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NSAC[®]
NATIONAL STUDENT
ADVERTISING
COMPETITION[®]

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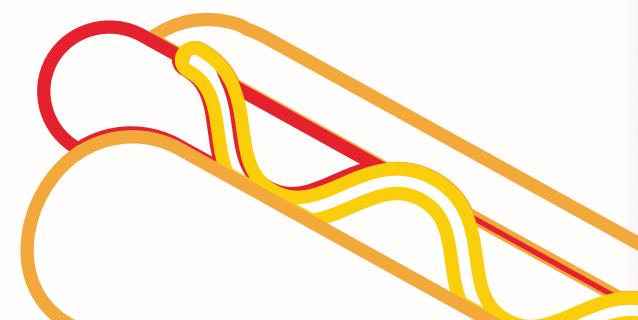
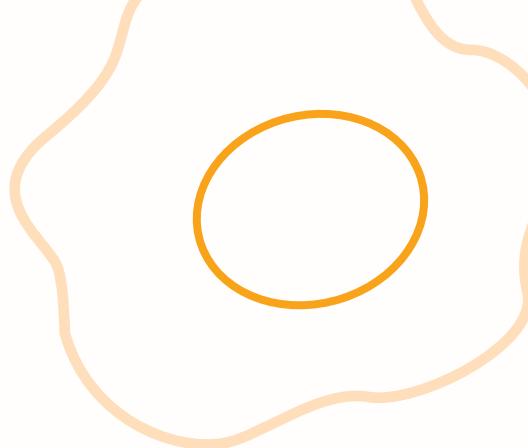
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Executive Summary

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

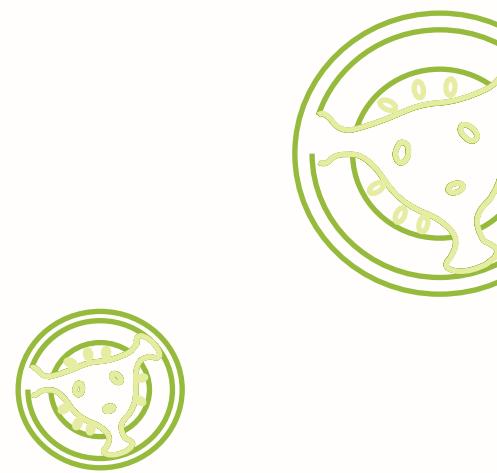
Through our primary and secondary research, we discovered the deeper issue:

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

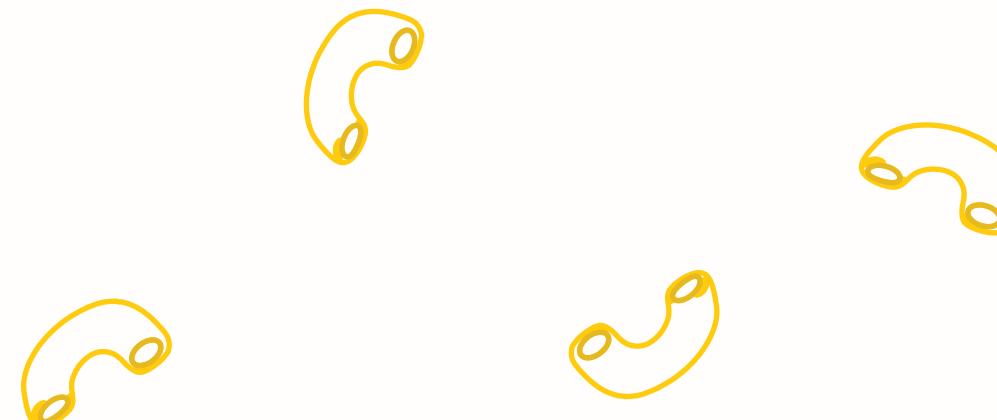
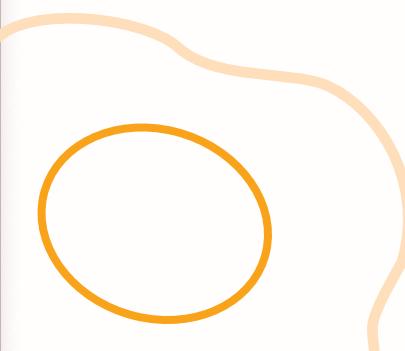
1. Consumers aren't keen on eating a healthier hot dog, so Wienerschnitzel needs to revamp their staple offering in more innovative ways. Surveyed consumers were apathetic about healthier meat options for their hot dogs, and secondary research from both the client and our own team showed that Trendmakers 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.



