



NSAC[®] NATIONAL AAF[®] STUDENT
ADVERTISING
COMPETITION[®]

TEAM 277



EXECUTIVE SUMMARY

Tai Pei has the opportunity to show how their improved, Asian-style frozen entrees fit into the lives of busy millennials. Tai Pei offers global cuisine at an incredible value and boasts a five minutes or less cooking time. This makes Tai Pei the ideal meal solution for newbie adults striving to balance school, work and free time.

Team 277 uncovered attitudes and behaviors associated with meal planning and frozen food. Focus groups consisting of adults 18-25 led us to understand how this group identifies as being overscheduled most of their lives. As they enter adulthood, a new type of busy forms around school, work and relationship demands; leaving little time to plan and prep their meals. The convenience of Tai Pei gives the overscheduled millennial time back in their day and satisfies their craving for global cuisine. And now the reformulated, newly packaged and preservative free product makes the consumer feel even better about choosing Tai Pei.

This integrated marketing campaign revitalizes the Tai Pei brand by increasing awareness, generating trial, gaining market share and building brand loyalty. The creative executions are relatable and differentiate from Tai Pei's competitors by encouraging consumers to enjoy the free time given back to them by the convenience of Tai Pei. The chosen media platforms reach Tai Pei's audience at prime opportunities of engagement. Two efficient budgets were developed in line with the goals and objectives of the campaign.

The heart of millennial culture gravitates toward experiences. The convenience of Tai Pei gives the target time to savor experiences such as attending a concert, binging on Netflix, volunteering or playing a game. Millennials work hard and they deserve a chance to enjoy themselves. The new, relatable Tai Pei tagline embodies this idea and directs the target to **GET BACK TO YOU.**

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CHALLENGE

To develop a fully integrated marketing and retail campaign to help make the Tai Pei brand and products relevant to younger millennial consumers.



SITUATION ANALYSIS

ABOUT THE BRAND

Tai Pei is a national brand sold at grocery and mass merchandise stores, owned by Ajinomoto Windsor, a leading manufacturer of global frozen foods. The Tai Pei brand has been offering consumers a large variety of convenient and flavorful Asian single serve frozen entrees, appetizers, and snacks for 20 years.

In 2017, the product line will be reformulated with greatly improved flavors and ingredients. All Tai Pei products will be free of preservatives, artificial colors, and flavors. Newly designed and easy to use packaging will also be featured in the rebrand of this product line.

Ajinomoto Philosophy: "Eat Well, Live Well."

SWOT

STRENGTHS:

- Clean ingredients/no preservatives
- Innovative packaging
- Value

WEAKNESSES:

- Frozen foods have a bad reputation
- Low brand awareness
- Product availability
- Low and inconsistent social media presence

OPPORTUNITIES:

- Creative in-store promotions to drive frozen aisle traffic
- Open a new distribution channel
- Brand activations through events popular among millennials

THREATS:

- Saturated market
- Ready-to-eat meals (take-out, hot bars, etc.)
- Health trends

PRODUCT ANALYSIS

PRODUCT HIGHLIGHTS:

- Fast and easy meal solution
- Global flavors
- Extensive range of products
- Unmatched value
- Clean ingredients
- Fresh new packaging

MARKET ANALYSIS

Single serve frozen foods experienced a three year decline from 2012 to 2015. Sales turned positive in 2015, but only by less than 1%. According to Mintel, it is estimated that this number will decrease another 5% by 2018.

In 2011, nearly 8% of consumers ate at least 10 frozen complete dinners within the last 30 days; in 2015, that number dropped by roughly a quarter.

According to Simmons, the 18-24 year old demographic has an index of 94 for people who have eaten a frozen food in the last 30 days. However, with an increased interest in global cuisine for the ages of 18-24, there is room for growth within the frozen global food category.



SITUATION ANALYSIS



CONSUMER ANALYSIS

WHEN IT COMES TO FOOD...

- The 18-24 year old demographic has an index of 106 for wanting convenience and ease when it comes to food (Simmons).
- The 18-24 year old demographic has an index of 147 for wanting a variety of food on a budget (Simmons).
- New flavors and ingredients associated with global cuisine are of high significance to millennials (Demeritt).
- Burgers may still be king, but bowls are fast becoming the preferred vessel for everything. Whether the ingredients are customized or pre-set, bowls allow for creative expression and plenty of room for healthy ingredients, all within a familiar format. (Packaged Facts)

WHEN IT COMES TO GROCERY SHOPPING...

- Millennials are more likely to indicate single-serve packaging would influence them to purchase one product over another (Mintel).
- Signage, narratives, food merchandising, and in-store programs that highlight new food experiences are significantly important (Demeritt).
- Smaller product formats appeal to millennials (Mintel).

WHEN IT COMES TO THE FROZEN AISLE...

- 69% of millennials say they stock up on frozen foods at the grocery store (Mintel).



COMPETITIVE ANALYSIS

P.F. CHANG'S

2011 "Ignite the Night"
2016 #Ricegiving Campaign



"Don't just make dinner, Ignite the Night!"
Deeply incorporates human sensuality to the culture surrounding dinner preparation.

INNOVASIAN

2013 #TakeIn Campaign
2015 "Sauce Master Challenge"



Diffuses the stigma around the takeout/reservation experience by providing the solution with their family-style meal kits.

