



**TEAM 530**

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# EXECUTIVE SUMMARY

Wienerschnitzel, the World's Largest Hot Dog Chain, was founded in 1961 with the purpose of selling the World's Most Wanted Wiener. For over 50 years, Wienerschnitzel restaurants have featured cravable treats such as the famous chili dog and Tastee Freez soft serve. Selling over 120 million hot dogs a year<sup>1</sup>, Wienerschnitzel has been successful in the fast food industry, but the hot dog itself is falling behind.

However, this is the one thing that Wienerschnitzel can own that no other fast food restaurant can: the hot dog. This delicious delight has been an American fan-favorite for decades, often enjoyed at baseball games, summer barbeques and camping trips. The hot dog has been the highlight of most celebratory occasions<sup>2</sup>, so why isn't the hot dog being celebrated?

The main problem Wienerschnitzel faces is that their target audience of Trendmakers and Connectors do not consider the hot dog when thinking of fast food<sup>2</sup> because of their negative perceptions of it<sup>1</sup>. The challenge to improve the perception of the hot dog can only be successful if we understand the values of our one-of-a-kind audience.

Wienerschnitzel needs a unique strategy to solve this problem, and Team 530 has the solution. Wienerschnitzel has the opportunity to highlight that special feeling you can only achieve by eating a hot dog, providing an indulgent reason to celebrate.

**“ Nothing is off the table. If you say that we need a purple bun and a green hot dog, if it seems feasible, we'll do it. ”**

Cindy Galardi Culpepper  
CEO of Wienerschnitzel  
*Undercover Boss, Season 7 Episode 11*

To that we say: **Thanks for the go-ahead, Cindy.**



# THE OBJECTIVE :

ELEVATE THE IMAGE OF THE HOT DOG TO INCREASE PRIMARY DEMAND. IN SHORT, **CHANGE THE PERCEPTION OF THE HOT DOG.**

## THE CURRENT PERCEPTION

According to information provided by Wienerschnitzel, one in five mentions of hot dogs are negative while more than half are neutral<sup>1</sup>.

## THE HABITUAL HOT DOG

One of the misconceptions identified by Wienerschnitzel is that the hot dog is seen as a boring, plain, and basic food that is primarily eaten at home or seasonally. More specifically, hot dogs are only eaten when expected: sporting events, barbeques, and birthday parties. With a **62 percent** increase in hot dog consumption between Memorial Day and Labor Day<sup>3</sup>, **it is clear that hot dogs are routinely enjoyed on specific occasions and locations.**



## WIENERSCHNITZEL'S OPPORTUNITY

As the world's largest hot dog chain, Wienerschnitzel specializes in serving a food that is normally reserved for particular events and occasions. **Combined with a commitment to indulgence and expertise, Wienerschnitzel reminds consumers that hot dogs are craveable no matter the occasion.**

### RESEARCH METHODS

- 3883** social media posts analyzed
- 309** online sources analyzed
- 300** survey respondents
- 15** focus group participants
- 7** social media channels analyzed
- 6** Wienerschnitzel visits
- 254** hot dogs eaten by the team
- 100** hot dogs eaten by one single team member
- 1** can of Wienerschnitzel chili (ordered online)



# Where THE HOT DOG Stands



## THE DOGGONE PROBLEM

The misconception that the hot dog is basic has deemed it forgettable among drive-thru goers. Although **45 percent of 20 to 39-year-olds eat fast food on any given day, hot dogs are not top of mind<sup>4</sup>** when it comes to fast food because they are perceived to be reserved for certain occasions.

***"I don't typically think about [hot dogs] when I think of fast food. I think more hamburgers or sandwiches."***

- Sandy, focus group participant<sup>2</sup>



**77 percent** of Americans consumed a hot dog last year, which demonstrates that the craving for hot dogs isn't missing<sup>5</sup>.