Business Innovations

If Wienerschnitzel wants to lead a paradigm shift in the hot dog industry, they need to do more than advertise — they need to actively create opportunities for unique customer experiences. Based on our key insights of customizability and accessibility, we are advising a number of innovations to Wienerschnitzel's business in order to radically raise perceptions of the hot dog.

MENU REVAMP

To achieve our goal of creating individualized experiences, we suggest a menu revamp to create a highly customizable and uniquely personal hot dog experience. Trendmakers love experimenting with new menu items and have a marked interest in foods from different cultures.⁴ Additionally, analysis of social media posts, recipes, videos, and other shareable online content that depicted hot dogs revealed that the more the sausage itself was obscured by aesthetically-pleasing or interesting toppings, the more positive response it received.⁸ Therefore, we've selected a wide variety of toppings to excite the Trendmaker imagination, from sriracha to avocado to mac and cheese.⁸ The new menu will empower customer creativity allowing them to pick from a revolving list of exciting combinations, or build a creation entirely their own.

Upon entrance to the stores, customers will be greeted by touch-screen kiosks that will allow them to easily choose from the new selections. After the order is submitted, Wienerschnitzel employees will carefully craft the hot dog and present it with the customer's name written on the package, adding a personal touch to their creation. Wienerschnitzel's new menu rollout will embolden customers to express their creativity and individuality through their hot dog — the perfect blank canvas.

Make This Meal Yours

Buns Choose 1

- Original
- Hawaiian
- Pretzel

Dogs Choose 1

- Original
- Angus Beef
- Polish













Toppings

<ul style="list-style-type: none"> <input type="radio"/> Onions <input checked="" type="radio"/> Avocado <input type="radio"/> Pineapple <input type="radio"/> Cheeses <input type="radio"/> Jalapenos <input type="radio"/> Mac-n-Cheese <input type="radio"/> Sauerkraut <input type="radio"/> Chipotle Aioli 	<ul style="list-style-type: none"> <input type="radio"/> Mustard <input type="radio"/> Siracha <input type="radio"/> Ketchup <input type="radio"/> Relish <input checked="" type="radio"/> Bacon <input checked="" type="radio"/> Egg <input type="radio"/> Chili <input type="radio"/> Kimchi
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Order now

Cart Price
\$4.29

Checkout

Business Innovations

NOT YOUR AVERAGE FOOD TRUCK

Inspired by our insight that Wienerschnitzel needs to bring hot dogs to consumers in exciting and accessible ways, we have envisioned Wienerschnitzel food trucks that will bring the hot dog into new contexts and experiences. Our "Not Your Average Food Truck" will carry the same new menu items as the brick and mortar stores and will be located in areas with high foot traffic like office parks, recreational parks, street fairs, and more — greatly expanding Wienerschnitzel's

reach without the need for expensive real estate.²⁰⁻²² Customers will be able to fill out a small sheet of paper regarding their topping choices and watch their hot dog get made from the food truck window.

What makes this food truck different from every other? It's more than just a vehicle for food delivery, it's an individualized experience. The exterior of the truck will have a whiteboard finish, with dry-erase markers provided. Customers will be encouraged to doodle or write what makes them unique on the blank surface of the truck. This way, it's the customers' individual expressions that make the food truck unique — otherwise it would be just your average food truck.



SATISFACTION DELIVERED

A partnership with Uber Eats will allow Wienerschnitzel to further increase their accessibility to the target market. By working with this third-party delivery service, Wienerschnitzel will give customers the power to satisfy cravings quickly and easily — without needing to worry about finding a nearby store.¹⁷⁻¹⁹ Wienerschnitzel will also have a sponsored spot on the UberEats feed, gaining exposure to new customers looking for meals available through the delivery app.

The Uber Eats delivery service will be complemented by delivery-order exclusive packaging. This packaging is optimized for delivery — with the toppings, hot dog, and bun receiving their own separate section of the box, we eliminate the possibility of soggy buns and messy toppings. This packaging also allows for a greater experience of customizability, as customers will be able to personally construct their hot dogs to their exact desires. To combat concerns of waste, the packaging and topping pods will be made of biodegradable materials.



Media Strategy

Our campaign emphasis of hands-on creativity inspired us to create a media strategy that reaches beyond the conventional. Using a variety of cost-effective platforms and media innovations, our media mix ensures memorability without redundancy. This means reaching our target market in as many ways as possible, in order to confront and reshape consumer perceptions.

OBJECTIVES

Embracing as many customers as possible: our media platforms aim to maximize impressions, persistently challenging perceptions while maintaining consumer interest.

Utilizing a diverse range of platforms: the target market will be repeatedly exposed to our message, but with a fresh angle that suits the platform and prevents redundancy.