LEAN CUISINE:

2015 "Weigh This"
2010 "Book of Truth"



Providing empowerment through every meal, they challenge their consumers to weigh what matters in their life, not their bodies.

HEALTHY CHOICE:

2015 "Green is Good"
2012 "Progressive Coupon"

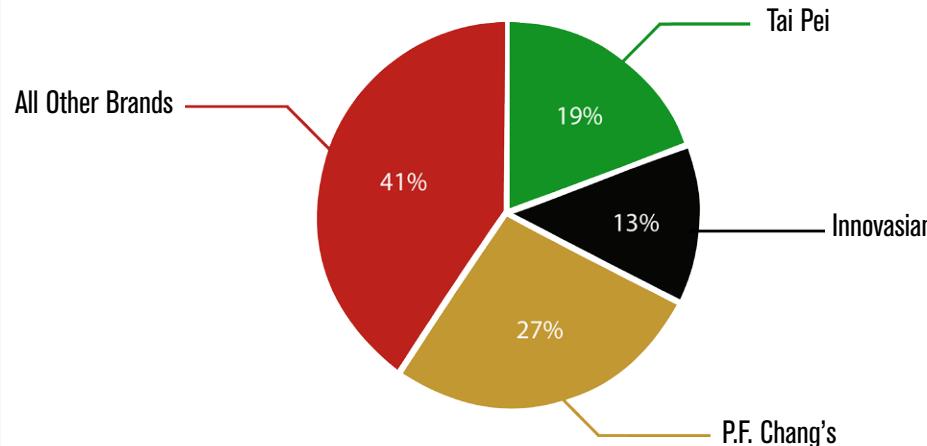


Emphasizes the value of consuming products that are "green, healthy, simple, and great tasting."

SITUATION ANALYSIS

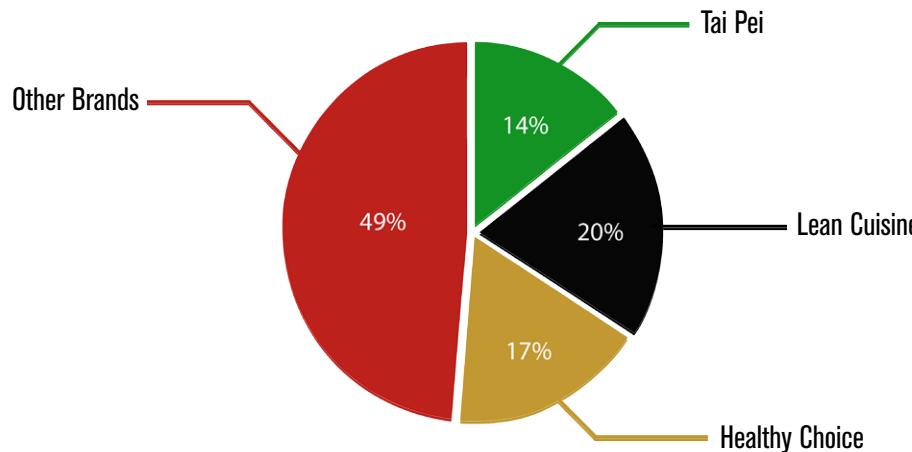
SALES DATA ANALYSIS

Total Asian Brands U.S. Dollar Sales
(Latest 13 Weeks Ending December 25, 2016)



TAI PEI: \$28,143,516 **P.F. CHANG'S:** \$39,444,706 **INNOVASIAN:** \$19,098,027

Asian Single Serve Entree Total U.S. Dollars
(Latest 52 Weeks Ending August 7, 2016)



TAI PEI: \$80,719,104 **LEAN CUISINE:** \$111,588,504 **HEALTHY CHOICE:** \$97,835,344

OBJECTIVES

- GAIN A 35% INCREASE IN GROSS SALES WITHIN THE ALL ASIAN BRANDS MARKET, CLOSING THE GAP BETWEEN P.F. CHANG'S AND TAI PEI.
- INCREASE GROSS SALES BY 15% WITHIN THE GENERAL ASIAN SINGLE SERVE ENTREES BRAND MARKET.
- OPEN A NEW CHANNEL OF DISTRIBUTION WITH 7-ELEVEN.

From April 2017 through March 2018, our overall directive through this two-prong approach will be to increase Tai Pei gross sales through market share capture off of competitor's current client base. Additional sales will derive from creating trial with new clients and increasing consumption rates amongst heavy users. This campaign will create a strong brand name, securing a base of loyal clients to build on year after year. Creating this solid foundation will enable Tai Pei to continue the long term initiative towards becoming the leader in Asian single serve frozen entrees.



SOCIAL MEDIA AUDIT



SEO: We compared Healthy Choice to Tai Pei and gathered some information on SEO.



	f	t	ig	yt
125k	1.1k	100	N/A	



	f	t	ig	yt
960k	85.9k	24.3k	833	



	f	t	ig	yt
21k	190	N/A	23	



	f	t	ig	yt
589k	11.7k	5.9k	3.6k	



	f	t	ig	yt
487k	14.9k	N/A	N/A	

HEALTHY CHOICE

Paid Search (AdWords)	
PAID KEYWORDS	EST MONTHLY PPC CLICKS
101	2.0k
EST MONTHLY ADWORDS BUDGET: \$908	
9	9 YEARS 3 MOS of Adwords history: Every test they've run.

