



OPEN FOR
FLAVOR



NSAC
NATIONAL STUDENT
ADVERTISING
COMPETITION[®]

AGENCY 394



EXECUTIVE SUMMARY

Millennials are constantly seeking ways to add flavor to their lives. However, in the freezer aisle they continue to settle for the same brands and entrées. Why the disconnect? They are overwhelmed by the myriad of choices and the lack of flavor hidden behind the many doors of the freezer aisle. Consequently, the freezer door represents a barrier to trial rather than an opportunity to find a flavorful dish.

While millennials don't associate the freezer aisle with flavorful dishes, they do equate flavor with Chinese food. This association gives Tai Pei, the expert in bold Asian flavor, the unique opportunity to be the brand that offers the flavorful experiences missing from the freezer aisle.

The **OPEN FOR FLAVOR** campaign will champion Tai Pei's bold Asian flavor. The call to action, "Open for Flavor," coupled with the campaign's Tai Pei branded freezer door, will prompt millennials to rethink the Asian section of the freezer aisle as an opportunity to seek flavor. Each execution will feature the new and improved Tai Pei product packaging with the campaign tagline, "Open for Flavor," reminding the target that the experience of opening and enjoying Tai Pei is a bold discovery.

As the campaign evolves, Tai Pei's brand positioning of "**bold Asian flavor in the freezer aisle**" will be extended to include the promise of a brand that celebrates the flavorful lifestyle of the target: the Flavor Seeker. This brand promise will be communicated through executions that insert the Tai Pei brand into the target's already flavorful lives.

At the end of the campaign, **OPEN FOR FLAVOR** will seamlessly integrate the brand into the flavor-seeking lifestyle of the target and will garner a 46% increase in product awareness, as well as a 21% increase in trial.



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THE CAMPAIGN OBJECTIVES

- Elevate the frozen food category by raising awareness of the Asian section from 58% to 80%
- Increase awareness of Tai Pei from 52% to 76%
- Increase associations of Tai Pei with "flavor" from 36% to 80%
- Increase trial from 33% to 40%

RESEARCH METHODOLOGY

Over the course of eight months, Agency 394 conducted extensive research to understand the frozen food landscape, the mindset of the millennial target, and Tai Pei's opportunity to uniquely fit into their lives. Research questions were divided into three categories: frozen food and single-serve entrées, the Asian frozen subcategory, and Tai Pei frozen Asian entrées.

[FROZEN FOOD AND SINGLE-SERVE ENTRÉES]

- How do millennials shop in the frozen aisle?
- What are the barriers to purchasing frozen food and to trying new brands of single-serve entrées?
- What do current single-serve brands offer and how are they perceived by the target?

[ASIAN FROZEN SUBCATEGORY]

- What are the target's perceptions of Asian food?
- What do competing Asian brands offer in the freezer section and how are they perceived by the target?
- What are the barriers that keep the target from seeking Asian-branded options in the freezer aisle?

[TAI PEI FROZEN ASIAN ENTRÉES]

- What are the target's perceptions of Tai Pei?
- What are the barriers to trial and purchase for Tai Pei?
- How can Tai Pei capitalize on being the only Asian brand offering single-serve entrées in the category?

RESEARCH BY THE NUMBERS

63
FREE
ASSOCIATION TESTS

52
CONSUMER
DIARIES

2,512
SURVEY
RESPONDENTS

13
SOCIAL
EXPERIMENTS

96
TASTE
TESTS

57
FREEZER
OBSERVATIONS

19
FOCUS
GROUPS

42
PHOTO METAPHOR
ELICITATION PARTICIPANTS

62
HOURS OF GROCERY
OBSERVATIONS

231
1-ON-1
INTERVIEWS

39
AD CONCEPT
TESTS

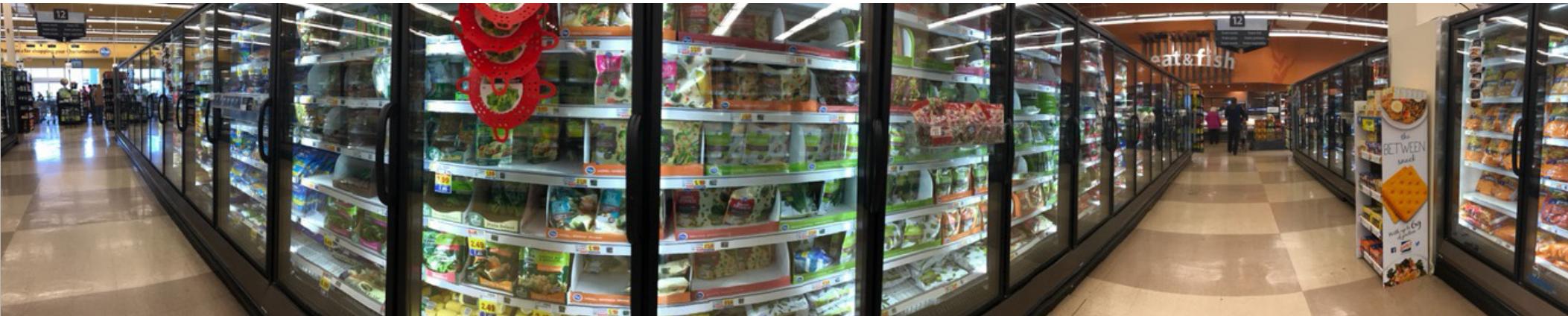
396
SECONDARY
SOURCES

40
HOURS OF SNAPCHAT
SPECTACLE IMMERSION

3,622 TOTAL RESEARCH IMPRESSIONS

CHOICE PARALYSIS IN THE FREEZER AISLE

Overwhelmed by hundreds of SKUs in the freezer aisle, millennials are habitually choosing the same brands on every shopping trip. To disrupt this behavior, Tai Pei must give millennials a reason to discover its brand.



WHAT WE FOUND

The frozen single-serve entrée category, with one of the largest numbers of SKUs in the grocery store, is **overwhelming to shop**.

Frozen SSE
964
SKUs

IN NUMBERS

Yogurt
686
SKUs

Cold Cereal
671
SKUs

Soups
571
SKUs

IN WORDS

"Whenever I walk down the frozen food aisle, there are a ton of selections, so I just kind of don't look at anything." - Blake, 22, VA

Millennials who shop frozen food experience **choice paralysis**.

