

MEET WHAT
(YOU'RE MISSING)



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CAMPAIGN OVERVIEW



EXECUTIVE SUMMARY

Since 1961, Wienerschnitzel has expanded from its modest beginnings as a limited-item restaurant into the World's Largest Hot Dog Chain, but contemporary sentiments towards hot dogs are negatively impacting the hot dog industry. Wienerschnitzel must lead the change and counteract common misconceptions that hot dogs are unhealthy, made from undesirable meat, and uncultured in order to boost industry sales. By showing Trendmakers and Connectors the truth about hot dogs and transferring existing positive associations with hot dogs into a variety of everyday contexts and meals, Wienerschnitzel can improve national perceptions and increase primary demand. To put things simply, Wienerschnitzel's objective is to position hot dogs as the **feel-good option we've all overlooked**.

In life, it is easy to accept preconceived notions and gloss over the inconspicuous opportunities around you. However, it's time to **Meet What You're Missing**. Our campaign encourages Trendmakers and Connectors to rediscover the quality ingredients and care that go into hot dogs while recontextualizing them in order to highlight their versatility. Through educational executions that excite consumers about hot dogs, we can leave them feeling good about consuming a product that can be personalized to their needs while adding value to their lives.

Our campaign is composed of effective media channels that will maximize engagement, target consumers based on affinity, and encourage customer engagement with hot dogs. By heavily emphasizing engagement across all our platforms, we hope to improve the perception of the hot dog and ultimately drive relevancy, sales, and brand affinity for Wienerschnitzel.

CAMPAIN OBJECTIVES

1 Cultivate trust in hot dogs by demystifying their contents and emphasizing that they are made with quality ingredients and care.

2 Generate excitement about hot dog consumption in everyday contexts by leveraging their positive associations with barbecues and sporting events.

3 Increase demand for hot dogs across all distribution channels by positioning them as a versatile option that can satisfy any appetite.

THE CHALLENGE

Replace negative attitudes toward hot dogs with more favorable perceptions in order to benefit both the industry as a whole and Wienerschnitzel specifically.

RESEARCH METHODS



OBJECTIVES

- Understand current perceptions of hot dogs and Wienerschnitzel within our target audience of Trendmakers and Connectors.
- Assess the most influential aspects of a fast food experience.
- Uncover contexts where hot dogs are consumed in contrast to other fast food options.

1,023 SURVEY RESPONSES

We distributed a nationwide Qualtrics survey to find what consumers look for in fast food.

When making fast food purchases, consumers prioritize food quality, price, and convenience.

117 FOCUS GROUP PARTICIPANTS

We designed four interactive activities to reveal hot dog consumption habits.

In contrast to other fast foods, hot dogs have a unique association with social occasions such as sporting events and barbecues, where they are most frequently consumed.

3 MARKET VISITS

We visited three Wienerschnitzel locations in order to experience the brand from a consumer's point of view.

47 MAN ON THE STREET INTERVIEWS

One-on-one interviews helped us gauge Wienerschnitzel's brand awareness and further understand common misconceptions regarding hot dogs.

Consumers cannot specify the ingredients that go into hot dogs, leading them to believe that the food is "gross" and "unhealthy."

36 UX SURVEYS

Given the tech-savviness of our target demographic, we recruited participants to audit the current Wienerschnitzel website in order to assess its usability.

"The website lacks focus and consistency with product and brand. It is also very random." - UX Survey Participant

215+ SECONDARY SOURCES

Secondary research provided a foundation for our primary research methods and guided our interpretation of market trends within the fast food industry.

COMPETITIVE LANDSCAPE

Although hot dogs have been around for decades, most people forgo them for other fast food options like burgers, sandwiches, tacos, and pizza. To assess how hot dogs can compete with these fast foods, we conducted a competitive analysis to identify opportunities for hot dogs to become top-of-mind. As low price and convenience are common to all types of fast food, we chose to focus on other distinguishing characteristics for each category:



SANDWICHES

Key Takeaways:

- + Fresh ingredients
- Easy to make at home

Opportunity for Hot Dogs:

Hot dogs are made from premium cuts of meat with sophisticated seasoning and they are not basic since they cannot be replicated at home.

BURGERS

Key Takeaways:

- + Popular American indulgence
- High market saturation

Opportunity for Hot Dogs:

Hot dogs have positive associations with sporting events, picnics and barbecues, and have the opportunity to stand out as a unique alternative in the fast food market.

TACOS

Key Takeaways:

- + Unique flavors
- Popularity restricted to certain geographic regions

Opportunity for Hot Dogs:

Hot dogs have unique flavor options and can appeal to a larger consumer base as an American classic.

PIZZA

Key Takeaways:

- + Perfect food for group occasions
- Fail to satisfy everyone's unique cravings

Opportunity for Hot Dogs:

Hot dogs can be tailored to individual preferences so there is no need to compromise even in group settings.

MEET THE TRENDMAKERS



THEY ARE BOLD

Try everything. Trendmakers are thrill-seekers, ready to experience new adventures, especially when it comes to exploring foods that other people have yet to embrace. With their trailblazing attitudes, Trendmakers are the perfect group to take hot dogs into new contexts.

Our campaign aims to entice Trendmakers with the excitement of something new and encourages them to consume hot dogs beyond the traditional venues of barbecues and baseball games.

THEY WANT QUALITY

Food fuels their soul. Trendmakers have high standards for what they eat, constantly searching for quality ingredients that provide the best taste. They are willing to indulge in food that is not the healthiest, as long as it offers flavors they can proudly stand behind.