TAI PEI

Paid Search (AdWords)	
PAID KEYWORDS	EST MONTHLY PPC CLICKS
0	0
EST MONTHLY ADWORDS BUDGET: \$0	
0	We've never seen this domain rank on any keywords in the last 9 years.

Our competitors use paid keywords. Tai Pei, however, does not. It would be beneficial to the brand if they started using paid keywords, such as Tai Pei Cuisine (which is available).

RESEARCH

RESEARCH OBJECTIVES

- Determine if millennials feel “busy” and place an emphasis on a work/life balance.
- Uncover feelings towards online ordering, dining out, cooking a meal, etc.
- Discover millennial attitudes towards food and planning meals.
- Affirm the importance of downtime among millennials.

600 SURVEY RESPONDENTS

A18-24 KEY FINDINGS:

- 22% have heard of Tai Pei as compared to our competitors.
- 70% purchase frozen food for the benefit of convenience.
- 95% have not seen or heard about the Tai Pei brand on social media



METHODOLOGY

53 ONE-ON-ONE STREET INTERVIEWS

“I eat frozen food because it is a quick alternative, plus I hate cooking.”

8 FOCUS GROUPS

“If I’m running late, I’ll try to microwave something I can eat on the go.”

“I try to meal prep, but it’s too exhausting.”

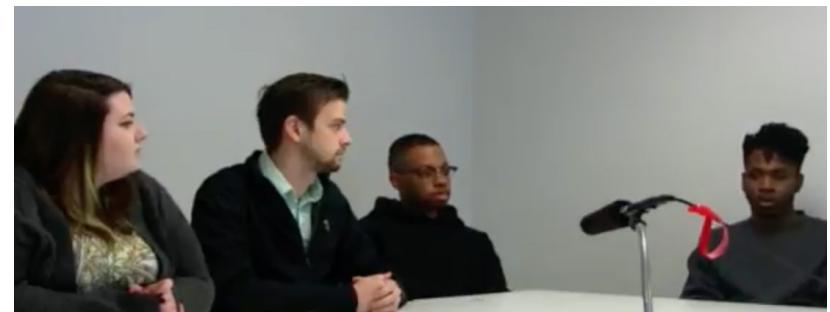
“I like it [frozen food aisle], getting stuff that you can prepare quickly.”

“I don’t ever plan. I don’t know what I’m going to eat by the end of the day. I don’t have time to think about it.”

FOCUS GROUP

LINK: <https://vimeo.com/208676308>

PASSWORD: Team277



TARGET MARKET PROFILES



DYLAN, 19 YEARS OLD

Lives on campus

Participates in student organizations

Works at a part-time internship

Plays video games during his free time

Enjoys watching vlogs on gaming



JOSH, 24 YEARS OLD

Recent graduate

Works a full-time job

Maintains industry blog

Enjoys playing Battlefield

Watches shows on Netflix



ALYSSA, 21 YEARS OLD

Part-time community college student

Works a full-time retail job at the mall

Volunteers at local animal shelter

Browses social networks during her free time

Enjoys watching "I Love New York"

DYLAN'S PATH TO PURCHASE



40% of students who go to school full-time plan to attend a concert in the next 12 months.



The 18-24 year old demographic has an index of 183 for watching online videos in the last 30 days.



60.3% of full-time students in the past 12 months saw an advertisement on a social network that led them to take action.

JOSH'S PATH TO PURCHASE



The 18-24 demographic has an index of 183 for watching online videos in the last 30 days.



15% of millennials strongly agree & 30% somewhat agree that they are now more inclined to use public transportation as a daily travel preference.



Roughly 25% of the U.S. population lives within one mile of a 7-Eleven store. Age 18-24: 139, Post-Grad: 116, Male: 107

ALYSSA'S PATH TO PURCHASE



25% of suburbanites took action as a result of in-store marketing.



60.3% of full-time students in the past 12 months saw an ad on a social network that led them to take action.



65.2% of millennials have seen or heard an ad on TV in the past 12 months that led them to take action.

INSIGHTS

INSIGHTS

MILLENNIALS FEEL OVERSCHEDULED AND SAVOR THEIR FREE TIME.

MILLENNIALS VALUE CONVENIENCE AND OFTEN GRAB FOOD ITEMS FROM 7-ELEVEN.

MILLENNIALS DON'T RECOGNIZE THE BRAND NAME UNLESS PROMPTED WITH THE TAI PEI LOGO.

"Millennials tend to put more emphasis on work/life balance than previous generations."

"Millennials may be pressed for leisure time as a result of work and school obligations that may be bigger priorities in their daily lives."

"...If millennials are overworked and stressed, eating out or grabbing a taquito that's been rolling around under a heat lamp all day at a 7-Eleven leaves more time for binge watching Netflix."

"Eating is largely unscheduled for the generation, and they look for on-the-go food items."

ADVERTISING OBJECTIVES

- GENERATE AWARENESS BY RAISING BRAND RECOGNITION
- CREATE BRAND RELEVANCE THROUGH CONSISTENT, RELATABLE MESSAGES
- GENERATE TRIAL FOR NON-USERS AND BRAND SWITCHERS
- BUILD BRAND LOYALTY WITHIN THE 6 HIGHEST BDI MARKETS
- HIGHLIGHT REFORMULATED PRODUCT



CREATIVE BRIEF SNAPSHOT

TARGET AUDIENCE

Students and young professionals ages 18-25 who balance work, school, and other aspects of their lives.

