



TEAM
#537
NSAC®
NATIONAL AAF STUDENT
ADVERTISING
COMPETITION®

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Executive Summary

As the frozen food market becomes more diverse, consumers no longer need to choose between flavor and convenience. Millennials associate frozen food with mundane flavors, but crave quite the opposite – something delicious. With the repositioning of the brand, Tai Pei focuses on delivering consistency, satisfaction, and transparency to millennials.

Millennials are mindful of their choices as they have a passion for discovering new culinary experiences to indulge in and share. Millennials do not just eat to live – they live to eat. Tai Pei has a unique opportunity to challenge millennials' view of frozen food through their bold and savory flavors, while remaining true to their roots of "good fortune in every box." Tai Pei will be the first among its competitors to emphasize craving and transform frozen food from an afterthought to a "go-to." Tai Pei will be the origin of and solution to an Asian food craving. The bold flavors of Tai Pei will incite the craving and its reliable convenience will deliver it.

How far would you go to conquer that Asian food craving?

"We'll get on a plane and fly"



The campaign will encapsulate the modern, bold, and honest tones that millennials resonate with and Tai Pei embodies. We will show that there is no better time than now to spark a craving and no better way to satisfy it than by choosing Tai Pei.

STRATEGY Challenge & Methods

In order to find out more about the millennial market, we conducted two rounds of surveys. Each round was about a week apart and was distributed through social networks. The first survey had a broader objective aimed at identifying food-related habits and tendencies (e.g. shopping, cooking, eating) and the second focused more specifically on Asian frozen food consumption.

We found in the first survey that 48.9% of millennial participants were willing to try different foods, but only consumed frozen food 0-2 times per week. Additionally, 64.8% of participants preferred to go out to eat rather than cook at home and over 86.9% of participants preferred to eat meals with others.³ When asked in what situation they see themselves eating Asian food specifically, the majority of participants stated that they would be fulfilling a craving or grabbing a quick, convenient meal on the way home.⁵

THE BRAND

Tai Pei strives to enhance lives and solve challenges through significant advances in food and lifestyle choices. Currently, Tai Pei's largest market is middle aged consumers in the midwestern regions. One of the reasons why the brand is declining in sales is because Tai Pei does not offer an "experience" or brand with which millennials can actively engage.

THE TARGET AUDIENCE

Aged 18-25, **millennial consumers make up 25% of the U.S. population** and are constantly interacting with each other and the world. When choosing food, millennials attempt to be socially responsible consumers, with 80% wanting to know more about the food they consume. Within the millennial market, 72% connect to news and information across multiple devices. With these devices, millennials not only receive ads, but also engage with and share them through social media.

THE Challenge

Increase the millennial market for Tai Pei.

THE Solution

The craving for Asian food needs to be incited and satisfied.

"I would try to pick organic but I don't know the exact brands"

METHODS

over
870
survey responses³

14
U.S. states

11
focus groups
- multicultural
college students⁸

16
street interviews⁹

STRATEGY Positioning

Tai Pei currently permeates the Generation Y market, but has the capacity and opportunity to market to the explorative, curious millennial consumer. Although there are other Asian frozen single-serve meals on the market, none of them emphasize how bold Asian flavors can incite a powerful craving.

Tai Pei will position itself as the cause of and the solution to a millennial's Asian food craving. By emphasizing craving, Tai Pei creates an emotional connection across all consumers. Tai Pei provides the convenience for quick satisfaction that consumers desire, but also gives millennial consumers the choice to diversify their purchasing options through a variety of fresh ingredients and bold flavors. Tai Pei will ignite the craving and fulfill it.

THE COMPETITIVE ENVIRONMENT

Tai Pei is presented with a great opportunity to take advantage of this potential. The primary and secondary research that we conducted illustrates the purchasing decisions of student millennials, ages 18-23. To overcome this bias, we analyzed two of Tai Pei's competitors, Hot Pockets and Amy's Kitchen, because they resonate with millennials through perceived flavor and conscious ingredients. Amy's

	Amy's Kitchen	Hot Pockets	Tai Pei
Single Serve	X	X	X
Casual "Fun" Food	X	X	X
Healthy, Smart	X		X
Comfort Food	X	X	X
Exciting Ads	X	X	X
Family Friendly	X		X

Kitchen promotes healthy choices and attempts to forge a path towards mindful millennials, whereas Hot Pockets delivers a casual comfort food snack. To compare the two companies' millennial markets, we analyzed their social media platforms and the communication between millennials and the brand. One hundred millennial profiles were tracked and analyzed based on their high engagement on our competitor pages. Using this research, Tai Pei can effectively offer the best of both worlds: healthy but craveable choices for the millennial consumer.

STRATEGY Personas



The Sports Fan

Age 23-25

- Midwestern cities & small hometowns
- Passionate participant in sports team culture and follows team members on social media
 - Enjoys eating meals that are quick and easy to make, so they do not need an instant replay during games and "watching parties"
 - Typically buys their food, such as appetizers, snacks, and frozen finger foods, at a large chain retailer



The Famillennial

Age 26-29

- Suburban areas around cities
- Caring and nurturing personality
 - Buys with intention to share with close friends and family
 - Concerned with nutritional value of food products and often seeks out natural ingredients and honest brands
 - Looks for "quick pickups on the way home," whether it be from a shift at work or picking up kids from school



The Soon-to-be Professional

Age 19-22

- Cities/areas around university
- Career-oriented, while maintaining a professional and social lifestyle
 - Typically eats alone and on-the-go
 - Often focuses on buying budget friendly, convenient, and single-portion meals, so are likely to respond to in-store advertisements and discounts

STRATEGY Opportunity & Strategy

Tai Pei is in a unique position within the frozen food market. There is a huge opportunity to become the go-to Asian frozen food. When consumers are hungry and craving Asian food, Tai Pei will be their first choice.

