



**NSAC**  
NATIONAL AAF STUDENT  
ADVERTISING  
COMPETITION®

TEAM  
**531**

# INTRODUCTION

2

## >> TABLE OF CONTENTS

Introduction	2
Strategy	3
Creative	9
PR	17
Media	21
Conclusion	25

## >> EXECUTIVE SUMMARY

After many years of decline, the frozen food industry has begun to stabilize and is projected to achieve a 0.6% growth in the next five years. However, as **disposable incomes rise**, people are **choosing to eat out** and **seek fresher alternatives**. Consequently, **prepared meals** are increasingly becoming quick and affordable substitutes for frozen meals.<sup>1</sup>

Increasing focus on **health consciousness** is giving frozen food a bad reputation among **millennials** who practice a **nuanced approach to health**. For millennials, being healthy doesn't mean eating food that is restrictive or boring, especially when modern technology places numerous easy and nutritious options at their fingertips. Brands that meet these expectations stand out and are rewarded with trials, purchases, and loyalty.

### TAI PEI

With its **original takeout box packaging**, Tai Pei immediately differentiates itself from other frozen food products. It offers a **variety of quality Asian entrees, appetizers and snacks** that have helped it stay a strong contender against more well-known frozen food competitors with larger marketing budgets.

In Spring 2017, Tai Pei launched an innovative product line that features more convenient packaging, healthier ingredients and better taste. Positive customer reviews indicate the products show great potential in influencing millennials to **reconsider** their **negative preconceptions** about frozen food.

## OUR CAMPAIGN AIMS TO

- 1 **Combat negative perception** of the frozen food industry
- 2 **Increase brand relevance** for millennials through Creative and PR executions that highlight how Tai Pei readies customers for **Limitless Possibilities, Putting Yourself Out There**, and an **Adventure of a Lifetime**
- 3 **Deliver verifiable results** through media channels that advance customers through the **Awareness, Trial, and Loyalty** purchasing stages

# RESEARCH AND METHODOLOGY

3

## >> RESEARCH OBJECTIVE

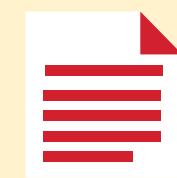
Our challenge with this case was threefold: to increase awareness and trial of Tai Pei, to combat the negative perception of frozen food and to increase consideration of frozen food offerings as meals among millennials. To do this, we wanted to truly understand younger millennial behavior. We wanted to explore their eating habits, their lifestyles and their values. Furthermore, we wanted to gauge their interaction with Tai Pei as a product and as a brand.

## RESEARCH OVERVIEW



**1538**

RESPONDENTS



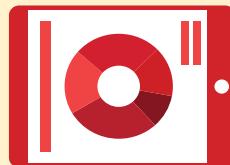
**4 hrs**

OF IN-STORE  
OBSERVATIONS



**15**

COOK  
ALONGS



**300+**  
hrs

SECONDARY  
RESEARCH  
(including social  
media sentiment)



**25**

IN-DEPTH  
INTERVIEWS



**36**

TASTE TESTS

## >> SECONDARY RESEARCH

To supplement our primary research, we went through several secondary resources. This included over 300+ hours of analyzing IBISWorld, Mintel and online consumer reviews on YouTube, Facebook, Twitter, Walmart and Instagram to gain a sense of the industry, millennial consumer lifestyles and general Tai Pei perception.

### RESEARCH HIGHLIGHTS

In regards to millennial eating habits and the frozen/prepared meal industry, we found:



**34%** of millennials would like a brand more if they used social media<sup>2</sup>



**45%** of consumers aged 18 and above eat prepared meals because prepared meals are useful to have on hand when they don't want to cook<sup>4</sup>



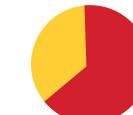
Grocery wholesalers account for **51.1%** of the frozen food industry's revenue<sup>1</sup>



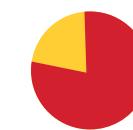
Single-serving frozen meals make up **39.6%** of the revenue of the frozen food industry<sup>1</sup>



**73%** like to try new prepared meals/sides<sup>4</sup>



**69%** like to customize prepared meals/sides by adding their own ingredients<sup>4</sup>



**76%** say they would eat more prepared meals if the prepared meals were less processed<sup>1</sup>



While **60%** of millennials enjoy cooking, **44%** would love to cook more<sup>3</sup>

# RESEARCH METHODS

## SURVEY

4

### >> OBJECTIVE

Considering the fragmented perception of frozen food, our goal was to **identify differences between likely and unlikely customers** of single-serving frozen meals. Our focus with the survey was on demographics, shopping habits, frozen food perception and eating habits. From the survey, we created separate consumer profiles for consumers who were likely (consumed 1 to 2 frozen meals per week) and unlikely (consumed 0 frozen meals per week) to purchase single-serving frozen meals.

### >> FINDINGS

#### OVERALL STATISTICS

Top three descriptors of frozen, single-serving meals:

#### Unhealthy, Convenient, Tasteless

**64%** found frozen, single-serving meals to be unhealthy

**52%** were likely to give up nutritional value for convenience

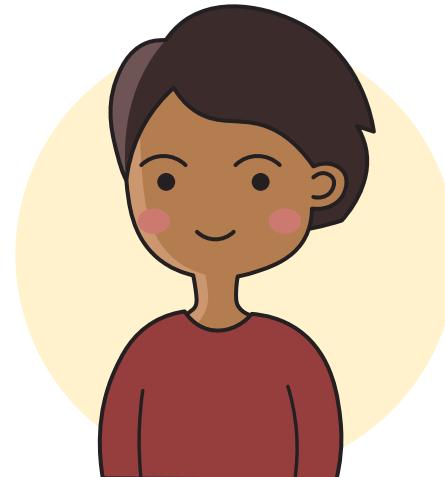
**56%** look at nutrition labels on packaging

**66%** were likely to try new and unfamiliar cuisines

**55%** like to cook but do not have time to do so

**72%** make food choices based on recommendations from friends/family

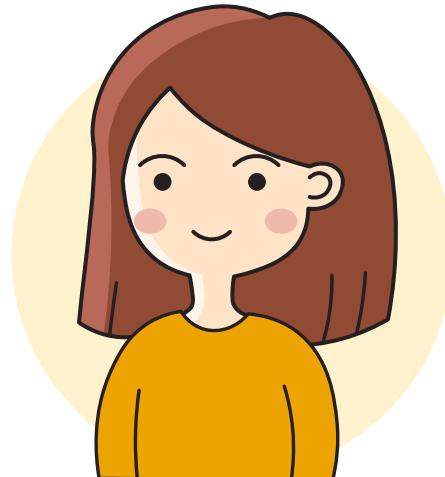
### CONSUMER PROFILES



#### LIKELY CUSTOMERS

##### Eat 1 to 2 frozen meals a week

For these customers, **portion size, price and nutrition** were important purchasing factors when choosing which frozen meal to purchase. As a group, they found frozen meals to be **relatively unhealthy** but did mention that they were **likely to give up nutrition for convenience**. They were highly likely to **customize** their frozen meal and try new and different cuisines. If they did not have the time to cook, they would either **eat a frozen meal or order in**. Additionally, they are likely to look at nutrition blurbs, with particular focus on the phrases 'Low Calorie' and 'Low Sodium.'



#### UNLIKELY CUSTOMERS

##### Don't currently eat frozen meals

For these customers, if they were to purchase a frozen meal, the most important purchasing factors would be **nutrition, price and taste**. As a group, they found frozen meals to be **unhealthy** but did mention that they would **sometimes give up nutrition for convenience**. They were highly likely to try new and different cuisines. If they did not have the time to cook, they would either **eat a pre-prepared meal or order in**. Additionally, they are likely to look at nutrition blurbs, with particular focus on the phrases 'Low Calorie' and 'Low Sodium.'

# RESEARCH METHODS

## FOCUS GROUPS & IN-DEPTH INTERVIEWS

### >> OBJECTIVE

Our focus groups allowed us to isolate the defining characteristics of the millennial market - particularly what they **value**. We conducted 25 in-depth interviews with younger and older millennials either in a group setting or individually. Our goal was to identify what makes the younger millennial different as a consumer segment, while having an-depth discussion about their frozen food consumption.

