



Wienerschnitzel & Team 805

**NO LONGER THE FORGOTTEN CRAVING**



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Previously, various restaurants tried to change the perception of their fast food by elevating its health benefits. Unfortunately, this did not change the fact that some people continued to question fast food health. **But why does this matter to Wienerschnitzel?**

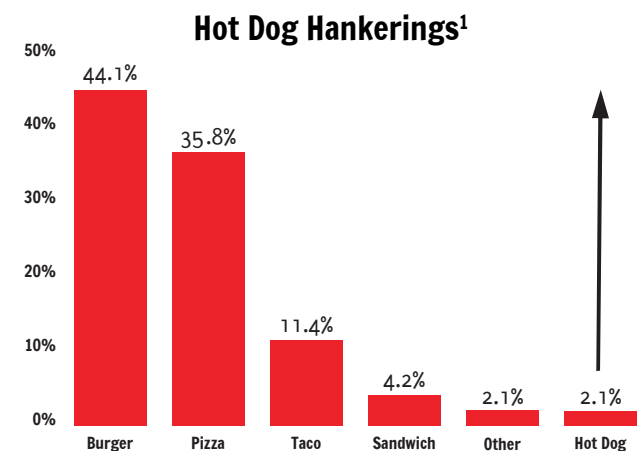
Our agency recognized a perfect opportunity to target a group of individuals who are not as health conscious about fast food as others. We call them the Frontrunners. They are single, male professionals, ages 28 to 34, who see eating fast food as an enjoyable addition in their daily life.

**Because the Frontrunners are open to diverse, new experiences, different food options constantly surround them. As a result, these men do not typically remember hot dogs as an option when choosing fast food to eat. Nevertheless, they still described their love for hot dogs. So, what?**

Using this insight, we uncovered the solution necessary to elevate our target's perception of hot dogs. In turn, this means we must remind these men to eat hot dogs so they do not revert to their typical fast food choice.

Hence, successfully reaching the Frontrunners will give the hot dog industry, and particularly Wienerschnitzel, a chance to make relevant connections with a younger generation that will determine the future of their business.

**As our target begins to remember hot dogs as a delicious and quick food option, they will start eating them more often. From there, the Frontrunners will transition into hot dog regulars and advocates for Wienerschnitzel.**



# Slow Roasted Research

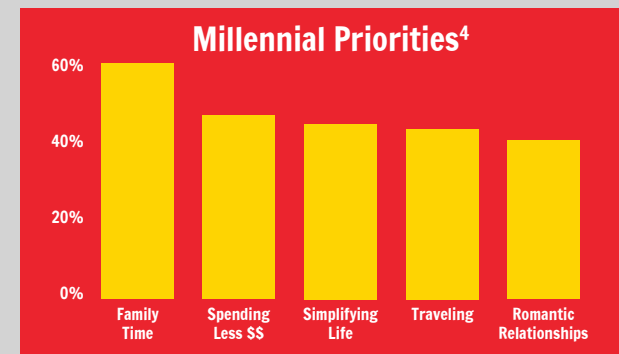
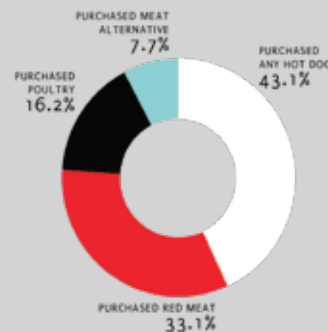
## US Consumers



## Men 28 - 34<sup>2,3</sup>



## Millennials



# The Target on Hot Dogs

20 in-depth interviews aged 28-34  
+ 378 respondents on a survey



motivated by family time, traveling, and moving up in career

eat fast food twice a week

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eat meat once a day

prefer to “feel like they are eating healthy”

They spend money on experiences  
& are exceptionally active

“I love to go hiking  
and camping on the  
weekends.”

“I lift weights  
5x a week.”

“I like to play sports  
with my friends.”

“I like to travel to  
new places with my  
disposable income.”

The majority don't care about what's in their meat

“I don't think about  
it. I've heard [things],  
but I've never looked  
into it.”

“As long as it tastes  
good, I could care  
less.”

They just love hot dogs!

“I like hot dogs, but  
would not go out of  
my way for one.”