In the minds of our target audience, there is a powerful stigma surrounding frozen food. The campaign aims to show millennials that not only are they misinformed, but also that Tai Pei is a healthy and appetizing model of what frozen food can be.

According to our research, the target audience believes in two things: first, that there are separate markets for frozen food and Asian frozen food, and second, that frozen food is not healthy. Millennials do not see frozen food as healthy because they are not informed of the opportunities they have to choose healthy frozen food nor are they aware that frozen food can be a healthy option. As a part of our campaign effort, we are able to distance Tai Pei from the notions and stigmas of traditional frozen food

to show that Tai Pei is a healthy option for quick, easy, and delicious satisfaction. A craving should not have to be a "cheat meal."

So here we stand, with a product and voice that can change the way millennials think about their frozen food consumption habits. The solution is simple: Tai Pei will spark a craving using our campaign assets and satisfy it with a delicious product.

THE CENTRAL IDEA

"There is a difference between the market for frozen food and the market for ASIAN frozen food"

- Mollie, 22⁸, Focus Group

Whether you are coming home from a long day at work or from a day at the beach, getting back from a job interview, or heading out to the big game, we all have a craving for delicious food. Tai Pei is a healthy, quick, and delicious option to satisfy your Asian food craving. Its value is hard to match, but millennials have not yet been exposed to what their options truly are. While the current "find your fortune" campaign has established Tai Pei's identity, we have created a campaign that will usher in Tai Pei's new and improved product to an up-and-coming market. Tai Pei is ready for the next chapter of success...

Craving Conquered

It is the desire to have the best that life has to offer that pushes us forward, be it late-night cravings or long-term career goals. Tai Pei emboldens its consumers to **indulge in their cravings**. Millennials want what Tai Pei provides – a quick, convenient solution to satisfy their craving for Asian food. With our creative strategy, Tai Pei will initiate the craving and supply the food to satisfy it. Our campaign uses playful, modern, and bold advertising to define Tai Pei's call-to-action: **to conquer what you crave**.

THE Connection

When the craving strikes, millennials reach for Asian food. Our ads position Tai Pei as the premier brand for satisfying millennial's cravings for frozen Asian food.

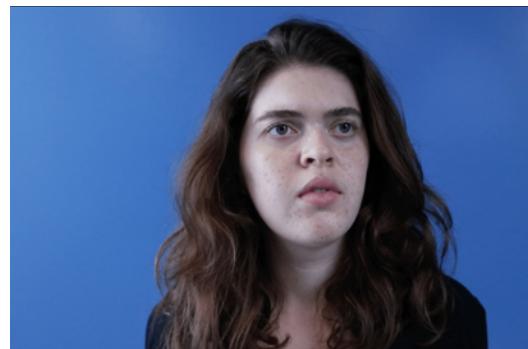
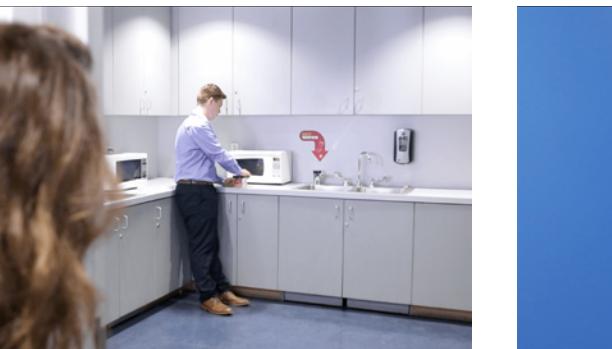
THE Call-to-Action

Tai Pei pushes consumers into action with its challenge to satisfy their craving for Asian food the moment it strikes. Our campaign reinforces this message, enticing consumers to choose Tai Pei when they crave Asian food.



THE Campaign

Our campaign focuses on creating cravings for consumers to conquer by portraying scenes of action—going places, getting things done, and bringing home Tai Pei. Tai Pei feeds the millennial desire to have it all.



Deliverables

A Soon-to-Be Professional walks past an office break room as a co-worker is microwaving Tai Pei. She catches a whiff and is struck by a strong craving for some Tai Pei of her own. She attempts to return to her desk but her cravings for Tai Pei cause her to lose focus, seeing Tai Pei bowls in

place of office supplies. As her craving becomes stronger, the Soon-to-Be Professional becomes more frantic and she grabs one of the bowls. As she comes to her senses, she realizes that she has actually grabbed a fire extinguisher, breaking the glass case in the process. Her co-worker has noticed as well, and to avoid embarrassment, the Soon-to-



