



UNDERDOGS
GROUP 6



EXECUTIVE SUMMARY

Everyone knows those moments. The excitement of hearing an ice cream truck. The satisfaction of blowing the perfect bubble. The joy of sliding down the hallway in socks. These are the moments we loved as kids and continue to love as adults. They act as a reminder that growing old shouldn't mean growing up. But Trendmakers and Connectors tend to forget about these moments. They get wrapped up in their busy everyday lives and don't take time for breaks.

That's where the hot dog comes in. Eating a hot dog is the perfect kid moment. It's fun, carefree, and simple. One bite and you instantly feel a little less dull, a little more silly, and a whole lot more like a kid.

The Kid On campaign aims to increase this feeling of fun in your everyday life. From folding origami to swinging while waiting for the bus, the campaign's executions give adults permission to take a break and enjoy their kid moment. And throughout all of this, the hot dog is front and center – elevating it to become the ultimate tool for achieving these moments and capitalizing on perceptions that the hot dog is fun.

So grab that hot dog. Smear on the mustard and ketchup. And when it's all over, don't be afraid to wipe your mouth on your sleeve.



GROWING OLD SHOULDN'T
MEAN GROWING UP.

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OBJECTIVES

1. Keep hot dogs top of mind
2. Improve perceptions of the hot dog
3. Increase overall hot dog sales



RESEARCH METHODOLOGY



OUR MISSION

Everyone knows the hot dog. Its look and taste are universally recognizable. But despite its well-known presence, the hot dog has been held back from achieving mass popularity. We first set out to understand why that is, and what is driving consumer perceptions.



GOALS

- 1 To better understand why people enjoy hot dogs
- 2 To determine what's holding people back from eating hot dogs
- 3 To uncover how to differentiate the hot dog

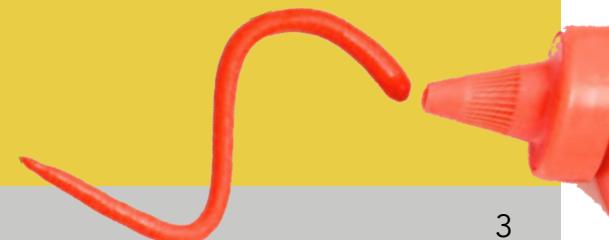
TACTICS

Nationwide surveys, one-on-one interviews, taste tests

Focus groups, one-on-one interviews, experiments

Analysis of competitor campaigns, one-on-one interviews, focus groups

1,290 Research Impressions



TARGET CONSUMERS

TRISHA THE TRENDMAKER



Age: Late 20s
Size: 55.4 M
Kids: 6 out of 10 have kids

Trisha is a working mom, living a champagne lifestyle on a beer budget. She always follows the latest food trends and chronicles her daily adventures on her social media page @trishtrends90. She loves food trucks, taking her kids to the zoo, and going to John Mayer concerts. Her favorite TV show is *The Great British Bake Off*, and she loves to online shop.

Food style: Fast, gourmet, flavorful, not health-conscious

Least favorite adult moment: Pretending to like kale

Our campaign focuses on Trendmakers and Connectors (52% and 46% of which are Wienerschnitzel customers) with a market size of 120.5M. Given that these targets were selected based on their attitudes and behaviors, not simply their demographics, it is crucial we better understand what habits connect the two.

COREY THE CONNECTOR



Age: Mid-late 40s
Size: 65.1 M
Kids: 5 out of 10 have kids

Corey is a family man in his mid-forties. He's fond of all dad jokes, especially, "Hi hungry, I'm dad," and watches *The Voice* religiously. He likes quality experiences that he can share with his family and friends, but he's most comfortable just hanging at home on a Friday night, with some wine and a good movie.

Food style: Fresh, natural ingredients, home cooked

Least favorite adult moment: Traffic on the commute to work

Trendmakers and Connectors both value hard work and want to reward themselves by experiencing life and taking a break from their daily worries. Hot dogs, with their inherent fun and worry-free brand, can appeal to this core consumer truth.