**\$3 billion** worth of hot dogs were sold last year<sup>3</sup>.



The overall hot dog market is expected to continue to expand over the next **five years<sup>6</sup>**.

## MARKET ANALYSIS

In an analysis of the fast food market in the United States published in April 2018, QSR restaurants were evaluated on their current and expected sales. This survey included 12 QSR categories such as Burger, Chicken, Fish, Pizza, Asian and Latin American, amongst others. However, hot dog restaurants do not carry enough market share to have their own QSR category<sup>6</sup>.



**75.3 percent** of our survey respondents believe hot dogs are an indulgent food<sup>7</sup>.



**67.2 percent** of our survey respondents feel positive or neutral about celebrating with hot dogs<sup>7</sup>.

## FAST FOOD AUTOPILOT

37 percent of adults report eating fast food on any given day<sup>4</sup>. However, current fast food goers choose burgers and fries routinely over choosing the hot dog. We've named this habit "The Fast Food Autopilot." This isn't about encouraging people to begin eating fast food; **this is about motivating current fast food goers to choose the hot dog.**

# CONNECTING AUDIENCE VALUES



**Manny**  
Age 25

Manny, a recent college grad, works hard for a champagne lifestyle on a beer budget. He saves up to go to concerts with his friends, demonstrating that he prefers to spend his money on experiences over materials. Along the way, he is sure to post it all on Instagram to showcase his adventures as he values belonging, self-expression and nonconformity.



**Jen**  
Age 33

Jen, the mother of a new baby, cares about saving money while providing for her family. She values fun experiences with her children and expressing herself along the way. Don't be surprised to catch her with a blue streak in her hair and on Facebook interacting with other moms. She values self-expression, discovery, family and connectivity.



**Jim**  
Age 42

Jim, the owner of a construction company, appreciates time spent with his family, coworkers and the simple pleasures in life. He'll do anything for his kids, including coaching his daughter's soccer team and driving the players to a meal after their weekly game. He values authenticity, belonging and reward.

**TRENDMAKERS**

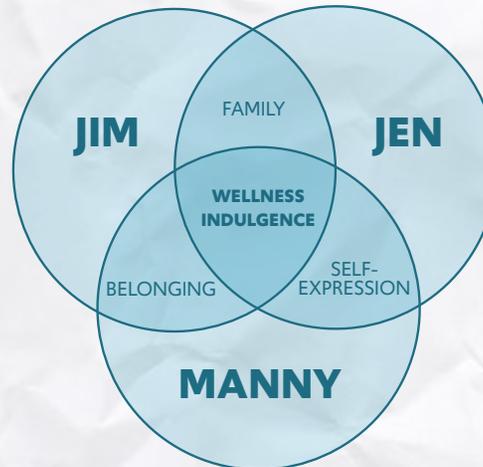
**HYBRID**

**CONNECTORS**

*"I go here once a month to get a corn dog whenever I pay my rent. I literally only get 1 corn dog, but I love it."*

- Cassie P., Google review<sup>8</sup>

This demonstrates **indulgence**; Cassie rewards herself after working hard.



*"The chili dogs I had were delicious as expected and I have not had one for a long time so it was a great pick me up after work for sure"*

-Addison M., Yelp review<sup>9</sup>

This exemplifies **wellness**; Addison finds self-care in using the hot dog as a pick-me-up.

## AUDIENCE TAKEAWAY

Although our audience ranges in age, their shared values of wellness and indulgence are linked through emotion. **This is our audience sweet spot.** Also, we know that Trendmakers are early adopters of new ideas, and Connectors tend to follow the trends that our younger audience sets. The message will reach both Trendmakers and Connectors through different forms of media, and the message to veer away from Fast Food Autopilot will resonate with both audiences all the same.

## WORK LIKE A DOG

Our audience, identified as hard workers with a desire for wellness and indulgence, considers themselves worthy of reward – and we do too. Let's break down how these two values are connected to the hot dog:



### WELLNESS

Trendmakers and Connectors both value wellness, which is defined as having balance between working hard and playing hard. Further, our audience associates wellness with food. 50 percent of them say they snack to reward themselves<sup>10</sup>.