“I LOVE hot dogs.”

“I don't feel guilty  
because I work out  
and have a healthy  
lifestyle.”

“They remind me of  
being in my baseball  
uniform and eating  
one after a game.”

# The Frontrunner

enjoys busy days and brief indulgences

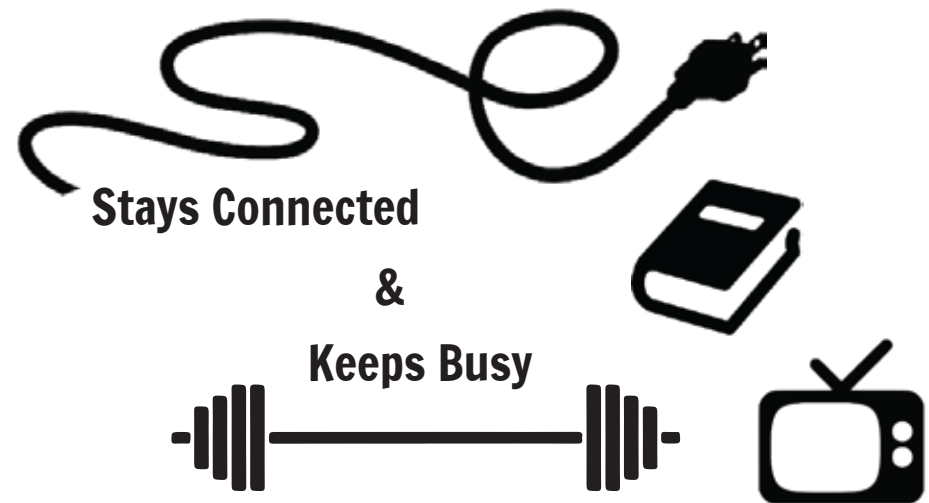
An upbeat, highly motivated guy who puts a great deal of value on experiences. He is always on the move and plays as hard as he works. He can be found working diligently from the convenience of his Macbook in a shared office space, taking risks and working long hours to get ahead, or enjoying happy hour with friends and family.

He is a **trendmaker** in that he is very social and often includes others in his new endeavors. And while he is aware of and lends some value to current lifestyle trends, he places his own individual tastes and priorities above all else.

**Eating delicious on-the-go meals is a splurge turned frequent habit, because he's earned it.**



**Millennial men<sup>6</sup>  
age 28-34  
across incomes  
centered in cities<sup>4</sup>**



# The **Hot** Idea

When asked about hot dogs, our target immediately raves of their delicious taste. However, they aren't going out of their way to buy them. We're simply reminding individuals everywhere of their favorite food from their childhood. By keeping hot dogs top of mind, hungry consumers will seek them out, as opposed to passively consuming them. This target is the most likely to make the switch into active consumption, making them the vital first step to widespread elevation.

Deep in the depths of our memories lurks an appetite we thought we had left in our childhood. But when a hungry soul goes out of their way to order a hot dog off the menu, that yearning returns and a surge of jealousy comes with it. We've always believed our love for hot dogs was a product of adolescence, but could it be that our naivety kept us from enjoying them into adulthood? It's time we permanently remember that craving we used to long for so much.



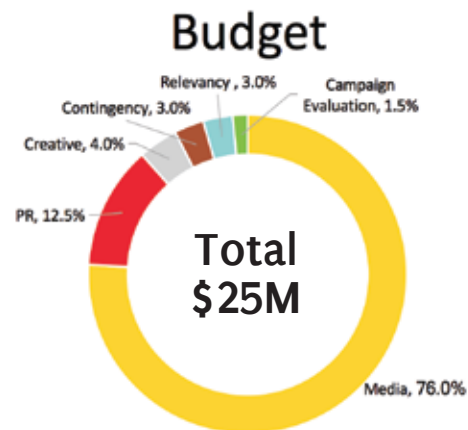
## THE CRAVING YOU FORGOT



# Campaign Strategy

In order to most effectively and authentically remind the Frontrunner of their love for the hot dog, our media schedule will reach them in their **moments of craving, through time-based and curated targeting on relevant media**. According to Nielsen, adults between the ages of 18 and 34 spend 43% of their time consuming media digitally, with 29% of that time coming from apps or web on their smartphones.<sup>7</sup> The proposed media schedule allows Wienerschnitzel to maximize reach with the target by meeting them both on and offline in their daily schedule from April 1, 2020 to March 31, 2021.