INSIGHTS

Through both our qualitative and quantitative research, we were able to uncover four primary insights which aided us in crafting a campaign that aligns with both a product and consumer truth.

FINDINGS	STATS	QUOTES	INSIGHTS
Hot dogs are an event-associated food.	73% Last ate a hot dog at an event 53% Eat hot dogs 3 times or fewer per year	"I feel hot dogs are typically eaten during cookouts or at baseball games. I don't think about hot dogs as meals you would eat regularly."	Repositioning hot dogs as less of an event-based food will increase consumption throughout the year.
Hot dogs are seen as indulgent.	80% Think hot dogs are unhealthy 44% Agree that "hot dogs are an indulgence"	"I don't eat many hot dogs during the year. It's more of a treat."	Given such strong associations with indulgence, embracing the hot dog as a treat is the best route.
Hot dogs are basic and simple.	55% Agree "hot dogs are a basic, plain food" 49% Disagree with the statement "I do not consume hot dogs because they are too "basic" or plain	"It's a simple food. You can't complicate it."	The simplicity of the hot dog isn't holding people back. Instead, it's an advantage.
Hot dogs are not top of mind, but when people eat them they like them.	5% Choose hot dogs as a regular, weekday meal 67% Agree "a hot dog is a food I eat because I like the taste" 68% Agree "hot dogs are satisfying"	"I don't usually seek [hot dogs] out. If I'm not eating it, I don't really think about it as something I want." "My wife bought hot dogs and I was like, 'Wow! Hot dogs! I don't think about hot dogs very often, but I like them!'"	We need to remind people that they enjoy eating hot dogs.

WHY KIDS?

When researching how consumers think about hot dogs, one word kept popping up time and time again: **kid**. Whether it's memories from their childhood or a food they feed their own kids, people repeatedly and strongly associate hot dogs with kids and the **feelings of being a kid**.

People associate hot dogs with kids.

57% Associate hot dogs with children and teenagers as opposed to any other age segment.

“ “I feel like hot dogs are a kids food. I think of kids when I hear the word hot dog. It's a staple of a young kid's diet.”

People feed their kids hot dogs.

96% Said their parents served them hot dogs as a kid.

“ “I make hot dogs for my kids because they are fast, and they are always a hit in my house.”

Hot dogs remind people of their childhood.

40% Mention childhood or childhood memories when asked about hot dogs.

“ “When I think hot dogs, I think of positive memories from childhood. As a kid I enjoyed hot dogs, and that carries on and plays into how I think about hot dogs today.”

Eating a hot dog doesn't get old.

61% Like hot dogs now or even more than they did when they were kids.

“ “I feel like hot dogs are really a timeless classic.”

TAKEAWAY

It's hard for people to think about hot dogs without thinking about kids. This insight is a product truth that could elevate the hot dog to new heights.

FRANKS ARE FUN

POP CULTURE

Whether it's Snapchat's first augmented reality filter of the dancing hot dog or its main role in *Sausage Party*, **the hot dog is a star on all forms of media.** A simple Google search of the word "hot dog" brings up thousands of funny memes, references to heated internet disputes, and witty halloween costumes.



Our findings that hot dogs are associated with kids is also supported by the indisputable truth that the hot dog is fun. Through both an analysis of pop culture trends and our primary research, it became clear that the hot dog, relative to all other foods, truly owns fun.

"It's the shape, the toppings, the associations... [hot dogs] are just **fun.**"

"I never want to have to go through a **Halloween** without seeing someone in a hot dog suit."

"What's a **party** without a bunch of hot dogs?"

"Hot dogs are the **most fun food** at the cookout."

"I'm not sure exactly what it is about hot dogs... they're just **funny.**"

TAKEAWAY

Given that people so clearly recognize and appreciate the hot dog because it's fun, a campaign that seeks to elevate the hot dog should leverage this unique product truth and incorporate it into its creative executions.