Consumers spend nearly **50%** more time in the freezer section than in other parts of the store. Yet, on a typical shopping trip, they only open **2** of the **140** doors in the freezer aisle.

Millennials are **not exploring** in the freezer aisle.

70% of millennials shop prepared frozen foods (TV dinners, main courses, and hot snacks), **BUT ONLY**
30% of these millennials try new brands in the freezer aisle.

"With so many options to choose from, people find it very difficult to choose at all."
- Dr. Barry Schwartz, Author of *Paradox of Choice*

"It's convenient. I always think about what I can eat that's new, but it's just so much easier to stick to what I know." - Lauren, 21, WI



THE OPPORTUNITY

The freezer aisle is overwhelming, causing millennials to settle for the same brands they always buy. By doing something unexpected and eye-catching in the freezer aisle, Tai Pei will give millennials a reason to explore in the category.

THE COMPETITIVE LANDSCAPE

A closer look at the brands in the frozen SSE category and the Asian section of the freezer aisle revealed how Tai Pei can grow sales in the frozen food landscape.

BRAND NAME	TAGLINE	SHARE SSE \$4B Annual Sales	SHARE ASIAN SSE \$565M Annual Sales	RECALL RATE	CUISINES OFFERED	TOP SELLING ENTRÉES
LEADING SSE BRANDS						
Lean Cuisine	Makes it easy to eat well	18%	19%	54%	5	Chicken Alfredo, Mac & Cheese
Stouffer's	Freshly made, simply frozen	16%	1%	42%	4	Chicken & Veggie Rice Bake, Lasagna
Marie Callender's	From my kitchen to yours since 1984	10%	10%	16%	3	Chicken Pot Pie, Steak & Potatoes
Healthy Choice	Healthy frozen meals and treats	9%	16%	7%	4	Chicken Pot Pie, Chicken Margherita
Michelina's	Let Mama feed you!	6%	7%	7%	4	Pop'n Chicken, Wheels & Cheese
LEADING ASIAN BRANDS						
Tai Pei	Good fortune in every box	2%	14%	2%	1	General Tso's, Shrimp Fried Rice
P.F. Chang's	From our bistro to your kitchen	No SSE	No SSE	1%	1	No SSE
InnovAsian	Your Asian meal solution!	No SSE	No SSE	0%	1	No SSE

THE TAKEAWAYS



MARKET LEADERS

Non-Asian brands dominate the Asian SSE category, with more than 50% dollar share.



JACK OF ALL TRADES

Leading SSE brands offer multiple cuisines, lacking expertise in Asian.



A SEA OF SAMENESS

Top selling entrées of the leading SSE brands are similar.



LOW AWARENESS

When asked to name a frozen SSE brand, less than 3% of respondents could recall an Asian brand.



KING OF ASIAN SSE

As the only Asian brand offering SSEs, Tai Pei must steal from the non-Asian brands to grow the Asian subcategory.



FLAVOR = UNCLAIMED

None of the Asian brands position on bold Asian flavor.

THE OPPORTUNITY

As the only Asian brand offering single-serve entrées, Tai Pei must grow by stealing from the sales of Asian dishes (a \$483M opportunity), as well as traditional American dishes (\$3.6B), of the leading competitors. Tai Pei can do this by positioning on its Asian expertise and the association most strongly connected to Asian food: flavor.

TAI PEI = THE EXPERT IN ASIAN FLAVOR

TAI PEI = ASIAN EXPERTISE

Millennials trust ethnic foods from brands with authentic names. Given the option to choose between brands such as La Mesa and Ming's vs. Albert's and Southern Comfort, 80% indicated that they would prefer to eat ethnic foods from brands with ethnic names.

“I would definitely trust the Tai Pei brand. The Asian name makes me feel that the food would taste more authentic.” - Meg, 22, SC

“If it’s a company that solely focuses on one kind of food, it will probably be better than Lean Cuisine.” - Ashley, 21, VA

ASIAN = FLAVOR

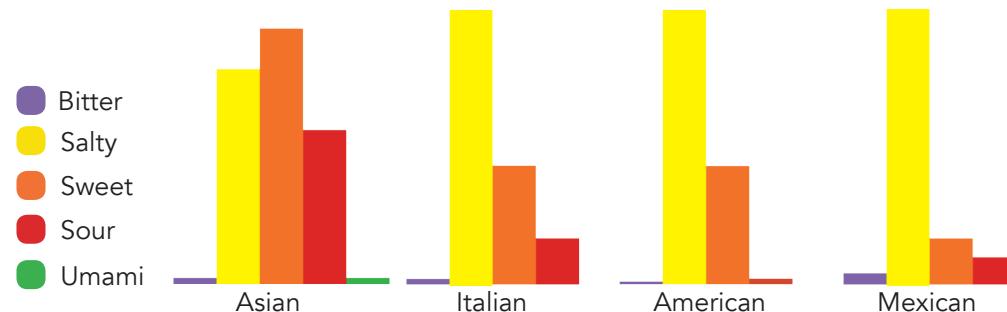
FLAVOR SPECTRUM

Millennials were asked to position different entrées on a spectrum from “bland” to “flavorful.” General Tso’s and Sweet & Sour Chicken dominated the flavor side of the spectrum.



% 81% of millennials consider Chinese food to be “flavorful.”

WHAT FLAVORS DO YOU ASSOCIATE WITH EACH CUISINE?

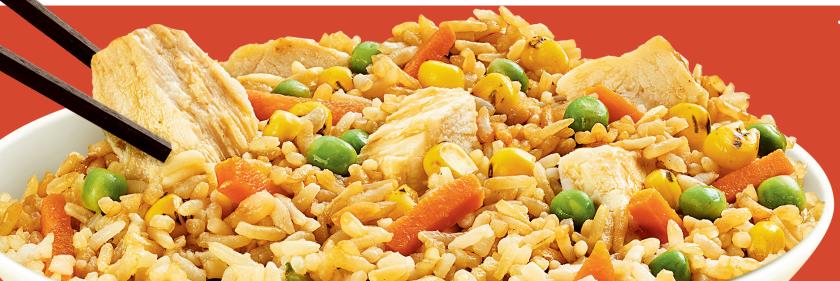


In a free association exercise surveying 502 millennials, Asian food was associated with the widest variety of flavors in comparison to Italian, American, and Mexican cuisines.