### INDULGENCE

Rewarding yourself is an act of indulgence. 100 percent of focus group participants responded that indulging in food and drink is vital to treating themselves<sup>2</sup>. Furthermore, 75.3 percent of our survey respondents believe that hot dogs are indulgent<sup>7</sup>.



### THE HOT DOG

We must understand **why** the hot dog is indulgent and show that to our audience. Through our research, we have found that people most often associate hot dogs with family gatherings, special occasions and sporting events, which are inherently indulgent moments.

## THE HOT DOG IS CELEBRATORY,

but celebration has been restricted to certain events and occasions. Considering that **66 percent** of our audience already associates celebration with food<sup>11</sup>, Wienerschnitzel needs to show them that a baseball game or barbeque isn't needed to feel celebratory. It's time to replace The Fast Food Autopilot, habitually choosing burgers and fries to satisfy their cravings, with the habit of celebrating.

THE  
STRATEGY :

HOT  
DOGS  
celebrate  
ANY MOMENT.



# MANIFESTO :

(To view the manifesto video, please see [Team530\\_Manifesto.mov](#))

There are over 170,000 words in the dictionary, and not one of them can describe THAT feeling.

That feeling of earning the trophy that's BEYOND first place,

a feeling that **deserves to be celebrated,**

the sensation of feeling a foot taller than on top of the world.

But THAT feeling has never had a word. Until now.

## SCHNITZ.

Schnitz is the only word that can describe the indescribable; it's the most flavorful word known to man. It's not just the lightning in a bottle; it's the whole thunderstorm.

Schnitz has been hiding in plain sight, and it's time to update the dictionary. But definitions don't do it justice; **experiences do.**

If you've ever savored the experience of eating a hot dog, you've had a reason to celebrate.

And if you've ever celebrated—  
Congratulations, you've Schnitz'd.

Wienerschnitzel: **Go Beyond. Go Schnitz.**

# GO BEYOND. GO SCHNITZ.



# CREATIVE RATIONALE

We redefined a word to describe the celebration, nostalgia, satisfaction and victory felt when eating a hot dog.

## **Schnitz.**

Schnitz is a word completely ownable to Wienerschnitzel. It is not only at the core of the Wienerschnitzel name, but the feeling of Schnitz is a core value to the company. The strategy behind defining this word will

lead our audience to want to learn more about the feeling of Schnitz and how it relates to the hot dog. "Go Beyond" is the call to action directed to the consumer, prompting them to go beyond their routine fast food habits and consider the hot dog by elevating the perception of the hot dog. "Go Schnitz" means harnessing the celebratory feeling that the hot dog brings. It also refers to going to Wienerschnitzel. Both lines together? An unstoppable message that finally puts the hot dog in the spotlight.

# MEDIA STRATEGY

Our media mix initially focuses heavily on digital ads targeting Trendmakers, while integrating Connectors through traditional placements. Simultaneously, digital and OOH will be used to target both audiences. Our unique media placements will be targeted based on their specific locations, reaching them at least three times weekly during prime snacking and dining hours<sup>12</sup>. To ensure a positive outlook on hot dogs, these placements will enhance the strategy by keeping Wienerschnitzel top of mind, all while emphasizing hot dogs beyond the already saturated hot dog-celebrated months.

## **DIGITAL**

We will launch our campaign with a heavy emphasis on digital to make our audience aware of our coined term, "Schnitz." Digital is how we will achieve national reach by blanketing the nation with digital spots. We will continue this throughout the year to keep Wienerschnitzel top of mind throughout peak fast food consumption seasons<sup>12</sup>.

## **EXPERIENTIAL**

We will grant our audience the opportunity to Go Schnitz by incorporating experiential events and placements into their daily lives.