KEY INSIGHT

Millennials feel overscheduled and crave free time.

CONSUMER PROBLEM

Millennials are busy and often need a fast and convenient meal.

POSITIONING

The convenience of Tai Pei gives the overscheduled millennial time back in their day and satisfies their craving for global cuisine.

REASONS TO BELIEVE

- Quick cook time
- Clean ingredients
- Variety of global flavors

THE BIG IDEA

GET BACK TO YOU

The **GET BACK TO YOU** campaign positions Tai Pei as the best meal solution for overscheduled millennials. Our executions encourage consumers to enjoy the free time given back to them with the convenience of Tai Pei. The chosen platforms reach Tai Pei's audience at prime opportunities of engagement. With the **GET BACK TO YOU** campaign the target will feel like Tai Pei understands them.



GET BACK TO YOU

COMMERCIAL

COMMERCIAL VIDEO: The commercial demonstrates the stress associated with an overscheduled lifestyle. The spot creates desire for Tai Pei while showing how the convenience of Tai Pei acts as a catalyst for more free time



Scene: Kathryn enters her apartment, shuts the door and drops everything at her feet. (Backpack, purse, gym bag, files, etc.) She walks down the hall while her phone rings non-stop.

Audio: Notification sounds from phone.



Scene: In the kitchen her teacher pops up unexpectedly. Kathryn is feeling overwhelmed and looks for an escape.

Audio: Continual notification sounds,
Teacher: Don't forget, your 25 page paper is due tomorrow.



Scene: She opens her bedroom door to see her boss is sitting on her bed. She gets startled and slams her door shut.

Audio: Continual notification sounds.

Boss: Hey, gonna need you to stay late this Friday.
Inventory day!



Scene: The ding of the microwave goes off. She desperately opens microwave and pulls out the Tai Pei and all the stress 'poofs' away.

Audio: Microwave Ding.

COMMERCIAL LINK: <https://vimeo.com/209657513>
PASSWORD: Team277



Scene: In the bathroom, her grandma pops up. Kathryn is freaking out and rushes to the kitchen.

Audio: Continual notification sounds.

Grandma: We're supposed to watch the price is ok!
Are you ignoring my calls?



Scene: She sits down on the couch and enjoys her Tai Pei and relief from her busy schedule.

COMMERCIAL



5 SECOND PRE-ROLL: This commercial will be put in front of videos on YouTube, a key place for media consumption for our target audience. The pre-roll shows the benefits of Tai Pei in a short amount of time that captures the attention of the millennial.



Scene: Kathryn is seen stressed and overwhelmed with paperwork and projects from school, work, personal finance, etc. in front of her.

Audio: Paper rustling sounds.



Scene: All the paperwork and project work poof away and Tai Pei is seen on the Table.

Audio: *Microwave Ding* from clearing table.

COMMERCIAL LINK: <https://vimeo.com/209834481>
PASSWORD: Team277



Scene: She puts her hands on her head to show the stress taking a hold of her.



Scene: Kathryn eats and enjoys her Tai Pei and the relief from stress.

OUT OF HOME



TRANSIT

The transit ads feature animated graphics and copy that showcase how Tai Pei fits into our target's busy lifestyle. Peaking the interest of hungry, time-strapped commuters.



The advertisement will be displayed on a digital panel. As the Tai Pei product cooks, it fogs up the display while steam comes out of the packaging. The copy will be written in the steam to get the idea of Get Back to You, and benefits of Tai Pei, to the consumer.

OUT OF HOME



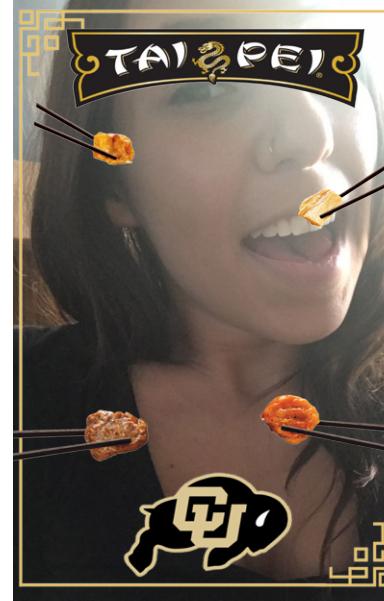
TRAIN CAR TAKEOVER

The train car takeover will include bold graphics featuring the Tai Pei logo on the outside. The inside of the car will feature comfy seating and copy that invites the consumer to sit back and relax. The consumer will also have the ability to download and enjoy a curated playlist. This is an opportunity for our target audience to engage with the brand on a more personal level.

EXPERIENTIAL EVENT

EXPERIENTIAL LINK: <https://vimeo.com/209806400>

PASSWORD: Team277



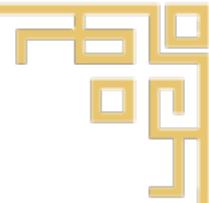
WIN WHAT YOU WISH YOU WERE DOING

We brought the product to the consumers by creating an event where enthusiastic brand ambassadors invited on-campus students to engage with Tai Pei. Students spun a wheel, won branded prizes, sampled Tai Pei, and received coupons. The prizes were relevant to their life, and in line with what students enjoy doing in their free time.