### FROZEN FOOD CONSUMPTION

- 1 Consistent with our survey, both types of respondents stated that they would choose frozen food over other prepared meal options due to its **convenience**. The younger millennials particularly appreciated having **no dishes to wash** when consuming the frozen meal.
- 2 Most respondents mentioned that they would only substitute a meal for a frozen food offering if it was already in their freezer. The main issue is **getting the consumer to test the trial first**, after which the consumer is more likely to stock up on the product in the future.
- 3 Respondents were attracted to **nutrition blurbs** on the packaging as opposed to reading through the entire label on the back. They reduced the amount of time they spent while shopping.
- 4 Most respondents preferred brands that carved out a **niche** for themselves within a larger food segment. For example, if a brand had multiple cuisine offerings, they were less likely to try it because they would have to make time to try all of the products.
- 5 When asked how they viewed individuals who ate frozen meals regularly, respondents described them as extremely **busy** individuals.
- 6 Recommendations from **family and friends** exert a huge influence on the younger millennial's food choices.
- 7 **Good customer service** was important to both groups. They preferred brands that listened to their concerns and desires through new flavor offerings and social media outreach.
- 8 Through their life transitions, younger millennials appreciate **balance** in their life. This balance comes from actively taking time out from work to explore new interests, or eating better in a week during which they have not exercised.
- 9 When asked if they had any regrets, younger millennials mentioned that all their past experiences, good or bad, were lessons. They believed they would have the **opportunity** in the future to better themselves.
- 10 Younger millennials were more willing to **shift jobs** more frequently than older millennials who preferred to stay in the same job to reap the benefits of a possible promotion.
- 11 Younger millennials would choose **adventure** over stability - they preferred a life filled with unexpected obstacles they could navigate around.

# RESEARCH METHODS

## SHOP-ALONGS & COOK-ALONGS

6

### >> OBJECTIVE

In order to understand shopping and food preparation behavior in a natural setting, we conducted 4 hours of in-store observation, 10 shopalongs and 25 cookalongs. With the shopalongs, we shopped with younger millennials while they went through their regular grocery shopping trip, paying close attention to their interactions with the frozen food aisle. With the cook-alongs, we observed a direct interaction between the target consumer and a Tai Pei product offering.



### COOK-ALONG FINDINGS

Most participants found the packaging to be **interesting and different**, reminding them of a takeout container. They particularly appreciated how easy it was for them to travel with the box. The process to make the meal was **straightforward** and they enjoyed the prospect of not having to do any dishes. Upon first glance at the product, participants immediately noticed how **balanced** the meal was with the abundance of vegetables, protein, and starch. This gave us great insight into what qualities of Tai Pei we can highlight and capitalize on to engage the younger millennial.

### SHOPALONGS FINDINGS

While in the frozen food aisle, most participants **skipped** the 'Meals for One' section where Tai Pei was predominantly stocked at. There was a general perception that these offerings were not cost efficient and the section simply did not stand out in the aisle.

1

**Deals** were important as the participants actively searched for bundle packages and the cheapest options in almost every aisle.

2

In order to reduce the number of grocery trips they had to make, participants looked for products that would not perish shortly after purchase. Most participants found this to be a redeeming quality for frozen meals but also mentioned that as a result of their **stocking up**, brands they knew and trusted were important to them.

3

Participants paid close attention to **calorie count and sodium levels** of each product, with particular consideration for diet options.

4

Participants browsed through product offerings by brands they were **familiar** with and knew tasted good.

5

Frozen meals were considered **fast and easy**.

6

# SEGMENTATION OVERVIEW

7

Using a unified message and campaign, we wanted to leverage the similarities within and idiosyncrasies of the younger millennial market. As a result, we decided to call our target segment: **The Novelty Seekers**.



## >> NOTABLE QUALITIES

The Novelty Seekers appreciate the **little adventures** in their days that set it apart from the rest. They do not want to be stuck in the **mundane routine** of simply waking up, going to work and sleeping. As a result, they actively seek out extraordinary moments in their ordinary days.

## >> LIFESTYLE

Having grown up in a world of **choice**, this segment is excited to explore the various **opportunities** the future can present them with. They want to **seize** all these opportunities and **cherish** the time they have to do so. They would rather choose a life with unstable roadblocks over one with **monotonous stability**. Now, more than ever, they are presented with several opportunities and experiences. They are going through some major **life transitions** - whether that may be starting college, living on their own, graduating or starting a new job - it is an incredibly **exciting** time in their life.



## >> EATING & SHOPPING HABITS

This segment likes the sense of **exploration** that comes with food, whether that may be in their choice or customization of it. It would be ideal for them to explore a cuisine without it being a burden on their **wallet and time**. As food plays an integral part in their life, they are also conscious of what they put in their body. Their idea of health is rooted in a **balance** between exercising and eating right. Furthermore, if they were to stock up on food, they would rather do so with a product they know will taste good and is **cost efficient**. As a result, they look for brands with a **speciality** and are more willing to search within the multiple options offered by that brand.



## >> BRAND COMMUNICATION

Through its speciality products, Tai Pei embraces a Novelty Seeker's spirit of exploration, while establishing itself as a brand they can trust to provide them with a quick and convenient meal. It helps them avoid falling into monotonous routines by opening up time in their schedules to explore different interests and opportunities. In this way, the brand is a **companion** to and **catalyst** for adventure. With Tai Pei's convenience and novelty, coupled with the price and no preservatives, consumers do not have to compromise on health, convenience, or exploration.

## >> HUMAN INSIGHT

**Millennials cherish the time and freedom that enables them to explore all possible opportunities that allow them to depart from a life of mundane routine**

1

2

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4

5

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### POSITION

Tai Pei as the opportunity to stray away from the rituals of everyday life by leveraging its exciting flavors and product selection, providing Novelty Seekers with their daily small adventures.

### EMPHASIZE

the quick meals, durable packaging and no preservatives along with the balanced portions of protein and vegetables to establish the brand as the wholesome and on-the-go option for a daily meal.

### ELIMINATE

the notion that there has to be a trade off between health, convenience and exploration. Tai Pei provides the Novelty Seekers with a balanced meal presented in a quick and exciting single-serving Asian meal.

### BUILD

awareness of Tai Pei's multiple product offerings within its speciality of Asian cuisine. Though Novelty Seekers appreciate variety, they would prefer to sample from a brand they trust.

### HIGHLIGHT

the convenience and little effort associated with the meals, from its preparation to its consumption through an emphasis on the quick preparation and minimal dishes involved.

### CONNECT

with the younger millennials' struggles to hold onto their roots while forging their own paths by recognizing their life transitions, especially during their early years of adulthood and independence.

## >> POSITIONING STATEMENT & TONE

Tai Pei understands the Novelty Seekers' desires to deviate from monotonous routines and does so in a lighthearted and refreshing tone. It strikes a connection as a companion in their journeys to seize exciting opportunities that come their way. Tai Pei provides the Novelty Seeker with a departure from their mundane routines that is tailored to their busy and transitory lifestyles. Offering a balanced and novel meal, an adventure with Tai Pei provides the Novelty Seeker with the sustenance to seize prospective opportunities. **Little Tai Pei adventures can lead to bigger discoveries!**

# CREATIVE

As millennials go through major life transitions, they start to appreciate that young adulthood has a lot to offer, whether in professional, social, or personal spheres. These opportunities are what **challenge and intrigue** millennials and make life more **exciting**.