“Asian is exciting, exotic flavor.” - Tim, 21, NY

“If I want bold flavors, I want Chinese food.” - Elizabeth, 18, CT

“I love Asian food because they somehow found a way to make bland vegetables and ingredients delicious with their spices and sauces.”
- Ashley, 23, VA



THE OPPORTUNITY

Research proves that Chinese food is perceived as more flavorful than other cuisines. As the only Asian-focused, frozen single-serve entrée brand in the category, Tai Pei can credibly position itself as the expert in bold Asian flavor in an otherwise flavorless freezer aisle.

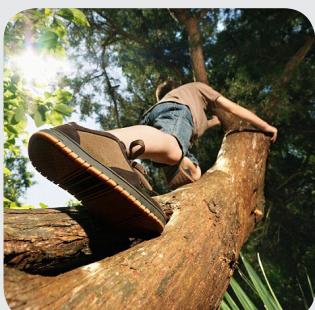
WHAT DOES FLAVOR MEAN To MILLENNIALS?

FLA•VOR /'flāvər/ | noun

- 1 The quality of something that affects the sense of taste
- 2 A distinctive, appealing, or enlivening quality

FLAVOR MEANS COLOR AND VARIETY

Using the photo metaphor elicitation technique, 42 millennials were asked to submit images that evoke flavor. They overwhelmingly connected flavor to color and variety. The images ranged from shelves of spices to city streets to uniquely thrilling experiences.



FLAVOR MEANS BEING OPEN TO DISCOVERY

Over a five day period, subjects used Snapchat Spectacles to record what "living flavorfully" means to them. They streamed adventures such as waterfall hikes and kayak escapades.



“ We live flavorful lives by trying new things, by embracing spontaneity and absurdity.” - Campbell, 20, TX



THE OPPORTUNITY

While flavor in food is about variety in taste, flavor to millennials is about leading a life full of color, variety, and discovery. With its Asian focus, flavorful ingredients, and colorful packaging, Tai Pei is the brand that can stand for flavor in the freezer aisle and in the lives of millennials who seek it: the Flavor Seekers.

MEET THE FLAVOR SEEKER



DEMOGRAPHIC & BEHAVIORAL TARGET



Currently shopping frozen single-serve, hot snacks, or ready-made meals



Men and women ages 18 - 25



Living primarily in New York, Los Angeles, Chicago, Dallas, and Atlanta

TOTAL TARGET: 18.6M

WITH ONLY **1.6M** CURRENTLY PURCHASING TAI PEI

THE BIG IDEA



Flavor Seekers are millennials united by an insatiable curiosity. They are **open-minded** individuals who seize each chance they get to **discover** novelty in life. They actively **seek** new music, new trends, and new foods. With opportunities like Snapchat Discover, Instagram Explore, and Spotify Discover, **exploration** is right at their fingertips and is embedded in their everyday ecosystems. Flavor Seekers **open every door** they encounter because each threshold represents an opportunity, a possibility, a burst of flavor.

OF MILLENNIALS WHO SHOP FROZEN...

75% say they like to discover new things

75% say they consider themselves to be flavorful people

BUT ONLY 30% say they discover in the freezer aisle

WHAT DO THEY OPEN FOR FLAVOR?

EYES: "I open my eyes to see color in the world." - Gillian, 21, VA

LAPTOP: "I open my laptop for the possibility of seeing something new and eye-catching." - Elaine, 22, VA

PRESENT: "When you open a present and hear the crinkling of the paper, you know it's going to be a good one. A gift is really flavorful, especially if someone put a lot of time or thought into it." - Jacob, 22, TX

GUITAR CASE: "The best thing is when I start a jam session with some friends. I open my case, take out my guitar, and I never know what exactly we're going to play." - Tyler, 22, VA

ELEVATOR DOORS: "It's an exciting experience to meet the types of people who live a floor above or below you, so when you open an elevator door you never know who you'll meet." - Brendan, 19, TN

YET, IN THE FREEZER AISLE: "I stick to what I know." - Madeline, 21, VA
"I tend to stick to brands I know." - Trevor, 22, MA

Flavor Seekers are discoverers, seeking to add flavor to their lives. But when it comes to frozen food, they settle for bland and familiar options. Tai Pei, with its expertise in bold Asian flavor, will appeal to Flavor Seekers already shopping frozen by showing them that there is flavor to discover behind the doors of the freezer aisle.



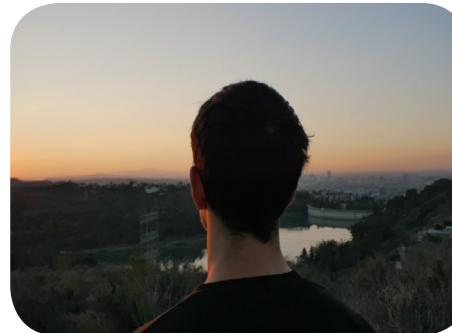
OPEN FOR FLAVOR

MANIFESTO

Millennials look for flavor in all aspects of their lives. They are always seeking ways to infuse their days with something they can savor, like catching a movie on a Wednesday afternoon or opening Spotify Discover to try out a new playlist. Whether walking through the entrance of a movie theater or opening an app, millennials look for thresholds that lead to flavor. These doors are opportunities. Flavor Seekers choose to open them.

But, this is not the case when shopping frozen. Inundated with hundreds of bland choices, millennials find it challenging to choose anything at all, let alone seek the flavor that they truly want. They stick to opening the same freezer doors during every grocery visit, defaulting to their habitually flavorless picks. To break this habit, the **OPEN FOR FLAVOR** campaign opens their eyes to the possibility of flavor in the freezer aisle.

Millennials know that Chinese stands for flavor. It's time to remind them that they can find this bold Asian flavor they love in a place they never would have thought to look: the freezer aisle. Tai Pei's flavorful Asian entrées are within their reach. All they need to do is open the door.



URL: openforflavormanifesto.com
Password: 394
Content: Creative Manifesto Video
Browser: Chrome, Firefox

CREATIVE STRATEGY

The Open for Flavor campaign addresses the campaign objectives by:

1 Raising awareness for Tai Pei and the Asian section of the freezer aisle

2 Positioning Tai Pei as the expert in bold Asian flavor

3 Increasing trial and driving sales of Tai Pei among Flavor Seekers

4 Establishing Tai Pei as a brand that reflects the target's flavor seeking lifestyle

CREATIVE RECIPE

To ensure consistency, each execution includes the following ingredients:

1 A flexible campaign logo that changes colors to match the featured product:



2 Headline and body copy that highlight the location and equities of the new and improved product:

HEADLINE:

"Open the Door for Bold Asian Flavor in Your Freezer Aisle"

BODY COPY:

"You open doors for flavorful experiences every day, now open one more in the freezer aisle. With fresh veggies and protein in every bowl, Tai Pei's new and improved frozen Asian entrées are your door to bold Asian flavor in the freezer aisle."

