



# 1 MONTH ACTIVATION

Haagen-Dazs - 50/100 Chinese Restaurants

Prepared for Haagen-Dazs on 6.25.14



## WHO ARE WE?

Fortune Cookie Advertising (FCA) is the only company in the United States which sells advertising/branding space on slips within fortune cookies and distributes the advertised/branded cookies to targeted Chinese restaurants throughout the United States.

Our company has discovered a rare untapped niche market within the advertising industry, that for a myriad of reasons others don't have the ability to enter successfully. Because of the highly established psychological relationship that the fortune cookie holds in the mind of the American culinary customer, responses to your consumers marketing message will literally double or triple what can be expected from more traditional forms of advertising.

With over 40,000 Chinese restaurants in our network the possibilities are endless.

## OUR GOAL

Our goal is to provide our clients with an innovative tangible advertising medium that effectively gets the attention of their targeted consumer base. To this end, we bring together an opportunity for "Haagen-Dazs" to directly market to its consumer base in a highly creative way.

Our capabilities transcend traditional advertising services, working more as a new advertising frontier. The world has grown desensitized and immune to traditional public relations, advertisements and marketing paradigms and FCA knows how to differentiate our clients from the glut of content that has saturated the industry. We are grounded in long-term partners and are committed to developing powerful, strategically sentimental driven creative solutions for your fortune cookie campaign.

## STATISTICS

Besides each impression garnering the interest of the Chinese restaurant patron, over 83% of patrons start conversations about the content on the fortune cookie slip with friends/family at the table.

Based on in-house studies we have found that one out of five patrons take pictures of their slip and share it with friends/family when the content on the slip is unique.

# A New Advertising Frontier...





**Häagen-Dazs**

## Billboard vs Fortune Cookie



- ☐ Statistics show that only 9% of people noticed billboard advertisements every time they drove by. The other percentage include sometimes & never.
- ☐ Billboard advertisements have a typical 1-3 cent per impression cost.
- ☐ No real way to track amount of guaranteed impressions.
- ☐ On average, a person will see your billboard for about two to three seconds
- ☐ Billboards are often seen by people driving. Since they are in motion, it makes it difficult for them to read.
- ☐ Fortune Cookies have an open/read rate of 99.2%.
- ☐ 83.4% of Chinese restaurant patrons start conversations at the table about the content on the fortune cookie slip.
- ☐ Fortune cookies have become part of the American culture of the unknown/surprise/lottery wins and people love them.
- ☐ People enjoy opening and talking about the fortune and further sharing it via social media.
- ☐ Over 20% of patrons keep the physical fortune slip in their wallet if they find it unique.
- ☐ Over 57.1% of people find the content on the fortune cookie slip symbolic to their life.
- ☐ Statistics show that people are more impressionable after meals.

### TAKING ADVANTAGE OF THE OFFER

Throughout the last century fortune cookies have become an iconic symbol in American culture. Fortune cookies provide a mystical experience for patrons like no other advertising medium available. Placing a message from the state lottery into these cookies would make every reader think - Am I going to win the next jackpot?

- ☐ ABC NEWS- Woman wins \$400K in lotto with fortune cookie numbers
- ☐ NY POST- Woman wins \$2M playing fortune cookie lotto numbers
- ☐ TIME- Fortune Cookie Prediction Leads to \$1 Million Lottery Win
- ☐ FOX NEWS- Fortune Cookie Leads to Record Number of Powerball Winners





## Dessert/Coffee Places Advertisement Examples



**“Stressed” spelled backwards is  
“desserts.”**



**Häagen-Dazs**

**Coincidence? I think not.**

Take this slip to a Haagen-Dazs employee,  
and receive one free topping with a large cup or cone.



**There are good and bad times,  
but our mood changes more often  
than our fortune.**



**Häagen-Dazs**

**Don't forget a spoon.**

Bring this slip to a store near you, and receive  
10% off Haagen-Dazs ice cream with an order over \$15.