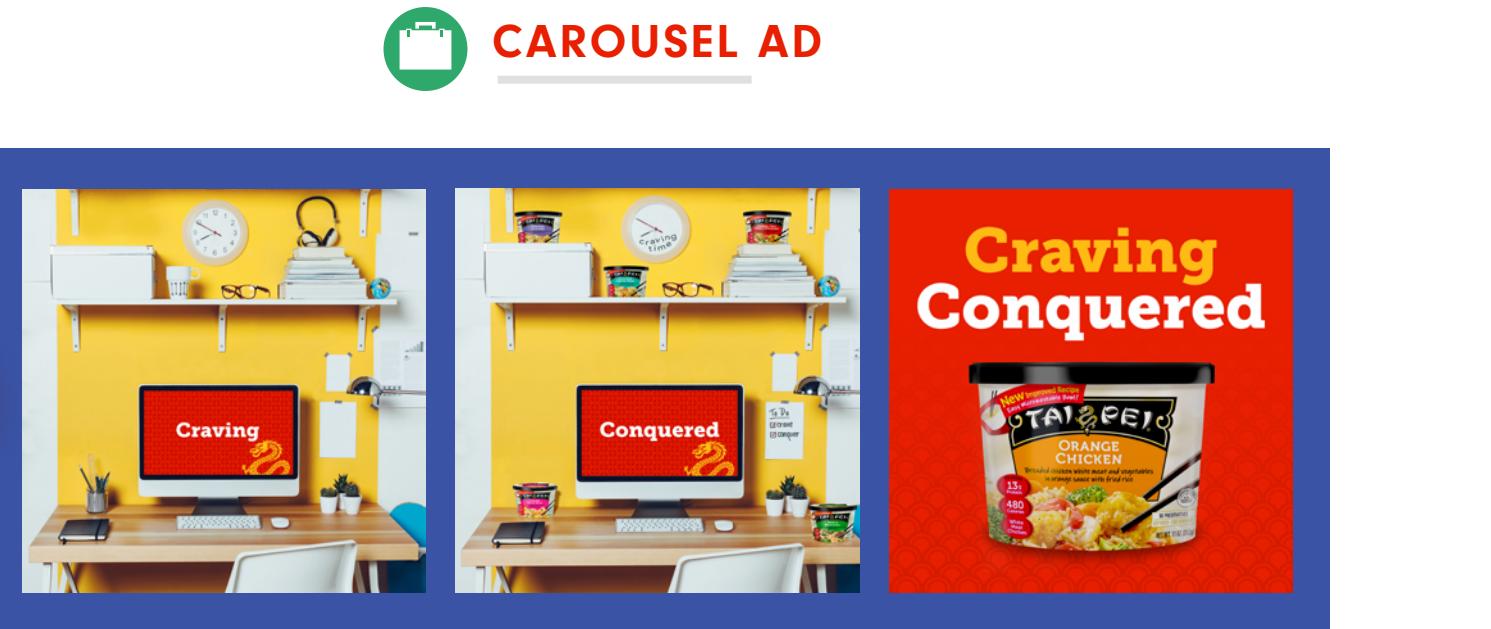
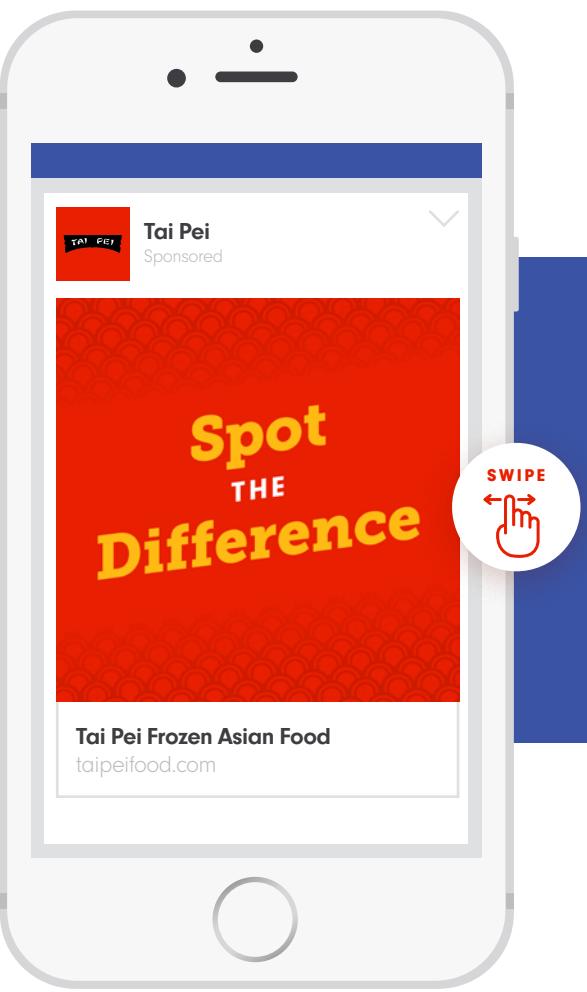
Substantiation

Our commercial will play on Facebook and as a Spotify video ad, reaching a large audience of millennials who can relate to the Soon-to-Be Professional's lunchtime cravings.

Emphasis is placed on the Soon-to-Be Professional's uncontrollable desire for Tai Pei, highlighting its craveability. The increasingly frantic pace and urgent tone leading up to the Soon-to-Be Professional finally getting her Tai Pei emulate the feeling of craving, while the final scene demonstrates

the satisfaction Tai Pei offers once her craving is conquered. When the craving for Asian food strikes, millennials will be reminded of Tai Pei's ability to satisfy it.