Trendmakers know exactly what they want, but hot dogs are not their go-to option. Our research shows they distrust hot dog meat and its preparation, which deters Trendmakers from eating it regularly. Our strategy combats this negative stigma by showing how hot dogs are crafted with care, and through education, we can position hot dogs as a feel-good food option.

THEY VALUE PERSONALIZATION

Be different. Trendmakers strive to stand out. Food is a significant component of who they are, and a variety of options gives them the opportunity to express their individuality. Trendmakers do not think hot dogs can be personalized beyond ketchup and mustard.

However, the truth is consumers can actually select from an assortment of toppings and choose many different ways to incorporate hot dogs in their meals. This flexible opportunity for Trendmakers to take ownership of their eating experience enables them to satisfy their unique palates.

THEY WANT TO BE HEARD

Stay connected. Trendmakers love sharing their thoughts and adventures with the world. They use their tech-savvy skills to voice their opinions across various social media platforms, whether to share moments like attending a music festival or indulging in a mouthwatering meal.

Trendmakers are the optimal channel to spread the word about hot dogs due to the influential status they possess in their social circles. By aligning hot dogs with qualities that Trendmakers value, we aim to excite them about associating their online image with the food. The experiences they share on social media will spur those around them to consume hot dogs more frequently.

BEYOND THE TRENDMAKERS

There is another key group of consumers that is vital to overcoming current hot dog misconceptions - **The Connectors**.

Connectors share multiple attributes with Trendmakers: they both value the ability to personalize their food and often search for unique flavors and quality food options to indulge in. By targeting Trendmakers, our campaign inevitably attracts another sizeable group of consumers, Connectors, who wish to be like Trendmakers and mimic their consumption habits. Appealing to both groups of consumers simultaneously will allow us to gain enough momentum to overcome national biases and remedy the image of the hot dog.

CAMPAIGN STRATEGY

A number of common misconceptions have held hot dogs back from widespread consumption. After compiling and analyzing our market research, we have created a two-pronged strategic approach to improve overall consumer perceptions of hot dogs, with Wienerschnitzel at the forefront of this change.

THE FEEL-GOOD OPTION WE'VE ALL OVERLOOKED.

FEEL GOOD

Currently, consumers view hot dogs as an unhealthy food made from unsavory meat scraps. We aim to remediate these negative sentiments through education. By emphasizing that hot dogs are made from quality cuts of meat and seasoned with unique mixtures of herbs and spices, we hope to assuage concerns about the components of a hot dog and demonstrate that hot dogs are made with intention and care.

Key takeaway: Hot dogs can be a food consumers feel good about eating and sharing with their friends, both in person and through digital platforms. As soon as Trendmakers accept hot dogs as a credible fast food option, we are confident that Connectors will follow suit.

IN SHORT, WE EMPHASIZE



EDUCATION



EXCITEMENT



VERSATILITY

OVERLOOKED

Over time, hot dogs have developed lasting associations with vibrant American social occasions like barbecues and baseball games, but have been overlooked in other contexts. Our goal is to translate the positive experience of enjoying hot dogs at special events to everyday occasions so consumers consider them a viable option to satisfy their appetites anytime, anywhere. Hot dogs are worthy of recognition and consumption because they are not limited to the traditional frank and bun. They can also be chopped up and served as the primary source of protein for a variety of meals.

Key takeaway: By introducing hot dogs to new contexts and highlighting their incredible versatility, we strive to increase the food's overall consumption. Once Trendmakers embrace hot dogs as an exciting food they can enjoy in their day-to-day, we believe Connectors will too.



CREATIVE STRATEGY

MEET WHAT YOU'RE MISSING

MEET \ 'MĒT \ (v) : TO BECOME ACQUAINTED WITH
MISSING \ 'MISIN \ (v) : TO FAIL TO COME INTO CONTACT WITH AND (adj) : ABSENT FROM A PLACE



THE INTERPRETATION

It's time to pay attention to hot dogs, a food whose confinement to certain niches has left a hole in the current food zeitgeist.



THE CONNECTION

Wienerschnitzel understands that Trendmakers actively seek exciting new experiences when it comes to food, and hot dogs are the next great avenue for their food adventures.



THE CALL TO ACTION

Rediscover and educate yourself on hot dogs — an American classic that you have taken for granted for far too long.



THE EXECUTION

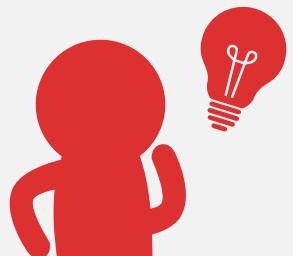
Our campaign playfully debunks common hot dog misconceptions and demonstrates new opportunities for hot dog consumption by highlighting their trustworthy composition of quality meats and exciting ability to be customized to anyone's palate.

MEDIA STRATEGY

Our media approach outlines a comprehensive three-phase strategy for Wienerschnitzel to redefine the hot dog experience on a nationwide scale. Our campaign will drive product reconsideration, facilitate trial, and strengthen brand association to promote positive recognition of hot dogs and increase their consumption the Wienerschnitzel way.

DRIVE PRODUCT RECONSIDERATION

We understand that consumers have established ideas about hot dogs. Thus, our main focus is to select platforms that will effectively reach Trendmakers and Connectors, and guide them to reconsider their existing perceptions. We will reach our consumer-base by strategically scheduling large-scale advertising on TV, radio streaming, out-of-home, and digital platforms. Finally, by targeting consumers through relevant social media messaging, we will keep hot dogs and Wienerschnitzel top of mind and encourage consumers to consider them in new avenues.



FACILITATE TRIAL

In-store samples and special deals will compel consumers to taste and appreciate the satisfying flavors of hot dogs. Direct engagement with our campaign will create positive experiences with hot dogs, ultimately increasing overall hot dog sales and bringing more consumers to Wienerschnitzel.