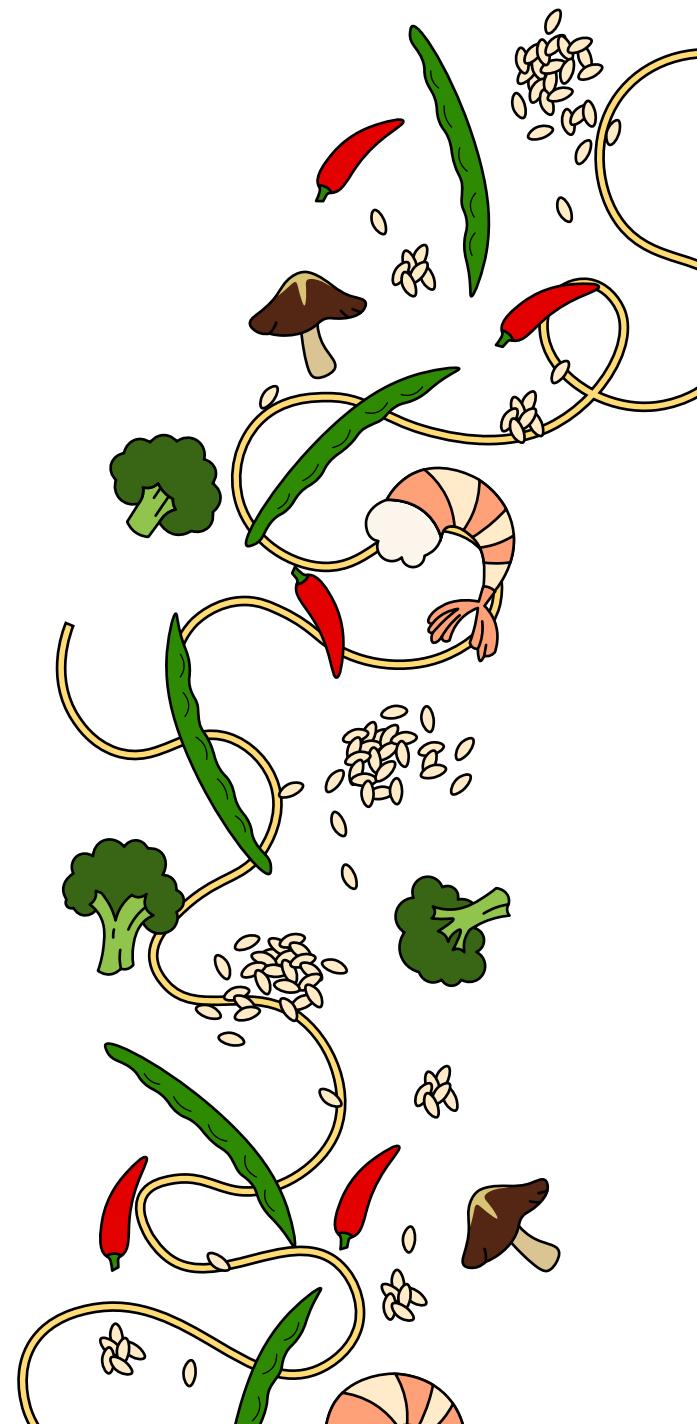
Today could be the day they take that last seat on a road trip with friends. Or land an interview for their dream job. Perhaps, their little victory could be discovering **a new favorite meal** in the frozen food aisle. As they navigate through all these adventures, they need something bold yet reliable to keep them going. Tai Pei, with its vibrant flavors and convenience, is the perfect accompaniment for millennials' adventure-filled lifestyles. Tai Pei will be with them every step of the way, waiting in the freezer as a constant reminder of all the fun journeys life has in store. Tai Pei is

**'Ready for You'**

This central message captures the excitement of

- 1 opening a box of Tai Pei's **interesting and unique flavors**,
- 2 the numerous unexplored **opportunities** that lie ahead for young
- 3 and the **convenience** of Tai Pei meals, ready to be consumed anytime.

We saw this story play out on a spectrum of increasing intensity: from the adventure mindset of **Limitless Possibilities** to the intentionality of **Put Yourself Out There** to the unforgettable **Adventure of a Lifetime**.



# CREATIVE EXECUTIONS

LIMITLESS POSSIBILITIES

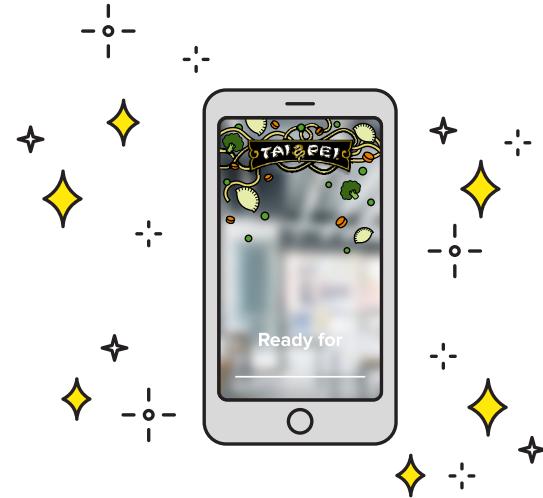
10

## >> SOCIAL MEDIA



### SHAZAM

Whether day-tripping to the beach or battling daily commutes, we find **surprises in the everyday grind**, like that song on the radio we just can't resist. Working with Shazam, this execution implements banner ads on the screen after music is identified, tapping into the **gratification** of discovering that next great song. The copy reads, "**Just like Shazam is ready for that next song, Tai Pei is Ready for You.**"



### READY IN A SNAP

A customizable Snapchat geofilter allows users to express their **anticipation** for upcoming plans, like acing an exam, landing their post-grad job, or roaming the streets of a new city. Whatever the occasion, they can **make the tagline their own** and **share it with the world**. The blank space suggests **endless possibilities** to pursue. Tai Pei fits into any one of these possibilities.

## MEDIA ANGLE

**40%A 30%T 30%L**

Social media vehicles allow customers to interact digitally, bringing awareness to the Tai Pei experience by evoking multiple senses such as that of sight and sounds.

**50%A 50%T**

## >> IN-STORE ACTIVATION



### INDISPENSABLE DEALS

Coupons in the form of fortunes will be dispensed from a structure in the shape of a large fortune cookie. They include coupon codes as well as a fun fortune for the consumer, **promoting trial** and showing Tai Pei is a **fun and accessible way** to help you create time for **future opportunities**. The dispenser should be located at the entrance of the store to entice shoppers to visit an aisle they usually avoid, and within the frozen food aisle itself.

## MEDIA ANGLE

**20%A 50%T 30%L**

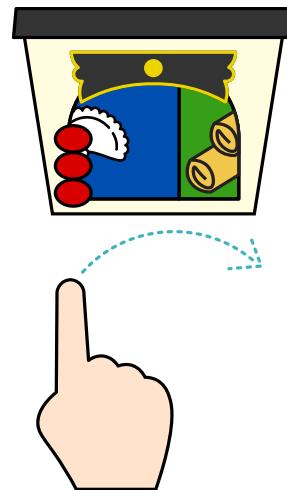
Located in close proximity to the actual product, this execution will encourage trial and loyalty of Tai Pei and also increase awareness through its creative design.

# CREATIVE EXECUTIONS

LIMITLESS POSSIBILITIES

11

## >> ENVIRONMENTAL



### TAKE TAIPEI FOR A SPIN

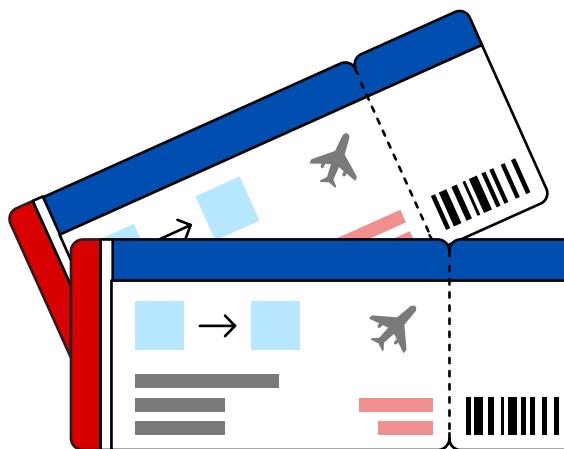
Via a touch screen display located in major subway stations, the reader can change labels and see all the **different types** of Tai Pei products. The engaging act of changing the Tai Pei labels allows for a fun way to interact with the product, see the large product line, and emphasize the idea that Tai Pei is **"Ready for You, whatever you're craving."** Tai Pei is interchangeable both in product type and its ability to be flexible within your ever-changing life.

#### MEDIA ANGLE

70%A 30%T

Our print advertisements offer the older millennial demographic a fun way to engage with the product. Targeting consumers in their mid-20s, this execution spurs product awareness in line with the "Ready for You" messaging, as well as trials through coupons and incentives.

## >> PRINT



### ONE WAY TO TAIPEI

Travel imagery and a coupon designed like a flight boarding pass inspire the wanderlust behind the copy **"Take a one-way trip to Tai Pei."** The active act of ripping out the perforated coupon and holding a mock airplane ticket connects with feelings of **new experiences**, in both **travel** and **mealtime**. Just like the rest of the world is ready for you to explore, Tai Pei is ready to accompany you on that adventure. New experiences are everywhere, down to the food you eat.