Taking advantage of our target market's multimedia preferences: we selected platforms that leverage Trendmaker media habits to promote engagement and relevance.

MEDIA CHANNELS

Digital and Search - Built for maximum reach and impressions, these ads ensure a broad interested audience.

Social - Interactive and personal, our social platforms draw the eye and offer a distinctly individual experience to viewers.

OOH and Wayfinder Application - Emphasized in Texas, and California, these platforms ensure the maximum amount of conversions in more dense Wienerschnitzel regions.

Partnerships - Key creative partnerships with large well known platforms and people allow us to subvert expectations and create a new experience for our target market.

Delivery - Promoting the new menu and celebrating accessibility, we partner with the most popular delivery app in the southwest United States to bring Wienerschnitzel into new contexts.

Awareness

4 Billion

Total Impressions

82%

Reach

133

Frequency

Trials

1.3 Million

New Conversions

Conversions

900 Million

Redemption of Promotions

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.



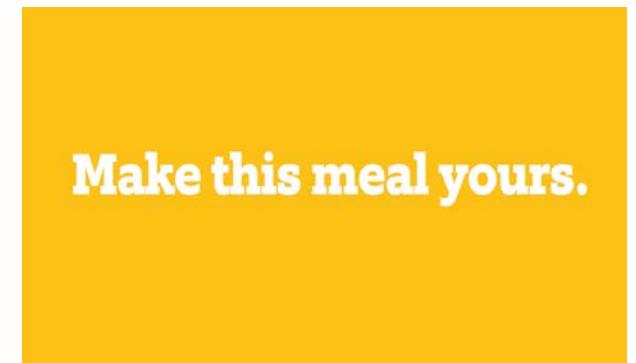
One person arrives in-store, the second chooses mobile delivery, and the last person has a friend arrive, bag in hand.



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.

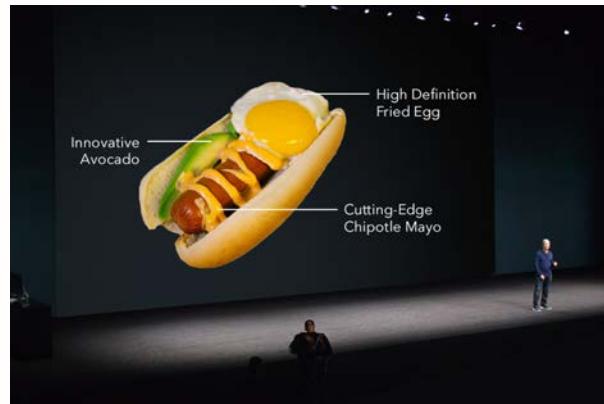
UNBOXING

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.

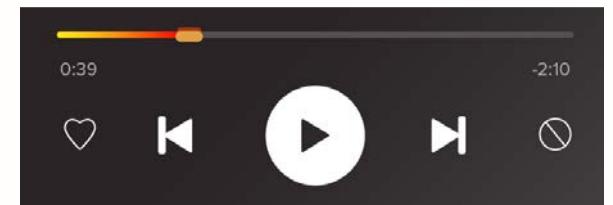


SUMMIT

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.