STRENGTHEN BRAND ASSOCIATION

We will use loyalty programs and user-generated content to cultivate a stronger relationship between the redefined hot dog and Wienerschnitzel. Through buzzworthy marketing like our experiential guerilla executions, we will foster more conversations surrounding hot dogs that will generate earned media and lead to our goals of increased customer retention and brand loyalty.



SOCIAL

DOG GONE



This amusing Instagram Story ad will portray people in various settings enjoying hot dogs - but the hot dogs are missing from the scene. These short videos will depict people in various locations squeezing condiments into their empty hands and biting into nothing. This ad maintains Wienerschnitzel's playful tone and leads viewers to realize the value hot dogs add to their experiences and further emphasizes that hot dogs can be enjoyed in any situation, from a concert to a work party.

Instagram Story ads have a high conversion rate of 20%, and drive direct engagement by conveying information in non-invasive and seamless formats. Users can also engage with Instagram Story ads by sharing them with others, thereby resulting in earned media and adding to the brand association promoted by this execution.

+92M IMPRESSIONS

Product Reconsideration + Brand Association

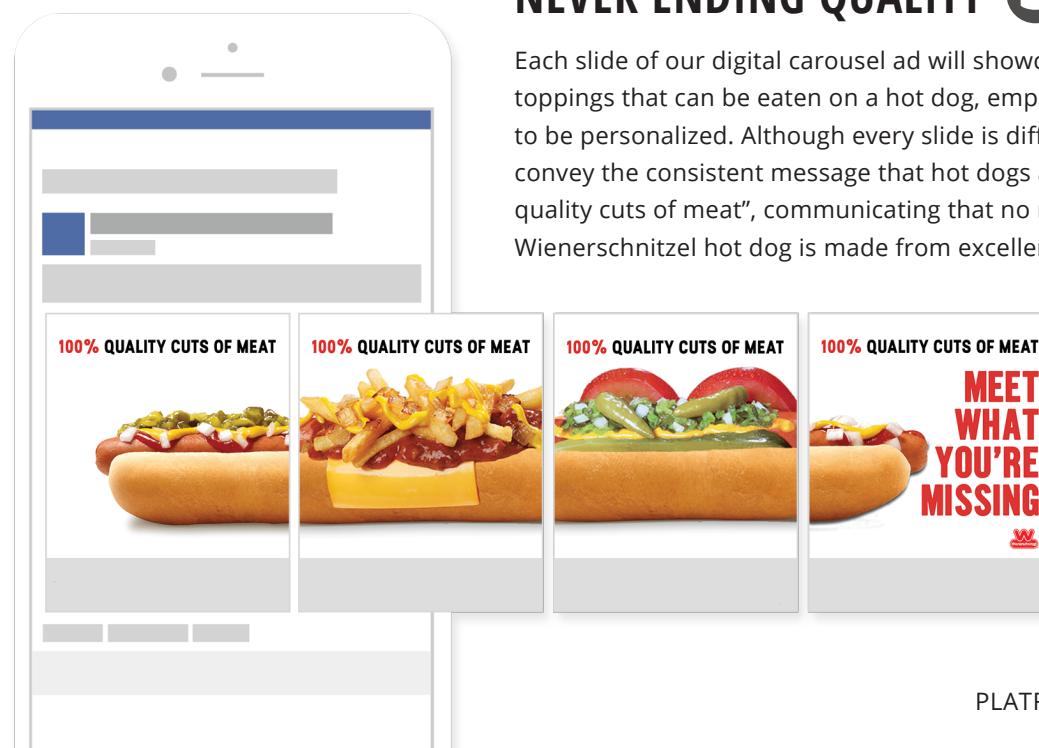


FACEBOOK

68% of adults in the United States use Facebook, and it is the top social media platform used by our target customers. On Facebook, brands can dynamically showcase their products through carousel ads, which drive 10 times more traffic in three months compared to a static image post.

INSTAGRAM

Carousel advertisements on Instagram are one of the most effective ways to convert customers, as 75% of users discover and purchase new products through carousel posts. The ability to show multiple images allows us to maximize content exposure, increasing the amount of brand messaging conveyed to audiences per post.



NEVER ENDING QUALITY



Each slide of our digital carousel ad will showcase different toppings that can be eaten on a hot dog, emphasizing its ability to be personalized. Although every slide is different, each will convey the consistent message that hot dogs are made with "100% quality cuts of meat", communicating that no matter the form, a Wienerschnitzel hot dog is made from excellent ingredients.

+290M IMPRESSIONS

Product Reconsideration

VIDEO

Due to unique audio-visual characteristics, video ads result in a 95% message retention rate with viewers, making it a powerful medium to educate consumers and subsequently drive product reconsideration throughout our campaign.