## **TRADITIONAL**

The majority of our traditional placements are utilized through spot cable television. According to our survey, 52 percent of respondents can last remember seeing an ad for fast food on television<sup>7</sup>. Due to this, we will foster a positive outlook on hot dogs by reaching them three times weekly through television advertisements.

## **FURTHER CONSIDERATION**

We added two highly researched objectives to be considered for future use, in order to aid the continual success of the company.

## **OUT OF HOME**

Our unique OOH placements will meet our audience in their day-to-day life to spark interest into discovering what it means to feel Schnitz. Furthermore, in order to reach a prevalent demographic among our geographical locations, select market ads will be in Spanish to resonate with our Hispanic population<sup>1</sup>.

# INTRODUCTION TO SCHNITZ

For the first phase of the campaign, the focus is to introduce our audience to Schnitz. By defining Schnitz and allowing our audience to explore what it means, it will become a household word.



## INSTAGRAM

With 59 percent of our audience being active Instagram users who respond well to sponsored content<sup>16</sup>, Instagram's advanced targeting features will allow Wienerschnitzel to sponsor brand content directly into their feeds.

**PRICE:** \$2,050,000  
**IMPRESSIONS:** 47,300,000

## PACKAGE REDESIGN

70 percent of consumers agree that packaging design influences their purchasing decision<sup>13</sup>. Through package redesign, Wienerschnitzel will signal the beginning of the Schnitz era as the colorful designs can Go Beyond this year-long campaign.

**PRICE:** \$103,000  
**IMPRESSIONS:** 500,000



## GOOGLE ADWORDS

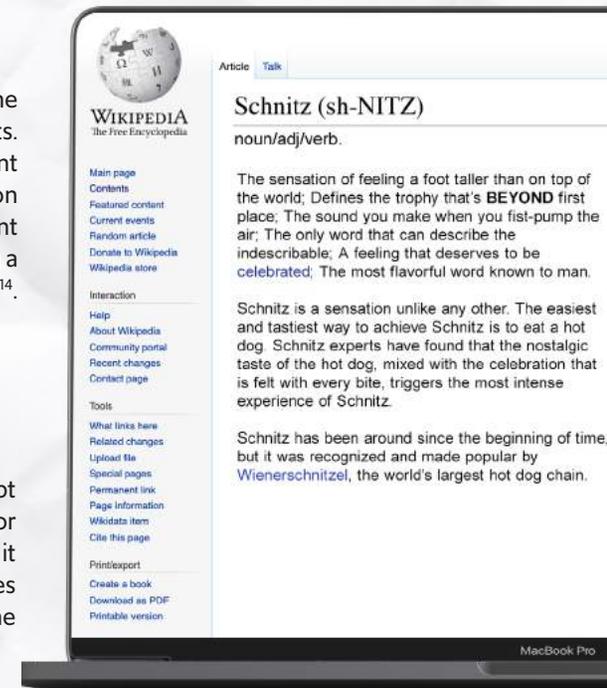
By utilizing Google AdWords, the word "Schnitz" will be one of the keywords that promotes Wienerschnitzel to the top of search results. Google AdWords allows us to trigger stimulus at the consumer point of interest - on their mobile phone - while offering a reliable return on investment. Using AdWords also allows us to keep the client relevant in the crowded QSR segment, with 73 percent of consumers making a purchase within an hour of searching for QSR on their mobile phones<sup>14</sup>.

**PRICE:** \$50,000  
**IMPRESSIONS:** 314,196

## WIKIPEDIA

By creating a Wikipedia page, Schnitz becomes a concrete concept for our audience. This digital space will allow them to discover for themselves the true meaning of the word, its origins and how it connects to the hot dog and Wienerschnitzel. Wikipedia receives 18 billion page views a month, with the most active audience on the website being 28 to 35-year-olds<sup>15</sup>.