MANIFESTO

6am alarms. Dirty dishes. Parking tickets. Adulthood is not always easy. So we say you deserve a break. Introducing Kid On – the campaign that lets you break free from the expectations of adulthood and unleash your inner kid. With engaging displays, interactive ads, and classic games, the Kid On campaign brings the fun and joy of childhood back into our lives.

And who better to lead the campaign than the epitome of fun? The hot dog! Because eating a hot dog is the ultimate kid moment. They're the food you ate as a kid, the food you still feed your kids, and the food that truly makes you feel like a kid again.

So take that extra go around in your swivel chair. Crumple up that X'd out memo and toss it in the trashcan basketball style. And forget that soggy lettuce you brought for lunch and go grab a hot dog. Because growing old shouldn't mean growing up.
Kid on.



PROOF OF CONCEPT

At its core, the Kid On Campaign emphasizes the importance of having more everyday kid moments – a mindset that will resonate with our consumers. Here are the three reasons why.

1

Adults need a break from adulthood.

Our target consumers reported the **highest levels of stress** across all age groups.

Americans are working now more than ever before, spending roughly **173 hours extra per year** at our jobs.

Studies show that taking **small breaks** in your day can increase happiness.

2

Adults enjoy acting like a kid.

Adult coloring books have quickly risen in popularity, driving a 133% increase in sales for adult non-fiction book purchases in 2016.

In the past decade, **indoor trampoline parks** grew from 3 parks to over 1,000 parks worldwide, attracting both adults and children.

The entire plot of the recent **Hollywood blockbuster Tag** shows a group of grown men spending one month a year playing a childhood game of tag.

3

Nostalgia works.

"**Nostalgia marketing**" has become its own term within the industry, a result of its growing popularity.

Super Bowl ad campaigns by Microsoft, Legos, Coca-Cola, and Pepsi this past year all focused on nostalgia.

#**ThrowbackThursday**, a social media trend letting people post pictures from their past, took the internet by storm and compelled millions of people to post and share with their friends.

TAKEAWAY

The Kid On campaign works because it gives our target consumers what they really need: **a break from adulthood and something that reminds them of their past**.

kid on moments

The fun moments in life when you ignore adulthood and embrace your inner kid.

- * Playing punch buggy no punch backs
- * Riding your shopping cart down grocery store aisles
- * Finding four leaf clovers
- * Catching snowflakes on your tongue
- * Settling an argument with rock, paper, scissors
- * Turning your banister into a slide

CAMPAIGN STRATEGY

The Kid On Campaign elevates the status of the hot dog by:

- 1 Reminding people how fun it is to be a kid again
- 2 Presenting the hot dog as a way to have more kid moments
- 3 Promoting the hot dog as an enjoyable break from your everyday life

The campaign aims to emphasize the kid-like feelings of fun and joy that hot dogs bring. Executions recreate these everyday kid moments, allowing consumers to interact with and enjoy the small breaks in their otherwise adult lives. By ensuring that each execution involves hot dogs, the campaign keeps them top of mind and convinces consumers that hot dogs are the perfect way to take a quick break from life and feel young again – a product and consumer truth that only hot dogs can really own.

LOGOS



BUILDING BLOCKS FOR EVERY EXECUTION

The campaign executions will each incorporate an interactive game or activity involving hot dogs. These will allow adults to truly feel and enjoy the kid moment for themselves.

The campaign will feature all three primary colors (red, yellow, and blue), which are commonly associated with kids.

Each execution will feature the campaign and Wienerschnitzel logo. Many will also include copy that reinforces the Kid On mentality: "Growing old shouldn't mean growing up."

VIDEO

Our campaign will use 30-second spots to highlight traditional kid moments. Each spot will be ironically dramatic, first showing close-ups of the activity, which will always involve a hot dog. Right before the end, it's revealed that the main subject is an adult, not a kid. Each spot will end with the adult biting into the hot dog and brand equity shots.