We planned the media in two geographic layers (national and local) in order to maximize national buzz, intentionally reach our target in the cities they live in, and lead Frontrunners to Wienerschnitzel locations in cities where they are available. The DMAs we have recommended targeting with Wienerschnitzel locations are Los Angeles, Sacramento, San Francisco, San Diego and Phoenix. Additionally, we were able to identify cities that would be best for experiential activations: New York City, Chicago, Miami and Los Angeles. These cities were found by **cross-analyzing both cities where fast food is highly consumed and cities where larger percentages of males in our target live**.<sup>6,8,9</sup>



Each media effort will elicit at least one of these four reactions from the Frontrunner:

**Awareness** *I remember hot dogs.*

**Consideration** *Maybe I should grab a hot dog later.*

**Engagement** *I want to join the conversation about hot dogs.*

**Conversion** *I'm going to go get a hot dog.*

# Campaign Kick Off: April Fools

It's critical, especially in an awareness-driven campaign, that we start with a bang. Our campaign, The Craving You Forgot, will initiate on April 1st, 2020. Not only does this date mark the beginning of Wienerschnitzel's financial 2nd quarter (improving measurement ability), but it is also a day that compliments Wienerschnitzel's brand voice because it is April Fools' Day. Our target is one that values comedy and, naturally, looks to brands on April Fools' for engaging and ingenious content.

The first prong is concerned mostly with sparking the awareness of the nation in order to kick off and set the tone of the campaign to follow. The second prong is a more targeted, engagement-driven approach that will speak directly to our chosen DMAs and the Frontrunners.

We'll begin with bookend TV spots on Good Morning America.<sup>10</sup> These spots will feature the show's hosts as if they're actually announcing the news, making it nearly identical to an actual news broadcast, except they'll be discussing a fake news story about hot dogs being placed all over landmarks across the country. We'll also have a sponsored post in Morning Brew, an email subscription service that provides business news to our target, discussing this hot dog take over.<sup>11</sup> The nation will turn to other sources to find out more, and we'll ensure corroboration in two ways. In summary, we'll pitch the story to favorable broadcasts within our specific DMAs in order to actively ensure dissemination of the story beyond GMA and Morning Brew.

We'll do the same on Snapchat and Instagram platforms by creating a DMA-based Wienerschnitzel AR hot dog filter that, when used, skewers a hot dog atop some of the nations most recognizable landmarks. Use of this filter will be broadcasted on choice influencers' Snapchat and Instagram stories in order to proliferate the story as well as encourage user engagement. To continue this tactic nationwide, localized filters will be made available to users who are not near these national monuments. Users will be able to access the "Breaking News" filter and participate in the prank, creating more virality.<sup>12,13</sup>



MORNING BREW



# Billboards

For our out-of-home efforts, we believe digital billboards are optimal due to the high-retention rate of billboard messaging that our target market possesses. To increase both in-store traffic and overall conversions, Lamar digital billboards will be showcased in cities with a high number of Wienerschnitzel locations and large rates of fast food consumption. Those cities will be Los Angeles, San Francisco, San Diego, Sacramento, and Phoenix, totaling in 21 billboards. This will generate 193,500,000 overall impressions. Billboard messaging will run from May 2020 to September 2020, strategically placed in the middle of the media plan to keep conversion rates steady throughout the year-long campaign. 8.52% of the budget will be allocated to these billboards to serve as directional guides so customers can quickly find a nearby Wienerschnitzel location and remember the craving they forgot.



# Search

A 12-month Google Adword strategy will augment consideration and drive conversion by optimizing relevant keywords and search terms such as: “fast food near me”, “food near me”, “hot dogs near me”, etc. By utilizing Google Maps in our paid search strategy, we can facilitate the process of finding food options for a consumer by suggesting Wienerschnitzel while simultaneously providing the service to offer accurate directions to any nearby location. Our SEM spend is also targeted towards five DMAs with Wienerschnitzel locations: Los Angeles, San Francisco, San Diego, Sacramento, and Phoenix. Through our research with Google’s Adwords and keyword planner, we found search competition to be extremely low to the point where we would need to allocate \$31k for the whole campaign in order to be competitive throughout the flight. That’s 0.16% of our total media budget, gaining 681,818 total impressions. Regardless of whether our target market is on their way to work, the gym, or an outing with their friends, it is important that Wienerschnitzel remains an option for them throughout the day.