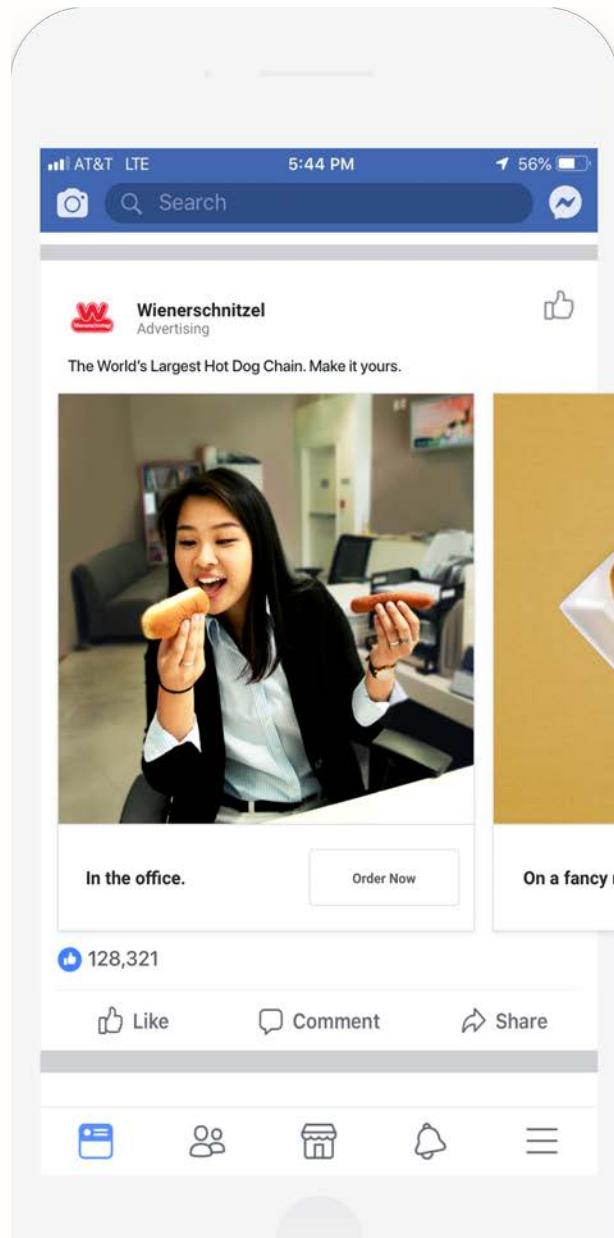


Spotify



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.

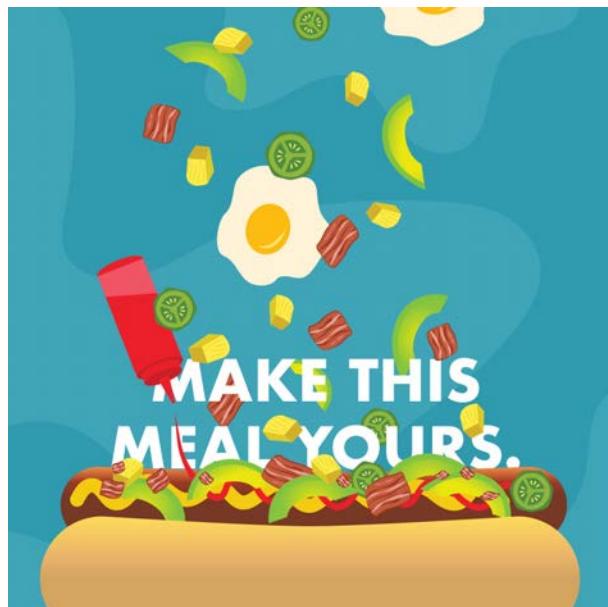


Facebook Carousel

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 Pinterest

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.



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-style board for Wienerschnitzel. It features three main sections: 1) Brunch Dog: Includes a wavy line drawing, a photo of a hot dog with avocado, Sriracha, bacon, and egg, and a description: "Take your dog out on a morning walk with this all-new twist on brunch. These classic breakfast toppings, coupled with a unique kick of Sriracha at every bite, will power you up to kickstart your day." 2) Hawaiian Dog: Includes a photo of a hot dog with pineapple and bacon, and a description: "Put pineapples on it! Kick up your feet and feel the tangy sweet explosion of flavor from our Hawaiian dog, featuring a bun from King's Hawaiian. Each bite brings you closer to a nap on a shady hammock strung between two palm trees." 3) Mac Daddy: Includes a photo of a hot dog with mac n cheese and pretzel bun, and a description: "Take out the hassle of using cutlery and doing dishes with this meal-within-a-meal. It's a dive into cheesy goodness tangled with the delicious texture of crispy bacon and a pretzel bun." The board has a red banner at the top with the text "ALWAYS A WIENER".



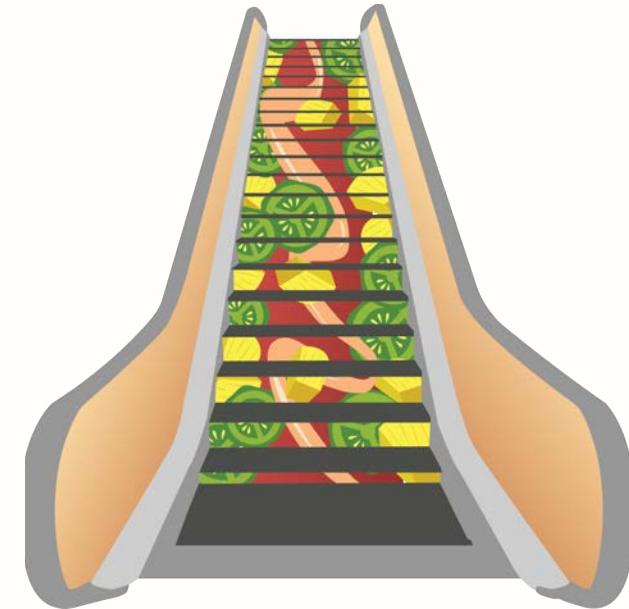
Waze

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.