**“Without ice cream, there would be  
darkness and chaos.” – Don Kardong**



**Häagen-Dazs**

**Luckily there is a sun.**

Get buy two any size cup or cone, and get one free  
when you type VANILLA as a code on Haagen-dazs.com



**Chocolate is the answer.  
Who cares what the question is?**



**Häagen-Dazs**

**Did I stutter?**

Twitter: @HaagenDazs\_US



**“Once in a lifetime one should be allowed  
to have as much sweetness as one can  
possibly want and hold.” – Judith Olney**



**Häagen-Dazs**

**Remember, samples are  
always free.**

facebook.com/HaagenDazsUS



**“I don't cry over split milk,  
but a fallen scoop of ice cream is enough  
to ruin my whole day.” – Terri Guillemets**



**Häagen-Dazs**

**Need a reason to smile?**

<http://www.haagendazs.us>



**Fortune sides with him who dares.**



**Häagen-Dazs**

**When was the last time  
you let your heart decide?**

<http://www.haagendazs.us>





Chinese restaurant patrons have always compared their life to the messages/fortunes on the fortune cookie slip. In the two scenarios below two separate patrons received fortunes which said "You're going to win the lottery" and "You will soon come into a lot of gold". These fortunes motivated both individuals to play the lottery, and they won!

**TIME**

BIZARRE

**Fortune Cookie Prediction Leads to \$1 Million Lottery Win**

A Massachusetts man took the fortune's message to heart and decided to test his luck

By Erica Ho @ericamho | July 26, 2013 | [Add a Comment](#)

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William Johnson from Southwick, Mass. wasn't expecting much when he cracked open a fortune cookie last week after finishing dinner with his wife. "You will soon come into a lot of gold," the slip of paper read.

While most of us would be inclined to dismiss the prediction, Johnson decided to do just the opposite. The following day, feeling lucky, Johnson bought a \$10 Massachusetts Millionaire Mania scratch-off ticket and promptly forgot about it.

(MORE: [The \\$4.85 Million Lotto Ticket in the Cookie Jar](#))

A few days later he encountered the scratch-off ticket again and decided to take his chances. Fortunately, in this little twist, it turns out Johnson had hit the \$1 million jackpot.

AFP / Getty Images

A person holds a slew scratch-off lotto tickets on January 3, 2013 in Paris.

**RELATED**

Fortune Cookie Prediction Leads to \$1 Million Lottery Win *ABC News*

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## Friends Honor Pact To Split Money After Fortune Cookie 'Predicts' Lottery Win (VIDEO)

Posted: 03/22/2013 2:42 pm EDT | Updated: 03/22/2013 5:11 pm EDT

You might want to start taking fortune cookies more seriously.

On Thursday, Georgia Lottery officials announced Thursday that three friends -- Kenneth Wilson and Sanford Watson of Macon, Ga., and James Scoles of North Pole, Alaska -- collected a \$1 million Powerball prize. Days earlier, one of them had opened a fortune cookie predicting the lucky break.

"It said, '[You're going to win the lottery](#),'" Scoles, 56, explained in a news release.

Scoles opened the cookie on March 15 -- the same day that Wilson purchased his ticket from Macon's Jet Food Store on Highway 57, according to the Atlanta Journal Constitution.

According to NBC, the group [had made a pact promising to split the cash](#) should one of them ever win the lottery.

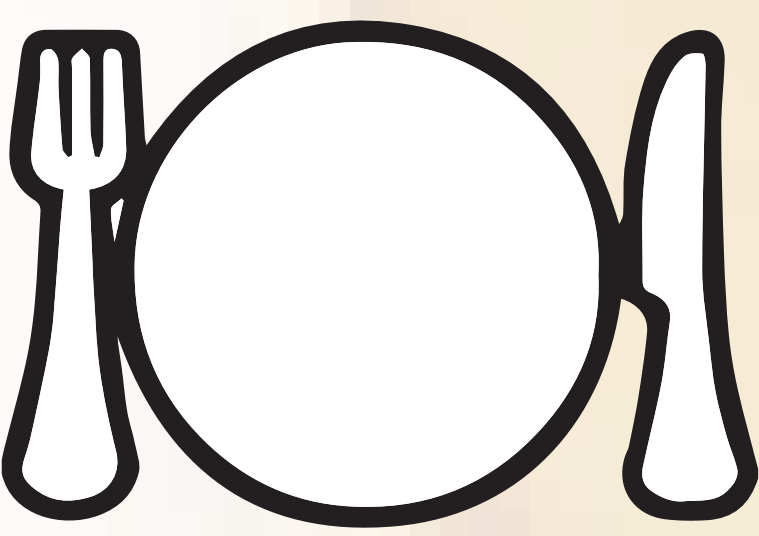
On March 16, Wilson watched the drawing on television and then notified the others about the win.





