

FEELING
ADVENTUROUS?



dragon5

EXECUTIVE SUMMARY

Tai Pei, Feeling Adventurous?

From hoping to someday summit Mount Everest, to fantasizing about a one-way ticket to Bali, millennials spend their lives dreaming of big adventures. But, while they wait for the day that they have enough time and money to finally book that flight, they indulge in life's little adventures. They don't plan for these little adventures, these chances just appear sporadically. Whether or not they choose to embark on them is often a split-second decision. The Feeling Adventurous? Campaign reminds consumers of the satisfaction that results from breaking out of the mundane and choosing to take that little adventure. The little adventures that enrich millennials' days add a sense of joy to the otherwise ordinary, and a fullness to their lives.

The Aspirational Adventurer is the millennial who dreams of big adventures, but values the richness that little adventures add to their routine lifestyle. Yet, for some reason, this adventurous spirit doesn't manifest itself in the frozen aisle of the grocery store. While many millennials say they love new experiences and new foods, shopping patterns show that they often stick to the brands they know in the frozen section, even if they don't love them.

Tai Pei is a brand with very little recognition in the saturated frozen foods category. While this could be seen as a disadvantage, it allows Tai Pei to shape consumer perceptions of the brand from scratch. Focus groups and survey data show that millennials view Asian cuisine as adventurous. As the only top brand in the frozen Asian category that exclusively focuses on Asian cuisine, Tai Pei has the opportunity to capture the Aspirational Adventurer who is shopping in the frozen aisle. How? By branding itself as a little adventure in the freezer section.

The Feeling Adventurous? campaign seeks to highlight the importance of life's little adventures. Whether through interactive print ads, or a real-time scavenger hunt, the campaign will be experiential with every execution being an adventure in and of itself. The campaign will meet the target consumers where they are--in unconventional situations where the brand will encourage them to choose adventure over routine. With Feeling Adventurous? Tai Pei will establish itself as the adventurous frozen entree brand.

By the end of the campaign, awareness of the Tai Pei brand among millennials will increase to 51.5%. The brand will also establish a consistent identity, increasing recognition of its unique box, and brand character to 86.4%. With an increase in awareness, the brand will see growth in Dollar Sales predominantly driven by first time users adventuring into the brand.

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OBJECTIVES

- Increase Tai Pei's awareness among millennials from 18% to 52%
- Increase the recognition rate* of Tai Pei from 45.5% to 86.2%
- Increase the annual Dollar Sales growth rate to 10%

*rate of those primed with elements of the Tai Pei brand and correctly identify it as Tai Pei

RESEARCH METHODOLOGY

Through primary and secondary research, we sought to better understand the frozen food category, Tai Pei's in place in it, and opportunities Tai Pei has with its target consumer.

Objectives

1

Assess frozen food category trends and find Tai Pei's main competitors

Research Findings

Tai Pei is not just competing with Asian frozen food, but with the entire frozen single serve entree category¹

2

Determine consumer perceptions of Tai Pei and frozen Asian Food

Research Findings

Tai Pei has low awareness and Asian frozen food is not top of mind for Millennial consumers, though they like Asian²

3

Understand Millennials' behavior within the frozen food category

Research Findings

Millennials crave adventure, but stick to what they know when shopping frozen food. However, they tend to be only *mildly satisfied* with their experiences in consuming frozen food³

"[Banquet]. It's not good, but it's not bad, and I just want to play it safe. I don't want to buy another brand in case it's terrible"
- Daniel, 21⁴

24

1-on-1
interviews

8

consumer
diaries

16

freezer
observations

2

focus
groups

518

survey
respondents

3

taste
tests

11

projective
techniques

3.5

hours of
in-store observations

BRAND PROBLEMS & OPPORTUNITIES

Problems

Tai Pei has low recognition as a brand, but high recognition of its box

Tai Pei is a declining brand in the growing segment of Asian single serve entrees

Tai Pei is a non-health conscious brand while healthy eating is a large macro trend among millennial consumers

Of the top 10 leading brands in the Asian single serve entree segment, only Tai Pei is Asian¹¹

Support

18% Recognize the brand⁵
39.5% Recognize the packaging⁶

-6.1% L 52W % Change vs. YA in Tai Pei's Dollar Sales⁷
+1.3% L 52 W % Change vs. YA of Asian Frozen Single Serve Entree Dollar Sales⁸

61.3% of millennials eat the food they like regardless of the calories⁹
11.7% of millennials say that nutritional value is the most important factor in foods they eat¹⁰

"If it's a company that solely focuses on one kind of food, then it will probably be better than Lean Cuisine" - Ashley, 21¹²

Opportunities

It's unique packaging sets it apart in the frozen food aisle

It's not a category issue with a strong point of differentiation, Tai Pei can realize growth

The growth of health-conscious is not growing in expense of indulgence

Tai Pei exclusively offers Asian cuisine

TAKE-AWAY

Because Tai Pei has low brand recognition, we have the ability to define what the brand means to our target. Through our campaign we can leverage these opportunities to create unique brand equity.