Budget	Avg CPC	Clicks	CTR
\$31,000	\$2.07	15,000	2.20%

# Video

## Streaming

Hulu is a fast-growing streaming platform that appeals to Millennials and Gen Z'ers. In 2019, Hulu announced that it has gained 25 million new subscribers. 32 million of already existing ones watch Hulu with ads. To effectively reach our consumers, our team recommends implementing Hulu pause and :15 ads.<sup>14</sup> This way, when a viewer pauses a show for a snack break, he will be reminded of a craving he forgot: a Wienerschnitzel hot dog.

## Cable TV

Our target audience enjoys consuming comedic content either it is in the form of a podcast or a TV show. According to Simmons, they were indexed specifically high (184) on watching Comedy Central. Wienerschnitzel as a brand is very playful and fun, which is why Comedy Central is a natural integration of the brand's image and consumers' interests.

## YouTube

We'll run on YouTube in 2 week segments to monitor frequency. According to Simmons, 22.6% of our target had visited YouTube 16 times or more in the last 30 days. This reach makes YouTube vital in the awareness stage and increases hot dog perception at a national level.<sup>15</sup>

**There's no question that our target loves watching baseball and strongly associates the game with hot dogs. As a result, they are more likely than an average consumer to watch a channel such as ESPN. In addition to baseball, they enjoy watching other sports such as football, hockey, and basketball. For this reason, ESPN is the perfect platform to advertise to this sporty market.<sup>6</sup>**

# Video

## Rorschach Test (:60)

A man sits in his therapist's office, obviously distressed.

**THERAPIST:** So, you say you feel like there's something missing from your life, correct?

**MAN:** Yeah, exactly.

**THERAPIST:** Hm, alright, let's try a little test.

The therapist pulls out a stack of Rorschach cards.

**THERAPIST:** What do you see here?

He holds up a card with blotted ink in an obscure shape.

**MAN:** Uh, I don't know, maybe like, a bun, I guess?



**THERAPIST:** Good, and here? He holds up another card.

**MAN:** It kind of looks like a ketchup or mustard stain I suppose.

**THERAPIST:** Now what about this?

He holds up one last card.

**MAN:** I guess like a hot-



The man pauses, eyes wide.

**MAN:** Oh my god, a hot dog.

He bursts into tears.

**MAN:** A HOT DOG! THAT'S IT!

The therapist comes to consult him.

**THERAPIST:** It's okay, son. This happens all the time.



**THERAPIST** (shouting to outside the room): Mary, grab one of the hot dogs from the back!

They hold each other while an assistant rushes in a hot dog. He cries and devours it.

**LOGO & TAG:** Wienerschnitzel - The craving you forgot.

## The Brawl (:30)

A man sits by himself at a table in nice restaurant. A little boy sits at a table next to him. The waiter brings them their food.

**WAITER** (handing the man his food): The grilled chicken with brussel sprouts.

**WAITER** (handing the boy his food): And a hot dog.

The man looks at his food and then looks at the boy's hot dog. His eyes widen. He leans over to the boy.

**MAN:** That sure looks good. Mind if I have a bite?  
**BOY:** Buzz off, grandpa.

**MAN** (obviously offended): That's not really any way to talk to adults, is it? It's only a little.

**BOY:** Don't you have your own funeral to attend?

**MAN:** (leaning in, fully angry): Give me the hot dog, kid.

The child scoffs and grabs the hot dog, opening his mouth to bite into it.

The man quickly grabs the hot dog and bites off half of it, placing half back on the boy's plate.

They both sit there awkwardly.

**MAN:** Um, I'm sorry, I don't know what came over me.

**KID:** It's okay. This happens every time I order a hot dog.

**LOGO & TAG:** Wienerschnitzel - The craving you forgot.

**V.O. (MAN):** Check please.



# Audio

## Music Streaming



## Podcasts



Audio streaming has grown tremendously within the digital age.<sup>16</sup> Our target audience over-indexes on platforms like Spotify (Index: 191) and Pandora (Index:132). To meet our target within various moments of listening, we will place 15 second audio spots within Spotify and Pandora.<sup>17,18</sup> Whether our target audience is commuting to work, exercising, or road-tripping with friends, we want to remind them of their long lost craving - Wienerschnitzel hot dogs.