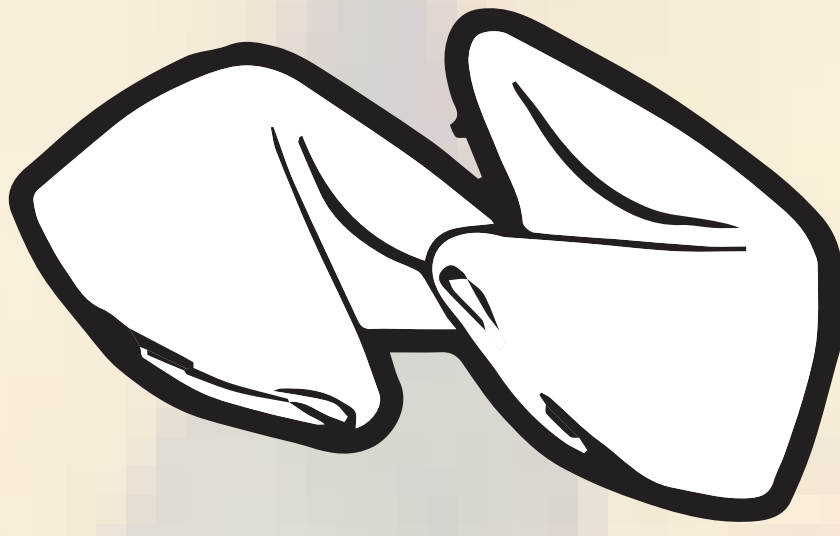
# What We Can Do For You

**CAMPAIGN** This month long activation will be executed in 50 Chinese restaurants in  
**OPTION 1:** California



Approx. 9  
Chinese Restaurants

x



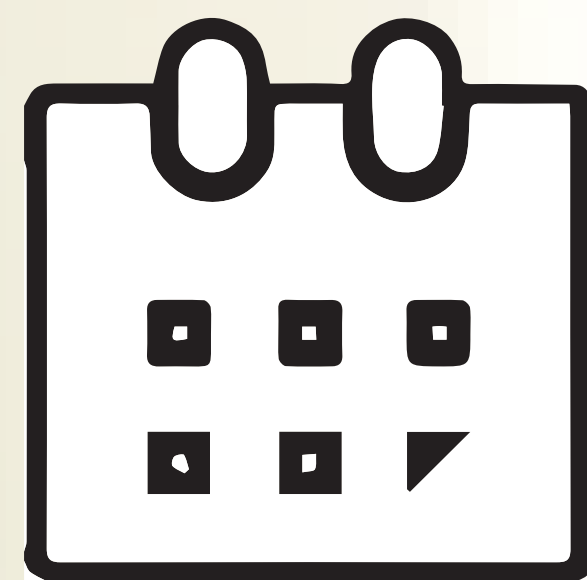
450 Cookies Daily

=



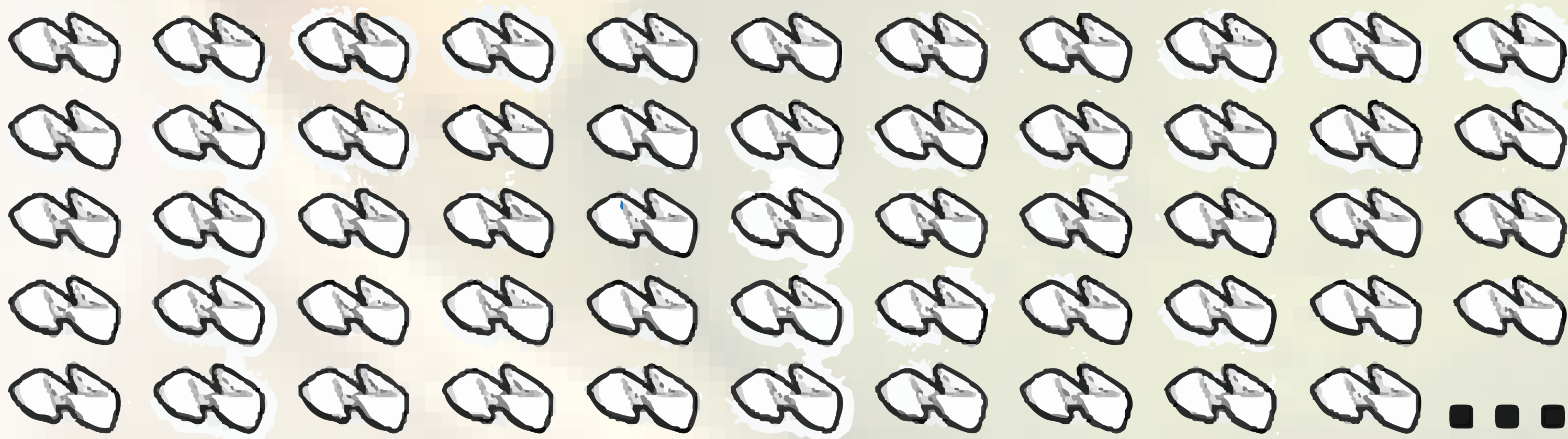
4,050 Cookies Daily

x



30 DAYS

=



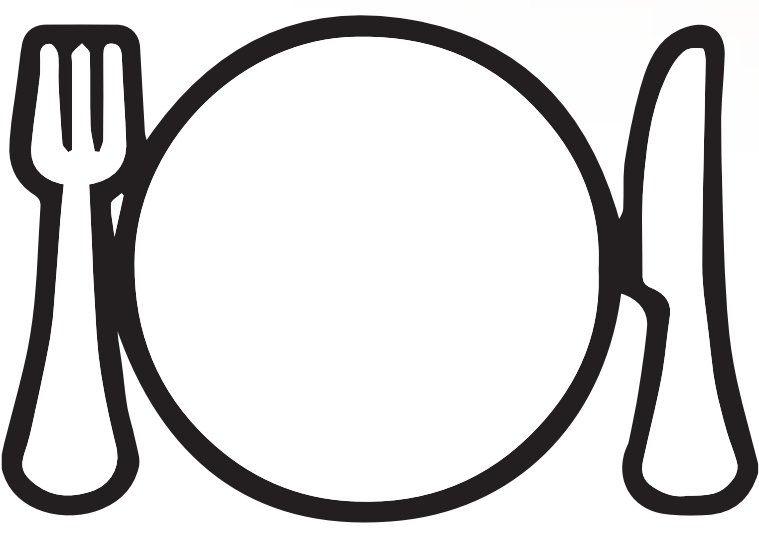
500,000  
Cookies

500K Cookies (\$0.12 ea) \$14,580  
Shipping (Approx. \$0.01 ea) \$1,215

Total: \$15,795

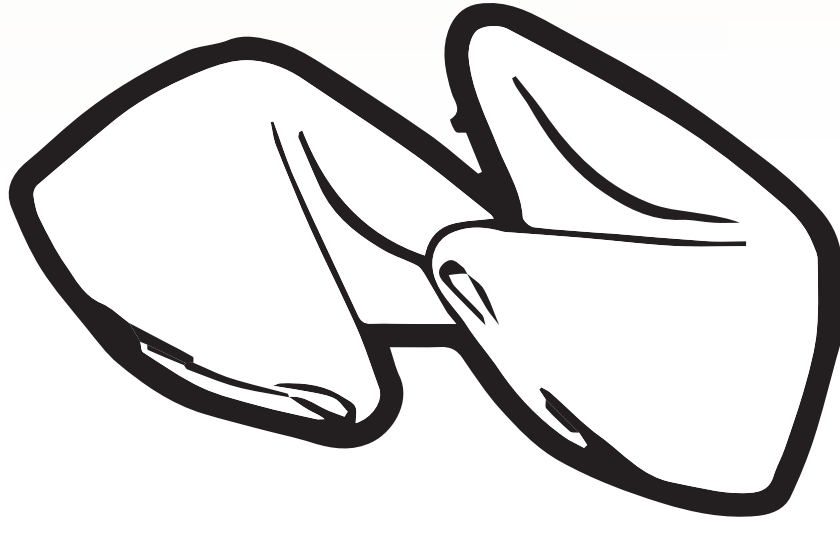
Averages \$1,755 per Chinese Restaurant

**CAMPAIGN** This month long activation will be executed in 100 Chinese restaurants in  
**OPTION 2:** New York



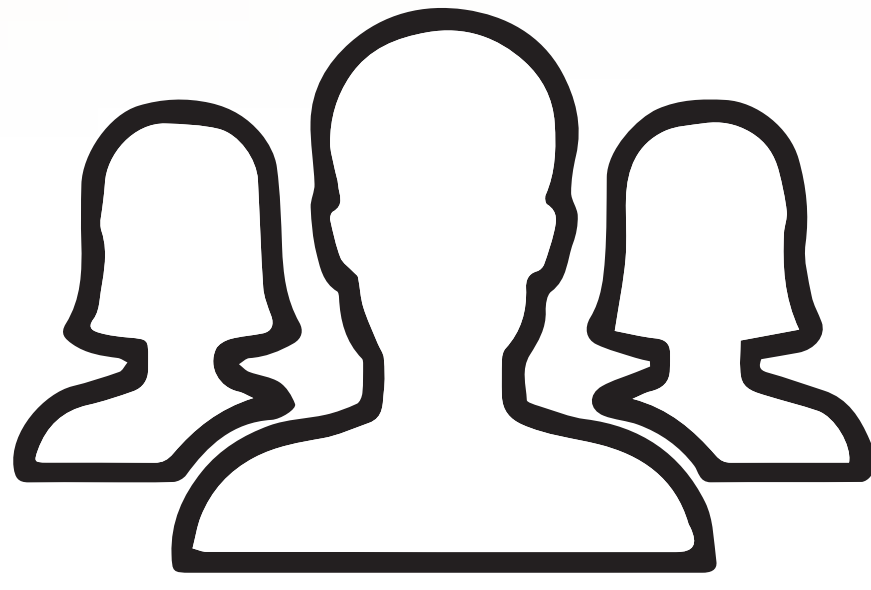
Approx. 75  
Chinese Restaurants

x



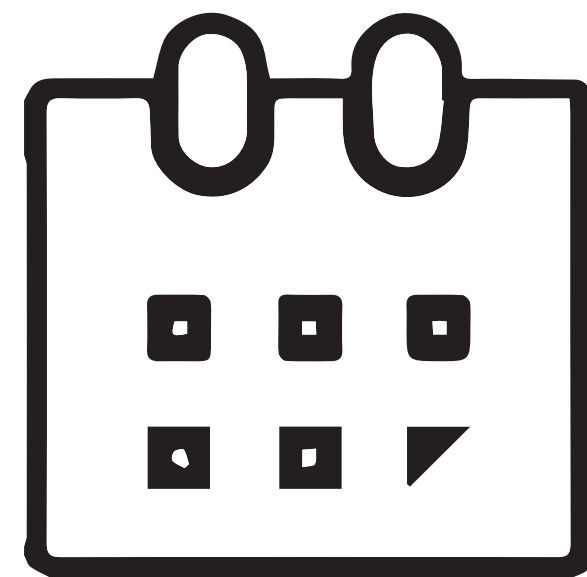
450 Cookies Daily

=



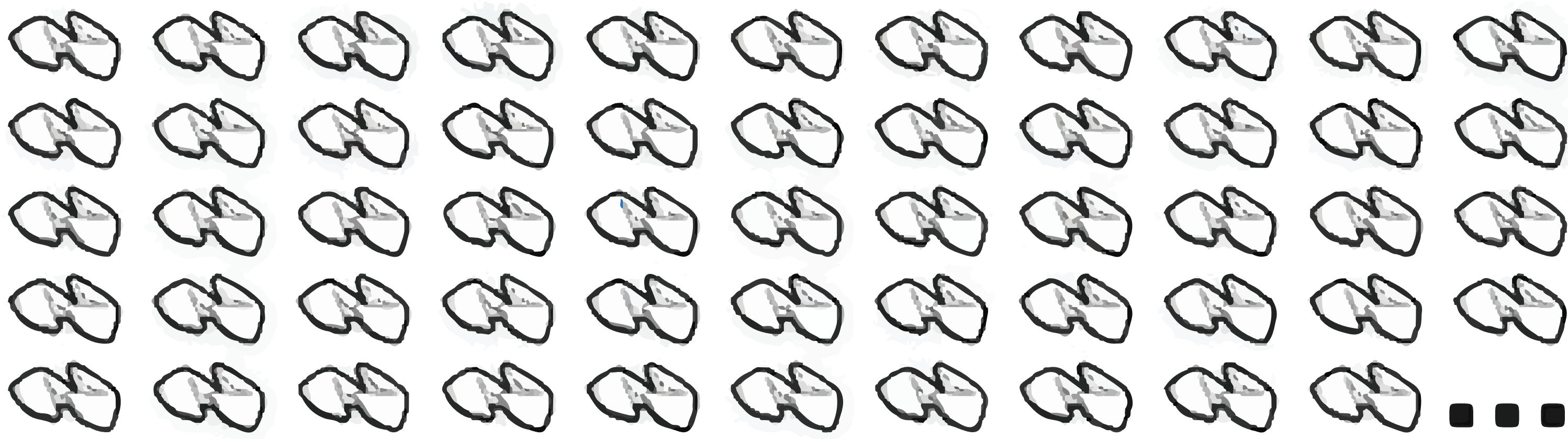