- 1 A hot dog can be seen between two toys in a face-off, while old western music sets the mood.



- 2 The two toys come into focus. We see them on either side of the hot dog, in the hands of an unidentified person.



- 3 Will lowers himself to eye level with the toys and is locked into eye contact with them in a classic stand-off.



- 4 The toys stare back at him, hesitant to make the first move.



- 5 Will drops one of the toys and grabs the hot dog. He has won the standoff and the ultimate prize...a hot dog.

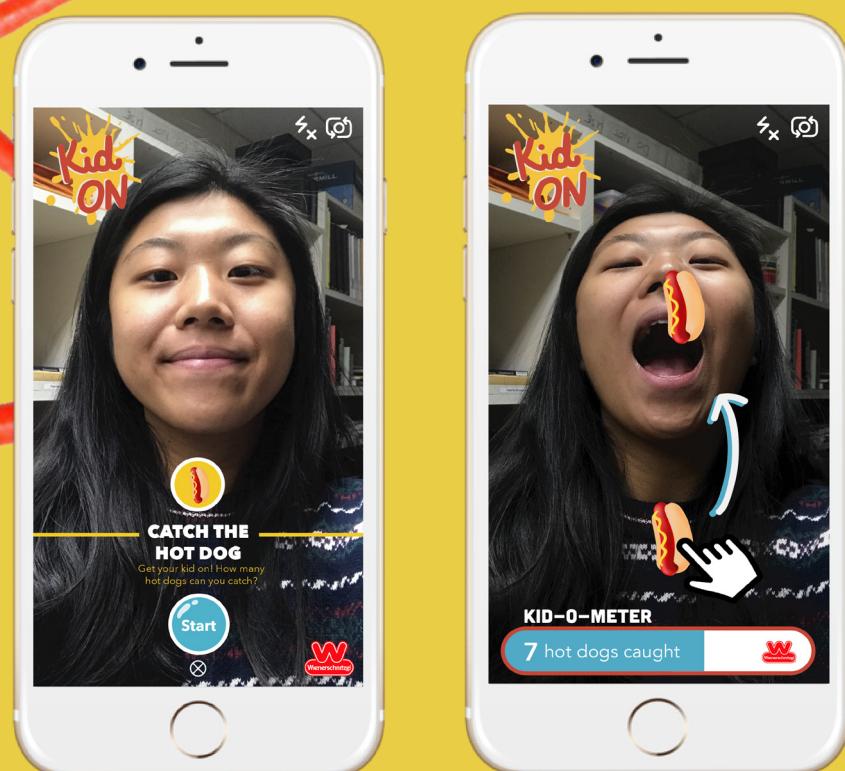


- 6 The campaign tagline and logo appear.

SOCIAL MEDIA



For the first week in April, Snapchat will allow people to procrastinate taxes and play around with hot dogs. . Users can use their finger to toss the hot dogs in the air, and a Kid-O-Meter at the bottom counts the number caught in their mouth. Users can also send their results to friends and challenge them to beat their score.



Wienerschnitzel will call on all hot dog lovers to unleash their inner kid by transforming their typical hot dog into an art piece. Participants will post their art on any given social media platform and hashtag it #KidOn to be entered into the nationwide competition. All entries will be judged by highly qualified hot dog design connoisseurs and Wienerschnitzel will repost select entries on their own social media. The chosen wieners will receive unlimited hot dogs from Wienerschnitzel for a year and will be featured in Wienerschnitzel locations.