CREATIVE Digital Ads



Deliverables

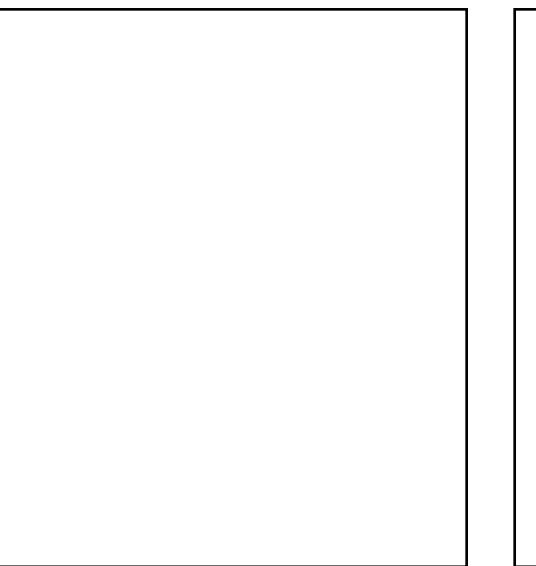
Our Facebook carousel ad contains a sequence of four panels that mimic a "Spot the Difference" game. The first panel introduces the premise of the ads with the phrase "Spot the Difference." The next panel shows an image of a desk with a typical office set up but with Tai Pei bowls replacing commonplace office items. The text on the bottom says "Craving." The third panel is an image of the same desk, but the Tai Pei bowls are no longer present. The text along the bottom reads "Conquered." The final image has Tai Pei's logo and products under the slogan, "Craving Conquered."

Substantiation

Our Facebook carousel ad emulates the feeling of being distracted that strong cravings cause. It shows consumers the struggle of trying to accomplish anything while they are craving Tai Pei, and suggests that they can focus again once they have conquered their craving. Millennials will connect with the interactive aspect of this ad, as well as its portrayal of cravings for Tai Pei.



GOOGLE DISPLAY AD



Deliverables

The ad opens with a recognizable catchy beat similar to a hit pop song. As the song fades into the background, the narrator says, "Trying to work while you're craving lunch is like trying to get that one song out of your head. Tai Pei's frozen Asian meals are ready in the time it takes to finish your favorite song, helping you conquer your craving so you can conquer your day. Tai Pei. Craving conquered."

Substantiation

This ad introduces Tai Pei to millennial listeners in an accessible and relatable way while connecting Tai Pei's meals to the consumer's cravings. The narration establishes Tai Pei as the go-to brand for conquering the craving for Asian food and ensures that consumers will remember Tai Pei when their craving strikes.

Deliverables

This series of ads depict the chaos of everyday life and Tai Pei's ability to distract from it all. In the first ad, the kids are drawing on the kitchen wall, the dog is eating from the fridge, and the eggs are on the floor, but none of that matters because all that the Fammillennial is focused on is the steaming bowls of Tai Pei in her hands. Tai Pei helps her forget about the chaos and conquer her craving.

The second ad targets our Sports Fans, millennials who are the embodiment of "go big or go home." This Sports Fan is focused on going "big" at home by satisfying his craving for Tai Pei while staying in to watch the game, but his fellow fans have made a mess in their excitement. However, the Sports Fan is not bothered thanks to Tai Pei helping him conquer the kickoff and conquer his craving.

SPOTIFY AD

Deliverables

Substantiation

Public Relations Brief

IN-STORE AD



Deliverables

This sticker in the frozen food aisle over the Tai Pei section gives the appearance of a shattered glass door. It implies that a customer's desire for Tai Pei could not be reined in, and the door was the aftermath of a strong craving. "Craving Conquered" and Tai Pei's logo will be printed underneath the shattered glass ad.

Substantiation

This ad suggests that Tai Pei causes cravings so intense that people are willing to break through glass just to get to the food. When shoppers like the Famillennial and Sports Fan personas are walking down the frozen food aisle, Tai Pei's section grabs their attention before they make their purchase decision.

CREATIVE Physical Ads

BILLBOARD

Deliverables

Our billboard will display a picture of a Tai Pei container inside a fire extinguisher case. Next to the container will be the large bold letters: "BREAK IN CASE OF CRAVING."

Substantiation

Our billboard embodies the urgency of an emergency, demonstrating that a craving for Tai Pei must be satisfied as soon as possible. The simple, yet striking billboard design, which alludes to a memorable scene from our commercial, will stand out to drivers on the highway as they cope with rush hour cravings. Famillenials looking for convenient pickups on the way home and Soon-to-Be Professionals commuting to and from work will be reminded of Tai Pei's singular ability to conquer their craving for Asian food.



By enhancing brand awareness through hosting memorable and engaging PR events, our campaign aims to incite a craving for Tai Pei amongst millennials.

Compared to its competitors, Tai Pei has low brand awareness, having just one fifth the amount of likes on Facebook and less than a tenth of followers on Twitter. However, the frozen Asian food market is growing annually by 3.6%, marking a pivotal time for Tai Pei in capturing new con-

sumer interests. Additionally, Tai Pei's social media engagements so far has consisted of generic, ad-like posts with few, and largely negative, consumer interaction.

Our objective for Tai Pei is to connect with Famillenials, Sports Fans, and Soon-to-Be

Professionals by tailoring events to complement their interests. The events, along with the accompanying posts on Tai Pei's Twitter and Facebook, will be adapted to meet current social media trends and millennial attitudes.

OUR PR CAMPAIGN FOCUSES ON:

- Increasing brand awareness by creating opportunities where consumers can try Tai Pei products, thus inciting future cravings for Tai Pei
- Increasing sales by presenting and linking Tai Pei products to the events which engage with consumers at the local and national markets

PUBLIC RELATIONS Events

TAI PEI 5K & BLOCK PARTY

Deliverable

Tai Pei will bring food and wellness to the streets of Denver, Colorado at the end of June. For a ticket price of \$15, attendees can participate in the run and enjoy the after-event block party. The block party will open with local talent and feature three headliners: OneRepublic, The Lumineers, and Alessia Cara. Additionally, Peyton Manning will be the chief guest of the event.