70%A 30%T

## >> IN-STORE ACTIVATION



### SWEET AND SAVORY

Placing the placard with the copy **"Now that you have dessert, what about dinner?"** on fridge doors in the ice cream section encourages customers to head to the other end of the freezer aisle for the **perfect complement** to their sweet treat. This execution addresses the tendency of millennials to avoid the frozen meal section, tempting them to investigate the **world of flavor** that extends beyond the ice cream aisle.

#### MEDIA ANGLE

50%A 50%T

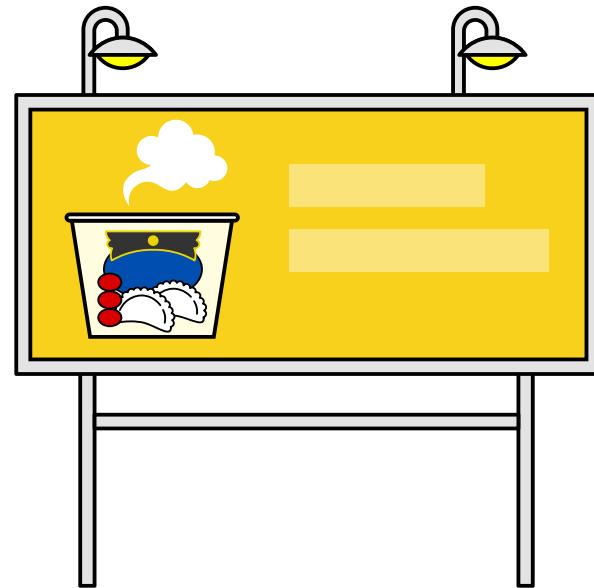
This execution increases awareness and trial by highlighting the convenience and comfort Tai Pei provides, while still linking the brand to an adventurous lifestyle.

# CREATIVE EXECUTIONS

LIMITLESS POSSIBILITIES

12

## >> ENVIRONMENTAL



### ADVENTURE: ALL ABOARD

This digital billboard presents a steaming box of Tai Pei next to the line, “**When you’re ready for \_\_\_\_\_, Tai Pei is Ready for You.**” The blank space will rotate through adventures unique to location. This personalization will tap into **local pride**, bringing together the comfort of home and the excitement of undertaking the adventures around consumers in their home towns.

#### MEDIA ANGLE

**25%A 25%T 50%**

Outdoor ads raise awareness for Tai Pei by bringing attention to the brand in prominent tourist areas, sending the campaign’s brand message, “Ready for You,” to a broad and diverse audience.

## >> SOCIAL MEDIA



### FIVE MINUTE MIXTAPE

The excitement that comes from discovering something new, whether it is new music or a new cuisine, adds an **unexpected pop** to an otherwise ordinary day. Tai Pei will create a SoundCloud account with playlists showcasing some of platform’s best **up-and-coming artists**, enabling listeners to add a new source of discovery into their day. Each track will run up to 5 minutes long, the amount of time it takes to heat up a box of Tai Pei, to show listeners that discovering new cuisines through Tai Pei can be as **easy** and exciting as discovering your new favorite song! Stumbling upon your new favorite song just got easier with the help of Tai Pei.

**VIEW IT:** <http://tinyurl.com/2017nsac531>

**PASSWORD:** team531

# CREATIVE EXECUTIONS

PUT YOURSELF OUT THERE

13

## >> VIDEO ADS

### DANCE CLASS

An uptight man walks home from work and curiously grabs a flyer advertising beginner hip hop lessons.

*The sound of a knife chopping begins to form a beat...*

In the frozen food aisle, he grabs a Tai Pei and practices his moves while holding the container. He realizes someone has noticed him dancing and looks sheepish.

*The shaking of a bag of rice joins the chopping beat as he continues to practice his moves.*

On a subway train, he listens to the dance track and wiggles his shoulders to the beat. He opens the lid of his Tai Pei and takes a bite.



*A third layer of sound joins in: the satisfying crunch of a crispy egg roll.*

More confident now, he dances in a studio with a small grin on his face.

*Finally, the slurp of noodles completes this musical experience.*

The night of the big show, we see he's actually in a children's hip hop recital and he is by far the oldest performer. He's not the best dancer nor is he dancing in the center of the stage, but he lights up with pure passion and enthusiasm.

Cut to a black screen with a rotating Tai Pei box of flavors and the line, **"However you find your rhythm, Tai Pei is ready for you."**

### MEDIA ANGLE

The primary purpose of video ads is to increase awareness and trial of Tai Pei. Far away from the point of purchase, the three videos have less direct calls to action and instead focus on illustrating Tai Pei's creative messaging.

### A POP OF FLAVOR

A young woman stands in her bedroom, grabbing black and white clothes. She takes a bite of a Pork Potsticker as she's choosing a yellow bracelet off her desk. Leaving the room, she suddenly becomes inspired by the vibrant colors of Tai Pei and accessorizes to match the frozen food containers. A montage follows, depicting the woman getting ready to start her day each morning.



She hesitates, then looks to her pink box of Sweet and Sour Chicken on the desk. She smiles.

**Day 1:** She puts her green Combination Fried Rice box in a green purse as she grabs it off a hook.

**Day 2:** She takes a bite of Chicken Egg Roll as she puts her blue heels on.

**Day 3:** She holds two hangers up, one with a plain black blazer, the other with a bright pink blazer.

In a packed lecture hall, the professor asks a question. A pink blazered arm shoots up from within the crowd and she answers the question.

Cut to a black screen with a rotating Tai Pei box of flavors and the line, **"However you find your rhythm, Tai Pei is ready for you."**

50%A 50%T

# CREATIVE EXECUTIONS

PUT YOURSELF OUT THERE

14

## >> VIDEO AD



## DISASTER PROOF

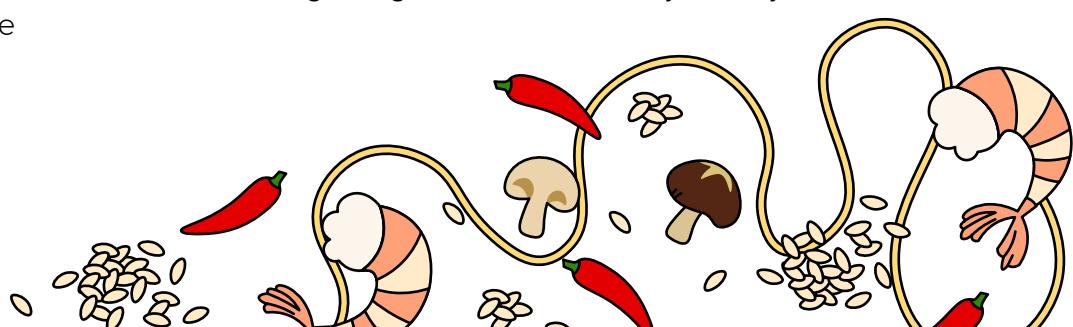
**Split screen:** On one side someone attempts to make a Tai Pei dish (e.g. potstickers) from scratch but it's a complete mess. Flour is everywhere, the filling is complex to make, and frying them proves to be **a disaster**. On the other side, someone easily pops their Tai Pei in the microwave, then hangs out and has fun with friends. This social-specific video demonstrates the **ease of preparing Tai Pei** while engaging millennial audiences on social media with a humorous and entertaining tone. The ad emphasizes the convenience of the brand by contrasting the **quick** and **effortless availability** of Tai Pei with the strenuous process of cooking the same dishes from scratch. When you're ready for a **fun, stress-free evening** with friends, Tai Pei is Ready for You.

## >> IN-STORE ACTIVATION



## SATURDAY NIGHT CHECKLIST

A placard that looks like a shopping checklist will be placed in aisles of complement goods such as beverages and ibuprofen, suggesting preparation for a fun night out. At the end of an adventurous but tiring night, there's nothing like returning home to the comforting presence of Tai Pei in the freezer. The copy reads, **"Your New Saturday Night Checklist: Cool Outfit, Charged Phone, Awesome Playlist, Margarita Mix, Ibuprofen, Tai Pei."** Tai Pei is the reliable constant that is Ready for You at the beginning, middle, or end of your day.