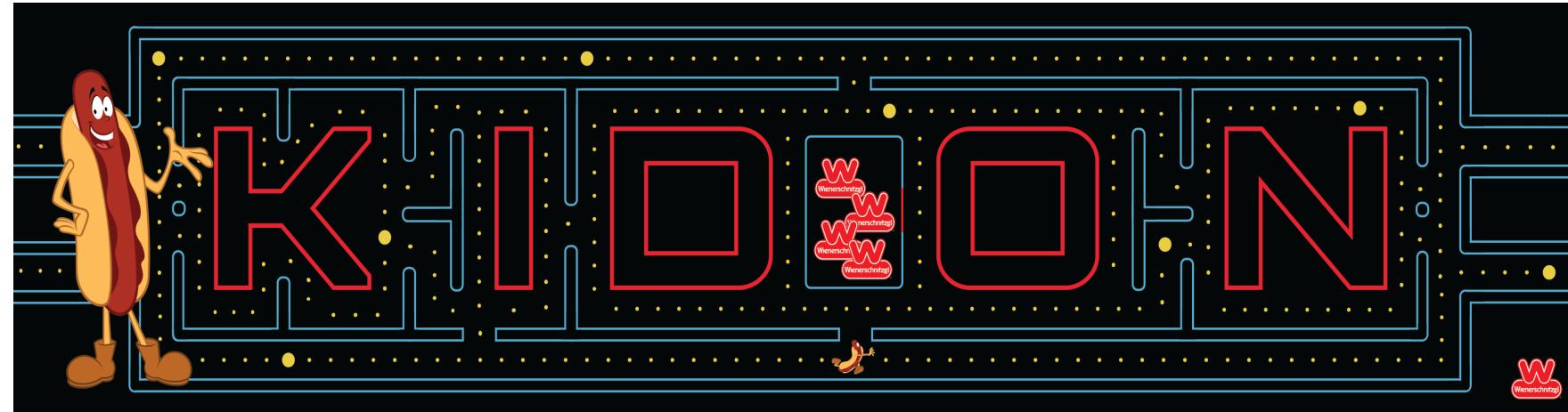
PRINT & DIGITAL

PRINT

Origami is a kid classic. This hands-on print ad allows the reader to tear out the ad, create the hot dog, and take it to their local Wienerschnitzel location for a free hot dog. It will be placed in magazines aimed towards Trendmakers and Connectors, such as Martha Stewart Living, Cosmopolitan, People, and Entertainment Weekly.

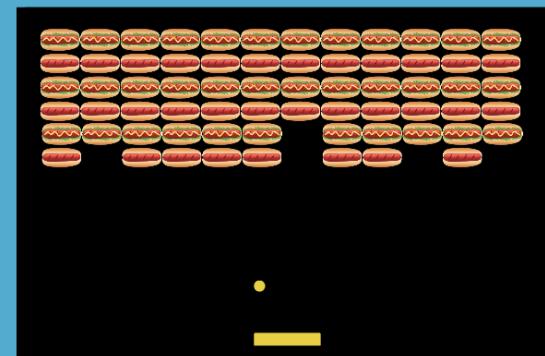


BANNER AD



MICROSITE

Admit it: once in a while at work, after grinding for hours on end, you inevitably start to browse the Internet. Wienerschnitzel encourages these much-deserved breaks through its Kid On microsite. Hop on to the site and choose from an array of classic childhood games to waste some time, distract yourself from other responsibilities, or just to have fun. The hot dog themed games keep the food top of mind while bringing out the kid in you. Game on, kid on.