THE CHOICE

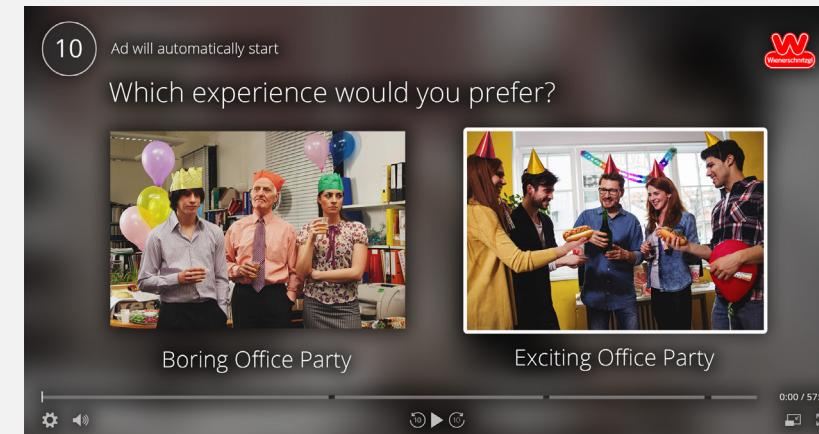


We will employ Hulu's ad platform to give viewers an interactive experience. Viewers will be presented with two choices: a boring office party where standard cheese and crackers are served, or an exciting office party where hot dogs are served. In both videos, a voice-over will express how Wienerschnitzel's 100% quality meat hot dogs can elevate any situation and are ideal for sharing with others. The interactive element will grab viewers' attention and reinforce the idea of hot dogs as a feel-good choice.

Interactive ads have shorter interruption times to keep viewers invested and fully engaged, resulting in a 50% increase in ad recall and a 45% increase in purchase intent. These advertisements will not only promote brand association, but also encourage customers to try Wienerschnitzel hot dogs.

+72M IMPRESSIONS

Product Reconsideration + Brand Association



GOOD MEATS



This short 15 seconds Facebook and Youtube video will open with a man grilling beef, pork, and turkey. He will declare that grilling is one way to prepare these meats, then, holding up a hot dog, he will state that the hot dog is another way, emphasizing that quality cuts of meat go into a hot dog.



+270M IMPRESSIONS

Product Reconsideration

73 QUESTIONS YOUTUBE VIDEO



As a parody of Vogue's 73 Questions, we will interview the Delicious One about hot dogs, their ingredients, and how they are made. This playful and relevant way to educate viewers about hot dogs will surely capture Trendmakers' attention due to the video series' relevance in pop culture. Placing this video on YouTube will help foster conversation about Wienerschnitzel through promoting brand relevance.



+130M IMPRESSIONS

Product Reconsideration

According to A/B testing research, shorter video advertisements drive 83% of all conversions from both 15- and 30-second advertisements. Therefore, we will run 15-second pre-roll ads on YouTube and 15-second mid-roll ads on Facebook to increase brand association and attain higher video completion rates.

AUDIO

Brand Association

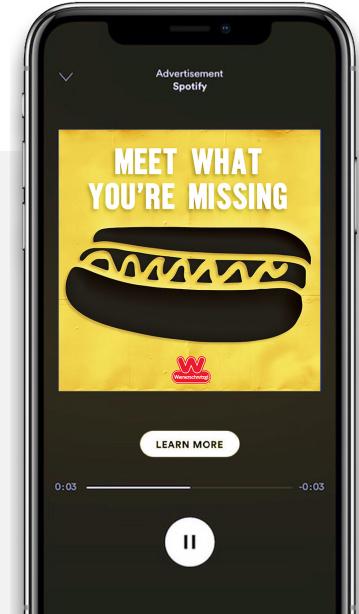
+67M IMPRESSIONS

GRILL INTERRUPTED



This comedic national 30-second ad will begin with Baha Men's "Who Let the Dogs Out", an immediately recognizable, yet culturally obsolete song. The song will play just long enough for listeners to question whether the song is actually on their playlist, then will fade into a humorous Wienerschnitzel ad that educates listeners on the hot dog's quality ingredients. Our billboard creative and our tagline will accompany the ad while it's playing.

Spotify audio and display ads will selectively reach 96 million non-Premium users by catering to listener profiles whose characteristics align with our target consumers. Our findings also show that households that are exposed to both audio and display ads drive 27% higher contributions to incremental sales compared to those exposed to only one ad format.



PODCAST



During ad breaks, podcast hosts will ask their viewers what is missing from the show, only to answer that it's the quality cuts of meat and the exciting variety of options found in hot dogs. The hosts will then have an open-ended discussion about hot dogs, highlighting that hot dogs are made with quality cuts of meat and establishing a brand connection to Wienerschnitzel.

We will air these ads on popular food and educational podcasts such as *Stuff You Should Know*, *Gastropod*, and *Savor* to provide personalized and relevant content that will resonate with these listeners. These podcast reads will give hosts the opportunity to send an authentic message to educate their audience on hot dogs and their versatility.

Our target audience encompasses both Connectors and Trendmakers, which composes 65% of all podcast listeners. We will sponsor podcasts whose listeners are already interested in learning about food, sponsoring ads on channels that explore cultural history, food science, and food history.

+2M IMPRESSIONS

Product Reconsideration

HOT DOGS IN PARADISE



This 30-second radio ad will play on local stations popular with Trendmakers and Connects such as news, top 40, and country music in regions with Wienerschnitzel locations. Each ad will entice listeners to visit their local Wienerschnitzel through descriptions of exciting flavors and quality in Wienerschnitzel hot dogs. Savory descriptions of Wienerschnitzel's hot dogs spoken over relaxing tropical island noises will both educate and elevate perceptions of hot dogs through this ear-catching ad experience.

According to Nielsen data, 92% of adults listen to the radio during the week, making it the most popular audio platform. We will use radio advertising to target our demographic during two peak radio times: 4 PM to 7 PM to reach dinner customers, and 7 PM to midnight to reach late-night snackers. Late night advertising increases the likelihood of impulse fast-food purchases such as hot dogs. Quarterly earnings reports for fast-food chains experience sales boosts of roughly 6% with the implementation of late-night advertising.