COMPETITIVE OVERVIEW



A value brand which serves a variety of frozen meals, but specializes in American dishes and family-sized portions¹³

of Asian Entrees: 2



A value brand serving a selection of frozen meals, specializing in pies and Southern, old-fashioned cooking¹⁴

of Asian Entrees: 6



A value brand which serves an array of single serve entrees targeted towards health-conscious consumers¹⁵

of Asian Entrees: 9

For the frozen single-serve entrée shopper, finding a meal from the freezer section is a routine. They pick a brand and stick to what they know for future purchases, even if it isn't the best option available. This is why the major players in frozen single-serve entrees try to establish product line breadth over product line depth.^{16, 17}



"If I look for a meal, I go with what I know because I doubt frozen food a lot of the time"
- Triston, 20¹⁸

TAKE-AWAY

To increase Dollar Sales, Tai Pei must encourage shoppers in the frozen food section to try something different. Tai Pei can grow its share of the frozen Asian single serve market, if it can convince consumers to switch from their routine purchases of brands like the ones above, and to try Tai Pei just once. **They just have to take a little adventure with Tai Pei.**

THE MILLENNIAL TARGET

Who we aren't talking to: the health-conscious millennials that does not currently shop in the frozen section because they perceive it as unhealthy



66%

of millennials purchased a new product on their last grocery run¹⁹



60%

of millennials are not as adventurous as they want to be²⁰



88%

of millennials are interested in trying new foods²¹



"When I think of Asian, I think of something exotic. I just think of something bold"
- Tucker, 21²²

"I eat Chinese to mix it up. A lot of what's quick is super bland... Chinese can be easy and exciting"
- Dustin, 22²³



Millennials enjoy discovery and adventure, including in their food tastes. They crave unique, exciting foods with bold flavors.

WHO IS THE ASPIRATIONAL ADVENTURER?

THE DESIRE Adventure



64.5%

of Millennials enjoy travelling²⁴

57%

of Millennials value discovery²⁵

"Whenever I leave my comfort zone, I look back and I think I've come back as a better person"

- Michael, 21²⁶

TAKE-AWAY

If Tai Pei can appeal to the Aspirational Adventurer, it has great potential for growth among those who are already shopping for frozen food.

Aspirational Adventurers aren't climbing Mount Everest. Though they might dream about it, they know that the little adventures count the most. Whether it's taking the scenic route, or buying a lottery ticket, the Aspirational Adventurer enjoys finding little boosts of fun in otherwise ordinary days. They embark on these little adventures in other aspects of their lives, but when it comes to frozen food, they tend to stick to routine purchases. Tai Pei can be that little adventure in the frozen food section.

THE PROHIBITOR Life



81.5%

of Millennials would be more adventurous if they had more money²⁷

74.3%

of Millennials would be more adventurous if they knew it would be worth it²⁸

"I would like to be more adventurous...but sometimes I get lazy, or something pops up so I end up not going through with it"

- Ashley, 23²⁹

THE RESPONSE Little Adventures



"I can be more adventurous in the little things, such as getting a different thing when I go out to eat"

- Julia, 21³⁰

"Adventures don't have to be something completely new or radical"

- Harris, 19³¹

"Going out of your comfort zone is good. When you flex that muscle in the little situations, you'll feel more comfortable flexing it in larger situations"

- Lauren, 22³²

Target: 11.8 M
Aspirational Adventurers
only **1.5 M** currently eat
Tai Pei³³

TAI PEI IS A LITTLE ADVENTURE



Survey

74.5% of respondents associate Chinese food with being adventurous³⁴



1-on-1 Interviews

"Asian is mostly exciting -- exotic flavors, not always the same thing. Not your most typical dish." - Tim, 21³⁵



Food Journals

"Asian food is fun because it's different. It's not something you can find everywhere, and it's just different from the foods you see people eating day in and day out." - Dustin, 22³⁶



Focus Groups

"My family raised me to be an adventurous eater, and I see international [frozen] food as trying something I've never tried before."
- Trevor, 21³⁷

Consumer Insight



After researching sentiments around the Asian category, Dragon 5 found that Asian is adventurous. Of the top ten brands, Tai Pei is the only one that does Asian. As such, it can stake the claim that it is the adventurous brand in the frozen aisle.

People seek adventures in their daily lives, but when it comes to eating frozen food, they tend to stick to what they know. Tai Pei can leverage this attitude-behavior gap, to get the aspirational adventurer to become truly adventurous.



FEELING ADVENTUROUS?

You know how even the smallest step off the beaten path can make your whole day more thrilling? Like when you go to pay for gas just like you always do, and you buy a lottery ticket on a whim just for fun. Or when you go out to a restaurant solely to eat dessert. For those who seek the little adventures, there's Tai Pei. Aspirational Adventurers look for these mini thrills in their day, no matter how small or short-lived. Tai Pei lovers feel this same sense of excitement each time they choose Tai Pei. They pass by aisle after aisle of the ordinary to find a product that they know will give them a little blast of fun.

The Feeling Adventurous? campaign captures the tingle people get from breaking out of the mundane via adventures, whether big or small. It's the small moments where people treat themselves to the flashes of liveliness that make life so good. These tiny detours are what add richness to the everyday, and Tai Pei is another one of these detours. In a category known for its tendency to be basic and boring, Tai Pei is an adventure in every way. Its appearance, boldness, and exotic flavor make it stand out from the rest. The Feeling Adventurous? campaign implores the Aspirational Adventurers to keep pursuing the little adventures in all areas of life, and to do the same when they choose frozen meals. When consumers choose Tai Pei, they choose to add another little adventure to their day.