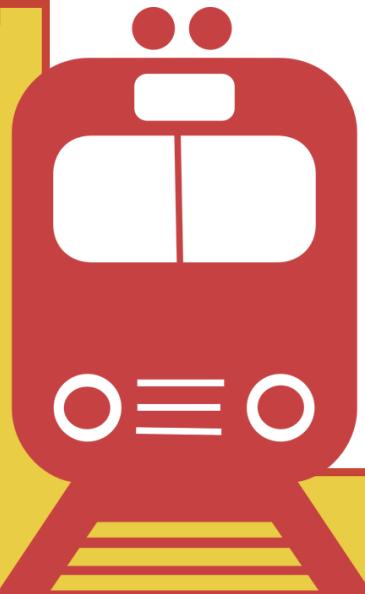


A screenshot of the Wienerschnitzel Kid On microsite's landing page. It features the Wienerschnitzel logo and the text "WORLD'S MOST WANTED WIENER". Below that is the "FOOD LOCATIONS COMMUNITY SHOP" section. In the center is a large "Kid ON" logo with a sunburst effect. Below it is the slogan "GROWING OLD SHOULDN'T MEAN GROWING UP." followed by a message encouraging users to take a break. At the bottom is a red button labeled "GIMME MY KID ON MOMENT". The URL https://www.wienerschnitzel.com/kidon/welcome is visible in the browser address bar.

A screenshot of the Wienerschnitzel Kid On microsite showing three game options. The top section features the "WORLD'S MOST WANTED WIENER" logo and the "FOOD LOCATIONS COMMUNITY SHOP" section. Below that is the "WHAT WILL BE YOUR KID ON MOMENT?" section with three game icons: "BRICK BREAKER", "SNAKE", and "TETRIS". Each game icon has a small "Kid ON" logo above it. The URL https://www.wienerschnitzel.com/kidon/play is visible in the browser address bar.

OUT OF HOME

TRAIN STATION



This engaging display gives people waiting in train stations a chance to have a little fun by trying to find the hidden frank, rekindling memories of a childhood game that our demographics will be sure to remember.

BUS STOP



Waiting for the bus stinks. Bus arrivals can be few and far between, putting even the most patient riders on edge. This interactive ad gives bus riders a fun way to pass the time, letting their feet dangle on the swings, and solving the hot dog puzzle as they wait.

EXPERIENTIAL

POP-UP SHOP

The pop up shop will serve as a **PR stunt** with both **organic** and **paid media coverage**, letting people all across the country see how Wienerschnitzel brought recess back.



CULTURE & ARTS 11/28/2018 07:53 pm ET

Wienerschnitzel Brings “Recess” To The Streets Of New York

As part of their “Kid On” campaign, the hot dog fast food chain gave adults a reason to take a longer lunch break.

By Cole Delbyck



We can all agree on the best part of our day as a child: **recess**. Wienerschnitzel's pop up shop will bring this beloved break back into the busy lives of working adults. Set up around popular workplaces, people can visit the shop, grab a hot dog, and play games like Connect Four, Jenga, or cornhole, or just hula hoop and jump rope with their friends and coworkers.

KID ON KIT

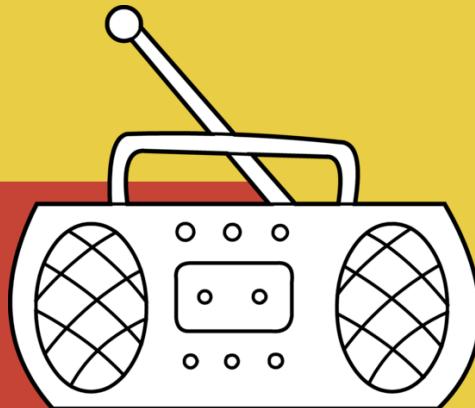


These “Kid On Kits” will be given out at every Recess and retail location, making sure you’re equipped to live like a kid. **Fidget spinners**, **Rubik’s cubes**, and a **trash can backboard** can make any boring day at work a little more exciting. The **Kid On Bib** is perfect for keeping your shirt clean for your next hot dog. And the **grilling claw** plays on a classic childhood toy that allows you to have fun while you grill your hot dog.

RADIO & PODCAST

94% of Americans listen to radio on a weekly basis.

This 30-second radio spot will play in regions with Wienerschnitzel locations and on Spotify and Pandora to engage listeners that may not listen to traditional radio.



RADIO

911 Operator: 911 what's your emergency?

Kid: It's my mom. She's acting really weird.