+8M IMPRESSIONS

Brand Association

PARTNERSHIPS

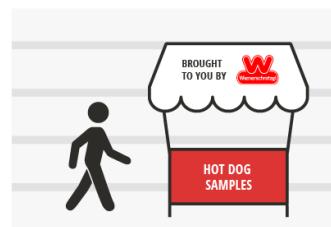
COSTCO PARTNERSHIP



We will partner with Costco through in-store sampling and promotional deals to facilitate trial and encourage consumers to purchase hot dogs. Aligning Wienerschnitzel with Costco's current promotional tactics will help convert consumers who purchase hot dogs at Costco into Wienerschnitzel customers. Costco is known for offering value and quality, leading their loyal customer base to trust in-store product samples which have conversion rates of up to 200%. Since the majority of Costco shoppers seek value for their money, loyal shoppers closely fit the characteristics of Trendmakers and Connectors. Costco locations also correlate geographically with Wienerschnitzel stores, particularly in California, Arizona, and Texas. As a result, this execution will strengthen brand association by introducing a loyalty program that converts hot dog consumers at Costco into returning customers of Wienerschnitzel.

+55M IMPRESSIONS

Facilitate Trial



At Costco, we will implement in-store sampling for hot dog brands that are already part of Costco's inventory to achieve our campaign goal of elevating hot dog perception.

An end-of-aisle Costco sample station will feature Wienerschnitzel branding and consumers will sample not only hot dogs, but also related condiments like mustard, ketchup, and relish.

After sampling, Costco customers will be encouraged to purchase hot dogs and condiments. If customers purchase a hot dog item and keep the receipt, they can exchange it for one free hot dog of their choice at Wienerschnitzel.

Customers coming to Wienerschnitzel from Costco can then join a loyalty rewards program in the form of a punch card — after 10 purchases, they'll be re-eligible for a promotion.

\$93,024,000
HOT DOG INDUSTRY PROFIT

\$883,200
COST TO WIENERSCHNITZEL

After a 6 month campaign at 160 Costco stores and 298 Wienerschnitzels in CA, AZ, TX and NM, we expect \$93,024,000 hot dog industry profit and \$883,200 cost to Wienerschnitzel. Overall, this execution will build consumer trust in hot dogs through Costco's sampling recommendations which will remind consumers of forgotten cravings and ensure that when hot dogs catch consumers' attention, Wienerschnitzel does too.

PARTNERSHIPS

SPICE UP YOUR LIFE



We will launch a sponsored BuzzFeed campaign utilizing two BuzzFeed hallmarks: quizzes and Tasty. In a BuzzFeed quiz titled "What Kind of Hot Dog Are You?", users will answer various questions to discover which Wienerschnitzel hot dog matches their personality. This fun online quiz will highlight the versatility of hot dogs and their ingredients while simultaneously demonstrating how hot dogs can be personalized to every consumer, an aspect Trendmakers greatly value.

We will also create four recipe videos on BuzzFeed's viral food platform, Tasty, which will be featured as sponsored pins on Tasty's Pinterest. The videos will detail unconventional hot dog recipes, such as the Chicago Hot Dog Biscuit Cups, and will link back to a BuzzFeed hot dog recipe article. These videos will bring hot dogs out of their usual contexts and elevate their image by presenting them in an exciting, worldly light.

We will implement native advertising through BuzzFeed sponsored posts and videos in order to seamlessly reach our target demographic while they scroll through their social media feeds. Additionally, we will promote Wienerschnitzel-branded pins to Tasty's 2.5 million followers on Pinterest, as research shows that Pinterest is one of the top five social media platforms used by Trendmakers and Connectors.

+75M IMPRESSIONS

Product Reconsideration



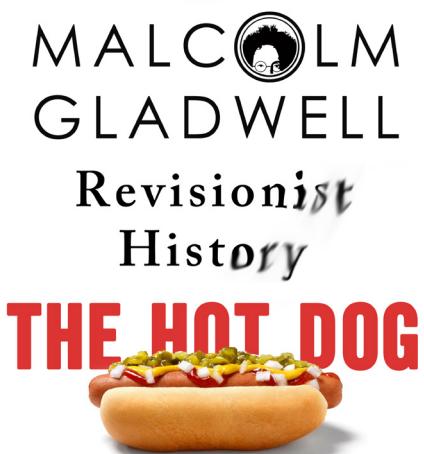
Search



★★★★★ 1

Chicago-Style Hot Dog Cups

● 45 minutes



MALCOLM GLADWELL



We will partner with esteemed author Malcolm Gladwell to feature hot dogs on an episode of Gladwell's Revisionist History, a popular podcast that reinterprets previously overlooked or misunderstood topics. In this episode, Malcolm will debunk common misconceptions of hot dogs, educate his audience about their sophisticated seasoning and smoking processes, and share their history in American culture.

With 14,300 monthly followers and 372,000 total subscribers, Malcolm Gladwell's podcast **Revisionist History** embodies Trendmakers' and Connectors' characteristics of curiosity, diversity, and discovery. Thus, Gladwell's podcast will attract our target audience through relevant content.

+14K IMPRESSIONS

Product Reconsideration

PARTNERSHIPS

CHRISSEY TEIGEN



"Let's Get Frank with Chrissy Teigen" will be a two-part Facebook mini-series hosted by celebrity and well-known food enthusiast Chrissy Teigen. In this series, she will deliver accessible, engaging, and informative content about hot dogs to viewers. Part One of the series will educate viewers on the history of hot dogs and break down the sophisticated process of how hot dogs are made with 100% quality cuts of beef, pork, and turkey. Part Two will feature a variety of Chrissy's favorite hot dog recipes. In order to further promote the videos, Chrissy will post two sponsored videos on her Instagram. With a social media following that consists of both Trendmakers and Connectors, the sponsored posts will boost viewership for the mini-series. As a best-selling cookbook author with an enormous social media presence, Chrissy Teigen will credibly elevate hot dogs as a quality, feel-good option by educating viewers on their ingredients and showcasing her favorite recipes.