3 Executions that follow a two-phase strategy:

PHASE I: APRIL - JULY

Executions introduced in Phase I will use a Tai Pei branded freezer door as the campaign icon to highlight Asian flavor in the freezer aisle. These executions focus on point of sale and traditional channels to raise brand awareness, drive trial, and establish Tai Pei as the flavor in the freezer section.

PHASE II: AUGUST - MARCH

Executions introduced in Phase II will extend Tai Pei's functional positioning of "the expert in bold Asian flavor" to include the emotive promise of a brand that reflects the flavorful lifestyle of the target. These executions will give millennials the opportunity to open both real and virtual doors for flavorful experiences, and link these experiences to the Tai Pei flavor found behind the freezer door.

BRANDED FREEZER DOOR



MEDIA STRATEGY

From April 2017 to March 2018, the campaign will use a combination of measured and unmeasured media to reach consumers at different points in the purchasing funnel. This will accomplish the main media objectives of raising awareness for Tai Pei and the Asian section of the freezer aisle, and generating product trial.

Executions will be strategically placed in locations across the country with a high concentration of millennials (18-25) who over-index on shopping for frozen food and reside in markets with a high BDI and CDI. More expensive executions will focus on the top ten DMAs fitting these criteria.



Campaign Top 10 DMAs

- New York City
- Los Angeles
- Chicago
- Atlanta
- Dallas
- Charlotte
- Denver
- Oklahoma City
- Phoenix
- Tampa



TWO-PHASE MEDIA STRATEGY

PHASE I will use executions in the freezer aisle and in traditional media channels to directly address Tai Pei's problem of low brand awareness and product trial.



PHASE II will extend Tai Pei's brand promise of finding flavor in the freezer aisle to one that encourages the target to discover more flavorful moments in their everyday lives. Executions in this phase will meet the target where they are using a combination of out of home, experiential, digital/social, and partnerships.



TRADITIONAL: VIDEO

Each video features a Flavor Seeker and the Tai Pei freezer door in a blank white space mimicking the "sea of sameness" in the freezer aisle. Videos will run on network TV and Facebook, and will highlight the target's flavorful life outside of the freezer aisle. Ads end with the target opening for flavor and equity shots of the Tai Pei product.



Jeremy is ambling through the "sea of sameness" in the freezer aisle when suddenly the Tai Pei door calls out to him...



TAI PEI DOOR: "Hey, Jeremy. Still looking for flavor in the freezer aisle?"



Knowing Jeremy seeks flavor in his everyday life, the Tai Pei door reminds him of the time he won the dance off.



...A proud Jeremy relives his flavorful moment as the Tai Pei door urges him not to settle in the freezer aisle.

TAI PEI DOOR: "Stop settling for blandness. Open the door for bold Asian flavor in your freezer aisle."



TAI PEI DOOR: "With fresh veggies and protein in every bowl, Tai Pei's new and improved frozen Asian entrées are your door to bold Asian flavor."



TAI PEI DOOR: "Tai Pei. Open for Flavor."



URL: openforflavorvideo.com
Password: 394
Content: Video Spot
Browser: Chrome, Firefox

TRADITIONAL: PRINT AND RADIO



You open doors for flavorful experiences everyday, now open one more in the freezer aisle. With fresh veggies and protein in every bowl, Tai Pei's new and improved frozen Asian entrées are your door to bold Asian flavor in the freezer aisle.

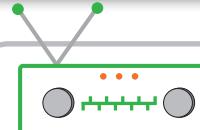


You open doors for flavorful experiences everyday, now open one more in the freezer aisle. With fresh veggies and protein in every bowl, Tai Pei's new and improved frozen Asian entrées are your door to bold Asian flavor in the freezer aisle.



PRINT

Interactive print ads will pique interest in the flavor behind the freezer door. Upon opening the ad's foggy door, circuit-technology will light up the variety of Tai Pei flavors. Readers can find more flavor by peeling a "Buy One, Get One Free!" coupon behind the campaign logo. These engaging and colorful print ads will create memorable associations between Tai Pei and "flavor in your freezer aisle," while the BOGO offer will encourage product trial.



RADIO SPOT



Radio has a **92% reach** among millennials

Thirty-second radio spots running in the top 15 DMAs will highlight Tai Pei's unique flavor, attracting Flavor Seekers to the freezer aisle. Each spot will feature the talking Tai Pei freezer door and exhibit Tai Pei's expertise in bold Asian flavor with the call to action, "Open for Flavor."

TAI PEI DOOR: "Hey! Look at you, living your life of flavor—going to that concert, dancing with your friends, trying new things. So why do you settle for the "same old, same old" in the freezer aisle? Hi, it's me, the Tai Pei freezer door and I'm here to tell you there's something better! With fresh veggies and protein in every bowl, Tai Pei's new and improved frozen Asian entrées offer flavorful meals in minutes. So, open the door for bold Asian flavor in your grocer's freezer today!" [Sound of a freezer door opening] "Tai Pei: Open for Flavor."

POINT OF SALE: GROCERY

FREEZER DOOR TAKEOVERS

Tai Pei branded full-door decals and signage will be placed on and above Tai Pei freezer doors in grocery stores nationwide. Fortune cookie dispensers placed on the side of the door will give shoppers a chance to crack open a cookie to reveal a BOGO coupon inside.



Point of sale (POS) executions will call attention to Tai Pei's location in the cluttered freezer aisle through freezer door takeovers that engage consumers. Coupons and free samples will also promote trial and purchase.

TAI PEI TALKING DOORS

During the first month of Phase I, a talking door PR stunt will take place at select grocery stores in the top ten DMAs. An on-site actor will serve as the door's voice with a hidden camera and speaker located on the Tai Pei freezer door. The voice will call out to flavorful shoppers as they pass by, encouraging them to open the door for more flavor. For the remainder of Phase I, this stunt will be scaled using motion sensor technology and pre-recorded comments as consumers pass by the branded door. This execution will allow the Tai Pei door to playfully invite Flavor Seekers to discover flavor in the freezer aisle.