**PRICE:** \$1,000  
**IMPRESSIONS:** 298,992



# SCHNITZ GOES DIGITAL

We're taking Schnitz digital. These digital spots give the audience a visual representation of what it looks like to Schnitz, while simultaneously keeping Wienerschnitzel top of mind. These placements can be modified to fit online platforms depending on the media.



## YOUTUBE

Schnitz may be larger than life, but for this fast-paced streaming platform, we will compact the Schnitziness into 15-second portions. Specifically, this digital spot connects to how the "Manny" audience persona would experience Schnitz. 80 percent of people ages 18-49 utilize YouTube<sup>17</sup>, making it one of the most influential platforms for placed advertisements. Due to the variety of content on YouTube, viewers from a diverse range of interests can get their Schnitz on and celebrate what they love.

**PRICE:** \$1,000,000

**IMPRESSIONS:** 93,233,775

(To view this digital video, please see **Team530\_Digital1.mp4**)

## CABLE SPOT

This is the first commercial you will not want to skip. Watching an average three hours daily, 85 percent of Connectors readily use TV to get their news and entertainment<sup>1</sup>. Connectors are also more receptive to TV ads<sup>1</sup>, actively using them to influence their fast food decisions. We will use spots on cable TV to accurately pinpoint where our ads will elicit the highest possible reach.

**PRICE:** \$6,463,500

**IMPRESSIONS:** 39,840,000

(To view this digital video, please see **Team530\_Digital2.mp4**)

## HULU

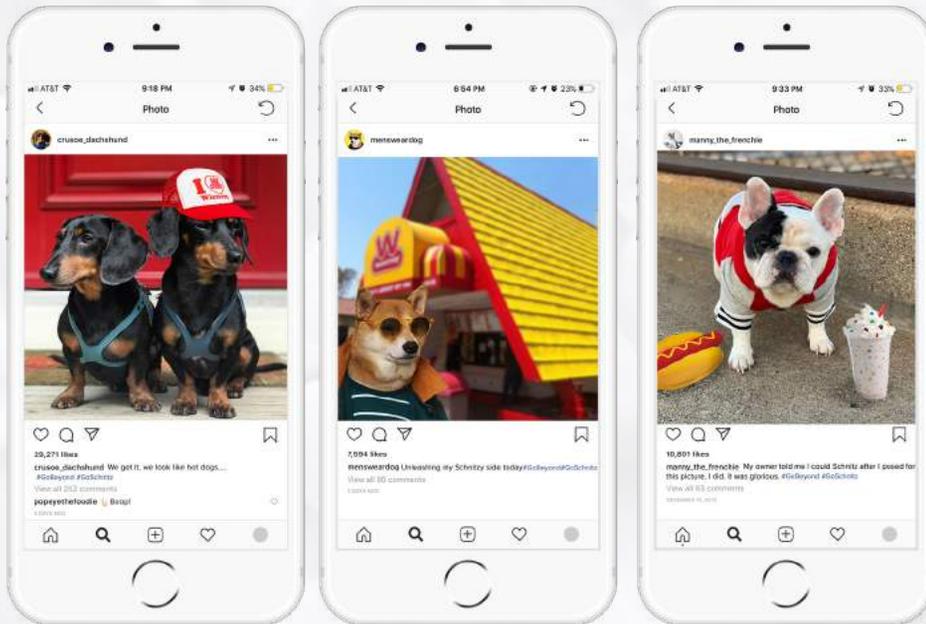
47 percent of Trendmakers are spending around three hours a day using streaming services<sup>18</sup>, such as Hulu, to binge watch shows. Hulu ads will be running for four months during peak hot dog season. With Hulu's new pop-up ad technology, users can Schnitz while they pause, giving them the ability to enjoy the feeling of their favorite shows and favorite hot dogs simultaneously.

**PRICE:** \$1,785,000

**IMPRESSIONS:** 12,750,000

**THE PERFECT PARTNERSHIP:**  
**INFLUENCERS**  
**AND SCHNITZ**

Knowing that 70 percent of our millennial audience is more likely to buy products endorsed by their favorite influencers<sup>19</sup>, Wienerschnitzel will use influencer marketing to spread the message of Schnitz and promote the hot dog.