Millennials aren't shy about sharing images of themselves and their friends. The "I'm a winner" reaction after spinning the Tai Pei wheel lends itself to brand advocacy through the Snapchat geofilter and shared pictures or posts of the event. "78% of millennials said that they would be more likely to become part of a brand (audience) if they have an in-person interaction." Students can also recharge with Tai Pei branded charging stations, located in school student centers

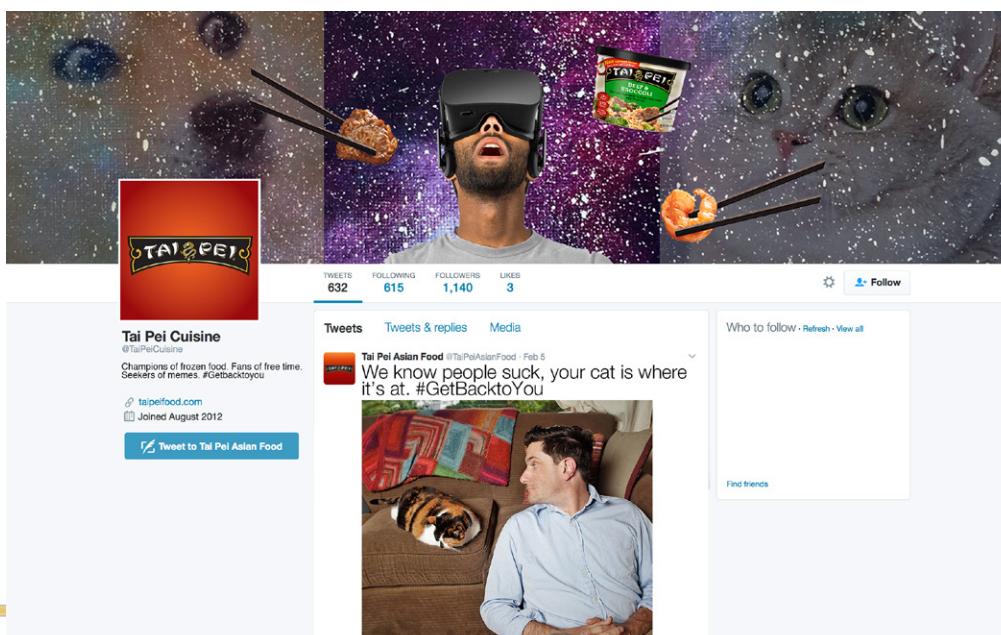


SOCIAL MEDIA



SOCIAL NETWORKING

The content that will be posted to Tai Pei's social media accounts will revolve around the tagline **GET BACK TO YOU**. Posts will exhibit either imagery of an overscheduled lifestyle or snapshots of downtime activities. Included in all posts will be the new Tai Pei product, shown as a solution or catalyst that allows the consumer to relax for a while.



SOCIAL MEDIA INFLUENCERS

Utilizing influencers will generate exposure through popular social platforms such as YouTube and Instagram. Two well-known influencers will be asked to display and feature Tai Pei in their videos or script. Leveraging popular social media personalities creates a layer of credibility and authenticity for the brand.



LOGAN PAUL

2M YouTube subscribers
73M Video views monthly
8.9M followers on Instagram

Logan Paul is an online personality, who specializes in humorous daily vlogs with a strong following on YouTube and instagram.



SHAWNA HOWSON

690,128 YouTube subscribers
5M Video views monthly
32.9k followers on Instagram

Shawna Howson specializes in scripted content, specifically short films, music videos, and confessionals.

TAI PEI GIVES BACK

SOCIAL CAMPAIGN

GIVE BACK

Millennials are more passionate about a company when it is contributing to a greater cause. The campaign will leverage what Ajinomoto Windsor has already done by continuing to promote the Smile Earth! Global Clean-Up Day, which occurs on October 23rd.



Tai Pei Food
February 21 at 6:30pm · 

Global Clean-Up is what we do to GIVE BACK. How do you GIVE BACK in your free time? Share an image or video and win a chance for Tai Pei to award charitable funds to a social cause of your choice! To learn more: <http://bit.ly/2mNsYnW>

PRE-LAUNCH

Prior to Smile Earth! Global Clean-Up Day, the event will be promoted by illustrating a narrative of Smile Earth! Global Clean-Up Day. Press releases and media alerts will be distributed with information about Tai Pei's community outreach, three weeks prior to October 23, 2017.

LAUNCH

All social media platforms will showcase Global Clean-Up Day and feature real time footage. Tai Pei will engage the target audience by utilizing Facebook Live and Instagram Story.

POST-LAUNCH

To create more audience interaction, there will be a release of statistics to Tai Pei's social channels and any additional media on Global Clean-Up Day accomplishments. Clean-Up Day participants will also be commended for their efforts.

COMPETITION

Following this recap of events, a competition will take place that encourages engagement with Tai Pei on social media. The target audience will be asked to show how they Give Back during their free time. Through Tai Pei's social channels, the audience will be invited to share posts, images or videos. The three posts with the most engagement will be chosen as the winners. Tai Pei will then award charitable funds to a social cause of their choice.