The Feeling Adventurous? campaign seeks to emulate these little moments of thrill that liven up the millennial's day. Each execution has a three-fold mission: to meet the millennials where they are, to increase engagement with the brand by making each execution a little adventure in and of itself, and thus to increase brand awareness. Dragon5 hopes that by creating little adventures in the advertisements, Tai Pei can become a brand that is synonymous with adventure both in and out of the microwave.

CREATIVE STRATEGY

Each execution has a three-fold mission:

1

Meet millennials where they are

2

Increase engagement with
little adventures

3

Increase brand awareness

The campaign hopes that by creating little adventures in the advertisements, Tai Pei can become a brand that is synonymous with adventure both in and out of the microwave. The executions make the consumer remember Tai Pei, as they don't just look at our ads, but engage with them.

Creative Formula

Each execution is a little adventure, making Tai Pei synonymous with adventure.

- Embarking on a scavenger hunt
- Checking something off your bucket list
- Asking that cute person at the bar for their number



To create brand buzz, each execution features a brand character --Maoshan the adventure seeking dragon. Executions also include the unique Tai Pei box.



The copy highlights the adventurous nature of Tai Pei in relation to its competitors:

"Find out what you're missing in the freezer aisle"

Each execution is branded with the campaign tagline:

**FEELING
ADVENTUROUS?**

MEET MAOSHAN

Did you know? Brand characters, like me, generate more buzz around their brands than celebrity endorsers.³⁸

In order to increase awareness and create a unique brand identity, Tai Pei can bring Maoshan to life, the adventure seeking dragon. His name, Maoshan means adventure in Chinese³⁹, and he is the charismatic and self-assured friend who tells you like it is. Maoshan also embodies the characteristics of a true adventurer, encouraging our target to pursue the adventures in life in a sincere and likeable way. He will be present in each execution, to tie the campaign together, and to keep the brand top of mind.



TAI PEI

MEET MAOSHAN

I, MAOSHAN, HAVE SOUGHT ADVENTURE IN EVERY ASPECT OF MY LIFE SINCE 1996. WHEN I WAS BORN IN TAI PEI, THE CAPITAL OF TAIWAN, I KNEW I HAD TO GET OUT THERE AND GETTING ON MY FRIENDS TO TAP INTO THEIR ADVENTUROUS SIDES. I AM WATCHING GAME OF THRONES, FLYING AROUND WITH OTHER DRAGONS, AND HAVING ADVENTURES OF MY OWN.

I HAVE TRAVELED THE WORLD, GONE BUNGEE JUMPING (WITHOUT USING MY WINGS), AND CLIMBED MOUNT KILIMANJARO, BUT I ALSO SEEK THE THRILL OF THOSE SMALL, EVERYDAY ADVENTURES THAT MAKE MY LIFE SO GOOD. WHEN FLYING HOME, SOMETIMES I MIX UP MY ROUTE JUST FOR THE FUN OF IT, AND I ALWAYS CHANGE UP MY ORDER AT THE FLY-THRU RESTAURANTS.

THERE'S JUST SO MUCH IN LIFE TO EXPERIENCE! SO I WANT TO KNOW, ARE YOU FEELING ADVENTUROUS?

IF YOU ARE UP FOR A SMALL ADVENTURE, OR TWO, PLAY ONE OF THE GAMES BELOW. AND AFTER, PICK UP A BOX OF TAI PEI AND SPICE UP AN OTHERWISE NORMAL DAY.

FIND ME ON MY ADVENTURES TO THE FREEZER ASIDE AT @TAIPEIASIANFOOD

Maoshan will be introduced on a new tab on the Tai Pei website called "Little Adventures". There, his life story will liven him up and help create a relatable and relevant character. Along with his introduction, this page will have a few adventurous games that website visitors can play, and once again engage with the brand.

MEET MAOSHAN

I, MAOSHAN, HAVE SOUGHT ADVENTURE IN EVERY ASPECT OF MY LIFE SINCE 1996. WHEN I WAS BORN IN TAI PEI, THE CAPITAL OF TAIWAN, I KNEW I HAD TO GET OUT THERE AND GETTING ON MY FRIENDS TO TAP INTO THEIR ADVENTUROUS SIDES. I AM WATCHING GAME OF THRONES, FLYING AROUND WITH OTHER DRAGONS, AND HAVING ADVENTURES OF MY OWN.