Public Relations

To complement our creative initiatives, our public relations experiences will engage consumers in interactive and immersive brand interactions with Wienerschnitzel. By focusing on the consumer's individuality and adventurous spirit, our PR strategy aims to introduce the hot dog into exciting new contexts. Our PR embraces the unique interests of Trendmakers and imbues them with our campaign themes of individuality and customization. By encouraging consumers to embrace their individuality, Wienerschnitzel can showcase the many unexpected ways in which the versatile hot dog can be a vehicle for self-expression.

Pop-Up DJ Station

Pop-Up DJ Station

BUS STOP

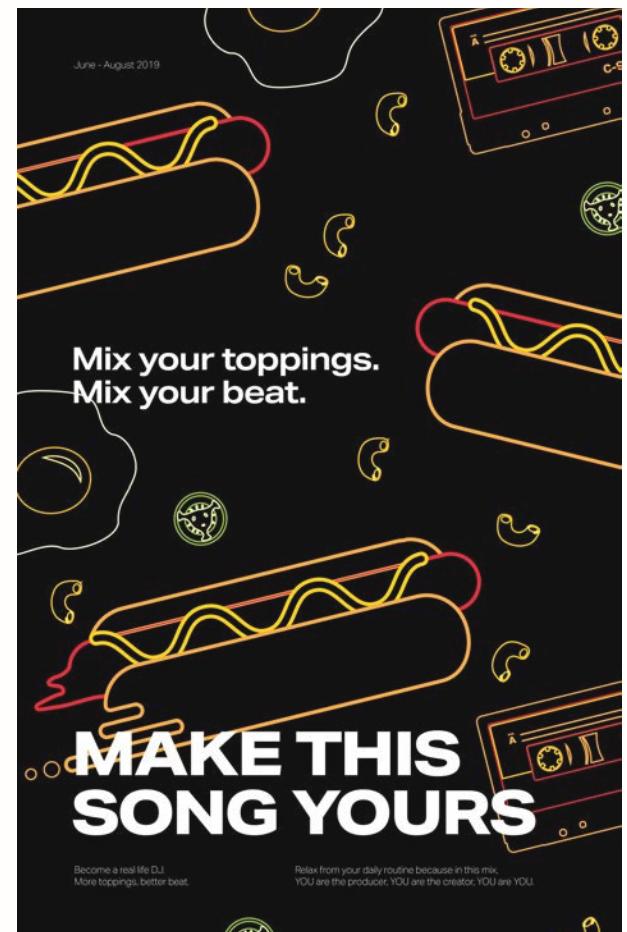
One of Trendmakers' top passions is music,¹¹ inspiring us to create a pop up DJ event called "Make This Song Yours." From July through August, in high traffic metropolitan areas of San Francisco and Los Angeles, passersby will be able to participate in a musical event, with free food from the Wienerschnitzel Food Truck, games, and unique photo-op installations to encourage social media sharing. What makes this different from any other live music event is that the attendees decide the music. Each topping available at the food truck will correspond with a different music selection or beat at the DJ booth. When a guest orders a customized hot dog, an order is sent to the DJ, who then uses the list of ingredients to mix a song that is unique to the guest's hot dog topping choices.

EVENT PROMOTION

We plan to bring awareness to this event using multiple media platforms. Facebook sponsored event pages will provide event details and times, while Instagram story ads will feature fun, music-inspired videos to build excitement. Since a large number of Trendmakers and Connectors listen to SiriusXM,¹⁵ a radio ad will also be developed to promote the event activity of taking their favorite song on the radio and making it their own.

SUBSTANTIATION

Self-expression is one of Trendmakers' core values.¹ They love to express their unconventional and distinct selves, which is why we chose an unconventional way to have them express their individuality. Not only will they be able to express themselves through the toppings they choose, but they will also be able to enjoy a song that represents their distinct choices.



Online Scavenger Hunt

In collaboration with Stitch Media, Wienerschnitzel will create a cross-platform scavenger hunt, "Operation: Anti-Ordinary." This game will be a hunt across multiple online platforms, with a narrative quest of bringing individuality back to a world of complacency. As participants unravel the mystery, they will gain insights into this society's origins and the surprising role hot dogs play in inspiring the resistance. Here is an example of a series of clues that participants could discover:

1. Ads from the game's Instagram will be released featuring images of white numbers and letters on black backgrounds. When the participant visits the Instagram account for the game, they will see that these numbers and letters create a URL that they will then enter into their internet browser.