IN STORE



CART

Cart decals will catch the eye of the customer when they enter the grocery store. Since our target audience has no time to cook, the copy encourages shoppers to buy more than one package of Tai Pei.



COOLER

At the end of the consumer's in-store journey the impulse aisle cooler will reinforce Tai Pei's convenience as customers wait in line. The copy reflects the environment of the checkout aisle and the consumer's crunch for time.



IN STORE

FLOOR DECALS & FLAG

Floor stickers are strategically placed near products that are associated with 'me time' that leads the customer to discover the Tai Pei flag in the frozen aisle.



IN STORE

FLOOR DECALS & FLAG

The branded flag placed on the freezer door is a fun, playful way to brighten up the freezer aisle.



TAI PEI

You found it!
Grab one of
our many
asian inspired
flavors and
#GetBackToYou

TAI PEI
GENERAL TSO'S SPICY CHICKEN

Check us
out in the
app store
and on
www.taipeifood.com




DIGITAL

WEBSITE

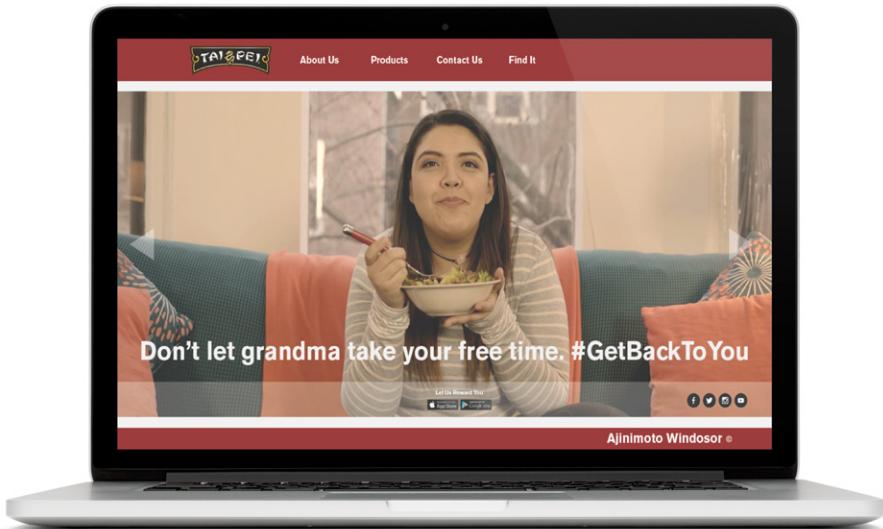
With a revised website, target consumers are more likely to remain, interact, and ‘dig deeper’ on the webpage to learn about the brand and products. With a more minimal layout, and efficient use of color, users will be able to recognize the Tai Pei brand and get more efficient information on the products. The layout, design aesthetic, and general feel, reflect the clean ingredients and diverse flavor profiles of Tai Pei.

DIGITAL REWARDS APP

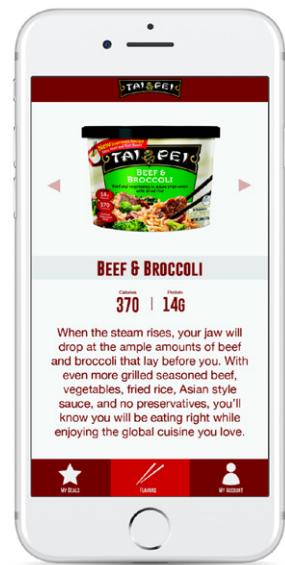
43 percent of millennials are cost-conscious buyers, their most popular reason to use a smartphone before they went shopping was to “clip mobile coupons” and “browse weekly ads.”

LINK: <https://marvelapp.com/7g06ahe>

PASSWORD: Team277



MY DEALS: This page acts as both a deals page and home page to promote product and be a tracker for current reward progression.



FLAVORS: This page is used to get users to familiarize themselves with Tai Pei products and learn about its ingredients, health, and flavor profiles.



MY ACCOUNT: This page allows users to view their current buying tendencies and see what rewards they may claim. It also informs them of the nearest store carrying Tai Pei products.



DIGITAL REWARDS CARD: The digital rewards card is accessed during purchase.

MEDIA



MEDIA OBJECTIVES

- ➲ Increase user base by targeting college students and young professionals between the ages of 18-25 with a national media campaign from April 2017 through March 2018.
- ➲ Increase reach and awareness with competitors' millennial based targets in Northeast and Mid-Atlantic region cities.
- ➲ Attract new users and brand switchers with brand activation efforts in markets which have a high percentage of households eating frozen dinners in the last 30 days.
- ➲ Target heavy users in high BDI areas to increase brand purchases and advocacy.
- ➲ Increase brand engagement and communicate information about the new distribution channel through social media platforms.

BROADCAST CABLE

In 2015, "67.44% (share) of A18-24 watched cable TV in the United States." The cable programs selected were based on high Nielsen ratings for A18-34.

CPM: \$15.11 Total Cost for Cable \$3,253,244.00

Nielsen Television Data 07/01/2015 - 07/31/2015

CABLE VEHICLES A18-34



[adult swim]



OUT OF HOME

"Reaches consumers within the same half-hour they are considering purchases, deciding on purchases, and making purchases – usually while they are traveling or commuting."