### "You're An Adult" (:15)

"You're an adult. You eat 3 day old salads from the fridge at work. This doesn't bring you joy. But there's something that does, something you've neglected since your childhood. And it's right down the block on the left. "

"And it's closer than you imagined."

"You know what you have to do."

We'll also be targeting the front-runners through podcasts.<sup>19</sup> We've allocated \$900,000 for three ad reads on the Barstool Sports podcast 'Pardon My Take.' The show is the seventh most listened to podcast in the country and the mixture of sports with (sometimes crude) humor highly resonates with our target.<sup>20</sup> Podcast reads from the hosts are highly authentic and unmatched by any other advertising form. An additional \$300k will be spent on other podcast advertisements with smaller listenerships, as well as Spotify ads during podcasts.

### Example Read By The Hosts Of Pardon My Take

"Yo, so we have to do it. Our sponsors. When you think of sports, you think of beer, but you also think of hotdogs. The chili cheese, mustard, ketchup, and relish. Dressing your dog up however you want."

"Dude, my mouth is watering just thinking about a chili cheese dog. Well, Wienerschnitzel wants to remind you about the craving you've forgotten, you can eat outside of the stadium and beyond your childhood. Get your head in the game and go down to Wienerschnitzel. We're enjoying them right now, and I actually forgot how good these hot dogs are."

# Digital

## Paid Social



With paid social media, we will have partnerships with ESPN and Comedy Central, accounts that align with our target's interests. These partnerships will help us dive deeper into popular culture, encouraging engagement and increasing awareness. We will also align this social campaign to popular shows and sports games. According to Nielsen, during live games, people turn to social media as their second screen to see what is happening in real time.<sup>21</sup> While they are on social media, we can encourage our target to interact with our brand online and become more established as a top-of-mind brand.

## Display

In-app display ads through ESPN's family of apps will reach our target in a consumption ready environment. Integrated banners will display a live countdown to game time, followed by the estimated drive time to the nearest available hot dog, driving engagement and conversion. Users near Wienerschnitzel locations will receive a banner with a click-through URL that opens Google Maps, automatically routing them to the nearest location. Elsewhere, users will receive a click-through URL that opens a Google Maps search for "hot dogs near me," as a way to remind consumers of the craving they forgot.

## Instagram





# Experiential

## Case Study

In large public spaces, Wienerschnitzel will pay individuals to pull out a hot dog at the same time and start eating them in unison. At first it will cause confusion, but eventually it will lead to consumers remembering their craving for the hot dog. By performing this comical stunt, Wienerschnitzel will increase consumers' likelihood of keeping hot dogs top-of-mind. The whole stunt will be filmed and shared as a case study on Facebook, generating viral content for the campaign.<sup>22</sup>



## Smells

Playing with people's senses, an appetizing hot dog aroma will be dispensed in public areas to trigger people's forgotten craving.



## Airdrop

When consumers enter a geofenced area, a delicious photo of a hot dog will be sent to their phones. Reminding them, yet again, that a hot dog is always a preferred meal choice.



# Relevancy

In addition to the planned national campaign, we want to identify moments in culture that are not only relevant to the Frontrunners, but are also spaces where Wienerschnitzel's brand can have a timely presence.

## Fourth of July

The hot dog is a Fourth of July staple that every Frontrunner can relate to. Using the same comedic tone that is seen throughout the entire campaign, Wienerschnitzel will partner with comedian Billy Eichner, and his show Billy on the Street, to remind people about the hot dog. In the bit, Billy will run after people at barbecues on the Fourth of July, yelling, "you forgot your hot dog," and giving them a complimentary Wienerschnitzel dog. Who doesn't want a hot dog on the Fourth of July? This will be further distributed by network Comedy Central.

## Hot Dogs for The People

2020 is the year of the next presidential election and the hot dog is a nonpartisan American favorite. In November of 2020, Wienerschnitzel locations on the West Coast will transform into voting locations, serving hot dogs for the people and encouraging our target to use their voice to vote, no matter which party.