911 Operator: Can you explain what's going on?

Kid: Last week, she picked me up from school on my Razor Scooter. Yesterday, I walked in on her trying to make a coffee maker out of my legos. Now she's trying to convince me to go to the playground when she knows I have homework!

911 Operator: Hmm. Alright, can you go the fridge for me?

Kid: Yes, I'm here.

911 Operator: What do you see?

Kid: Oh wow! Tons of hot dogs.

911 Operator: Ah yes, just as I suspected. We've had a lot of reports of adults acting like kids after eating hot dogs. Don't worry about it, it's completely natural.

Narrator: Growing old shouldn't mean growing up. Go get a hot dog from Wienerschnitzel, and Kid On.

PODCAST

Wienerschnitzel's **Just For Fun** podcast makes it easy to bring riddles, games, and jokes back into your life. Whether you are commuting to work or just wanting to drone out your chatty coworker, Just For Fun lets people take a small break in their day to relax, play a game, and have fun. And by adding in our radio advertisements, it's the perfect content marketing tool to help increase brand awareness for our target audiences.

23% of Americans listen to podcasts every month.

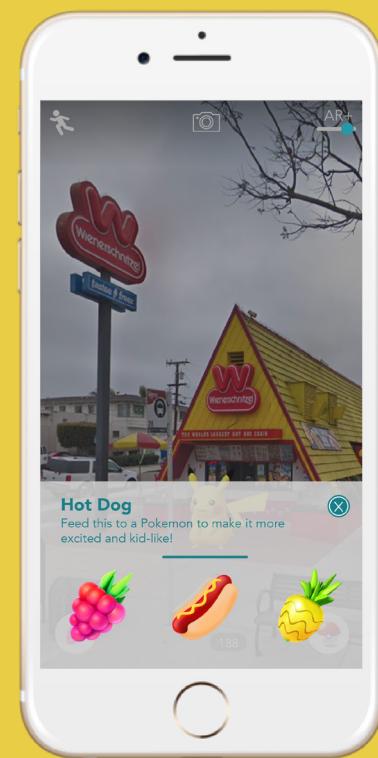
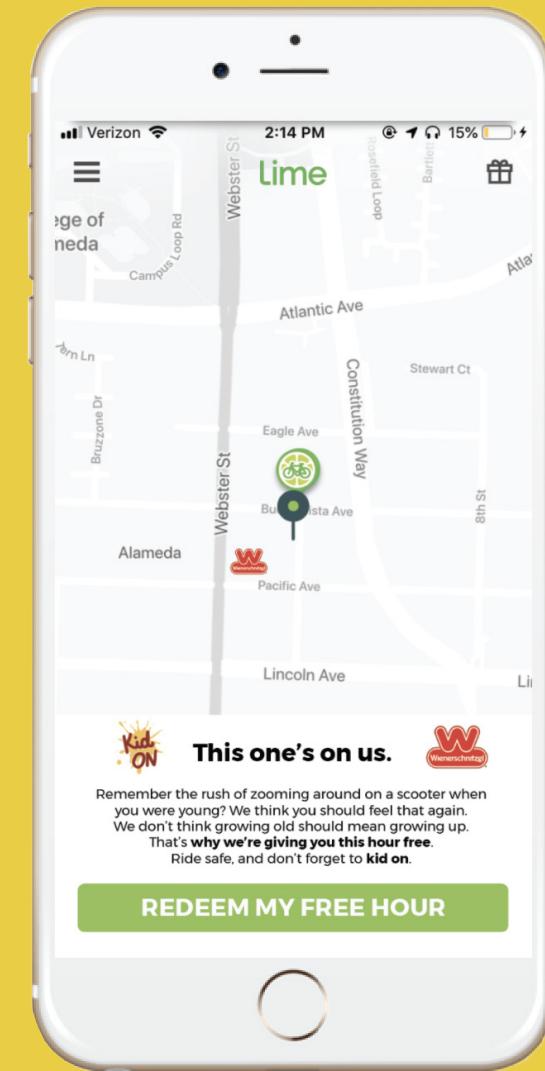


PARTNERSHIPS



All across the nation, adults are jumping on scooters, racing down streets, and reliving their childhood. To capitalize on this growing movement, Wienerschnitzel will partner with Lime Scooters to sponsor one free hour on a scooter. Riders will receive a push notification with a coupon through the app when the rider is near a Wienerschnitzel location.