Hey you in the cool shoes! Still looking for flavor in the freezer aisle? Open this door for flavor with Tai Pei!



In-store sampling yields a **500% sales lift** on the day of the promotion

FLAVOR SAMPLER

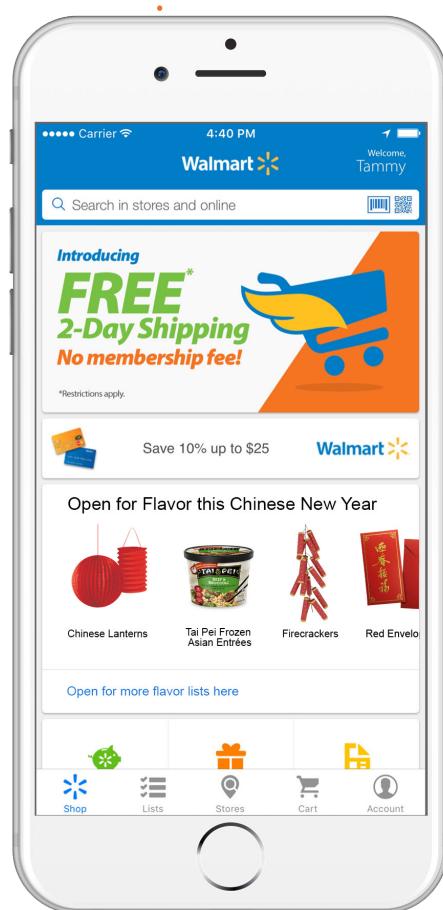
In-store sampling stations will be placed at the end-cap of freezer aisles, offering Flavor Seekers miniature versions of the new Tai Pei bowls. Free samples will encourage trial and purchase while raising awareness for the new product packaging.



POINT OF SALE: WALMART

Walmart offers an opportunity for Tai Pei to reach the 62% of Flavor Seekers who shop there every week and where 54% of Tai Pei is sold. Walmart-specific executions will generate interest for Tai Pei and encourage shoppers to increase their basket size.

WALMART APP



PUSH NOTIFICATIONS

Millennials with the Walmart app will have mobile access to deals. As these shoppers enter Walmart, Tai Pei will use beacon technology to send push notifications with flavorful coupons that encourage trial.

THEMED FLAVOR LISTS

The Walmart app will also help shoppers add flavor to their shopping experience through themed flavor lists. Lists like, "Open for Flavor this Chinese New Year" and "Open for Flavor this Spring Break" will match Tai Pei with other flavorful products. This cross-promotion will boost sales across all featured product categories in Walmart and call out Tai Pei as the expert in bold Asian flavor in the freezer aisle.

MICRO-FLAVOR-FRIDGE



During "Back-to-College Savings Month" in September, Tai Pei will strategically place Open for Flavor magnets on microwave minifridges (micro-fridges) in Walmarts located in college towns. Shoppers will discover BOGO coupons inside microfridge displays, and those who purchase one can stock their freezer with as much free Tai Pei as it can hold.

DIRECT MAIL AND SWEEPSTAKES



DOOR COUPON MAILERS

Direct mail coupons will be sent to Flavor Seekers to create a flavorful experience upon opening their mail. Modeled after the Tai Pei freezer door, recipients will open the mailer to find a BOGO promotion.

THE TAI PEI "DESTINATION: FLAVOR" SWEEPSTAKES

Tai Pei will partner with airbnb to grant ten lucky consumers in the top ten DMAs the opportunity to win a flavorful trip that will be promoted on Facebook. The lids of ten Tai Pei bowls will contain winning tickets for a week long trip to Taipei, Taiwan. The winners will be welcomed by a flavorful host, enjoy five cultural excursions, and receive a GoPro camera to record their time in the city. Winners will be encouraged to share their videos on Facebook to increase awareness of Tai Pei's "Destination: Flavor" sweepstakes with the hashtag, #OpenforFlavor.



URL: openforflavorairbnb.com

Password: 394

Content: Sweepstakes Landing Page

Browser: Chrome, Firefox

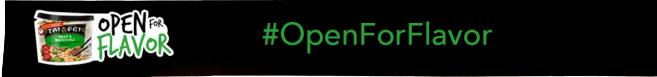
COLLEGE CAMPUS FLAVOR MOBILE

College campuses offer a unique opportunity for Tai Pei to target 7M Flavor Seekers. College students are particularly price-conscious and search for flavorful options that fit within their budget.

FLAVOR MOBILE

Tai Pei Flavor Mobiles will travel between large college campuses with vibrant social scenes, such as Arizona State University, Florida State University, and Pennsylvania State University, to reach a diverse group of Flavor Seekers.

Spending three days on each college campus, student brand ambassadors will distribute Tai Pei to their peers during lunch time and late at night, inviting them to Open for Flavor when they are the most hungry. These ambassadors will hand out free samples of Tai Pei's new and improved recipes, as well as branded chopsticks and logo freezer magnets. This shareable execution will generate buzz on social media that will reach well beyond each college campus.



92% of consumers say they trust peer brand ambassador recommendations



OUT OF HOME

During Phase II, coupons and billboards will expand the act of opening for flavor to more than just the Tai Pei freezer door. Out of home executions will bring attention to flavorful experiences hidden behind doors throughout cities and encourage social engagement and sharing.



FLAVOR BILLBOARDS ▶

Flavorful billboards will be strategically placed to frame iconic views in New York City, Los Angeles, Chicago, Atlanta, and Dallas. The door cutout will expose flavorful scenery and landscapes of well-loved tourist destinations, such as the Hollywood sign and the New York City skyline. These billboards will provide the perfect photo-op for visitors to share the flavor found behind Tai Pei's door.

◀ DOOR HANGERS

Tai Pei branded door hangers will be placed on public doors, such as city park gates and museum doors, across the top ten DMAs to encourage consumers to Open for Flavor every day. Motivating discovery, these door hangers will reward Flavor Seekers with a coupon for a free bowl of Tai Pei.