## Back Together

Although we don't know the exact time, we can predict based off of culture in previous years that a band will reunite or get back together at some point during the campaign. Wienerschnitzel will be prepared when they do. During this time, The Delicious One will be integrated into the band's new photos and shared through Wienerschnitzel's relevant social platforms.



# Public Relations

## TDO Competes

We want the world to see and remember Wienerschnitzel as the fun brand it is. In order to accomplish this, we propose utilizing the brand's greatest spokesperson, The Delicious One (TDO), in a variety of publicity stunts sure to leave an impression. We want Wienerschnitzel to reflect our target's values of experiences, the outdoors and an adventurous lifestyle. We propose that TDO compete in a selection of two events: the US Open of Surfing in Huntington Beach (July 2020) and the New York City Marathon (November 2020). Along with having TDO compete, we will have brand ambassadors hand out free Wienerschnitzel merchandise and, of course, free hot dogs. In order to engage more people, we will stream the events live via Facebook and YouTube. To garner the most media buzz, local and national outlets will be pitched to cover the story prior to the event.

## Comedy for a Cause

We've established that our target loves comedy and giving to a cause they care about. A great way to bring these values together while showcasing the philanthropic spirit of Wienerschnitzel is by hosting comedy shows across the country to raise money for Feeding America. We propose that Wienerschnitzel rent out comedy venues in Los Angeles, New York City, Chicago and Miami in the first two weeks of 2021 to host rising and known comedic talent for a night our target will never forget. We will work with 8-10 comedians at each event to bring in an audience, provide Wienerschnitzel food and merch, and create content for all of our social platforms to continue our efforts after the event is over. The media coverage and charitable support this event garners will be important to Wienerschnitzel's brand image among its target.

# Public Relations

## National Park Week

National Park Week attracts thousands of people throughout the week with their daily events including Entrance Fee-Free day and Earth Day. Our target appreciates traveling, adventure, and experiencing new things with their friends and family. On Entrance Fee-Free day, the Wienerschnitzel team will provide a **surprise event with free hot dogs and camping gear such as branded towels, coolers, and t-shirts** to campers through rented food trucks decked out in the Wienerschnitzel logo and messaging. **Joshua Tree, Yosemite, Big Bend, and the Grand Canyon campgrounds will be the prime locations** for these activations.

## Silent Disco Beach Party

Picture this: You're walking down the beach with your friends after a day of fun in the sun and then you see a group of people dancing... with no music? Look a bit closer and you'll realize it's a Silent Disco Beach Party! Wienerschnitzel will **hire a DJ and bring over 100 headsets for a passersby to participate in the fun that only the Wienerschnitzel party goers can tune in to**. Oh, and of course, free hot dogs. The quirks behind this idea are unequivocally aligned with Wienerschnitzel's funky brand image, which they've been doing for over 50 years.

## Mini Carnival

It's Tuesday at 2:00pm and the week already feels like a month. We all know this feeling. Wienerschnitzel wants to brighten the work day with our Midday Mini Carnivals! The team at Wienerschnitzel will brighten up anyone's day with **rock climbing walls, inflatable bouncy houses, caricature artists, cotton candy machines, a DJ and, of course, free Wienerschnitzel hot dogs for lunch**. Our team wants to pack all the fun into co-working spaces in Los Angeles, Chicago, San Antonio and Denver for our professional friends to enjoy a reprieve from the hard work they put in everyday.

## Social Media Strategy

In order to remain relevant, we feel it is important for Wienerschnitzel's social media to continue representing the brand accurately. **With a goal of increasing social following on Instagram by 19% and Twitter by 22%**, we recommend a steady posting strategy including content created from activations. By **posting daily on Twitter, responding directly to consumers and promoting in-store deals, while showcasing customer profiles and topical content on Instagram**, Wienerschnitzel's social platforms will become part of the reminder of the craving these Frontrunners forgot.

# Public Relations

## Merchandise

At each activation, we will have Wienerschnitzel branded merch to hand out to visitors. The understated products will focus mainly on the hot dog, some showcasing the tagline “the craving you forgot.” This fun and wearable merchandise will be something our consumers want to wear and use, becoming another reminder that it’s a hot dog you’re craving.

