**M E M O R A N D U M**

**To:** Creative Team

**From:**  Account Planning

**Date:** February 22, 2019

**Re:** **Wienerschnitzel Creative Brief**

**Background:**

* Family owned Business
* Classless Food
* Brand Values: heritage, family, playfulness, driven, openness, integrity, community
* Celebrates more than 50 years of doing things differently

**Assignment:** To elevate the perceptions of the hot dog with Wienerschnitzel leading the way.

**The Ask:** By elevating perceptions of the hot dog, consumers who already eat hot dogs and fast food will consider hot dogs (and Wienerschnitzel) over their usual go-to.

**Big Idea:** The Craving You Forgot

**Focus:**

**Forgotten**:

* Overlooked more times than not.
* The hot dog you loved as a child wasn’t good because you were a child, it was good because it was a hot dog.

**Craving:**

* When one brave soul decides to bite the bullet and order a hot dog, our suspicion starts to fade and a surge of jealousy overcomes us. While a hamburger is okay, that warm, buttered cheese dog looks like something of a slice of heaven.
* If we enjoy hot dogs so much, why aren’t they our number one choice on the menu?

**Support:**

* Only 2.1% of foods eaten at fast food restaurants are hotdogs (compared to 44.1% burgers)
* 80% of our target eats fast food
* 72% of our target eats hot dogs
* During the interviews, every interviewee talks about how badly they crave a hotdog once they’re mentioned
* It’s a matter of merging the men who already eat fast food and like hot dogs, to help elevate the above percentage of 2.1%.

**Target Audience:**

* Men ages 28-34
* Eat fast food frequently
* Likes hot dogs
* Most are not married and have no kids
* Very active but definitely treat themselves (indulge)
* Career-focused
* Spend free time at happy hours, playing sports with friends
* Spend disposable income on experiences (travel, socializing, etc.)
* See themselves in home town at a ball game when they are eating a hot dog
* Eat what they want and don’t feel guilty about it
* Very busy/fast-paced life. On the go, have work meetings in nearby cities
* Work and life are integrated and they work hard (it’s not 9-5)
* Mostly engage on Instagram and Spotify and FB
* Watches and engages with sports
* Streams tv shows

**Risks**:

* Alienate current loyal consumers who have never gone anywhere
* This will remind people of hot dogs but they won’t go out of their way to get one

**Opportunities:**

* Make consumers see hot dogs as an option when thinking about what to eat
* Remind consumers of their hot dog cravings- make them want one

**Mandatories:**

* The Wienerschnitzel brand should be clearly communicated in all messaging (include the Wienerschnitzel logo and “The Delicious One” mascot).
* The Wienerschnitzel tone of voice is one of celebration and happiness.
* Keep the core values in mind when creating messaging (heritage, family, playfulness, driven, openness, integrity, community).