**INSTAGRAM**

78 percent of marketing specialists believe Instagram is the best platform for influencer marketing<sup>24</sup>, which is why Wienerschnitzel is bringing Schnitz to the dogs with the use of Bodhi and Menswear Dog, Harlow and Sage, Manny the Frenchie and Crusoe the Celebrity Dachshund. In 2018, it was reported that for every \$1 spent on dog influencers, the ROI was \$11.74<sup>25</sup>. We will sponsor content through dog influencers in order to share the celebratory message of Schnitz.

**PRICE: \$512,000**  
**IMPRESSIONS: 1,513,344**

**YOUTUBE**

Wienerschnitzel's partnership with YouTube influencers will emphasize the intention of the campaign by allowing the audience to experience Schnitz vicariously through their favorite online personalities. 70 percent of Youtube users say they trust influencers' shopping habits<sup>19</sup>, making influencers a must-have for the growth of the campaign.

**PRICE: \$1,105,301.52**  
**IMPRESSIONS: 2,812,000**

**TWITCH**

Trendmakers value their connection to the Twitch streaming community. In fact, 64 percent of Trendmakers watch Twitch streams and value the personal connection streamers create with their fans<sup>20</sup>. Twitch sponsorships, with streamers Shroud and SypherPK, will amplify Wienerschnitzel's campaign to the masses of the eSports industry<sup>(21,22,23)</sup>. This gives Trendmakers a better way to Schnitz by watching their favorite gamer achieve victory.

**PRICE: \$316,194**  
**IMPRESSIONS: 52,699,000**



# ADDING SCHNITZ TO THE CONVERSATION

## PANDORA

Pandora's largest listening audience falls into both the Connector and Trendmaker audience, constituting people between the ages of 35 to 44 with 18 to 24 as the second-largest demographic<sup>26</sup>. Because Pandora has a lower percentage of paid subscribers (6.8 million subscribers compared to 68.8 million users)<sup>27</sup>, more users will be reached by our advertisements and be reminded to Go Beyond and Go Schnitz. These 15-second audio spots will keep the music celebration going.

**PRICE:** \$287,600

**IMPRESSIONS:** 34,152,000

## SPOTIFY

With 99 million listeners using its ad-supported free tier<sup>28</sup>, Spotify is one of the most popular streaming platforms among our Connector and Trendmaker audiences. Connectors and Trendmakers make up 60 percent of Spotify users<sup>29</sup>, accounting for roughly 124 million of Spotify's users in 2018. A 15-second Spotify ad provides a great opportunity to voice Wienerschnitzel's message of Schnitz.

**PRICE:** \$2,663

**IMPRESSIONS:** 68,000,000

## RADIO

(To listen to this radio spot, see [Team530\\_Radio.mp3](#))

Southern California is known for its intense traffic and is home to many Wienerschnitzel locations. With reach of over 92 percent of our Trendmaker audience and over 95 percent of Connectors listening to radio each month<sup>30</sup>, radio is the perfect way to remind consumers to take a break from everyday life and enjoy Schnitz with Wienerschnitzel. To do this, we will be using 104.3 FM, 101.1 FM, 96.3 FM, 102.7 FM and 640 AM.

**PRICE:** \$87,200

**IMPRESSIONS:** 6,731,800

## PODCASTS

80 percent of podcast listeners could recall at least one brand advertised in an episode<sup>31</sup>, and with roughly 40 percent of Trendmakers being podcast listeners<sup>32</sup>, Wienerschnitzel is here to take this opportunity to reach our audience through "Wait Wait... Don't Tell Me!", "Car Talk" and "Stuff You Should Know." Wienerschnitzel will sponsor a one-minute advertisement in podcasts, as read by the podcast hosts themselves. The podcast isn't being interrupted for an advertisement, though, it's a reminder to Go Beyond and Go Schnitz!