People who purchase Tai Pei at the block party will be automatically entered into a mini sweepstakes in which thirty randomly selected purchasers win an opportunity to meet him.



SOCIAL MEDIA

Sponsored Ads

Substantiation

Denver is the prime location for hosting the 5K run as it is the third fittest city and is an existing market for Tai Pei. Selling Tai Pei at the run will increase brand awareness and allow participants to try the food, inciting future cravings for Tai Pei. Research shows millennials are passionate about health and fitness and Tai Pei's new emphasis on healthy

eating makes the 5K a prime event for showcasing the brand's new direction. Additionally, our headliners appeal to people who enjoy Indie-Pop, which is not only popular in Denver, but amongst millennials as well. Peyton Manning is a football legend and previous Denver Broncos quarterback, making him a local favorite and a valued chief guest.

Deliverable

Tai Pei will travel to eight bustling college campuses with a pop-up food cart and an accompanying photo booth. Inspired by traditional Asian designs, the cart will attract students, and will be located within the central area of each college to maximize visibility. Students will be able to purchase and experience the taste of Tai Pei.



TAI PEI CAMPUS QUEST

WEST

U. of Washington
UC Berkeley
UCLA
Arizona State

SOUTH

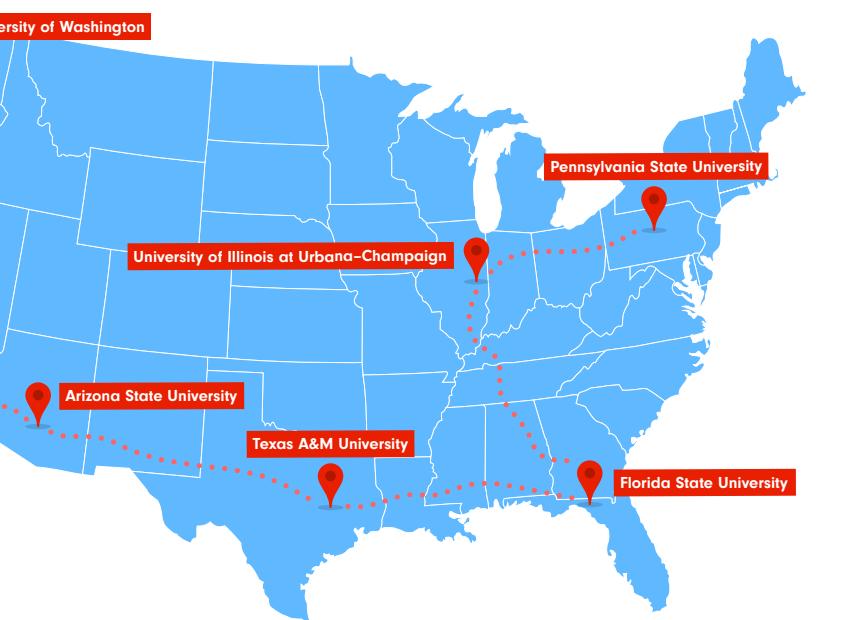
Texas A&M
Florida State

MIDWEST

U. of Illinois at Urbana-Champaign
Arizona State University
Texas A&M University

NORTHEAST

Pennsylvania State



is ideal for capturing the interests of millennials who are actively searching to engage in something fresh and new. To drive Tai Pei's social media traffic, the inclusion of the photo booth will encourage students to take pictures, and share them on their social media platforms. By sharing their photos with Tai Pei, students will incite the craving for Tai Pei within their millennial social circles.

MEDIA
**Objective
& Strategies**

TAI PEI TOUCHDOWN

Deliverable

Starting in November and ending in January, Tai Pei will conduct a national sweepstakes where two sets of lucky winners will win an all-expense paid trip to Super Bowl 2018 with seats at the 50 yard line. During this time, Tai Pei bowls across the nation will contain a sticker located underneath the lid. Peeling back the sticker will reveal either a coupon for buy one, get one half off a future purchase of Tai Pei, or one of many Super Bowl 2018 stickers. To win this sweepstakes for two, eight of the Super Bowl 2018 stickers must be collected. To keep track of the winning stickers, participants will input the code found on each of the stickers on to the Tai Pei Super Bowl landing page.



Substantiation

Consistently polled as number one for the last 30 years, football is the epitome of a national sport in America. In acknowledging the popularity of this sport, the timing of the sweepstakes will fall on the months leading up to Super Bowl 2018. This will engage our Sports Fan persona, as well as attract existing fans of the sport from coast to coast. This sweepstakes will generate more brand awareness for Tai Pei by driving traffic on its website and social media platforms. The prize is substantial enough that it will encourage consumers to try Tai Pei, opening the door for future Tai Pei cravings. The coupon will increase sales by encouraging consumers to purchase more Tai Pei in the hopes of winning the sweepstakes.

SOCIAL MEDIA

Sponsored Ads

- Facebook
- Twitter

#TaiPeiTouchdown

- Facebook
- Twitter

OBJECTIVES

Leverage various media platforms to increase sales growth, drive brand relevance among new and existing audiences, and ultimately capture a larger segment of the Asian single-serving frozen food market.

- Establish an online presence that accurately depicts the makeup of the Tai Pei brand through the deliberate use of major digital media channels.
- Generate brand interest and awareness among audiences outside of Tai Pei's current reach through public relations efforts, purposeful out of home campaigns, and a granular digital targeting approach.