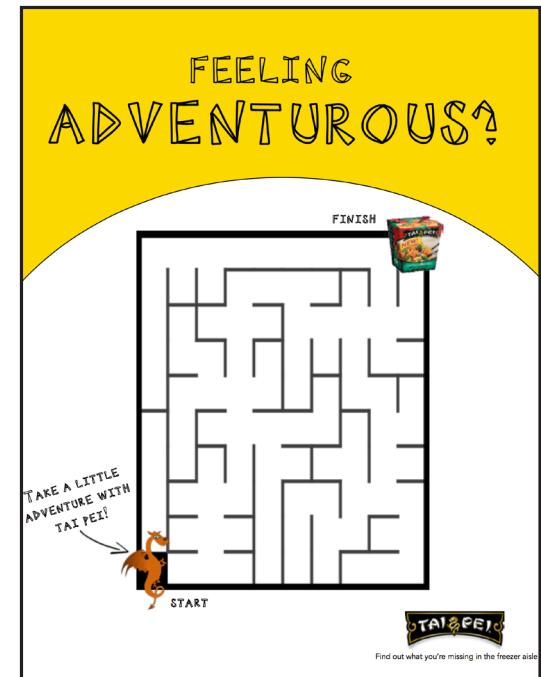
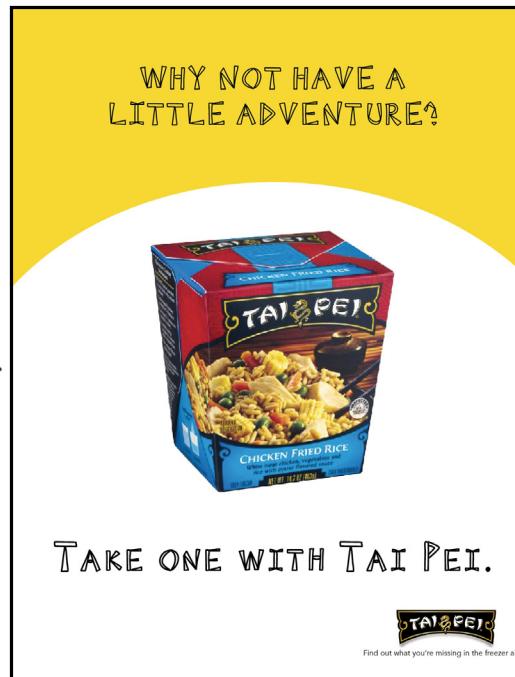
I HAVE TRAVELED THE WORLD, GONE BUNGEE JUMPING (WITHOUT USING MY WINGS), AND CLIMBED MOUNT KILIMANJARO, BUT I ALSO SEEK THE THRILL OF THOSE SMALL, EVERYDAY ADVENTURES THAT MAKE MY LIFE SO GOOD. WHEN FLYING HOME, SOMETIMES I MIX UP MY ROUTE JUST FOR THE FUN OF IT, AND I ALWAYS CHANGE UP MY ORDER AT THE FLY-THRU RESTAURANTS.

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PRINT

Each print execution has an interactive element to it, bringing to life another little adventure.



LITTLE ADVENTURES: THE PEEL BACK

How it works?

The top page will be a sticker covering the ad that the target will have to peel back to see the main message. This ad appeals to the Aspirational Adventure, whose interests will likely be peeked by the ambiguity of the front of the ad and the adventure promised in peeling it back.

LITTLE ADVENTURES: THE MAZE

How it works?

In the maze print ad, the Tai Pei box is the end destination for the target who is up for an adventure with Maoshan.

DIGITAL & RADIO



LITTLE ADVENTURES: THE RADIO SPOT

How it works?

A 30 second radio ad will air to speak to the 92% of Millennials that can be reached weekly by radio⁴⁰. The radio spot communicates in Maoshan's charismatic and self assured tone, how making the adventurous decision is the right decision.

"Look at you... driving back home after your regularly scheduled day. Feeling adventurous? Take the scenic route home. I see the exit coming up right now. Go ahead. Do it. Go on a little adventure. And for dinner? Take another little adventure with Tai Pei frozen Asian single-serve entrees. With 17 delicious flavors, you'll be sure to find what you are missing in the freezer aisle."

The image shows the Tai Pei website's "LITTLE ADVENTURES" section on the left, featuring a vertical menu with links to Products, About Us, Where to Buy, Little Adventures (which is highlighted), and Contact Us. On the right, there is a scroll-based maze titled "LITTLE ADVENTURE GAMES" with a "START" point and a "FINISH" point. Below this, a banner ad for Tai Pei frozen meals features the text "FEELING ADVENTUROUS?", an image of a Tai Pei meal box, and the call-to-action "CLICK HERE FOR A LITTLE ADVENTURE!". An arrow points from the "LITTLE ADVENTURES" link on the website menu to the banner ad.

LITTLE ADVENTURES: THE BANNER MAZE

How it works?

The maze print ad will also be transformed as a banner ad on websites such as Airbnb and Expedia, where our target is looking for an adventure already. The banner ad will lead the user to the "Little Adventures" page of the Tai Pei website where the consumer can meet Maoshan and play other adventurous games.

VIDEO

The featured forty-five second spot is one of a series featuring different “Aspirational Adventurers” taking little adventures. The video will preroll on Youtube videos related to adventure. The first two scenes will depict different Little Adventures #’s, with the last adventure being #1: Try Tai Pei. This series captures the pivotal moments when millennials can either choose to be bold or resort back to their same old routines.

Scene 1:



Little Adventure #25: Take the Scenic Route

Scene 2:



Little Adventure #7: (Finally) Ask Her Out

Karan makes a left turn for the scenic route to his destination instead of following the GPS to keep straight.

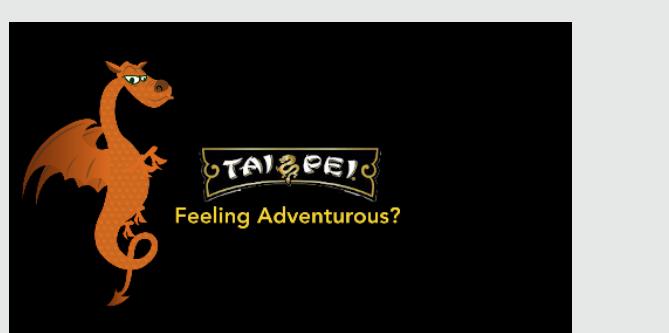
Scene 3:



Little Adventure #1: Try Tai Pei

Karan then asks Carrie to go on a date after much hesitation, but is relieved once the text is sent.