## Influencers

A useful way to reach our target is to first reach the people whose opinions they trust the most: influencers. Research from Statista has found that roughly 34% of Twitch users are males aged 25-34, the second leading demographic. YouTube data also revealed that our target spends a lot of time browsing strategy game content. Wienerschnitzel will implement an influencer campaign aimed at people with a 25K-1M follower range to engage with our target. Partnerships will include popular gamers like NoahJ456, Shroud, and Hamlinz.<sup>24</sup> They will create sponsored posts about how Wienerschnitzel is their go to late night snack and keeps them fueled during their gaming. Our second influencer campaign will include trusted food reviewers like the popular duo Brunch Boys to remind people of their forgotten hotdog cravings.

## Expanding the Wiener Wagon

The famous SoCal Wiener Wagon is back and bigger than ever. According to The Economist, the food truck industry is rapidly growing in the U.S., and what a better way to re-introduce the Wiener Wagon than with an entire Wiener Wagon Fleet? We’ll invest in six fresh new Wiener Wagons and place them strategically within Northern California and Texas so we can bring Wienerschnitzel to you. This will allow for more eyes on the brand and more taste buds on our dogs.<sup>25</sup>



# Budget & Measurement



The \$19 million we've allocated towards media placement results in an estimated 2.339 billion impressions.

We've also allocated \$375k of our budget towards campaign evaluation efforts as we analyze and leverage analytics to optimize our media dollars and improve our return on investment. In addition we have a 3 percent contingency (\$75ok) that allows flexibility to react to any unforeseen circumstances.

Media	Percent of Budget	Cost	Impressions	CPM
<b>TV-Terrestrial</b> <sup>26,27,28,29,30</sup>	<b>27.00%</b>	<b>\$5,130,000</b>	<b>81,456,787</b>	<b>\$62.98</b>
ESPN		\$2,750,000	40,668,441	\$67.62
Comedy Central		\$2,380,000	40,788,346	\$58.35
<b>Audio</b>	<b>17.68%</b>	<b>\$3,360,000</b>	<b>165,492,707</b>	<b>\$20.30</b>
Spotify		\$1,410,000	64,501,372	\$21.86
Pardon My Take		\$900,000	36,000,000	\$25.00
Pandora		\$750,000	64,991,334	\$11.54
Other Podcasts		\$300,000	15,000,000	\$20.00
<b>TV-Streaming (Hulu)</b>	<b>14.21%</b>	<b>\$2,700,000</b>	<b>77,142,857</b>	<b>\$35.00</b>
<b>Digital</b>	<b>12.74%</b>	<b>\$2,420,000</b>	<b>980,408,163</b>	<b>\$2.47</b>
YouTube <sup>9</sup>		\$1,520,000	620,408,163	\$2.45
ESPN In App Display		\$900,000	360,000,000	\$2.50
<b>Social</b>	<b>12.53%</b>	<b>\$2,380,050</b>	<b>766,606,557</b>	<b>\$3.11</b>
Facebook		\$1,340,000	417,445,483	\$3.21
Instagram <sup>31,32</sup>		\$1,040,500	349,161,074	\$2.50
<b>OOH</b>	<b>8.52%</b>	<b>\$1,618,500</b>	<b>193,500,000</b>	<b>\$8.36</b>
Los Angeles		\$600,000	72,000,000	\$8.22
San Francisco		\$480,000	60,000,000	\$8.00
San Diego		\$270,000	30,000,000	\$9.00
Sacramento		\$195,000	13,500,000	\$14.44
Phoenix		\$73,500	18,000,000	\$4.08
<b>Innovation (April Fools)</b>	<b>7.16%</b>	<b>\$1,360,000</b>	<b>74,000,000</b>	<b>18.38</b>
Instagram AR		\$850,000	50,000,000	\$17.00
Snapchat AR		\$450,000	20,000,000	\$22.50
GMA Bookend TV Spot		\$50,000	3,000,000	\$16.67
Morning Brew: Sponsorship		\$10,000	1,000,000	\$10.00
<b>Search</b>	<b>0.16%</b>	<b>\$31,000</b>	<b>681,818</b>	<b>\$45.47</b>
<b>Total</b>	<b>100%</b>	<b>\$19,000,000</b>	<b>2,339,288,889</b>	<b>\$8.12</b>

# Flowchart

Our team has created a fully-integrated national campaign beginning on April 1, 2020, and running through March 31, 2021. We decided to start in Q2 because it begins with an April Fools' Day, which we considered as a great opportunity to spread awareness of Wienerschnitzel on a national level. In addition to that, it will be an important period for the baseball season which is very appealing to our target and an essential part of hot dog culture. The heaviest spend will be pushed on social media during PR activations to engage consumers online if they are not present at the event in-person.