33,750 Cookies Daily

x



30 DAYS

=



1,000,000  
Cookies

1M Cookies (\$0.045 ea) \$45,562.50  
Shipping (Approx. \$0.008 ea) \$8,100

Total: \$53,662.50

Averages \$715.50 per Chinese Restaurant

**Details**

2 Color Maximum on Each Side of the Slip

Vanilla Standard Option

200 Fortune/Advertisement Message Variations

Basic Image/Logo Placement on Slip

3 Month Lead Time





# Häagen-Dazs®

## 500,000 Cookie Campaign

**99.2%** Open Rate = **111,780** Symbolic impressions w/ physical advertisement in potential customer's hands.

**83.4%** Conversation Starter Rate = **93,224** Engaged conversations over the subject of the advertisement.

**57.1%** Find the content on the slip symbolic to their personal lives. = **63,826** Individuals

**15.6%** Keep the physical fortune cookie slip in their pocket/wallet. = **17,437** Retained physical advertisements.

**20%** 2 out of 10 people will share the slip with a friend. = **3,487** Individuals

**19.2%** Individuals take a photo of the fortune cookie slip to share with friends by email/text/whatsapp and/or social media = **21,461** Individuals sharing through messaging and social media.

**10** Avg. of impressions per share = **214,610** Additional Impressions

**Potential National Media Exposure** = **50,000+** Impressions

Total Expected Impressions from Campaign **379,877**





# Häagen-Dazs®

## 1,000,000 Cookie Campaign

**99.2%** Open Rate = **1,004,400** Symbolic impressions w/ physical advertisement in potential customer's hands.

**83.4%** Conversation Starter Rate = **837,669** Engaged conversations over the subject of the advertisement.

**57.1%** Find the content on the slip symbolic to their personal lives. = **573,512** Individuals

**15.6%** Keep the physical fortune cookie slip in their pocket/wallet. = **156,686** Retained physical advertisements.

**20%** 2 out of 10 people will share the slip with a friend. = **31,337** Individuals

**19.2%** Individuals take a photo of the fortune cookie slip to share with friends by email/text/whatsapp and/or social media = **192,844** Individuals sharing through messaging and social media.

**10** Avg. of impressions per share = **1,928,440** Additional Impressions

**Potential National Media Exposure** = **350,000+** Impressions

Total Expected Impressions from Campaign **3,314,177**





# THANKS!!!

Gabriel Podolsky  
VP of Production  
Fortune Cookie Advertising Inc.  
Office: (212) 203-3605  
Direct: (718) 968-6868

[www.FortuneCookieAdvertising.com](http://www.FortuneCookieAdvertising.com)  
Email: [Support@FortuneCookieAdvertising.com](mailto:Support@FortuneCookieAdvertising.com)