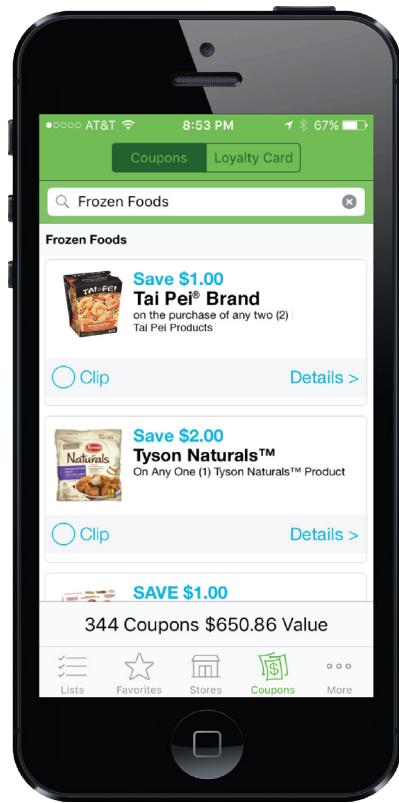
Scene 4:



Finally, Karan leaves the boring section of the frozen food and stops upon Tai Pei Sweet & Sour Chicken, and is delighted with his adventurous decision.

The spot closes by showcasing the Tai Pei logo and brand character Maoshan asking the viewer: “Feeling Adventurous?”

COUPONS



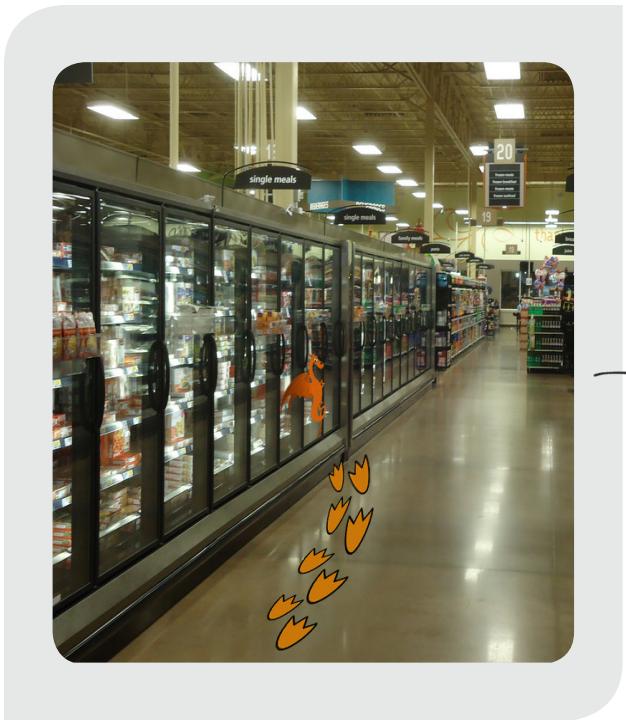
LITTLE ADVENTURES: THE COUPON

How it works?

Through lottery style coupons, Tai Pei will build brand awareness and drive sales at the grocery store. While 36% of millennials currently use coupons to plan shopping trips, over half say their coupon usage has increased in the past year.⁴¹ Tai Pei can take advantage of Millennials savvy shopping habits and tap into their adventurous side with lottery style coupons. Even if millennials do not end up redeeming their prize and closing the sale, just by playing the lottery game they will be more apt to remember Tai Pei, increasing brand recognition. The coupons will be dispensed in National grocery store chains, delivered in the mail, and also made available online in digital form with a partnership with Grocery IQ.

IN-STORE

To attract shoppers who are already in the frozen aisle, the Feeling Adventurous? campaign fill feature in-store advertisements at the point of purchase.



LITTLE ADVENTURES: DRAGON FEET

How it works?

Maoshan's feet will lead customers away from the typical freezer aisle brands towards Tai Pei. The path once again reaffirms the idea that Tai Pei is the most adventurous option in the freezer section.

LITTLE ADVENTURES: MYSTERY BOX

How it works?

Similar to mystery Dum Dums, in each large retailer, there will be a few Tai Pei mystery boxes where the consumers will not know what flavor they selected until they taste the Tai Pei for themselves. By picking up a mystery box of Tai Pei, consumers take an even larger adventure than just switching from the mundane in the freezer aisle.



POINT OF ADVENTURE

The Point of Adventure advertisements seek to meet the target consumers at moments in which they could pursue adventure. While Point of Sale advertisements confront consumers as they are considering purchases in the grocery store, Tai Pei's Point of Adventure executions will confront millennials as they are considering adventures right in front of them. By meeting our audience at these points of adventure, Tai Pei will position itself as a brand that embodies little adventures.



LITTLE ADVENTURES: PICK UP LINES

How it works?

Decals will be placed on bathroom mirrors of bars frequented by millennials in cities and college towns. These decals will show Maoshan offering a pick-up line to "try tonight."