TRANSIT (STEAM BUS SHELTER)

OOH TRANSIT GEOGRAPHY

SIMMONS SPRING 2014 NHCS-ADULTS

MARKETING (NIELSEN) REGION: NORTHEAST

Frozen complete Dinners- brands eaten in the last 30 days: Healthy Choice 107 index

Frozen complete Dinners- brands eaten in the last 30 days: Lean Cuisine 110 index

MARKETING (NIELSEN) REGION: MID ATLANTIC

Frozen complete Dinners- brands eaten in the last 30 days: Healthy Choice 121 index

Frozen complete Dinners- brands eaten in the last 30 days: Lean Cuisine 123 index

PLACEMENT - Alexandria, Arlington, Cambridge, Jersey City, Philadelphia, Manhattan
Cities chosen are in competitors' NE/Mid Atlantic regions and cited by Forbes as "The Best Cities For Millennials In 2016."

Monthly Transit Panels for each market: 129 Total Cost: \$1,108,848.00

Weekly GRP: 100 Source: clearchanneloutdoor.com

Reach 52.7

Frequency 7.6

TRAIN WRAP

This effort will target young professional commuters who are deciding what to eat for dinner. The bold design will entice commuters to ride that particular train car and experience the brand in an unexpected way. This is a helper and hero moment for Tai Pei.

GEOGRAPHY: 6 moderate/high BDI markets. Phoenix, Denver, Tampa, Charlotte, Oklahoma City, and Dallas.

High Daily Riders: Philadelphia, Chicago, New York, and Atlanta.

Earned Media: Shareable content Total Cost: : \$250,000.00

MEDIA

IN-STORE ACTIVATION

SimplyMap data was used to determine in-store activation and Walmart placement locations. States with high percentages of frozen entrees eaten in the past 30 days were cross-referenced with high geographic percentages of adults 18 to 24 years. Based on the results, Walmart Superstores in the South and SE states were chosen.

Total In-store Activation cost: \$897,415.00

In addition, Walmart superstores within the vicinity of suburban community colleges will be strongly considered.

EXPERIENTIAL SCHOOL EVENTS

Total Event Cost per day (approx.): \$1,200.00

13 schools with 3 events per school = 39 total events

Earned Media: Shareable content

Total Cost: \$46,800.00



SNAPCHAT

Geofilter paired with Experiential event. Students have the opportunity to share the Tai Pei experience through branded and school logo customized Snapchat filters.

Cost per million square feet and 3 hours per event: \$25.00

Total Cost: \$975.00

Source: Salesforce Marketing Cloud (Via Adweek)

PAID SOCIAL MEDIA

Build relationships and identify brand personality.

Twitter CPM: \$6.93 (2016)

Instagram CPM: \$5.10 (2016)

Earned Media: 5,000,000

Total Cost: \$3,017,000.00

DIGITAL

Platforms that are piloted by millennials that have become second nature.

YOUTUBE PRE-ROLL

Total Views: 8,000,000

Total Cost: \$400,000.00

WEBSITE (OWNED MEDIA)

Total Cost: \$15,000.00

MOBILE

Coupon Costs and Rewards App Redemption

Total Cost: \$260,000.00

Source: Encurate Mobile Technology, LLC.

Nancy Harmon, Chief Curatorial Officer

SOCIAL MEDIA INFLUENCERS

Logan Paul and Shawna Howson

Total Cost: \$110,000.00

Source: Captiv8

BROADCAST NETWORK

Based on Ad\$pend 2016 reports, Lean Cuisine allocates a healthy portion of their media dollars to Broadcast Network TV in April and September. By advertising in the same months as the competitor with selective programming geared towards millennials, Tai Pei will achieve broad reach and brand awareness in a big way.

VEHICLES:

