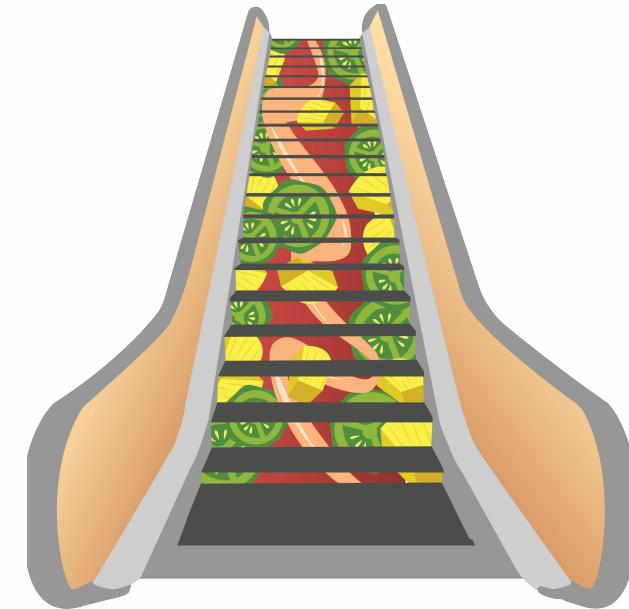
Waze

A partnership with Waze will allow customers to easily navigate to their nearest Wienerschnitzel while they're already out and about. Our partnership will provide sponsored location pins on Waze maps as well as Zero-Speed Takeover ads. Once drivers come to a full stop, a Wienerschnitzel ad will appear on their screen with a promotional image of a new menu item and a "Drive There" button, which will offer quick directions to Wienerschnitzel with minimum effort — aligning with Wienerschnitzel's new focus on accessibility.



Lime

Lime Electric Scooters are a great partner for Wienerschnitzel, due to their high number of users and the ease of mobility they can provide to and from Wienerschnitzel locations.^{11,12} This would be Lime's first partnership with another brand, providing a groundbreaking opportunity as both brands are developing new ways to innovate their respective industries. Our partnership would entail promoting Wienerschnitzel as a Lime ride destination, where customers can pick-up and drop off electric scooters. This not only will make Wienerschnitzel restaurants more accessible, but will drive word-of-mouth by positioning Wienerschnitzel as a marketing innovator.



Escalator

Hop onto a hot dog escalator with an ever-rotating array of toppings as you move from one level to the next in local malls. This unique ad will spark curiosity and invite playfulness from mall goers – 55% of whom fall within the target demographics of Trendmakers and Connectors – as they bustle from place to place.¹⁶ With so much shopping, consumers are bound to get hungry, and our hot dog escalator will draw their eyes and inspire their appetite.

Billboard

TRADITIONAL BILLBOARDS

To trigger drivers' cravings, our billboard ad will depict a large hot dog, with arrows labeling the new toppings. With the words "MAKE THIS MEAL YOURS" emphasized boldly, Wienerschnitzel will convey that it gives consumers the power to create a uniquely bold meal.



Bus Exterior and Stop

BUS EXTERIOR

To promote Wienerschnitzel's new customizable hot dogs, we will wrap buses in various metropolitan areas to feature exciting hot dog combinations, made possible by the new menu. These buses will appeal to busy consumers' hunger and offer a creative outlet for their cravings.

BUS STOP

Our bus stop ad will feature the poster introducing three new hot dog combinations. People waiting for the bus, or just passing by will be able to quickly learn about the new hot dogs and toppings available. The poster will bring attention to creative recipes and will encourage consumers to treat their appetite with a meal that is unique to them.