2. The URL will take them to a Spotify playlist where each song title, when read in order, creates a sentence that directs them to a timestamp in a specific YouTube video.

3. Participants will view that section of the video, which will reveal their next clue.

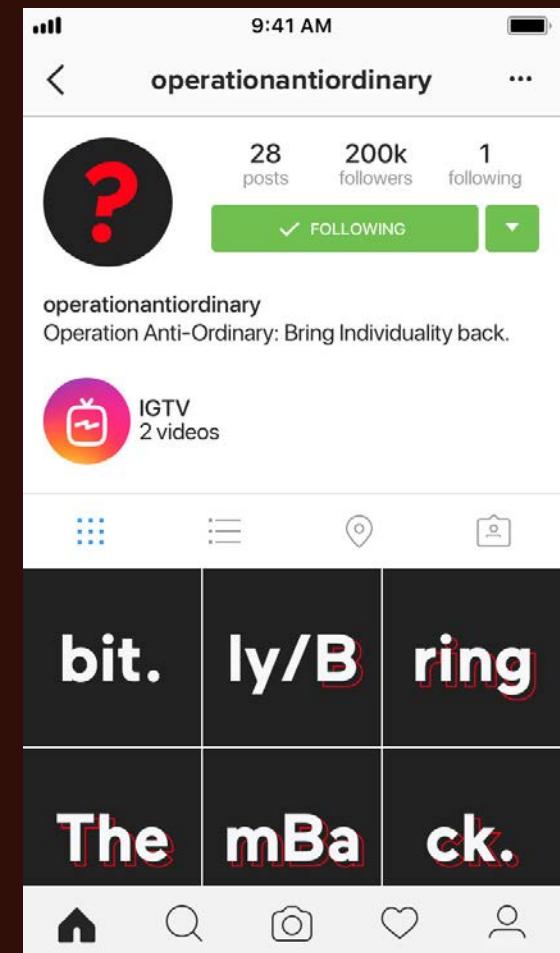
By partnering with Stitch media, a company that specializes in experiential storytelling through Augmented Reality Games, all of the buzz and excitement for the game will be created by the experiential company, rather than on Wienerschnitzel's own platform.

Participants will be encouraged to post their discoveries online under #AntiOrdinary which will

allow for greater collaboration and participation for those unable to make it past certain clues. If a clue is not found within two weeks of its release, the next clue will be released in order to keep the game active. This is a team game, a collective effort orchestrated through social media. As a result, Wienerschnitzel will not offer a grand prize to a single person. Instead, smaller monetary prizes of \$1,000 will be awarded to the first person that finds each clue and posts it under the hashtag. When the 50th clue is found, the narrative will come to a close stating that the participants have reintroduced toppings back into society and restored self-expression. At the same time, Wienerschnitzel will add a scavenger hunt inspired hot dog to their new menu, a celebration of the success of the participants' collective effort.

SUBSTANTIATION

The mystery narrative and quest nature of the scavenger hunt acts like a video game brought to life, appealing to one of Trendmakers' unique interests.¹ In addition, Trendmakers value a sense of adventure, as they are motivated by the excitement of the unknown and the feeling that the "journey is the destination."^{1 4 5 6 7} We chose to make the hunt over multiple online platforms, as Trendmakers prove to be well versed in the digital media world, describing themselves as "plugged-in."^{1 4} Trendmakers also enjoy the sense of belonging that social media communities offer, coinciding with our choice to make this a social media team effort, rather than a competition.



Taste Breakers Tour

Taste Breakers Tour

As Wienerschnitzel highlights its various new toppings, we intend to showcase their versatility by bringing the new menu to the world of brewing. The Taste Breakers Tour will launch in early spring and consists of two consecutive tours: Beer Festivals and Craft Breweries. In the Beer Festival tour, Wienerschnitzel will travel to various Beer Festivals within California, Oregon, Arizona, and Texas. At these festivals, a Taste Tracker booklet will be distributed to participants, which when presented to a participating beer booth, will receive a stamp and complementary mini hot dog. These hot dogs will feature specially selected toppings that pair well with one of the brewery's offerings, thus breaking expectations for taste and assumed flavor combinations.

On the back of these passports will be the map for the Taste Breakers Tour of Craft Breweries. This tour will feature stops at select breweries in Southern California, Arizona, and Texas. Wienerschnitzel will update its social media platforms to announce which

brewery they will be traveling to next, creating higher awareness and buzz of the event. When Wienerschnitzel arrives at a brewery, they will collaborate with the owners to brainstorm combinations of hot dogs and craft brews. The result will be unique pairings that are specifically developed to complement and elevate each other.