We will air our Chrissy Teigen video mini-series on Facebook Watch and promote several sponsored posts for the series on Instagram as both of these platforms have targeting and sharing capabilities. Our decision to partner with Chrissy Teigen is based on her strong social media presence, particularly on Instagram, where she has 23.3 million followers where 48% are interested in food and restaurant related content. Additionally, Facebook Watch has 13 million daily users, and 40% share characteristics with Trendmakers. Therefore, we will jointly leverage Chrissy's social media popularity and high follower-engagement to promote our mini-series.

+29.5M IMPRESSIONS

Product Reconsideration



RYAN REYNOLDS



On National Hot Dog Day, we will partner with influencers who are popular with Trendmakers, most notably Ryan Reynolds, who will post photos of themselves eating hot dogs on Instagram and Twitter. Our influencers will post either a video or a picture of themselves eating a hot dog in a novel location, accompanied by #HowDoYouDog. Our goal is to create a viral hashtag that will spark user-generated content and make consumers excited about eating hot dogs any time, anywhere.

Our partnership with Ryan Reynolds will encourage his 13.1 million Twitter followers and 28.5 million Instagram followers to interact with him online and will create user-generated content related to our campaign. Through this partnership, Wienerschnitzel's will generate earned media which has a 28% higher engagement rate than standard brand posts, and the user-generated content will effectively spread our campaign message in a format that is naturally integrated into users' social media feeds.

+20M IMPRESSIONS

Product Reconsideration + Brand Association

OUT-OF-HOME

Throughout the year, our campaign will run three out-of-home advertisements in four-month intervals: billboards, bus stop ads, and wild postings. Our nationwide campaign will direct viewers' attention to hot dogs and our local ads will attract customers to a Wienerschnitzel storefront. To optimize relevant viewership, we will place these advertisements across 22 major U.S. cities that contain high percentages of both Trendmakers and Connectors. Research has shown that approximately 71% of consumers pay attention to out-of-home advertisements, ultimately leading to about a 200% boost in ad awareness.



WHO LET OUR DOGS OUT?

A series of "MISSING" posters for hot dogs mimicking our bus stop ads will be posted along with our tagline, "Meet What You're Missing". A play-on-words of our tagline, the postings will educate people on the variety of toppings and quality ingredients in hot dogs.

+530M IMPRESSIONS

Product Reconsideration



MISSING OUT

A cut-out silhouette of a hot dog titled "Meet What You're Missing" will emphasize the overlooked aspect of hot dogs through its literal absence from the billboard. The different city backgrounds, appearing through the cut-out, will also associate hot dogs with a variety of new contexts and environments.

+400M IMPRESSIONS

Product Reconsideration + Brand Association



LOST DOG

Playing off of our tagline, "MISSING" ads of different hot dogs will be posted at bus stops. Each eye-catching installation details the specific toppings last seen on each respective hot dog, and lists quality cuts of meat as a defining attribute for all of them. This playfully garners consumers' attention while educating them about hot dog quality and versatility.

+685M IMPRESSIONS

Product Reconsideration + Brand Association

GUERILLA

HOT DOG HIJINKS 😊

This two-part execution will cultivate excitement about hot dogs and bring them top-of-mind by blatantly removing the hot dog experience from a baseball game. The first part of this execution occurs at an MLB Spring Training game in the Southwest region, where they will announce that no hot dogs will be served during the game. The Jumbotron will show subsequent crowd reactions of frustration and disappointment while several fans are interviewed about how they feel. Finally, a second announcement will state that all hot dogs will be free during the game and the crowd's relieved reactions will be displayed on screen.

During the World Series, Wienerschnitzel will air a TV commercial recapping this experiment, highlighting attendees' adverse reactions in order to drive product awareness and consideration. We will then announce that Wienerschnitzel is partnering with Uber Eats to offer free delivery from any hot dog restaurant, as well as a "Buy One, Get One Free" deal from Wienerschnitzel restaurants for the first 1,000,000 people who order during the first four games of the World Series.

By showing audiences the emotional uproar that occurs when hot dogs are taken away, this execution effectively demonstrates that having a hot dog is an important and positive experience for many people that should not be limited to sporting events. Having a hot dog is an exciting and social act that can be experienced anytime, anywhere - even in the comfort of your own home.

SPRING TRAINING

By partnering with a baseball stadium in the Southwest during the MLB Spring Training Season, we will reach a large audience that encompasses our target consumers. Additionally, the environment of this execution will prepare consumers for a similar ad-experience during the World Series commercial.

WORLD SERIES

Based on Wienerschnitzel locations and population data, we expect Wienerschnitzel to fulfill 20% of all U.S. orders from this execution, and other hot dog restaurants around the nation to complete the remaining 80%.



+14M IMPRESSIONS

Facilitate Trial + Product Reconsideration



GUERILLA



+17M IMPRESSIONS

Facilitate Trial + Brand Association

Driving a 20% increase in returning visitors, earned media will not only depict unique ways to experience hot dogs, but will also promote informed purchases and brand credibility with cost-free exposure.



THE HOT DOG HIJACKS NATIONAL BURGER DAY



We want to show consumers that hot dogs are a great quality food option that are just as viable for consumption as hamburgers. Playing on our campaign tagline, this clever execution will entail hot dogs hijacking National Burger Day to show consumers that they are not missing hamburgers on National Burger Day... they are missing hot dogs!