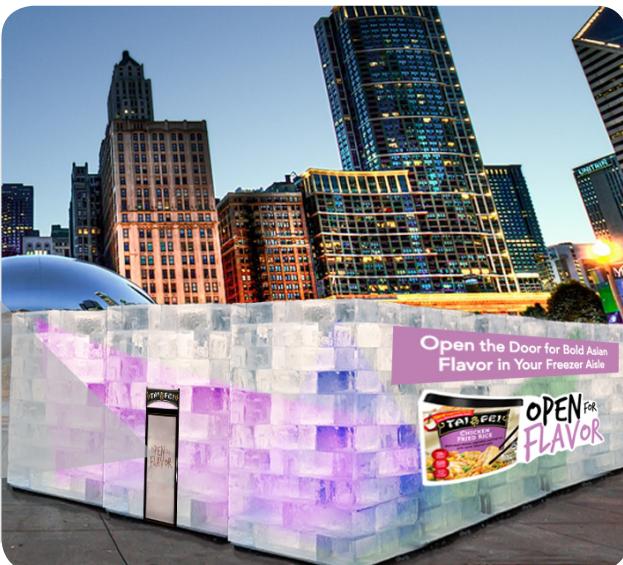
OUT OF HOME: EXPERIENTIAL



FLAVOR FRAMES

80% of millennials cite concerts as the best way for brands to engage with them

Brand ambassadors will promote Tai Pei at music festivals, such as Outside Lands (San Francisco), Electric Zoo (New York City), and Ultra (Miami). These ambassadors will distribute "Flavor Frames," branded diffraction glasses, that simulate colorful rainbow bursts that enhance flavorful performances.



METRO CARS

Two metro cars in each of the top five DMAs will be branded with the Tai Pei door. Curious commuters who enter these cars will be pleasantly surprised to discover performances from local musicians and flavorful seat colors corresponding to each Tai Pei bowl.

TAI PEI ICE BOX

On hot summer days, the Tai Pei Ice Box will be installed in bustling public parks in the top ten DMAs. Resembling an oversized ice cube, the Ice Box will attract Flavor Seekers with upbeat music and colorful lights that shine through the semi-transparent "ice." Upon opening the freezer door to the Ice Box, guests will be rewarded with a burst of cold air, and invited to take part in a flavorful dance-off. A sample station will be placed by the exit so that attendees can taste the product and promote the brand by carrying mini-bowls of Tai Pei out into the city.

SOCIAL MEDIA ENGAGEMENT

SNAPCHAT LENS

On September 10, National TV Dinner Day, consumers will Open for Flavor through a face-recognition lens on Snapchat. When users open their mouths, the Tai Pei freezer door will open to reveal a flavorful lens, including a rice-ball hairdo, broccoli ears, and a carrot mustache. This lens will show users the flavor that lies beyond the Tai Pei branded door if they choose to Open for Flavor.



Tai Pei will target millennials on social media, where they are already spending an average of three hours per day to increase brand awareness, engagement, and affinity.

YOUTUBE PRE-ROLL AD

Tai Pei will run skippable 30-second pre-roll ads. The first five seconds of the ad will show a millennial walking down the freezer aisle toward the Tai Pei door and the skip button. When viewers click "skip," the Tai Pei door will open to reveal the viewer's content.



BUZZFEED

Tai Pei's geo-targeted Buzzfeed listicles will show Flavor Seekers simple ways to add flavor to their day. From local outdoor movie screenings to street food festivals, this flavorful and shareable content will help position Tai Pei as the brand that encourages millennials' flavor discovery.

URL: openforflavorbuzzfeed.com
Password: 394
Content: Buzzfeed
Browser: Chrome, Firefox

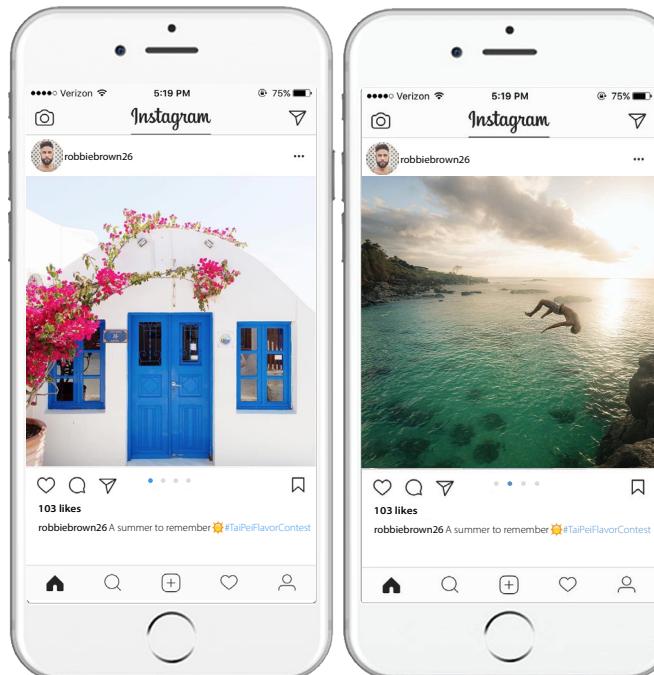
A screenshot of a Buzzfeed article titled "12 Ways to Add Flavor to Your Day". The article features a headline, a sub-headline, a timestamp, a bio, a photo, and a list of 12 items. Below the article is a navigation bar with social media icons.

SOCIAL MEDIA ENGAGEMENT

TAI PEI PHOTO CONTEST

During the last two weeks in August, Tai Pei will invite consumers to reflect on their flavorful summer experiences by hosting the #TaiPeiFlavorContest on Instagram. To enter, consumers will use Instagram's new carousel feature, which allows users to share a series of photos in one post. Participants will share a picture of a door and multiple shots of flavorful experiences. One lucky Flavor Seeker will win a trip for two to Iceland and discover the thrill of exploring a new place.

URL: openforflavorinstagram.com
Password: 394
Content: Tai Pei Flavor Contest
Browser: Chrome, Firefox



Tai Pei will partner with three popular Instagram influencers to share brand-related content with consumers in an organic way. These influencers will make authentic posts geared specifically toward Flavor Seekers that encourage them to participate in the #TaiPeiFlavorContest on Instagram.

FACEBOOK LIVE 360-DEGREE VIDEO



Tai Pei will sponsor Brodie Smith, the social media frisbee and basketball trick star, in a Facebook Live 360-degree stunt. Brodie will take Flavor Seekers on the ultimate Open for Flavor experience as he opens a Tai Pei branded plane door to skydive and perform a series of mid-air tricks with a bowl of Tai Pei. With live viewer commentary, his buzzworthy feat will boost the video's shareability, increasing brand awareness.