STRATEGY

Devise a robust and cohesive campaign structure through a thoughtfully curated ensemble of both traditional and digital advertising strategies.

- Incorporate the use of high-traffic digital channels, such as Facebook, Spotify, and sites within the Google Display Network, as well as billboard and in-store approaches to reach specific markets and audiences with engaging messaging.
- Utilize a focused network of channels to offer an emphasis in brand repetition and increased impressions with an ideal frequency-rate.
- Generate heightened brand awareness through the organization of public events, attractive promotional sweepstakes, and community-oriented functions.

MEDIA Budget & DMAs

Designated Marketing Areas

- Tai Pei currently possesses a large following and is well received in the Midwest. In order to spread market reach outside of its current Midwest focus, however, new target markets have been added to the campaign. These newly proposed locations are comprised of up-and-coming millennial cities as well as areas with an existing large millennial population.
- This aligns with Tai Pei's goal to target millennials, increase brand awareness, and propel sales in overlooked parts of the country.

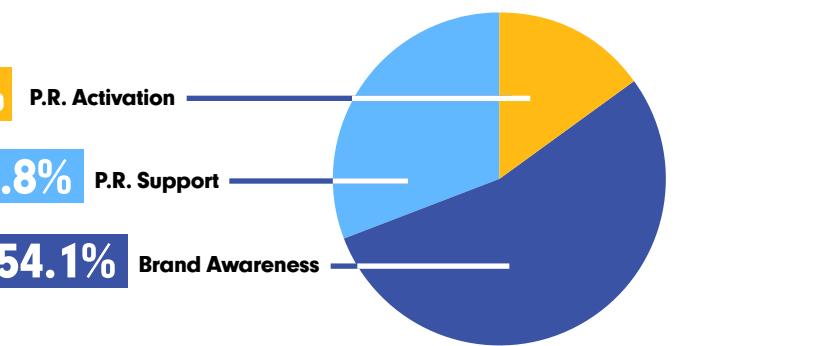


New York, NY
San Diego, CA
Chicago, IL
Houston, TX
Philadelphia, PA

Phoenix, AZ
San Antonio, TX
Dallas, TX
Boston, MA
San Jose, CA
Charlotte, NC

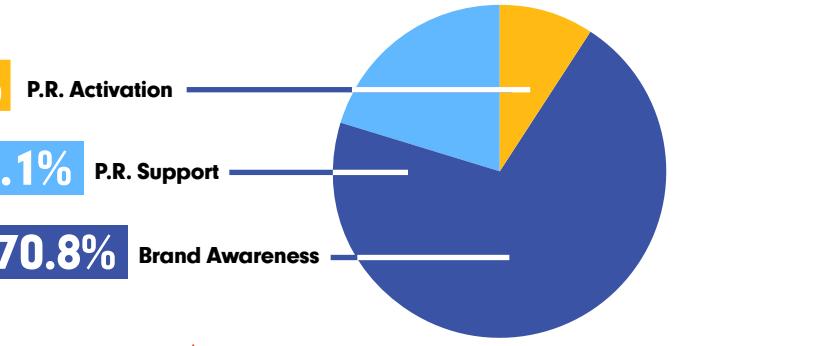
Los Angeles, CA
Wash. D.C., D.C.
Dallas, TX
Boston, MA
San Jose, CA
Charlotte, NC
Indianapolis, IN
Jacksonville, FL
Tampa, FL
Oklahoma City, OK
Nashville, TN
Seattle, WA
Denver, CO

BUDGET



\$10 Million

The \$10M budget will focus primarily on generating purchases for Tai Pei by using interactive PR events that encourage consumers to engage with a brand. The engagement will help Tai Pei leave a lasting impression on their consumers.



\$15 Million

The \$15M budget will have all the components of the \$10M budget, but with a stronger emphasis on brand awareness. Tai Pei will continue to interact with their more engaged consumers, while growing their brand presence by increasing their brand voice and volume towards millennials. This repetition of the Tai Pei brand will curate top-of-mind brand awareness that encourages consumers to purchase Tai Pei the next time they have a craving.

MEDIA Platforms

\$10 MILLION



Facebook

Utilizing Facebook's advertising platform enables in-depth target marketing, thus helping Tai Pei maximize the reach and effectiveness of their ads to Facebook's 38+ million active millennial users. Millennial preferences for interactive and engaging ads can be addressed by carousel and video ads, achieving higher click-through rates and impressions that reach more 18-25 year olds than any U.S. cable network. The increasing trend of sharing among social consumers amplifies the exposure of Tai Pei on Facebook.



Google Display

With over two million websites that reach over 90% of people on the Internet, Google Display Ads are necessary for Tai Pei to engage with new consumers and to build brand loyalty. Google Display Ads generate brand awareness for both potential and existing consumers.



In-Store Shelf

The in-store shelf ad seeks to grab the attention of everyday consumers when they are on the go. OOH ads, like the in-store shelf ad, cannot be skipped or turned off, encouraging consumers to engage with Tai Pei. With the average consumer making approximately two trips to the grocery store every week, in-store shelf ads exhibit high viewing frequency and prompt spur-of-the-moment purchases.



Spotify Audio/Video

Spotify's multiple streaming options make commuting more bearable for consumers or enhance a night in. Spotify offers the largest global streaming service and with 72% of its weekly streams accounted for by millennials, Spotify is a powerful tool to directly target this market. The audio ad will feature informative narration and cover art, while the video will capture the target audience with a captivating ad. Spotify boasts an ad recall of +60% compared to its competitors making it the perfect medium to increase brand awareness and revenue.