EVENT PROMOTION

Wienerschnitzel will build awareness for these events through social media. This will include Facebook sponsored event pages that will list the locations and run time of each tour. Facebook and Instagram ads will also feature the map of the tour locations, allowing people to track where Wienerschnitzel will be next. Sponsorships with the festivals and breweries will also provide promotions as well.

SUBSTANTIATION

Trendmakers want something that resembles luxury, but at a reasonable price.¹ Craft beers are considered to be higher quality, yet still affordable compared to their other alcoholic counterparts, which is why we chose to feature Wienerschnitzel at these selected craft breweries and festivals. Wienerschnitzel's hot dogs will not only be elevated by their high quality toppings, but also by their pairings with high quality craft beers.



T A S T E B R E A K E R S T O U R

MARCH - JULY	AUGUST - OCTOBER
NORCAL → OREGON April: San Francisco International Beerfest May - Auburn: Foothills Brewfest July - Portland: Oregon Brewers Festival	LOS ANGELES: Highland Park Brewery Mumford Brewing
SOCAL → TEXAS March - San Diego: Bankers Hill Art & Craft Beer Festival April - Phoenix: Arizona Craft Beer Festival May: Fort Worth Beer Festival	SAN DIEGO: Ballast Point Karl Strauss Amplified Ale Works Green Flash Brewing
	TUSCON: Dragon Brewing Co. Ten Fifty Five Pueblo Vida
	AUSTIN: Austin Beerworks Hops and Grain

18 | Taste Breakers Tour



Sponsorships

Sponsorships

Food Insider

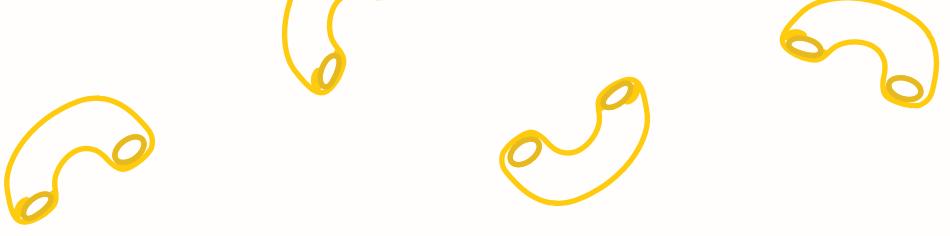


Food Insider offers multi-platform news articles, posts, and videos on new ideas and trends in the world of food. Wienerschnitzel will sponsor a week-long hot dog takeover of Food Insider, showcasing hot dog innovations from chefs and restaurants across the country. This sponsorship puts creative freedom in the hands of the journalists at Insider, allowing them to post any sort of interesting hot dog content they desire. With this fresh, engaging content, Wienerschnitzel will reignite consumers' excitement about hot dogs.

Podcast



It is no surprise that Trendmakers and Connectors love to talk about food.¹ We will take advantage of this ever-growing curiosity, by targeting commuters and fast food aficionados, with a sponsored episode of Sporkful. This podcast is known for its playful approach to food, with fun guests and unexpected topics; Sporkful's motto encapsulates their casual, candid attitude, "it's not for foodies, it's for eaters." In our sponsored episode, the hosts will discuss their experiences with food delivery fails — from pizza toppings stuck to boxes to unintentionally deconstructed desserts. This podcast will promote the introduction of Wienerschnitzel's innovative delivery packaging, as well as their new menu options.



Influencers

Our campaign will incorporate influencers by promoting sponsored content on their social media. Content created by these influencers offers an advantage, as they have a pre-established trust with their audience, making them more responsive to sponsorships. Wienerschnitzel can thus leverage influencer marketing to gain access to a more engaged audience. Our influencers, including YouTube channel WhatsUpMoms and comedian Chris D'Elia will generate positive engagements and garner millions of views.²