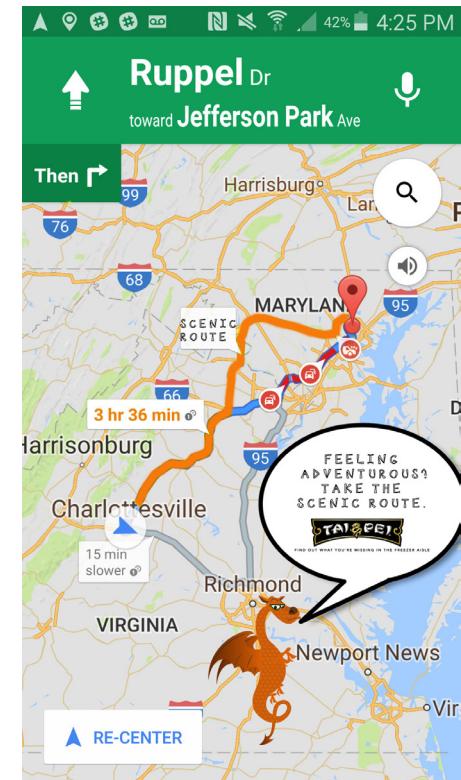
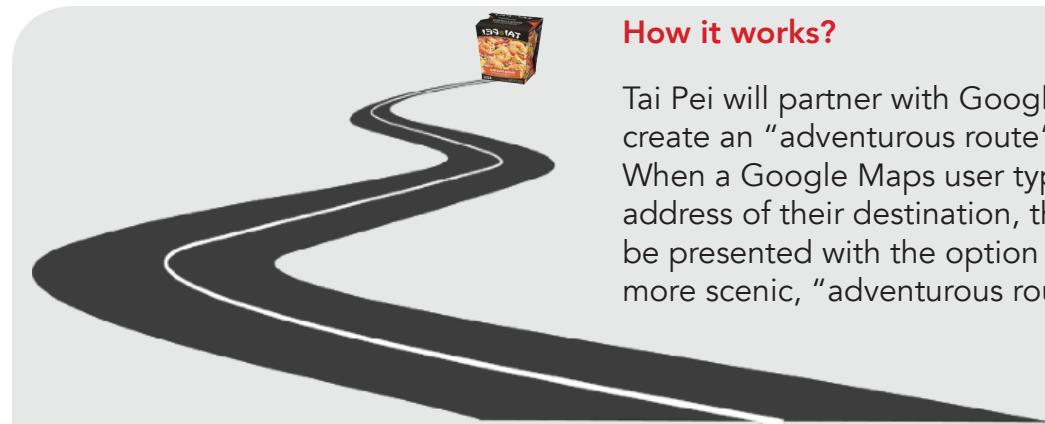
"Feeling adventurous? Try this tonight: "I've been working on the courage to give you my number all night"

Try this tomorrow:
(Tai Pei Box)

LITTLE ADVENTURES: SCENIC ROUTE

How it works?

Tai Pei will partner with Google Maps to create an "adventurous route" option. When a Google Maps user types in the address of their destination, they will be presented with the option to take a more scenic, "adventurous route."



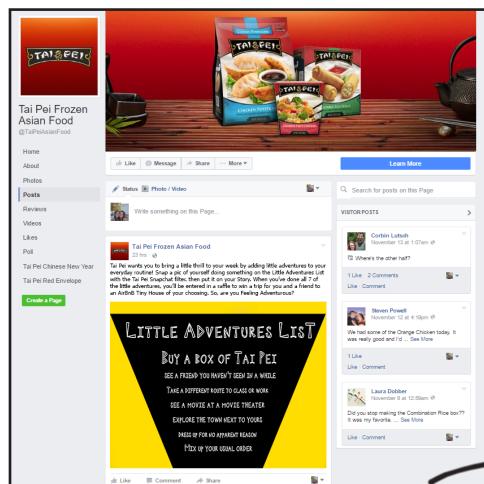
LITTLE ADVENTURES LIST

LITTLE ADVENTURES: THE ADVENTURES LIST

How it works?

Through a partnership with Airbnb, The Little Adventures List Challenge seeks to meet consumers where they are, to challenge millennials to have more every day adventures, and then to share those adventures with their friends. Millennial consumers value friends' recommendations when shopping⁴². To leverage the power of this form of word of mouth marketing, Tai Pei will use both Facebook and Snapchat as mediums to promote the challenge and for the participants to share Tai Pei related content with their friends.

"Tai Pei wants you to bring a little thrill to your week by adding little adventures to your everyday routine! Snap a pic of yourself doing something on the Little Adventures List. If you complete all 7 of the little adventures, you'll be entered in a raffle to win a trip for you and a friend to an Airbnb Tiny House of your choosing. So, are you Feeling Adventurous?"



Tai Pei and Airbnb will post an initial explanation of the challenge on their Facebook pages. The post outlines the adventures consumers must complete. This builds awareness of both the challenge and the Tai Pei brand, as Airbnb's Facebook page has 4.4 Million likes, 35 times Tai Pei's number⁴³.

LITTLE ADVENTURES LIST

BUY A BOX OF TAI PEI

- SEE A FRIEND YOU HAVEN'T SEEN IN A WHILE
- TAKE A DIFFERENT ROUTE TO CLASS OR WORK
- SEE A MOVIE AT A MOVIE THEATER
- EXPLORE THE TOWN NEXT TO YOURS
- DRESS UP FOR NO APPARENT REASON
- MIX UP YOUR USUAL ORDER

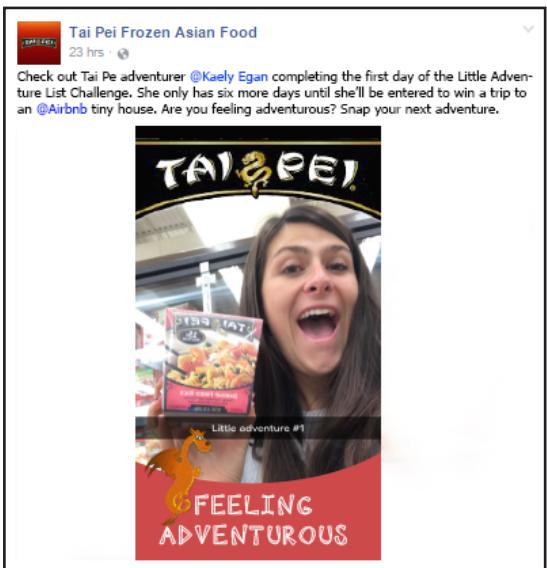
Snapchat



Participants post a photo to their story of them with the Feeling Adventurous? Snapchat filter completing the challenges. Out of 150 million daily users on Snapchat, 7 out of 10 are millennials⁴⁴.