**PRICE:** \$540,000

**IMPRESSIONS:** 28,000,000

## FACEBOOK

Over 84 percent of 30 to 49-year-olds are active Facebook users<sup>33</sup>, which will allow Wienerschnitzel to communicate to the Connector audience. The ethereal imagery of the programmatic ads will remove audiences from the mundane and encourage them to Go Beyond. 95 percent of Generation X (our Trendmaker/Connector hybrids) have Facebook accounts and more than 50 percent of them follow brands on social media<sup>34</sup>.

**PRICE:** \$576,997.50

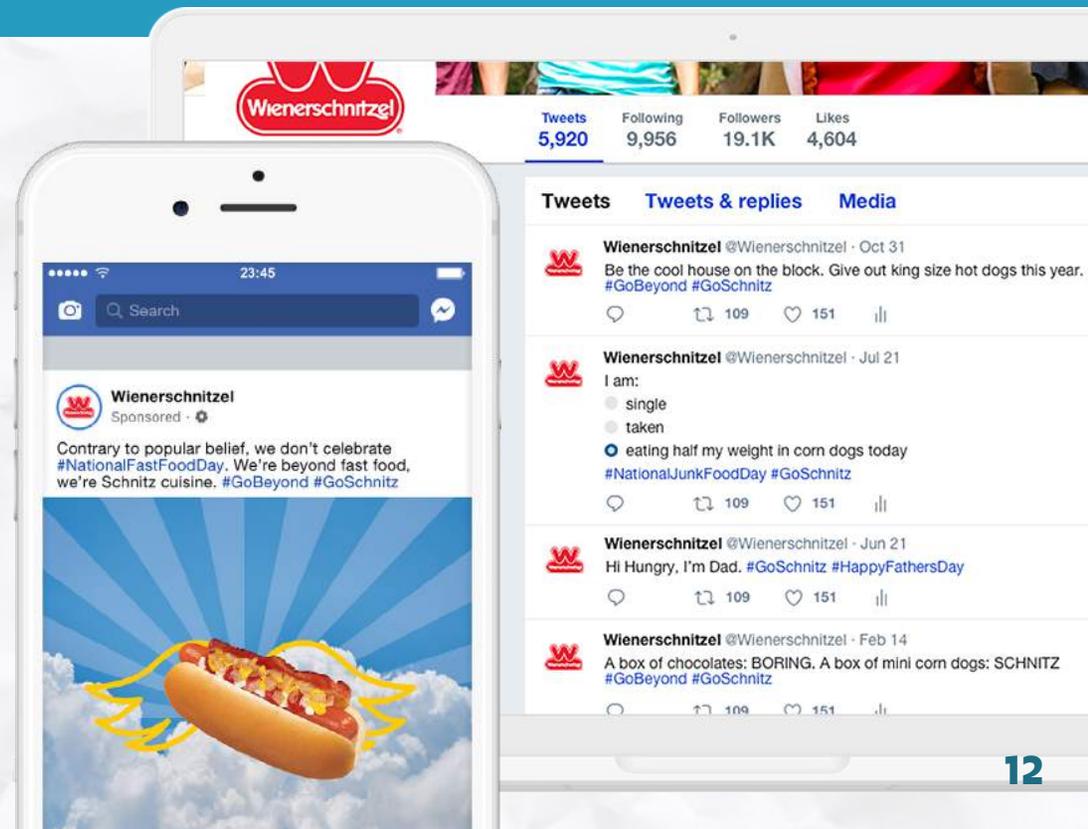
**IMPRESSIONS:** 69,190,000

## TWITTER

Twitter is for Trendmakers<sup>35</sup>. By officially verifying their Twitter account, Wienerschnitzel will enhance their ability to add virality and nuanced humor to their voice, synonymous with the Trendmakers' demographic. 40 percent of Trendmakers strongly value seeing the voice of a company outward facing in a campaign<sup>36</sup>. Twitter will be used to spread the message of Schnitz, and also show humorous ways for Trendmakers to Go Beyond and Go Schnitz every day.