Billboard

Americans spend an average of 18 hours or more per week in their cars or in transit. Consumers' quick glances at billboards allow Tai Pei to quickly insert itself into the daily lives of viewers and pique their interests. The direct messaging of billboard ads can draw striking and impactful reactions from consumers, 68% of whom frequently or sometimes make their shopping decisions while in the car. Such OOH advertising will complement proposed digital platforms to enable higher recall rates of Tai Pei.

MEDIA P.R. Goals & Support

Tai Pei's PR events focus on making sure Famillennials, Sports Fans, and Soon-to-Be Professionals all conquer their cravings with Taipei's single-serve, Asian frozen meals. Each event features coupons and incentives to purchase Tai Pei, helping to satisfy the media objective while increasing overall brand awareness.

PR SUPPORT

Facebook Event Pages

Boosted Facebook event pages will be used to promote the PR events. With 73% of Sports Fans already on Facebook to follow and discuss sports, it will be the perfect spot to advertise the signature PR event, Tai Pei Touchdown. The event pages will help create a Tai Pei brand presence to a mass number of millennials while generating excitement for all PR events.

Twitter

Promoted tweets can spark engagement and brand awareness through retweets, likes, and mentions. Twitter is one of the top three social media channels Sports Fan use to discuss and follow sports, and 53% of Sports Fans engage with brands when offered a contest with a sports-related prizes, making Twitter the perfect outlet to boost Tai Pei's Superbowl sweepstakes.