Given that 72% of people with an income under \$100K each year have a favorable opinion of E-scooters, this partnership will perfectly target both the Trendmakers and Connectors who largely fit into that category.



With over 1.3 million daily active users, PokéMon Go uses Augmented Reality to let adults play like kids again. This campaign will partner with the app to have PokéMon appear at Wienerschnitzel locations. There, the user will be able to feed the PokéMon a hot dog "berry" which makes it easier to catch. The partnership would not only continue to associate the hot dog with fun, kid-like memories, but also help increase brand awareness and retail sales.

EVALUATIONS

OBJECTIVES

1 Keep hot dogs top-of-mind

Evaluated using: surveys, website and social media traffic

- Increase consideration for hot dogs as a “regular, weekday meal” from **5%** to **10%**
- Increase website traffic for Wienerschnitzel.com by **10%**, Facebook likes by **16%**, Twitter followers by **30%**, and Instagram followers by **14%**.

2 Improve perceptions of the hot dog

Evaluated using: online sentiment analysis, surveys

- Increase online positive sentiment of hot dogs by **7%**
- Increase consideration for hot dogs as a “fun food” from **2%** to **10%**

3 Increase overall hot dog sales

Evaluated using: annual sales from grocery stores, restaurants, and Wienerschnitzel locations

- Grow annual hot dog consumption for heavy users by **16%**, medium users by **13%**, and light users by **10%***

*Breakdown of users currently defined as:
Heavy: 120 hot dogs/yr
Medium: 42 hot dogs/yr
Light: 18 hot dogs/yr

FINANCIAL METRICS

3.62%

increase in total U.S. hot dog sales

\$542.38M

Total incremental revenue for U.S. hot dogs

\$27.03M

Total incremental revenue for Wienerschnitzel

\$25M

Total campaign spend

109%

Return on Investment (ROI)

To ensure the success of the Kid On campaign, key performance indicators will be analyzed against each of our three main objectives. Reaching these KPIs will increase total hot dog sales, thus leading to sales growth for Wienerschnitzel. All of the following metrics and calculations are expectations by campaign end.

PITCH



The Kid On campaign will increase overall consumption and improve negative perceptions of hot dogs by combining a salient product truth with the needs of Trendmakers and Connectors. These target consumers are looking for a temporary recess from adulthood, and hot dogs will be positioned as the solution. With their strong ties to kids and fun, hot dogs are the clear advocate for taking more breaks and feeling like a kid again, even if it's just for a moment.

These "Kid On Moments" let adults momentarily forget their responsibilities and embrace fun. This campaign not only reminds customers of the fun they had as kids, but also allows them to experience these moments through engaging displays, interactive ads, and classic games.

Through Kid On, Wienerschnitzel can show consumers they deserve these moments and that the hot dog is the ultimate way to have more of them.

THE TEAM

Anne Lawton Blanchard

From: Yorktown, VA
My Kid On moment: Building sand castles at the beach



Will Clarke

From: McLean, VA
My Kid On moment: Playing snake in class



Caroline Emblidge

From: Richmond, VA
My Kid On moment: Making pringle duck faces



Anna Kuno

From: Midlothian, VA
My Kid On moment: Drawing smiley faces on foggy windows



Dorothy Wang

From: Sterling, VA
My Kid On moment: Stepping on crunchy leaves



Leeraz Zuo

From: Memphis, TN
My Kid On moment: Checking underneath the bed for monsters



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SECONDARY

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