WhatsUpMoms

2,500,00 Youtube Subscribers

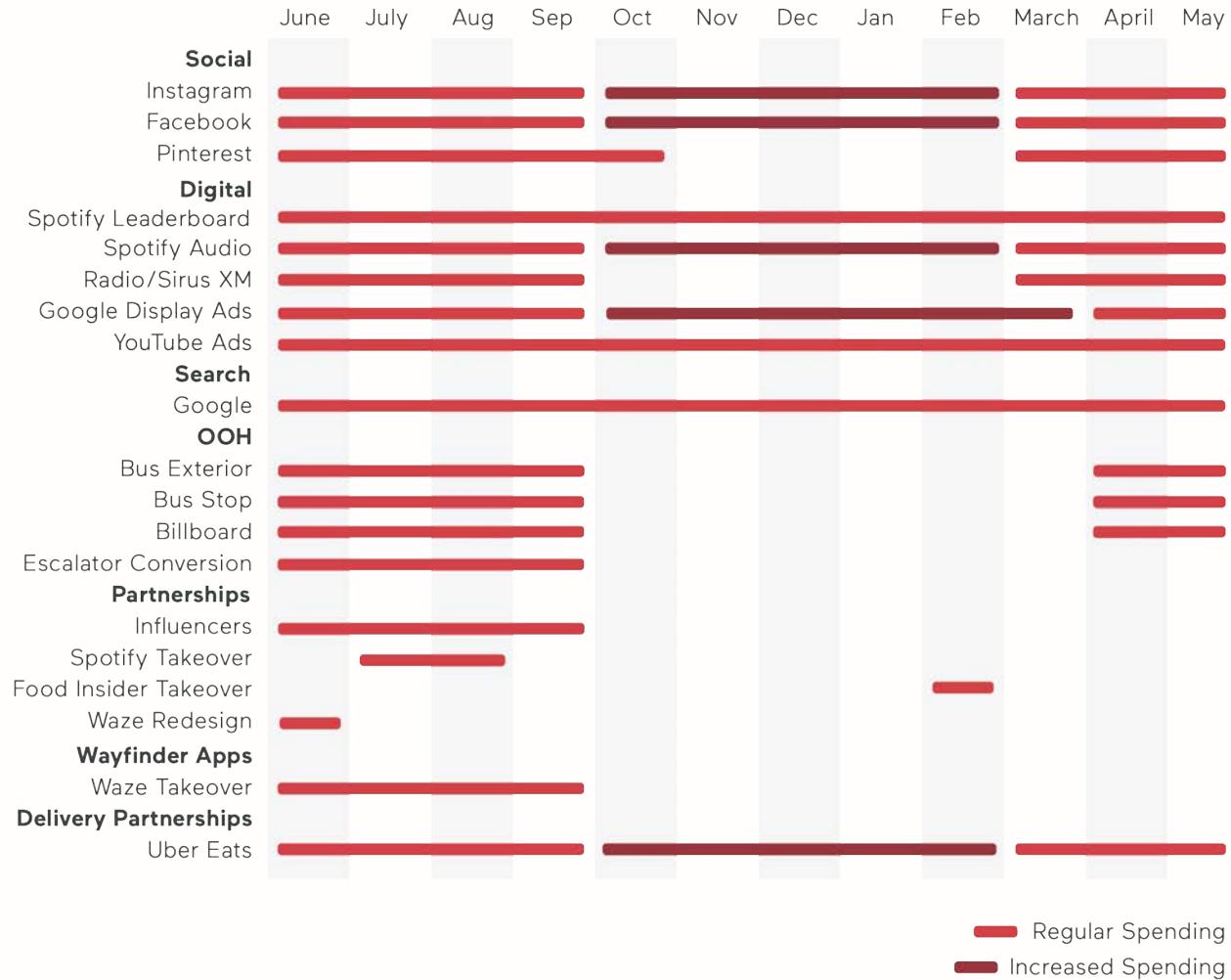


Chris D'Elia

1,500,00 Instagram Followers

Media Timeline

Our media campaign will be national, with heavy targeting in the Southwest United States, due to the prominence of Wienerschnitzel locations in that area. Starting in June 2018 and ending in May of 2019, our campaign will start strong during the summer to early fall months. During these months, social activities, sports, driving, and hot dog purchases are all at a peak,^{24,25} our selected platforms will take advantage of this opportune season and maximise conversions. During the off-peak months for hot dog consumption, an emphasis on digital media and delivery will keep awareness and purchases growing.



Budget and Metrics

ADJUSTMENTS

Throughout the campaign, we will be constantly monitoring exact KPI's, including conversions and clicks. Using these KPI's, we will adjust our spend towards more efficient platforms. In order to achieve a more accurate assessment of public perception and salience levels, we will also be conducting a focus group in December, halfway through the campaign. This focus group will help us gauge shifts in perceptions and adjust accordingly.

Category	Cost	Impressions
Social	\$3,900,000	820,429,647
Digital	\$2,300,000	500,602,410
Search/Digital	\$2,850,000	1,010,345,823
OOH	\$2,350,000	1,383,793,420
Influencers	\$584,00.95	9,287,394
PR Support	\$1,905,000	190,826,327
PR Activation	\$4,608,760	0
Partnerships	\$960,215	94,601,250
Delivery/Wayfinder	\$1,350,000	50,909,091
Other	\$4,180,000	0
Total	\$24,987,976	4,060,795,362