THIS IS US

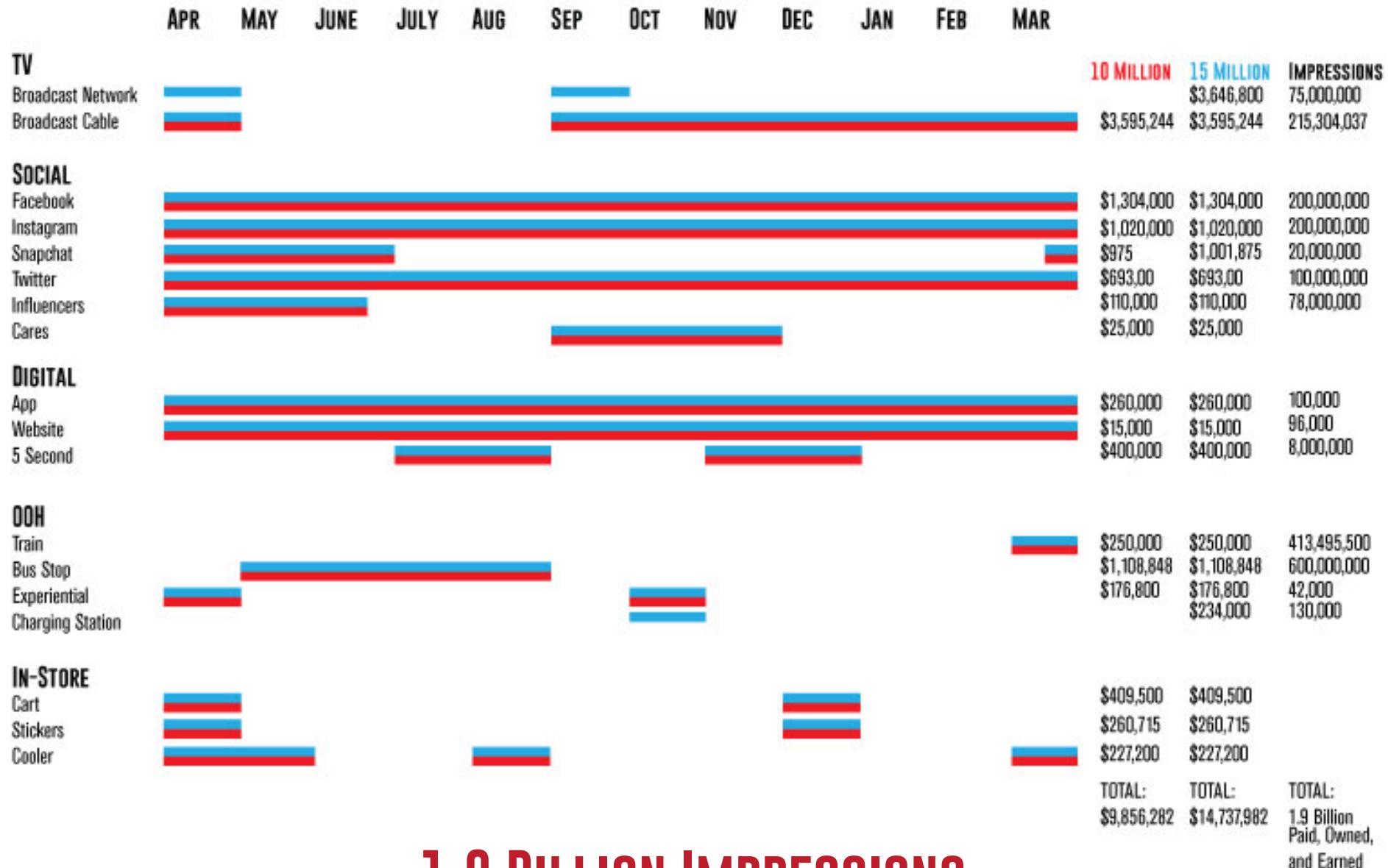
Empire



Total Cost: \$3,636,800.00

Prices via Adage & Viewer numbers and Nielsen

MEDIA



**1.9 BILLION IMPRESSIONS
PAID, OWNED, AND EARNED**

CAMPAIGN EVALUATION

CREATIVE

"Get Back to You" Campaign Pre-Testing
iResearch Online Communication Testing Results

TRANSIT AD

"I would say that having a lack of time is relatable. I like the idea of it being ready in 5 minutes and seemingly already being in a bowl, so no cooking or cleaning involved if you're really, really busy."
- Leanne K.

TRAIN TAKEOVER

"That's amazing. Anyone riding public transportation would love this."
- Derrick F.
"I feel like between the chairs and the Spotify, you're trying to create a relaxing experience that ties into your ad campaign. It makes sense to me and seems like it could be effective."
- Leanne K.

COLLEGE EXPERIENTIAL

"Where there is free food there is me."
- Paige J.

SOCIAL MEDIA (7-ELEVEN)

"Clever, a little cute. That's worth a like in my book."
- Derrick F.

CAMPAIN OVERALL

"The brand wants to be modern and relevant."
- John S.

DURING AND POST-TESTING

Total Advertising Awareness and Unprompted Recall
IN-STORE ACTIVATION
Point-of-Purchase Observation & Intercept Interviews
Units sold

FINANCIAL METRICS

Objective: Gain a 35% increase in gross sales within the All Asian Brands market
Result: \$9,850,230.00
Objective: Increase overall gross sales by 15% within the General Asian Single Serve Entrees Brand market
Result: \$12,107,865.00

7-ELEVEN DISTRIBUTION EVALUATION

Gauge units sold in the first three months of opening the new distribution channel

MEDIA PLACEMENT

Impressions and Ratings: Nielsen Measurement Tools
Eyes on Impressions: TAB

SOCIAL KPI'S

Increase in social media likes, followers, shares, comments and posts
Generate positive sentiment when discussing the brand.
Twitter Followers: 50k
Facebook Likes: 600,000
Instagram: 25k
Generate bi-weekly Social Engagement Reports through
Meltwater Analytics Tool

UPDATED WEBSITE

Increase Engagement
Current Bounce Rate: 35.70%
Expected Bounce Rate: 30%
Current Daily Pageviews per Visitor: 3.40
Expected Daily Pageviews per Visitor: 5
Current Daily Time on Site: 3:07
Expected Time on Site: 4:30

DIGITAL REWARDS PROGRAM

Quarterly Barcode Tracking



WRAP UP



CONCLUSION

The Get Back To You campaign uses creative executions relatable to younger millennials that will help increase awareness and relevance of the Tai Pei brand. The campaign positions Tai Pei as the preferred meal choice for overscheduled millennials. The creative message gives the consumer permission to savor and do more with their downtime. Tai Pei breaks new ground in an over-saturated frozen entree market by targeting a generation that has been largely ignored by the frozen food category. From raising awareness through brand activations to rewarding brand loyalists, Tai Pei encourages the consumer to **GET BACK TO YOU.**

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