This execution will roll out across all digital platforms through our Trendmaker-followed influencers, who will share posts of themselves eating hot dogs while wishing everyone a "Happy National Burger Day" with the #NationalBurgerDay hashtag. This will create widespread attention for hot dogs and generate earned media for the Wienerschnitzel brand. In addition, Wienerschnitzel will host an "eat-and-greet" with our two leading celebrity influencers, Chrissy Teigen and Ryan Reynolds, at the Wienerschnitzel location in Santa Monica, CA. Both stars will promote this event across their social media channels, sharing content of them cooking hot dogs and meeting fans.

In addition, Wienerschnitzel will share mock postcards on its social media accounts featuring the Delicious One in a variety of places across the country, such as a tropical beach or a scenic canyon. This emphasizes how baseball parks and BBQs are not the only place where consumers can enjoy hot dogs, a key message throughout our campaign. The copy on the postcards will read "Missing YOU on National Burger Day!" signaling that Wienerschnitzel hot dogs are feel-good options that are available to consumers on any day and on any occasion.

We will again leverage Wienerschnitzel's partnership with Uber Eats in regions with Wienerschnitzel locations and offer free delivery on 50,000 hot dog purchases. This will competitively bring hot dogs in direct contention with burgers for consumer consideration.

AD TECH, TV, AND SEARCH

A/B TESTING

Through A/B testing, we will determine which creative executions appeal most to our audience. After serving different versions of ads to the same consumers, we will track engagement with each version and optimize toward the best performing variations.

DATA MANAGEMENT

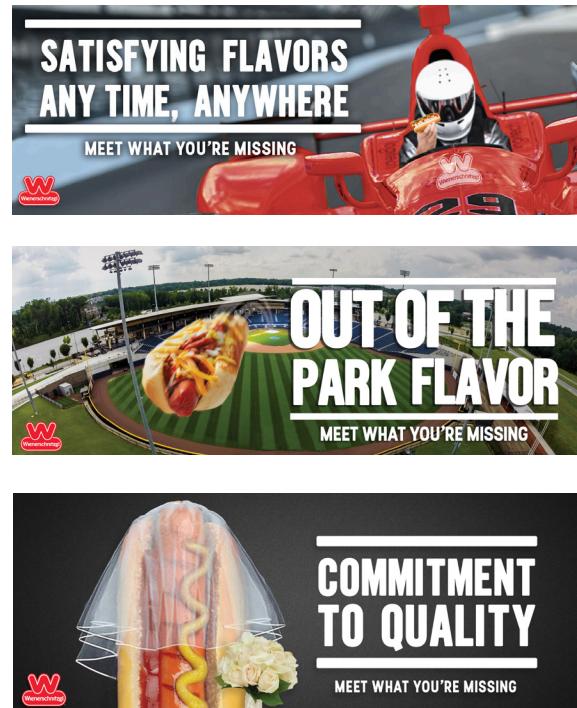
We will leverage Adobe Audience Manager as a data management platform (DMP) to collect data, construct target audience profiles, and analyze each audience's engagement with our campaign. Using this information, we will serve tailored ads to customers by integrating with Adobe Audience Manager demand-side platforms (DSP).

TV

TV advertisements are crucial to keep Wienerschnitzel's brand top-of-mind for Trendmakers and Connectors because they interact with TV more than any other media platform during the day. We will run TV advertisements on NBC and ABC for 5 months during 5 primetime shows, with our commercial running on each show once a week. Using TV in addition to other multi-platform executions will exponentially increase the total overall impact on our audience.

+44M IMPRESSIONS

Product Reconsideration +
Brand Association



PROGRAMMATIC



Display ads will emphasize hot dog quality, the many contexts where they can be consumed, and their versatile toppings. These ads will place hot dogs in goofy and exciting contexts, such as a wedding or a prominent NASCAR race, ultimately positioning Wienerschnitzel as an enticing and fresh option.

We will capitalize on the targeting capabilities and wide reach of programmatic display ads to present our target consumers with relevant creative content that interests them. Creative ads will be served to our audience based on demographic information, search history, and other specific characteristics. As a result, programmatic display ads will effectively capture consumer attention through personalized advertising experiences, leading to higher engagement with the campaign and increased brand association.

+300M IMPRESSIONS

Product Reconsideration +
Brand Association

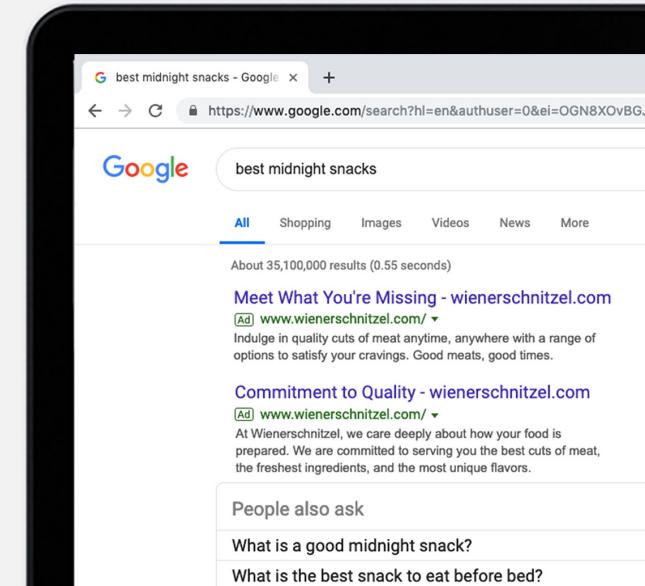
SEARCH



We will use Google Adwords to serve real-time sponsored search results on both desktop and mobile platforms. By leveraging keywords such as "hot dog" and "best midnight snacks", Wienerschnitzel will be one of the first restaurants customers see when they search for satisfying food options. Furthermore, with an average ROI of 200% and a click through rate of 65%, search advertising allows us to effectively reach our target consumer base while efficiently spending our budget.