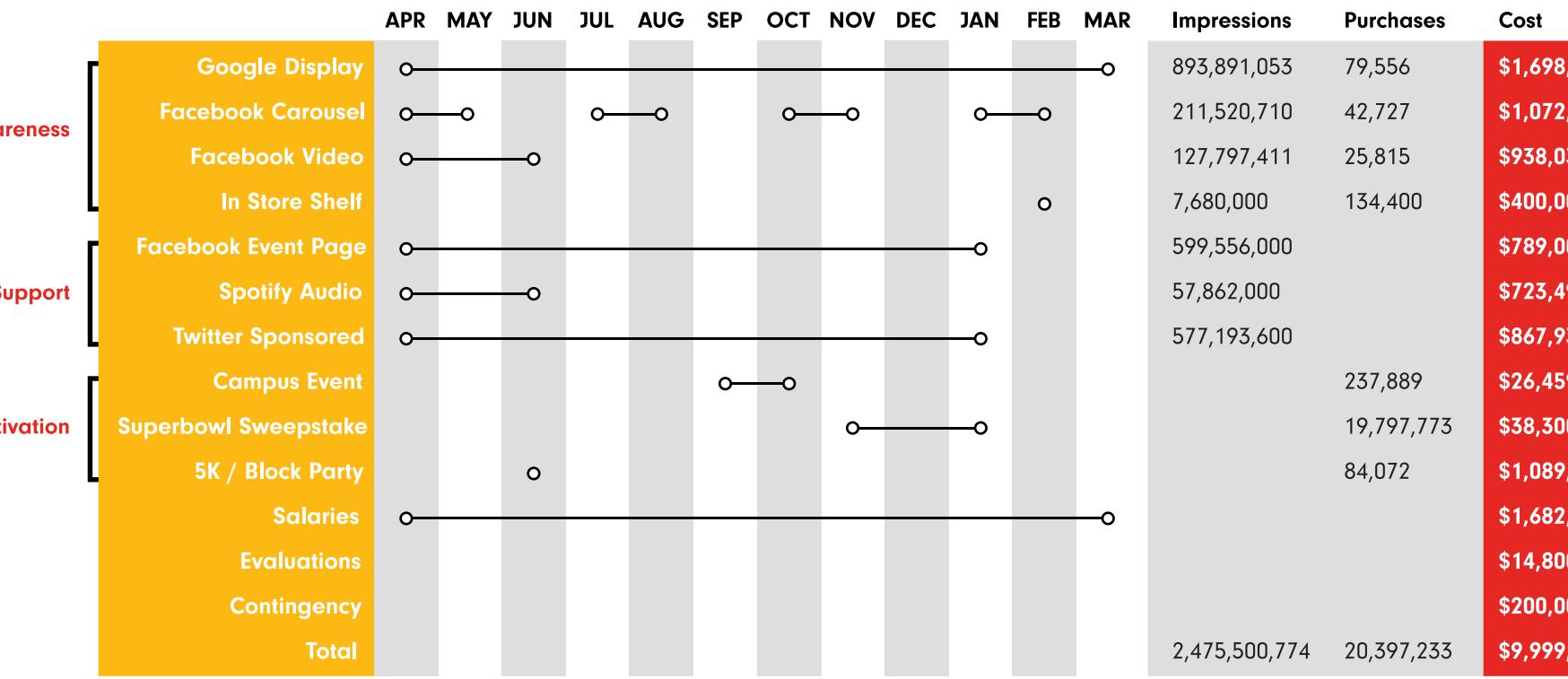
PR GENERAL GOALS

Survey Results

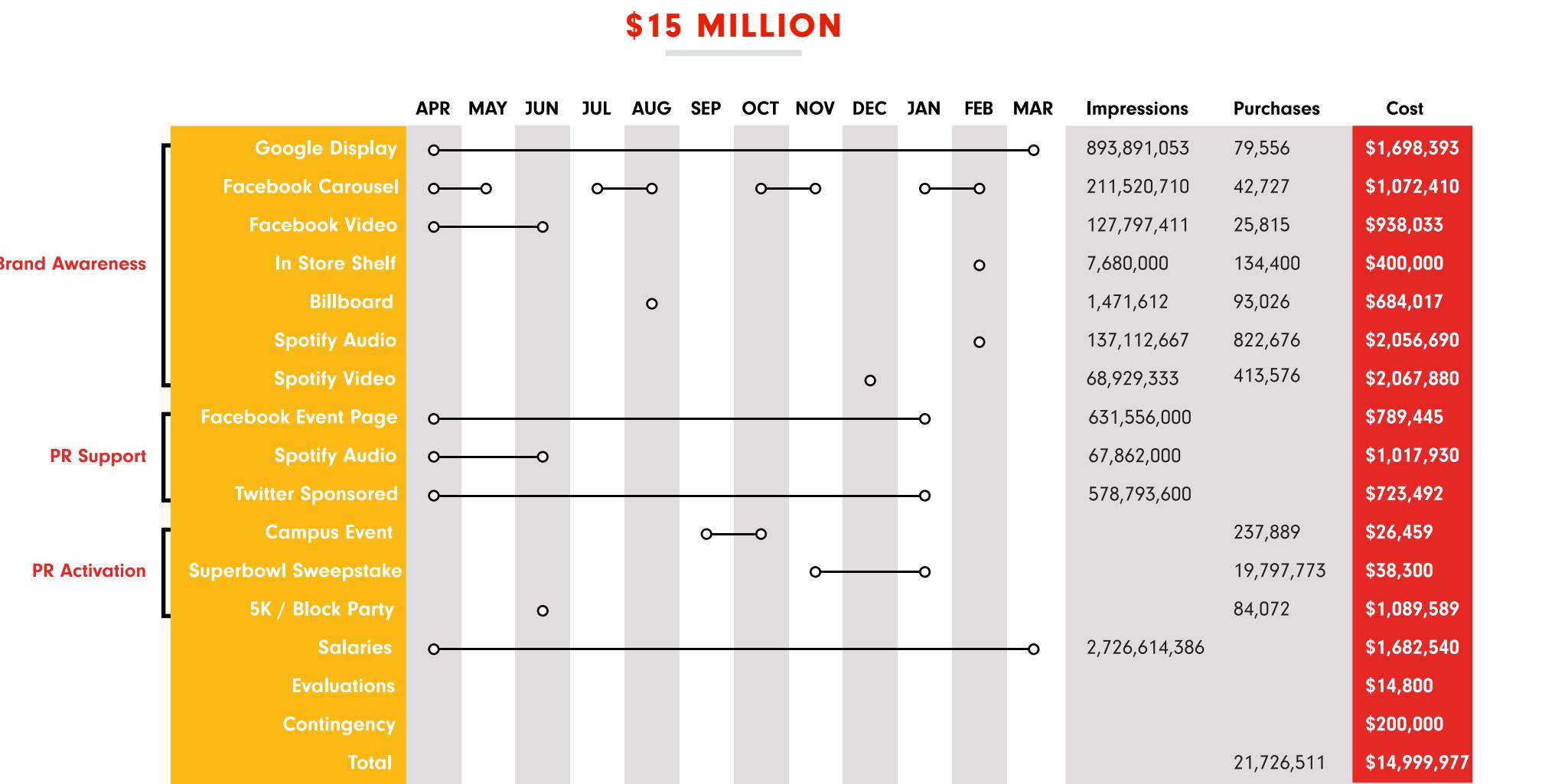
Based off of our PR survey results, we were able to garner the likelihood of consumer actions based on each of the planned promotional events. Of 228 survey participants, 70.06% indicated they would be interested in attending the Tai Pei 5K & Block Party based on the event activities and performing artists. 53.55% of participants would purchase food from the Tai Pei Campus Quest cart, and 50.96% would purchase Tai Pei products from retailers to enter the Super Bowl sweepstakes.

MEDIA Timeline

\$10 MILLION



MEDIA Evaluations



GOAL

The backbone of our campaign's focus is centered around increasing Tai Pei's relevancy among millennials in the 18-25 year old age range. Studies show that in order to establish top-of-mind brand awareness, an individual needs to be exposed to a brand at least seven times. Through the allocation of our budget models, Tai Pei will be able to reach targeted audiences with a desired frequency of seven times per month. The \$10M and \$15M budgets are able to sustain this impression rate for a total of eight and 12 months, respectively.

METHODS OF EVALUATION

Quantitative

- Identify and track sales generated through PR activations by measuring physical attendance and digital engagements with Qualtrics, Hootsuite, and Adobe Media Optimizer.
- Monitor all social media outlets for increase in brand affinity through changes in likes, follows, and retweets.
- Trace click-throughs and engagements of all web advertising displays with platform provided analytics tools, such as Facebook Analytics, Spotify Analytics, etc.

Qualitative

- Monitor media coverage from both traditional and digital platforms.
- Review feedback received from social media channels.
- Conduct surveys on ad recall of digital and out-of-home ads, as well as on the overall experience of PR events.

Conclusion

Tai Pei has given us a challenge and an energized target audience. With it, we have created a campaign that will change the way millennials think about cravings, satisfaction, and frozen food.

Our campaign will demonstrate that with its fresh flavors and quick convenience, Tai Pei will not only spark an Asian food craving, but will conquer it as well.

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