We will optimize and reallocate the budget in social and search based on their performance using 3% of the overall budget left in contingency. Additionally, 3% of our budget will be kept for any relevant to the brand events in the world that we cannot predict but will want to participate when they occur.<sup>33</sup>

Wienerschnitzel Q2 2020 - Q1 2021			Quarter 2			Quarter 3			Quarter 4			Quarter 1		
Location	Media Type		April	May	June	July	August	September	October	November	December	January	February	March
National	Audio	Spotify	█	█	█	█	█	█	█	█	█	█	█	█
		Pandora	█	█	█	█	█	█	█	█	█	█	█	█
		Podcasts	█	█	█	█	█	█	█	█	█	█	█	█
	Paid Social	Facebook	█	█	█	█	█	█	█	█	█	█	█	█
		Instagram	█	█	█	█	█	█	█	█	█	█	█	█
	Digital	YouTube	█	█	█	█	█	█	█	█	█	█	█	█
Wienerschnitzel Locations (CA, TX, AZ, etc.)	TV	ESPN App	█	█	█	█	█	█	█	█	█	█	█	█
		Hulu	█	█	█	█	█	█	█	█	█	█	█	█
	OOH	Comedy Central - Cable	█	█	█	█	█	█	█	█	█	█	█	█
		ESPN - Cable	█	█	█	█	█	█	█	█	█	█	█	█
	Paid Search	Lamar Digital Billboards	█	█	█	█	█	█	█	█	█	█	█	█
		Google Ads	█	█	█	█	█	█	█	█	█	█	█	█
New York, Chicago, Miami, LA	Innovation	Google Maps	█	█	█	█	█	█	█	█	█	█	█	
		April Fool's	█	█	█	█	█	█	█	█	█	█	█	█
Reactionary	Relevance	Fourth of July	█	█	█	█	█	█	█	█	█	█	█	█
		Election 2020	█	█	█	█	█	█	█	█	█	█	█	█
		Band's Back Together-TBD	█	█	█	█	█	█	█	█	█	█	█	█
PR	PR	Social Media	█	█	█	█	█	█	█	█	█	█	█	█
		National Park	█	█	█	█	█	█	█	█	█	█	█	█
		TDO Competes	█	█	█	█	█	█	█	█	█	█	█	█
		Beach Party	█	█	█	█	█	█	█	█	█	█	█	█
		Carnival Pop-Ups	█	█	█	█	█	█	█	█	█	█	█	█
		Comedy For A Cause	█	█	█	█	█	█	█	█	█	█	█	█
		Influencers	█	█	█	█	█	█	█	█	█	█	█	█

# We're ready when you are.



We are fully committed to helping Frontrunners lead the way in remembering “the craving they forgot.” We know they are always working hard, leading life on their own terms, and taking the time to enjoy themselves when the opportunity arises. By targeting them through our integrated, marketing-communications campaign, we will meet our Frontrunners where they are and provide them with unforgettable experiences. With Wienerschnitzel leading the way, they will seek out hot dogs where they didn't already expect them and they will be reminded that hot dogs are a delicious every-day meal, not an every-once-in-a-while treat.

**Increase Product Category Interaction through Engaging, Multifaceted Participation Entry Points**

**Grow Brand Equity by Assuming a Welcoming and Open Stance as a Category Leader**

**Drive Product Relevancy via Messaging that Resonates with the Target Audience**

With this **\$25,000,000 budget**, we have created a national campaign that will generate more than **2 billion impressions**. We have combined flighted media with continuous strategy, cultural insights and research, and relevant touchpoints to emphasize and remind Frontrunners about the craving they forgot.

**It's time Wienerschnitzel jog the minds of our Frontrunners and guide them to satisfying their once-hidden hankerings.**



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