+100M IMPRESSIONS

Product Reconsideration +
Brand Association



KPIs

We will utilize different key performance indicators (KPIs) to measure distinct components of our campaign performance. Our goal is to leverage the tools that different platforms provide to help us evaluate Wienerschnitzel's success, both within the company and in comparison to its competitors. We have decided to utilize varying KPIs to measure the performance success of our campaign across our three goals of driving product reconsideration, facilitating trial, and strengthening brand association. Altogether, these indicators will assess how consumers view Wienerschnitzel through our campaign's objective of presenting hot dogs in a positive light.

DRIVE PRODUCT RECONSIDERATION

CUSTOMER SURVEYS VIA SURVEYMONKEY

We will distribute surveys to consumers using SurveyMonkey to understand how customers perceive hot dogs.

SOCIAL INTELLIGENCE VIA SOCIAL BAKER

Social marketing intelligence offers a comprehensive understanding about the perception of the hot dog by analyzing social media metrics such as reach, impressions, engagement, and mentions. Specifically, we will use Social Baker because this tool aggregates data from Wienerschnitzel's and its competitors' social media platforms.

SENTIMENT ANALYSIS VIA SALESFORCE SOCIAL STUDIO

We will continue to use Salesforce Social Studio to track the semantics of online conversations about hot dogs and their associated positive, neutral, or negative attitudes. We will specifically focus on neutral to positive and negative to positive sentiment conversions.

FACILITATE TRIAL

SALES

We will determine the success of our trial-related executions by identifying statistically significant growth in hot dog sales using quarterly sales data from American industry suppliers.

STRENGTHEN BRAND ASSOCIATION

TRACKING MONTHLY VISITS

We will track customers' monthly visits to Wienerschnitzel locations to assess if customer loyalty has increased throughout the campaign and utilize that data to optimize our campaign strategy.

CUSTOMER LOYALTY INDEX

In order to assess brand loyalty, we will measure Customer Loyalty Index (CLI) through consumer surveys. CLI measures how likely customers are to refer the brand to others and to purchase from the brand again. We will aim for an index score of at least 75, which indicates a shift in customer mindset from indifference to high favorability towards the brand.

FLOWCHART



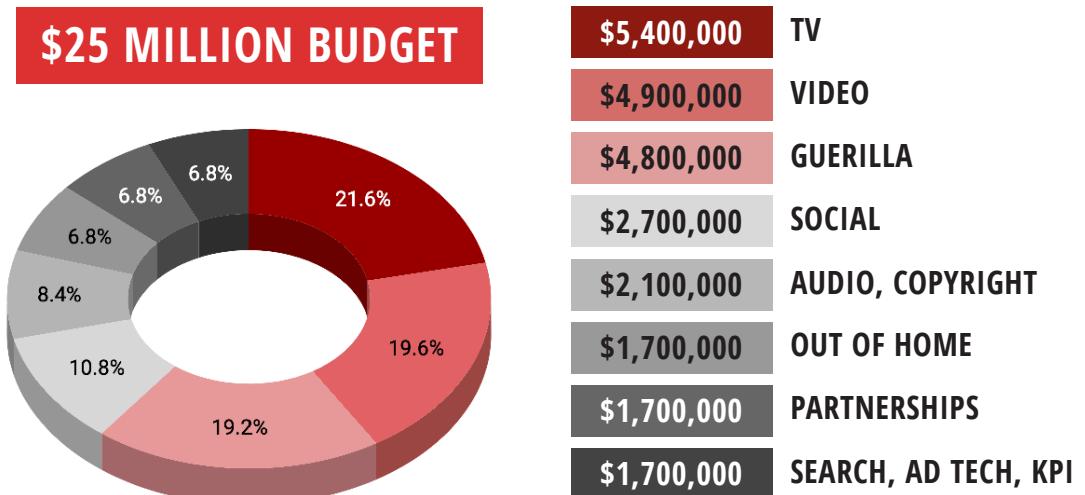
ONE DAY EXECUTION

RUNS ENTIRE MONTH

BUDGET AND ROI

BUDGET

We will optimize our budget by directing 45% towards product reconsideration, 25% towards facilitating trial, and 30% towards brand association. The majority of our budget will drive industry-wide hot dog reconsideration by creating positive perceptions of hot dogs through advertisements on video platforms, out-of-home placements, social media, TV, and partnerships. We will also allocate budget towards guerrilla marketing and our in-store Costco execution to encourage consumers to try hot dogs and purchase them regularly. Lastly, we will allocate budget to executions that drive positive brand association. We will serve ads on platforms such as traditional radio, localized out-of-home, programmatic display, and search to link the Wienerschnitzel brand with the improved image of the hot dog.



CAMPAIGN EVALUATION

BRAND

14.3%

BRAND LIFT

8X

ROI

Brand lift measures the total increase in Wienerschnitzel brand association. Our campaign aims to improve brand lift by promoting ad recall and Wienerschnitzel product consumption.

Return on investment (ROI) for the brand compares the increase in sales of Wienerschnitzel's hot dogs to the amount of money spent on brand-specific executions.

INDUSTRY

16.7%

INDUSTRY LIFT

12X

ROI

Industry lift measures the total increase in customer interaction with hot dogs throughout the campaign. We will achieve industry lift through increased awareness and consideration of hot dogs as a go-to food option.

Return on investment (ROI) for the hot dog industry is determined by the increase in overall hot dog sales resulting from our campaign.