PARTNERSHIPS WITH CULTURAL INFLUENCERS

0% 49% of millennials seek purchasing guidance from influencers

roundtheworldgirl [Follow](#) 354 posts 306k followers 493 following
Elise | Active living | Wilderness wandering | Photography | @Keen Ambassador | lgroundtheworldgirl@outlook.com |

With her passion for travel, Roundtheworldgirl's Instagram will be the perfect platform for Tai Pei to launch its #TaiPeiFlavorChallenge.

trashhand [Follow](#) 1,475 posts 567k followers 0 following
trashhand trashhand.com

Trashhand's unique photography, already featuring brands like Red Bull and Mashable, will inspire others to celebrate flavor by joining the Tai Pei Instagram contest.

spoonuniversity [Follow](#) 2,710 posts 323k followers 1,229 following
Spoon University The food resource for our generation. UNC- Wilmington bit.ly/2iULTk

Spoon University, a group of food lovers with posts geared toward college students, will drive Flavor Seekers to both the freezer aisle and the Tai Pei Instagram contest.

PARTNERSHIPS

Tai Pei will partner with Lyft and the Color Run, two millennial-focused brands. These partnerships will increase brand awareness outside of the freezer aisle and encourage user-generated content and social sharing with the hashtag, #OpenforFlavor.



TAI PEI COLOR RUN

Tai Pei will sponsor ten Color Run races. Flavor Seekers will chase flavor through this 5K paint race designed with larger-than-life Tai Pei bowls. Throughout the race, brand ambassadors will coat runners with paint corresponding to different Tai Pei products. Runners will be greeted at the finish line with a bowl of Tai Pei. Swag bags, including a BOGO coupon, Tai Pei freezer magnets, chopsticks, and a t-shirt, will provide souvenirs to maintain brand awareness long after the race is over.

75% of participants in the Color Run are millennials



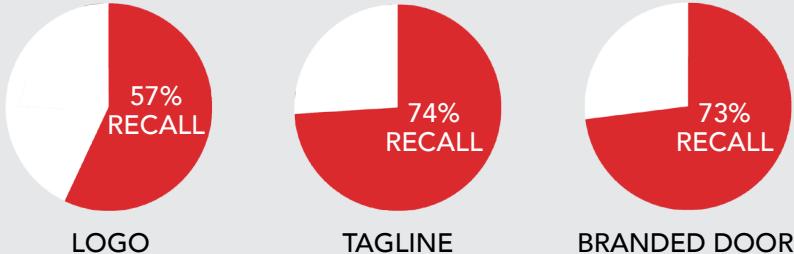
CREATIVE EVALUATION

Agency 394 created surveys and conducted interviews with Flavor Seekers to evaluate creative concepts. The executions proved to be memorable and effective in strengthening brand associations and purchase intentions.

PRINT AD CONCEPT TESTING

The interactive Open for Flavor print ad succeeded in connecting the target's desire for discovery and flavor with Tai Pei and the freezer aisle.

AD RECALL



BRAND ASSOCIATION

42% ↑

increase in association between
Tai Pei and "discovery"

18% ↑

increase in association
between Tai Pei and "flavor"

117% INCREASE IN PURCHASE INTENT

“Fun, colorful, unique to the freezer aisle.” - Katie, 21, PA

“Ooooh, there’s something behind it! ...like someone had written on it.” - Dan, 22, MD

“The interactive ads make me want to stay on the page and actually read it.” - Eunice, 22, VA

TAKEAWAY

Strong results from testing the interactive door on the print ad suggest that other executions with interactive doors will evoke a similar positive responses from the target. The Open for Flavor campaign will invite Flavor Seekers to discover Tai Pei, strengthen brand associations, and increase the likelihood of purchase.

EXECUTION TESTING



“If I was grocery shopping, the freezer door takeover would definitely entice me to take a look at Tai Pei. I’m always interested in trying new food, but with all the choices, a brand needs to capture my attention.” - Samantha, 22, VA

“I can’t wait to Instagram the billboard. The unique idea plus iconic landmarks makes it the perfect photo op.” - Laura, 23, DC

“I would investigate the ice box because it’s an exciting experience.” - Madison, 22, FL

MEDIA PLACEMENT

Media placement and impressions are presented below for both a \$10 and \$15 million budget. The orange text indicates the incremental \$5 million distributions.

TELEVISION



Impressions: 17,078,400 / 8,310,600

Placement: Modern Family, Family Guy, This is Us, Scandal, Empire
30-second commercials will air during popular shows among 18-25 year olds.

PRINT



Impressions: 4,436,284

Placement: Game Informer, Cosmopolitan
Print ads will be placed in the two highest read magazines among Tai Pei's target.

RADIO



Impressions: 12,101,643

Placement: Top 40 stations in 15 DMAs
30-second radio spots will play during the lunch hour and early evening, the dayparts when the target may be planning for lunch and dinner.

DIRECT MAIL



Impressions: 10,720,511

Placement: Tai Pei's top 10 DMAs

The interactive direct mail coupon promotes product trial and targets 18-25 year old frozen food shoppers.



POINT OF SALE

Impressions: 57,611,298 / 57,611,298

Placement: Major grocery chains across the U.S., Walmart
Door takeovers and "talking doors" will increase brand awareness, while free samples and coupons will increase trial.



WALMART

Impressions: 14,088,000 / 2,060,000

Placement: Walmart stores, Walmart app

Beacon-promoted coupons, traditional coupons, and flavor curated lists will increase trial and awareness among the Flavor Seekers.

OUT OF HOME



Impressions: 3,726,805

Placement: Tai Pei's top 10 DMAs

Traditional billboards and door hangers will grow positive brand awareness among the target.

PAID & OWNED IMPRESSIONS

\$10M BUDGET: 258,264,822

\$15M BUDGET: 339,201,680



YOUTUBE

Impressions: 21,488,000

Placement: Pre-roll ads

Tai Pei will purchase 30-second pre-roll ads, giving viewers the quickest route to content with an ad that is skippable after 5 seconds.



EXPERIENTIAL

Impressions: 539,062 / 12,954,927

Placement: Tai Pei's top 10 DMAs, music festivals across the U.S.

The Metro Car, Flavor Frames, the Ice box and the Flavor Mobile will engage with Flavor Seekers in the top 10 DMAs. Tai Pei brand ambassadors will also interact with the target at music festivals and college campuses to increase brand awareness.