LITTLE ADVENTURES LIST

Facebook



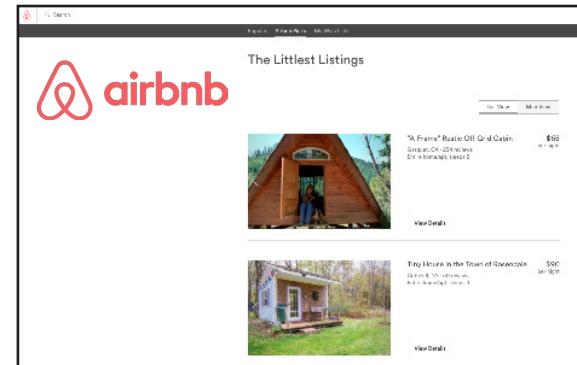
Each day, the Tai Pei Facebook page will post either Mao-shan completing one of the challenges or user generated snapchats of consumers completing them. This will remind consumers of the challenge and increase traffic to the Facebook page. Airbnb's post will also link to Tai Pei's Facebook page, further driving traffic and likes to the Tai Pei page.

Airbnb Partnership

Tai Pei will partner with Airbnb, a brand that targets adventure seeking millennials, in order to promote the challenge. Consumers that complete all 7 challenges will be entered to win a trip with a friend to an Airbnb Tiny House.

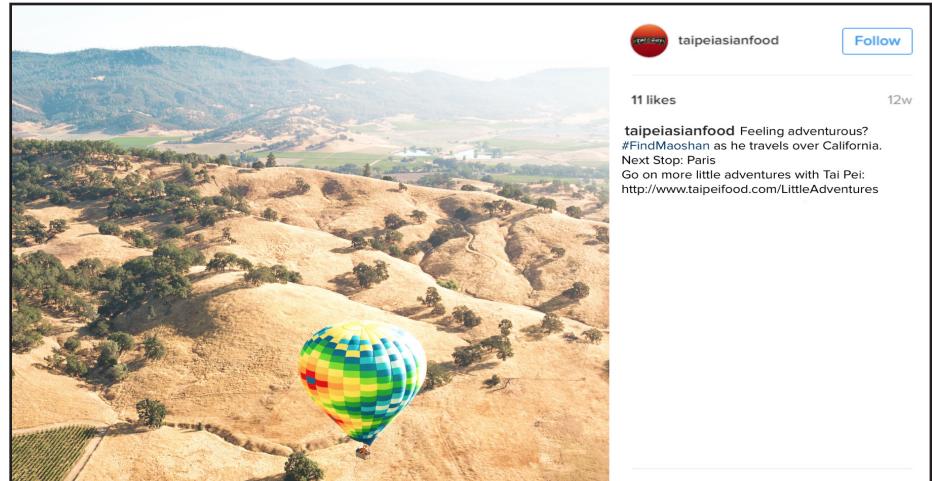
"The typical [Airbnb] user tends to be a millennial who...puts adventure and thrill-seeking as a high priority"
- Jonathan Mildenhall, Airbnb CMO⁴⁵

This consumer base aligns perfectly with Tai Pei's target.



FIND MAOSHAN

The Find Maoshan component of the Feeling Adventurous? Campaign serves to increase exposure of and interaction with the brand character. Find Maoshan will feature three separate executions, all challenging the target to find the dragon in an adventurous setting. These mini challenges will be showcased on social media via Instagram and Snapchat, and in in-person displays.



LITTLE ADVENTURES: INSTAGRAM

How it works?

To create material that consumers can interact with, Tai Pei will have Maoshan take over the Tai Pei instagram. Users will be asked to find Maoshan on his adventures back to the freezer aisle. This will engage possible consumers in an adventurous, fun, and unique way. Additionally, all of the photos with Maoshan will be aesthetically pleasing, so even if users aren't following the instagram to actually find Maoshan, they can still engage with the captivating content.



Instagram now has a zoom in function that will make it possible to search for Maoshan on his many adventures.

FIND MAOSHAN



LITTLE ADVENTURES: PUBLIC TRANSPORTATION

How it works?

Another iteration of this execution will be an out-of-home interactive Bus stop billboard that will be placed in large metropolitan cities at both bus stops and metro stations. Bus users can scratch off the top layer of the bus billboard while waiting to be picked up in order to try and find Maoshan on another one of his adventures. Once Maoshan is uncovered, a QR code will also be revealed that will provide any subsequent metro travelers with a buy one get one free coupon for a box of Tai Pei.



FIND MAOSHAN



LITTLE ADVENTURES: MUSIC FESTIVALS

How it works?