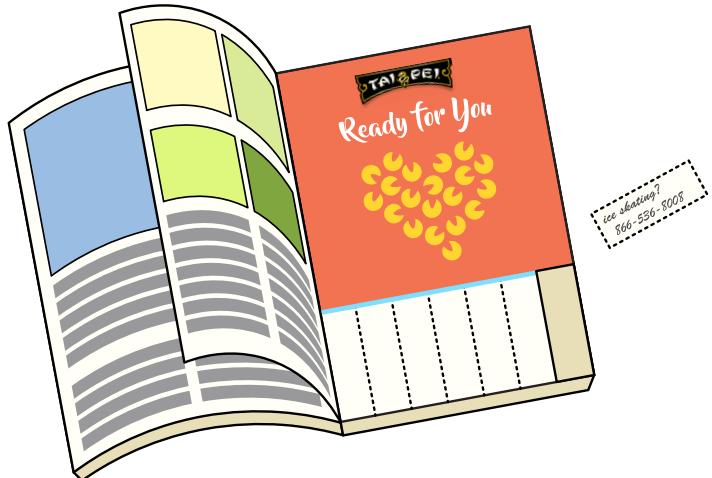


# CREATIVE EXECUTIONS

PUT YOURSELF OUT THERE

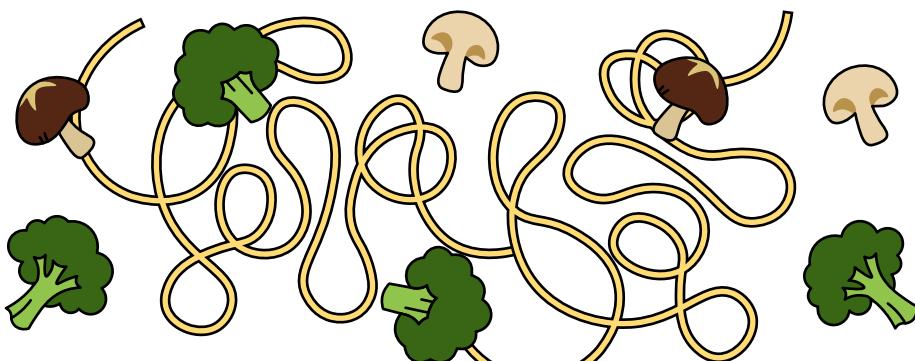
15

## >> PRINT

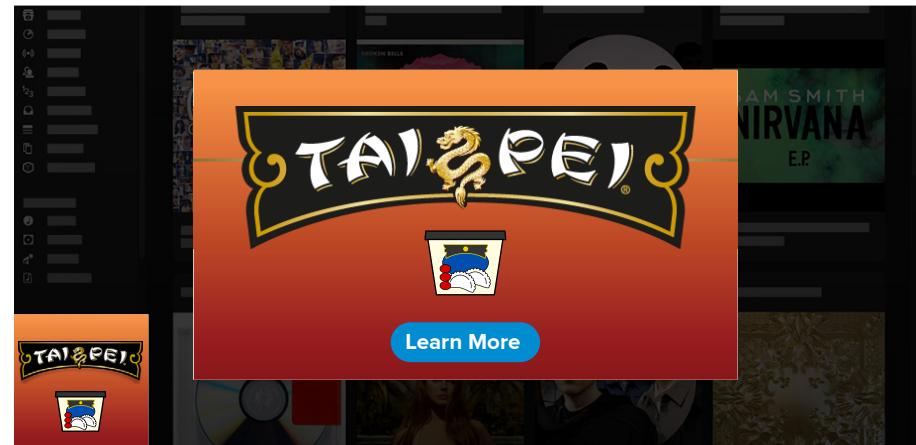


## TAKE OUT

This interactive print magazine ad encourages readers to embrace risk and adventure by providing tear-out phone number slips, inviting readers to ask out their next date in the **adventurous spirit** of Tai Pei. The interactive nature of this execution engages consumers, while reinforcing Tai Pei's role as a companion which prepares consumers to take advantage of unexpected and exciting moments. Whenever life poses the perfect romantic opportunity, Tai Pei is Ready for You with a **care-free** introduction.



## >> RADIO



## DAILY DISCOVERIES

The radio ad engages the listener's attention by emulating a popular form of audio entertainment, the podcast. The ad presents listeners with a variety of interesting subjects which are ready for them to discover, with the help of Tai Pei. Soundbites will feature inspiring, high-achieving individuals whose stories push listeners to **explore and achieve** for themselves. Each spot ends with the line, "**Learn more about [name]'s story by clicking on the banner and reading the full Daily Discoveries feature. Brought to you by Tai Pei. Ready for You.**"

**30% A 70% T**

## MEDIA ANGLE

These executions raise awareness for Tai Pei's "Ready for You" campaign by presenting real world examples of millennials pursuing exciting opportunities. Millennial consumers identify with stories and are called to explore Tai Pei's sponsored blog further with these radio spots.

# CREATIVE EXECUTIONS

ADVENTURE OF A LIFETIME

16

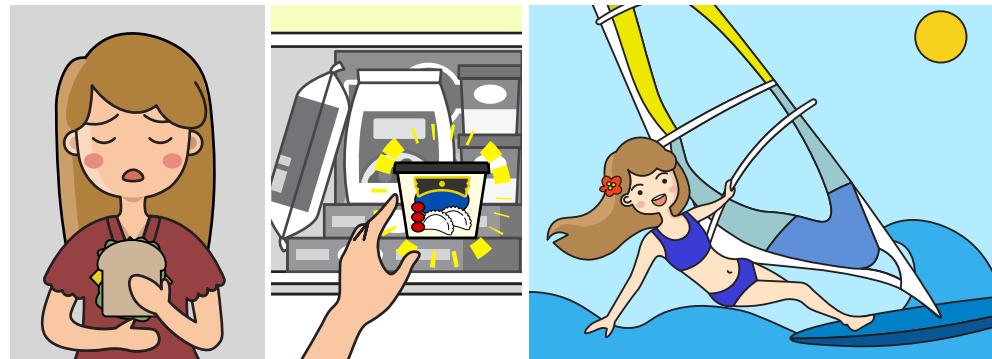
## >> ENVIRONMENTAL CHANGE UP YOUR DAILY CYCLE



This ad will be placed inside the wheel or frame of city rental bikes in popular tourist areas. The copy reads, "**New experiences in your city are Ready for You,**" alongside an image of a Tai Pei container. The rental bikes will draw a direct connection between the brand and an adventurous spirit of discovery that can be **incorporated into daily life.**



## >> VIDEO AD LUNCHTIME DISCOVERIES



The inside of an office lounge. Most of the employees leave the office for lunch every day, but one woman always stays behind and eats a limp sandwich.

Upon return from the lunch break, **Coworker 1:** "What'd you have for lunch today?"

**Woman:** (dejected sigh) "Oh, the usual."

The next day, the opening scene repeats. This time she remembers she has Tai Pei in the freezer. She grabs it, closes the door, and sees a postcard of a windsurfer on the door. She smiles and Tai Pei in hand, heads out of the office.

Cut to the woman windsurfing and having the time of her life, the sun shining down on impossibly blue waters.

Upon return from the lunch break, **Coworker 2:** "What'd you have for lunch today?"

**Woman, with a giddy look on her face and hair slightly windswept:** (wistful sigh) "Oh, the usual."

Cut to a black screen with a rotating Tai Pei box of flavors and the line Ready for You underneath, **"However you shake things up, Tai Pei is ready for you."**

# PUBLIC RELATIONS

## GOALS & PARTNERSHIPS

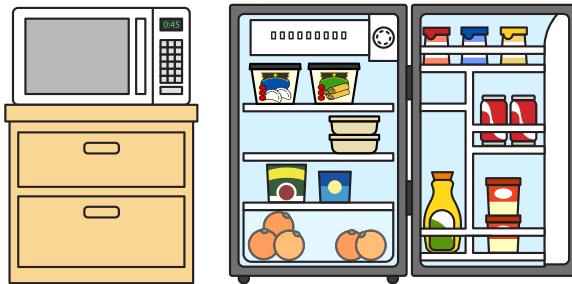
17

Each Public Relations execution is specifically tailored to build upon **the “Ready for You”** messaging by creating **memorable and interactive** experiences for millennials. Drawing from our intensive strategy analysis, PR’s story heavily employs **digital components** that specifically target millennials, who consume a majority of their content online. Our diverse set of executions succeed in nurturing existing relationships, while simultaneously generating **awareness, trial, and loyalty** to form new relationships — positioning Tai Pei as the ideal companion as consumers pursue life’s limitless possibilities

### >> PARTNERSHIPS

#### READY FOR ... SURPRISE!

Taipei x MicroChill



UC BERKELEY, TEXAS A&M,  
MONTANA STATE UNIVERSITY,  
HUSSON UNIVERSITY, PEPPERDINE  
UNIVERSITY, GONZAGA UNIVERSITY



FALL MOVE-IN DAYS  
AUG 2017 - SEPT 2017

College is a busy time during which making new friends, joining various extra curricular organizations, and competing in a student advertising competition are all adventures that cut into time to prepare a good meal. With Tai Pei’s product line, students will not have to compromise on college adventure or getting a good meal. This partnership brings Tai Pei **directly to college students** who are renting mini fridges and microwave combos from MicroChill. Two boxes of Tai Pei will be left as a **surprise in select mini-fridges**. On the microwave, there will be a small note regarding the best **local adventure spots** to get them started on their journeys.