SNAPCHAT

Impressions: 15,857,500

Placement: Snapchat Lens

Tai Pei will create an Open for Flavor Snap Lens, which is proven to double purchase intent and significantly increase brand awareness.



AIRBNB

Impressions: 2,660,768

Placement: Tai Pei lids in the top 10 DMAs

Tai Pei will leverage a partnership with Airbnb, an app where millennials over-index, to provide an opportunity for discovery.



LYFT

Impressions: 1,330,684

Placement: Tai Pei's Top 10 DMAs

Tai Pei will partner with Lyft, an app where millennials over-index, to increase brand awareness and affinity.



INSTAGRAM

Impressions: 17,500,000

Placement: Instagram

Tai Pei's Instagram contest will invite user-generated content that spreads the Open for Flavor message across the platform. Instagram ads will also be used to increase awareness for the brand and contest.



COLOR RUN

Impressions: 136,364

Placement: 10 races across the U.S.

Color Runs generate over 600,000 attendees per race. Tai Pei's sponsorship of these races will increase brand recognition across the U.S.



INFLUENCERS

Impressions: 1,116,504

Placement: Instagram, Facebook

Millennials over-index on their tendency to purchase products advertised on social media. Tai Pei will use this to its advantage, utilizing influencers on both Instagram and Facebook.

MEDIA SCHEDULE

The Open for Flavor campaign will effectively reach Flavor Seekers through a year-long, integrated, multichannel media schedule during Tai Pei's 2018 fiscal year. The schedule provides recommendations for both a \$10 and \$15 million budget.

	April	May	June	July	August	September	October	November	December	January	February	March	\$10M Budget Costs	Extra \$5M Costs
TRADITIONAL														
Television	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 2,535,641	\$ 1,050,300
Print	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 1,125,954	
Radio	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 256,500	
Direct Mail	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 214,410	
POINT OF SALE														
Freezer Door Takeover	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 1,197,683	\$ 1,197,683
Flavor Sampler	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 407,777	\$ 407,777
Talking Door	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 754,687	\$ 754,687
Walmart Push Coupons	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 329,600	\$ 412,000
Micro Flavor Fridge	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 115,240	
OUT OF HOME														
Door Hangers	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 100,300	
Flavorboards	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 357,500	
EXPERIENTIAL														
Metro Car	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 525,800	
Flavor Frames	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 176,094	
Ice Box	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 400,000	
Flavor Mobile	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 588,000	
DIGITAL/SOCIAL														
Walmart App	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 65,920	
Facebook	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 178,054	
YouTube	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 22,562	
Snapchat	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 450,000	
Buzzfeed	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 40,000	
Instagram	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 117,150	
PARTNERSHIPS														
Airbnb	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 213,000	
Influencers	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 27,773	
Color Run	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 193,100	
Lyft	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	■■■■■	\$ 32,530	
Contingency													\$ 500,000	\$ 250,000
Total													\$ 9,999,476	\$ 4,998,247



\$10M MEDIA BUY



INCREMENTAL \$5M MEDIA BUY

CAMPAIGN EVALUATION

Key performance indicators (KPIs) will be used to track the effectiveness of the **OPEN FOR FLAVOR** campaign against the four campaign objectives. Individual executions will also be monitored on their performance, and the budget contingency will be spent on the best performing executions.

CAMPAIGN OBJECTIVES

1

Elevate the frozen food category by raising awareness of the Asian section from 58% to 80%

2

Increase awareness of Tai Pei from 52% to 76%

3

Increase associations of Tai Pei with "flavor" from 36% to 80%

4

Increase trial from 33% to 40%

EVALUATION

- Pre- and post-campaign surveys measuring awareness for the Asian frozen food section
 - Pre- and post- campaign surveys measuring awareness for brands in the Asian frozen food section
 - Sales of Asian frozen food brands
-
- Pre- and post-campaign surveys measuring awareness of the following brand assets:
 - Tai Pei brand name
 - Tai Pei brand logo
 - New product packaging
 - Campaign tagline "Open for Flavor" and campaign logo
-
- Pre- and post-campaign surveys to assess associations with Tai Pei as "the expert in bold Asian flavor"
 - Social listening related to Tai Pei and its link to "flavor"
-
- IRI sales data to track market level sales of Tai Pei
 - Loyalty card data to identify the number of first-time purchasers of Tai Pei during the campaign

CAMPAIGN SPEND:
\$14,997,723

CAMPAIGN SALES LIFT:
\$12,218,974

15% INCREASE IN ANNUAL SALES



OPEN FOR FLAVOR

The **OPEN FOR FLAVOR** campaign distinguishes Tai Pei as the expert in bold Asian flavor. It challenges Flavor Seekers to break their habit of settling in the freezer aisle. The call to action, "Open for Flavor," speaks directly to millennials, inviting them to open one more door in the freezer aisle to discover Tai Pei's new and improved recipes. In the overwhelming "sea of sameness" that paralyzes millennials, the Tai Pei branded freezer door is a splash of flavor. Tai Pei transforms the barriers that have kept millennials from discovering in the freezer aisle into doors that are **OPEN FOR FLAVOR**.

This multichannel, integrated campaign will reach Flavor Seekers through traditional, point of sale, out of home, experiential and digital/social executions, while also leveraging partnerships. Targeted activations will increase brand awareness and connect the flavor behind Tai Pei's door to the flavorful experiences that millennials are already seeking elsewhere. So, the next time millennials find themselves stuck in the freezer aisle, Tai Pei will boldly call out:

OPEN FOR FLAVOR.

SOURCES

PRIMARY SOURCES

Consumer Diaries
Focus Groups
In-person Interviews
In-store Observation
Store Intercepts
Surveys (Qualtrics)

SECONDARY SOURCES

AAF NSAC Tai Pei Case Study
AdAge.com
Adweek
AdImpact
BillboardsIn.com
ComScore Media Matrix
Custom Magnets Direct
DigiDay
Facebook
Festicket.com
Fleet News
FMI.org
Forbes
Food Truck Empire
Inc.com
IWCO Direct
Kantar Media SRDS
LeadPages.com
MarketingCharts
Nextjuggernaut.com
Nielsen TV & Website Data
NYCGovParks.org
Penna Powers
Pew Research Center
Radio Advertising Bureau
Running USA
Simmons OneView
Statista
TaipeiFood.com
Time
USAToday
YouTube Advertising
Wall Street Journal
Walmart.com