Finding Maoshan will become a scavenger during five of the most popular music festivals. Millennials love music festivals, and brands are finding new ways to market in this space, as 8 in 10 millennials cite branded festivals and concerts as the best way to engage with them⁴⁶. Dragon5 proposes that Tai Pei puts five decals of Maoshan throughout the festival grounds. Festival-goers will be challenged to find all five decals, snapping them to the festivals Snapchat story, for the chance to win tickets to next years event.



Launch:

A celebrity will be chosen to kickoff the Find Maoshan presence at each festival, posing with one of the decals. The celebrity will incite others to search for Maoshan around the festival grounds, raising awareness for the brand and Tai Pei as a little adventure.

COMMUNITY ENGAGEMENT

LITTLE ADVENTURES: BIKES FOR FOSTER KIDS

How it works?



As the Department of Education cites, the years before college are formative years for children--they are when kids and teenagers start to form habits and routines⁴⁷. This time is also when kids develop a love for adventure, as they explore the world for themselves. However, kids in foster care tend to have a different experience, with much of their childhood halted by circumstance. This is where Tai Pei's Feeling Adventurous? Campaign hopes to step in. Tai Pei will donate to Together We Rise's Build-a-Bike program to provide 100 children and teenagers in foster care with new bicycles⁴⁸. These new bikes will allow these foster youth to experience some of life's little adventures, like taking a new route to school, or exploring the neighborhood.

This partnership will build brand equity among millennials who value companies that give back to the community. To bring awareness to this worthy cause. Tai Pei will post photos of the kids on their bikes on Facebook, tagging Together We Rise. This partnership will also establish a relationship with kids in the foster care system who will soon be buying food on their own.



Together We Rise is a 501(c)3 non-profit organization that seeks to better the lives of children in the U.S. foster care system and bring them some normalcy and a brighter future. They provide new bikes, college supplies, and suitcases to foster kids across the country⁴⁹.

"Millennials are more likely than Gen X'ers and Baby Boomers to say it matters if American businesses give back to society"
- Fortune Magazine⁵⁰

CAMPAIGN EVALUATION

Objectives

Evaluation

Increase Tai Pei's awareness among millennials from its current level of 18% to the industry average of 52%⁵¹



A post-campaign survey will be sent to millennials asking questions related to brand awareness

Increase the recognition rate of those primed with elements of the Tai Pei brand (box, brand character, campaign) and correctly identify it as Tai Pei from its current level 45.5% to the industry average of 86.4%⁵²



A post-campaign survey will include questions showing respondents elements of the brand and asking them to identify which brand they belong to

Increase the annual Dollar Sales growth of Tai Pei from its current level of -6.1% to 10%⁵³



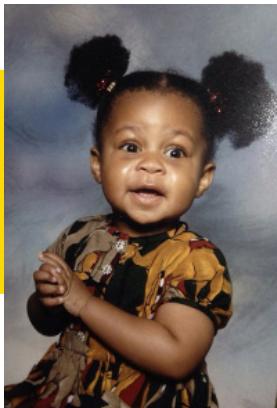
Post-campaign internal sales data will evaluate the impact of the Feeling Adventurous? campaign on Dollar Sales of Tai Pei

TAKE-
AWAY

The Feeling Adventurous? campaign will position Tai Pei for long-term growth among millennials. With increased brand awareness, we expect an increase in profit of **\$2.4M** in the first year alone, which will continue to grow as Tai Pei further establishes itself as the little adventure in the freezer aisle.

MEET THE TEAM

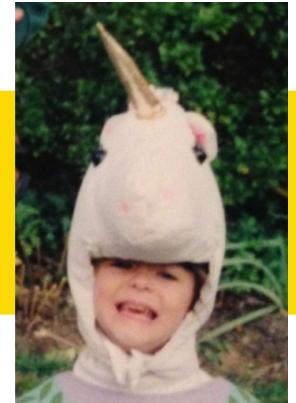
Meet Dragon5, a dynamic, enthusiastic, and passionate team where each member wore all hats. This group single-handedly finished all of the snacks in the lab, and taught themselves the entire Creative Suite.



Gloryah Allen

-- is well known for telling Oakhurst Inn residence tale "Bitch, I live here." Almost died when Karan drove away with half her body out of the car.

Dream Adventure: Eat her way around the world with Kaely



Kaely Egan

-- most likely to take a selfie with Tai Pei while alone at a grocery store. 90% of her meals come from the promo lab closet.

Dream Adventure: Eat her way around the world



Karan Baboota

-- fondly known as "Karen" when exhibiting beta male behaviors (see his perfectly curated snapchats for further evidence).

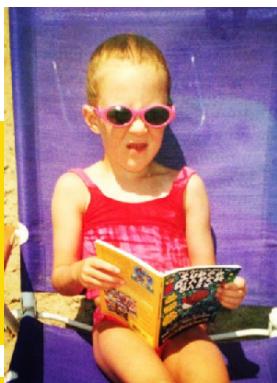
Dream Adventure: Step 1: Learn how to swim Step 2: Swim with shark



Lizzy Girvan

-- the self-proclaimed detail diva loves words, TreadHAPPY, and Fruit by the Foot. She is known for her "magic touch."

Dream Adventure: Visit every national park



Jodie Ehlers

-- is a wizard at Powerpoint. Just see if you can guess what she created in this book. She is also incapable of leaving her Roots salad bowl unfinished.

Dream Adventure: Ride an elephant in Thailand

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