#### MEDIA ANGLE

20%**A** 50%**T** 30%**L**

The college mini-fridge partnership is primarily designed to drive trial of Tai Pei products. After a hectic move-in day, Tai Pei will be the most convenient option for incoming freshman. Students will try the product and be more likely to stock up on Tai Pei in the future, increasing loyalty.

#### ADVANCED: READY FOR YOU ALWAYS (\$15M)

Taipei x Instacart



FACEBOOK  
TWITTER



SPRING  
JAN 2018 - MAR 2018

Millennials are busy and they value services that can add valuable time to their days. By partnering with Instacart, Tai Pei offers millennials the ability to skip grocery stores all together. This partnership allows **easy access for loyal customers** and will offer **special discounts and an adventure tip** of the day for bulk delivery. This execution focuses on **building loyalty** by leveraging millennial’s preference for cost efficient bulk buys.

#### MEDIA ANGLE

50%**T** 50%**L**

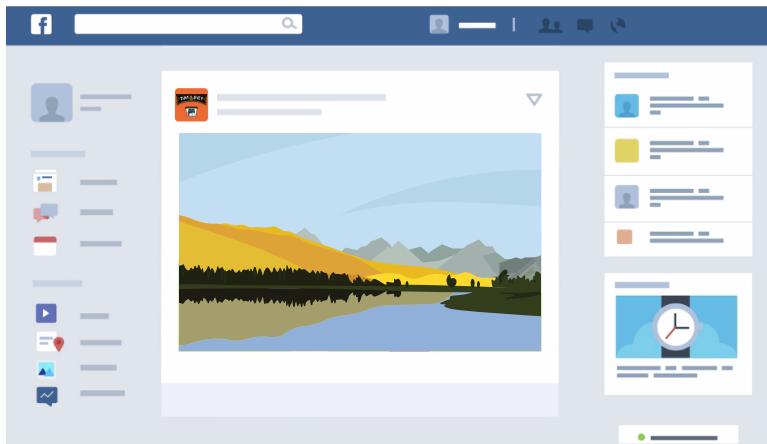
This partnership increases Tai Pei’s trial and loyalty with potential and current customers respectively. Working with Instacart integrates Tai Pei more deeply into its customers’ lives and pushes customers further down the media funnel.

# PR EXECUTIONS

## LIMITLESS POSSIBILITIES

18

### #READYTODISCOVER



FACEBOOK  
TWITTER



EASTER  
APRIL 2017

This execution encourages customers to look for its **new container camouflaged in famous pictures** among a series of fun, Where's Waldo-esque photos on Facebook in which a Tai Pei box is hidden in the photo. When users find the box, they can tweet @TaiPeiAsianFood the location of the box. Tai Pei will then message the user **a special coupon**. These coupons will increase **in value as the containers become more well hidden**, with rewards ranging from discounted Tai Pei products to winning a Tai Pei bulk order. #ReadytoDiscover will increase **traction on Tai Pei's social media channels**. Specifically, photos will be posted once weekly in April in light of "Easter egg hunting."

#### MEDIA ANGLE

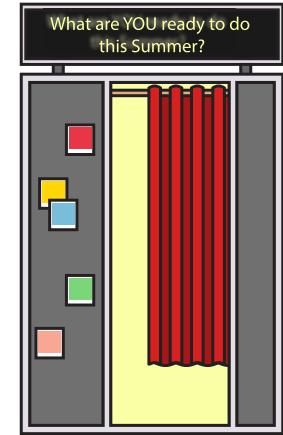
These executions build Tai Pei's social media presence among its current and potential customers. This is an easy, low-cost way to get people talking about Tai Pei and is part of the awareness phase.

20%A 30%T 50%

### READY FOR YOU TO DREAM



HARVARD SQUARE, DALEY PLAZA, WASHINGTON SQUARE, UNION SQUARE, SUGAR LAND TOWN SQUARE, JACKSON SQUARE



BEGINNING OF SUMMER  
MID MAY - MID JUNE 2017

At the beginning of the summer, Tai Pei will set up a **portable photo booth** and **large chalkboard** in six popular town squares near university campuses. At each location, the photo booth will ask the question "What are you ready to do this summer?". The picture will be printed and a digital copy will be **shared via email**, requesting participants' home addresses to help **aid their adventure** (e.g. tickets, small objects). A large chalkboard with "I'm Ready to..." written along the top will allow individuals in a hurry to participate.

**\$15M campaign:** High tech photo-booth with green-screen integration allowing the background of the photo to change according to what the user types.

#### MEDIA ANGLE

As users go through their bucket list and commemorate their memories in the photo booth, these executions bring awareness by illuminating the endless possibilities for summer adventures.

100%A

# PREEXECUTIONS

PUT YOURSELF OUT THERE

19

## READY FOR YOU TO SHINE



UNIVERSAL CITYWALK HOLLYWOOD,  
GOLDEN GATE PARK, CEDAR POINT,  
MILLENNIUM PARK, TEXAS A&M

END OF SUMMER  
MID JULY 2017 - END OF AUG 2017

Tai Pei representatives will erect a series of **pop-up stages** in urban locations, allowing the public to **showcase their talent**. Each stage will be equipped with **small-scale props** (e.g. shakers, mics, and juggling balls) for performers to use, and Tai Pei moderators will ensure performances are exciting and appropriate. To facilitate participation, Tai Pei will reach out beforehand to **local performers** and facilitate a **cheer contest** incentivized by free **Tai Pei samples** to the winning side. To amplify exposure, the event will be **livestreamed** on Snapchat and Facebook. Youtube will feature a video collage. **#ReadytoShine** will be spread by viewers and performers to generate additional buzz.

**\$15M campaign:** Larger props (e.g. grand piano, surround sound system, lighting, etc.)

## MEDIA ANGLE

The sponsored stage increases awareness and underscores the “Ready for You” attitude for people in high traffic areas. With all the resources available for passersby to use and explore, this execution also encourages trial of the product.

100%  
A

## READY FOR ANYTHING PACKS



GREAT PUMPKIN FARM FESTIVAL, HALF MOON BAY ART AND  
PUMPKIN FESTIVAL, CIRCLEVILLE PUMPKIN SHOW, SAN  
FRANCISCO, CHICAGO, BOSTON, WASHINGTON DC

OCT 2017 - DEC 2017

Following Tai Pei’s summertime adventures, this execution encourages individuals to become comfortable with mini adventures by making them more frequent and novel. These quirky packs distributed by Tai Pei will remind everyone that they can be ready for every spontaneous adventure that comes their way.

### Sample Pack:

- Halloween Prep packs** (costume props) and **Friendsgiving Party packs** (props and a small pumpkin-scented candle) will be handed out at **large pumpkin festivals** around the country.
- Winter Warming Packs** will keep millennials warm so they can go out and take part in Christmas **tree lighting ceremonies** in cold cities with elaborate decorations. They will contain hand warmers and other accessories to get them into the spirit of a **Christmas adventure**.

## MEDIA ANGLE

As this may be the first time millennials learn about the brand, these executions build awareness by helping them associate Tai Pei with positive feelings and build loyalty with existing customers.

100%  
A

# PREEXECUTIONS

## ADVENTURE OF A LIFETIME

20

### READY FOR YOU TO EXPLORE



Tai Pei will promote **local adventure guides** to be released via **Snapchat codes** on Tai Pei's new containers via its Facebook channel and mass adventure magazines (e.g. Travel + Leisure). The guides will be specific to 7 major cities near several colleges with many **local gems** typically missed on tourist lists. These guides will only be available on the best-selling prototype products (Beef & Broccoli, Sweet & Sour Chicken, Pepper Beef) with 5 extra-special boxes containing **tickets for adventures** mentioned on the guide (e.g. skydiving, Broadway musical, 5K marathons).

 NEW YORK CITY, PHILADELPHIA, BOSTON, LOS ANGELES, CHICAGO, DALLAS, MIAMI



SOCIAL MEDIA PROMOTION: JAN 1ST -14TH  
PRODUCT RELEASE: JAN 15TH

### MEDIA ANGLE

These executions build brand recognition by reminding consumers of the small everyday adventures they can experience just by eating Tai Pei while also increasing loyalty by surprising and delighting Tai Pei consumers.

**40% A 40% T 20% L**

### READY FOR YOUR FAMILY?



Tai Pei will show its support for families with college students by holding a Facebook contest where **parents/guardians can post a picture and caption** explaining why they deserve a chance to be flown out to visit their kid(s) using **#TaiPeiFlyout**. Winners are chosen based on two main criteria: **content that is most liked** by a panel of Tai Pei judges and the **number of likes** on the post. **Three winners** will be chosen.

The family's entire journey will be crafted into a **quality, Tai Pei sponsored experience**. Tai Pei will **film the traveling, reunion, and adventure** for distribution on Tai Pei's social media channels.



COMPETITION: MAR 1ST - MAR 15TH 2018  
FLYOUT: MAR 25TH - 27TH 2018

### MEDIA ANGLE

Tai Pei provides a social media-based platform for younger millennials to pay homage to their parents' efforts and love as they transition from their dependency, generating awareness of Tai Pei's appreciation for the millennial experience.

**50% A 30% T 20% L**

The “Ready for You” campaign will incorporate digital, retail, outdoor, and traditional platforms to cater to our target market. Our media buys and executions seek to capture consumers throughout three steps of their journey through generating **AWARENESS** of Tai Pei, facilitating **TRIAL** of products, and capturing **LOYALTY** through superior customer satisfaction to increase purchase frequency.

The media buys for each of the three steps have been selected based on extensive platform research and consumer insights on our target demographic to maximize intended results.

## 1 AWARENESS

Generate awareness of the Tai Pei brand with Millennials.

### OBJECTIVE

These ads are designed to engage millennial consumers with Tai Pei and establish their initial perception of the brand.

### WHY?

These executions were chosen to target millennials, as they will become intrigued with the ease and adventure that Tai Pei promises. New users encounter the brand for the first time, and are encouraged to experience the food for themselves.

### VEHICLES

Promoted Posts	TV
Audio Ads	Print
Display Ads	Billboards
Video Ads	

## 2 TRIAL

Generate trial of the Tai Pei brand and products.

### OBJECTIVE

These ads are designed to instill a sense of adventure and spontaneity so that millennial consumers associate these strong qualities with Tai Pei.

### WHY?

These executions allow millennials to see that Tai Pei's value is that its convenience, ease of access, and portability allows to explore interests and hobbies they didn't have the time to consider before. Consumers who interact often with these executions will be reminded of Tai Pei's new positioning and inspire a love for the unique frozen food brand.

### VEHICLES

Promoted Posts	TV
Audio Ads	Print
Display Ads	Billboards
Video Ads	

## 3 LOYALTY

Generate loyalty to the Tai Pei brand over other brands/Asian offerings.

### OBJECTIVE

These executions are aimed to build loyalty among millennial consumers to the Tai Pei brand as the preferred frozen food and Asian cuisine option.

### WHY?

Many millennial consumers will closely engage with Tai Pei for the first time, in a period of transition and major change. These vehicles drive purchase by connecting with millennials' desire to pursue opportunity, while positioning Tai Pei as the key to escaping mundane routines.

### VEHICLES

Promoted Posts
Display Ads
Billboards
In-Store Activation

## >> METHODOLOGY

Our campaign execution is intended to follow consumers along the stages of their frozen foods purchasing journey through a diverse array of channels that maximize brand awareness and conversions.

Using insights from Kantar Media and Nielsen, we analyzed period trends among Tai Pei and its competitors, and identified insights on the types of platforms that have high potential but have been underutilized. We also sought to identify those platforms that have been successful in capturing the target consumer in the past.

This allowed us to estimate the amount of conversions from each platform. The result is a sustained multi-channel approach aimed to make the brand relevant to our target demographic through product awareness, retail sales, and purchase frequency.

# MEDIA IMPLEMENTATION TIMELINE

22

IMPLEMENTATION INTENSITY																			
	\$10 MIL BUDGET											\$15 MIL BUDGET							
	APR	MAY	JUN	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	Impressions	Conversions	Intrinsic Costs \$	Total Costs \$	Impressions	Conversions	Intrinsic Costs \$	Total Costs \$
Promoted Posts												76M	1.4M	13.6K	564.2K	114M	2.1M	20.4K	846.3K
Audio Ads												35.4M	1.3M	11.2K	347K	53M	1.9M	16.8K	520.5K
Display Ads												22.9M	844.9K	15.9K	251.4K	34.3M	1.3M	23.9K	337.1K
Video Ads												40.3M	1.2M	78.9K	416.4K	60.5M	1.7M	118.4K	624.6K
Snapchat Filter												63.3M	906.3K	35K	508.5K	82.2M	1.2M	52.5K	762.8K
TV (3)												20.4M	510.4K	71.4K	509.8K	30.6M	765.6K	107.1K	764.7K
Print (2)												11.5M	266.3K	15K	300K	17.3M	399.4K	22.5K	450K
Digital Billboard												18.1M	715.9K	42.8K	375K	27.2M	1.1M	64.1K	712.5K
Digital Subway Touchscreen												82.5M	1.7M	200K	300K	82.5M	1.7M	200K	300K
Bike Wheel Ad												10.4M	311.9K	330K	507.7K	12.99M	389.8K	412.5K	634.6K
Coupon Dispenser												7.5M	66.8K	52K	472.73K	9.4M	83.4K	65K	590.9K
Placards in Aisles (2)												6.4M	44.6K	31K	344.4K	7.97M	55.8K	38.8K	430.6K
Tai Pei x MicroChill												5.2M	208.6K	652.5K	1.1M	6.5M	260.8K	815.6K	1.3M
Tai Pei x Instacart												—	—	—	—	5.1M	255.1K	360K	1.6M
#ReadytoDiscover												61M	542.9K	25.3K	25.3K	76.3M	678.6K	31.6K	31.6K
Summer Bucket Lists + Photobooths												13.1M	393.8K	225.8K	268.8K	16.4M	492.2K	282.3K	336K
Sponsored Stage												10.4M	624K	450K	562.5K	13M	780K	562.5K	703.1K
Ready For Anything Packs												1.7M	64.6K	51K	451.3K	2.1M	80.8K	63.8K	564.2K
Local Adventures												38.5M	192.5K	240K	510.6K	48.1M	240.6K	300K	638.3K
#TaiPeiFlyout												56M	392K	323.4K	851.2K	70M	490K	404.3K	1.1M
Agency Costs															1.1M			1.5M	
<b>TOTAL</b>												<b>580.5M</b>	<b>11.6M</b>	<b>2.9M</b>	<b>9.84M</b>	<b>769.5M</b>	<b>15.9M</b>	<b>3.96M</b>	<b>14.78M</b>

# CUSTOMER ACQUISITION

23

 \$15M ONLY

AWARENESS → TRIAL → LOYALTY

Tai Pei x MicroChill → Tai Pei x MicroChill → Tai Pei x MicroChill

Tai Pei x Instacart → Tai Pei x Instacart

#ReadytoDiscover → #ReadytoDiscover → #ReadytoDiscover

Summer Bucket List

Sponsored Stage

Ready for Anything

Local Adventures → Local Adventures → Local Adventures

#TaiPeiFlyout → #TaiPeiFlyout → #TaiPeiFlyout

## >> OVERALL IMPACT

Our media plan will fulfill two overarching goals.

**\$10M** GENERATE **580.5M** Annual Impressions

**CONVERT**  
**11.6M** Customers to Trials

**\$15M** GENERATE **769.5M** Annual Impressions

**CONVERT**  
**15.9M** Customers to Trials

# MEASUREMENT & OPTIMIZATION

24

## >> OPTIMIZATION

As our campaign allocates the budget towards both digital and retail strategies, we will have a variety of tools to assess performance during the period, and to optimize as appropriate.

For our digital executions, we will utilize Optimizely and Adroll, industry leaders in engagement testing and marketing optimization. These metrics platforms will allow us to improve and measure effectiveness of the executions during the campaign as well as constantly compare plan performance against objectives.

These will be implemented when analyzing Key Performance Indicators as well as evaluating ROI.

Further, some of the executions will use products that already track metrics such as impressions, trials, and conversions, such as Pandora, Spotify, and Snapchat.

For our other executions, such as those of retail, we will use sales data collected from distributors to analyze how our campaign is lifting awareness, trial, and loyalty of the product. Through comparing the sales data with the media spend, we will be able to calculate costs per acquisition, and even purchase frequency. This will allow us to allocate the budget as necessary to increase spending on effective executions as reflected through insights from the data.

## >> POST-CAMPAIGN ANALYTICS

After the campaign, there will be collected data that can be used to analyze successes and failures of the executions.

The collected data, which will include metrics such as impressions, trials, and conversions through retail sales, can be benchmarked against our forecasted metrics for each execution to understand and evaluate both under-achievements and over-achievements.

Further, sales and metric data collected throughout the campaign can serve as a baseline for future product campaigns and executions. This allows for better forecasting on a variety of methods to engage (and retarget) our product market in the case that similar plans are implemented in the future.

## KEY PERFORMANCE INDICATORS

We use the following metrics and tactics to evaluate efficacy in each of the three core objectives:

### 1 AWARENESS

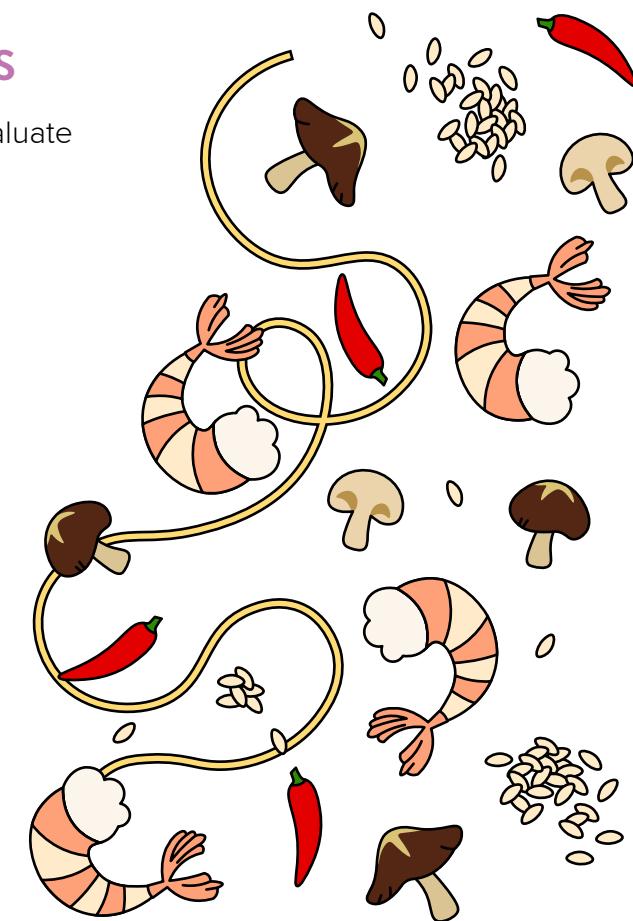
Nielsen Total Ad Ratings, impressions, visits, earned news coverage, online media tracking, SEO

### 2 TRIAL

Event attendance, year over year retail sales, sales per consumer

### 3 LOYALTY

Sentiment analysis, social media engagement, consumer feedback, purchase frequency (Nielsen Homescan data)



# CONCLUSION

25

Our campaign will **warm up** millennial consumers' **perceptions regarding frozen food** by showing them how Tai Pei is **not your typical frozen food**, but rather, a **convenient catalyst** for adventures that take place at millennials' meal tables and beyond.

Our Creative and Public Relations executions celebrate the ideas of **limitless possibilities**, **putting yourselves out there** and experiencing an **adventure of a lifetime**, the guiding principles we've identified for the millennial segment. More importantly, our campaign highlights how Tai Pei's new product line empowers millennials to stay true to their most treasured values while still enjoying the convenience of frozen food.

Carefully selected media vehicles put Tai Pei's target market in touch with our Creative and PR executions at the relevant awareness, trial, and loyalty stages of each customer's journey to create maximum impact.

Our campaign will achieve:

**580.5M total impressions**, and  
**11.6M total conversions** with a  
**budget of \$10M** and

**769.5M total impressions**, and  
**15.9M total conversions** with a  
**budget of \$15M**.

With so many opportunities to experience, millennials are constantly searching for their next great adventure.

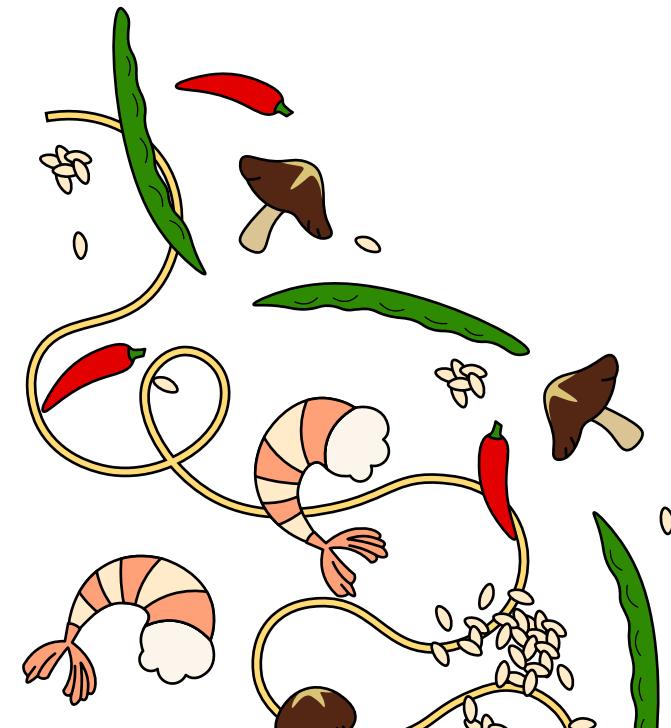
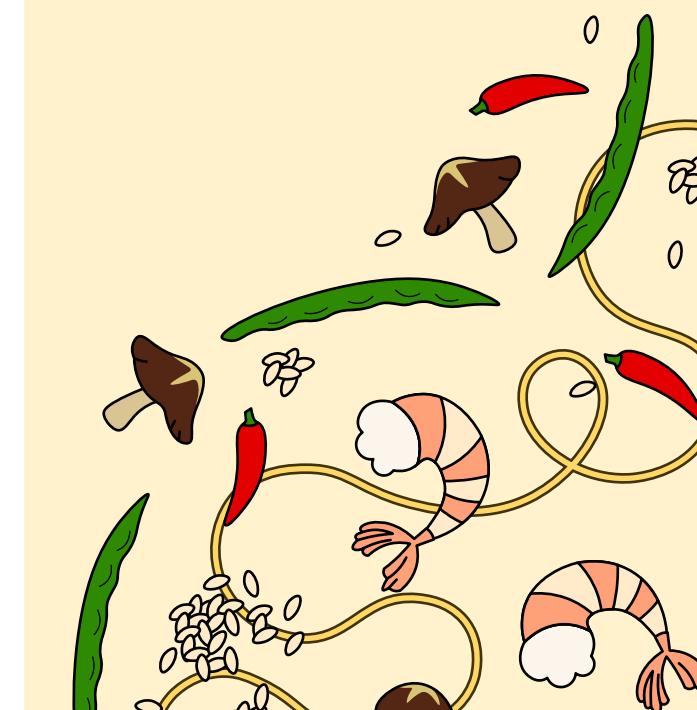
At the same time, increasing time and resource constraints are driving millennials towards products that are adventures in and of themselves. **Tai Pei's reformulated product line satisfies this craving.**

No matter what twists and turns life journey takes you on, Tai Pei is

**Ready for You.**

## >> CITATIONS

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# OUR TEAM

EXECUTIVE



PR



MEDIA



PRODUCTION



STRATEGY



CREATIVE



ADVISORS



>> SPECIAL THANKS

JUDY  
DIANE  
TAYLOR  
KITTY