**PRICE:** \$0.00

**IMPRESSIONS:** 19,200



# TRADITIONAL (But Schnitzy) PLACEMENTS



## TUNNEL BILLBOARD

The tunnel billboard, located on the 3rd Street tunnel in downtown Los Angeles, will integrate a unique OOH placement and encourage audiences to Schnitz as they drive through a high-traffic area<sup>37</sup>. There are 10 Wienerschnitzel restaurants located in Los Angeles, placing this billboard in a uniquely prime location.

**PRICE:** \$162,000  
**IMPRESSIONS:** 2,100,000

## BUS SHELTERS

71 percent of people often look at roadside advertisements and more than one-third (37 percent) report looking at an outdoor ad each time they pass one<sup>38</sup>. Wienerschnitzel bus shelters will become the celebration destination, having commuters wanting to turn their wait into a stay at their local Wienerschnitzel.

**PRICE:** \$125,750  
**IMPRESSIONS:** 7,020,000

## ADVERTISEMENTS IN SPANISH

A select amount of our Arizona and Southern California market areas have over or close to a 50 percent Hispanic population<sup>39</sup>. By integrating Spanish into our messaging, Schnitz can be communicated to a wider audience.

## KING KONG BUS WRAPS

With 98 percent of our audience noticing bus wrap ads<sup>40</sup>, they will be reminded of the feeling of Schnitz with every Wienerschnitzel bus wrap they see on the go. Wrapping 30 buses that are located within our DMAs, Schnitz will be on full display for the whole city to see.

**PRICE:** \$345,000  
**IMPRESSIONS:** 2,250,000



## BILLBOARDS

These billboards will be larger than life. The selected DMAs include traffic-heavy cities, allowing Wienerschnitzel to maximize billboard placements. In a 2017 Nielsen study of 4,000 people, 40 percent said they visited an advertiser because of a billboard<sup>41</sup>, proving these 46 billboard placements within a small radius of store locations will elevate the perception (and image) of the hot dog.

**PRICE:** \$1,688,750  
**IMPRESSIONS:** 260,960,084



## CAR DECALS

Wienerschnitzel takes pride in #WienerFam, and now it's time to take it a step beyond. 55 percent of millennials want access to personalized experiences and services<sup>42</sup>. These decals will be made available for purchase on Wienerschnitzel's online store and also used as a redeemable prize through the mobile app.

**PRICE:** \$30,800

**IMPRESSIONS:** 260,960,084



## MOBILE APP

The Wienerschnitzel mobile app will offer a daily rewards system activated by the Wiener Wheel when opening the app, an automatically downloaded hot dog GIF keyboard and exclusive meal coupons. To promote the app, geolocation borders will be placed around each restaurant location that will signal programmatic ads to be sent to that person's digital feeds when they leave the restaurant.

**PRICE:** \$220,000

**IMPRESSIONS:** 562,851



## GRUBHUB COUPON

Grubhub is how we deliver Schnitz to our customers, when and where they want it. Grubhub receives 423,200 daily orders from 95,000 restaurants<sup>43</sup>. Wienerschnitzel will sponsor a free delivery coupon for all Grubhub users who order Wienerschnitzel, turning a hot dog order into a celebration.

**PRICE:** \$1,000,000

**IMPRESSIONS:** 665,610

## MENU UPGRADE

To enhance the experience of visiting Wienerschnitzel, rebranded electronic menus will be added to drive-thrus to include \$3, \$2, and \$1 food options. Because we know that 23 percent of our audience carries \$10 or less in cash on them at all times<sup>45</sup>, the tiered menu system gives anyone with any budget the opportunity to indulge in their menu.

**PRICE:** \$1,340,198

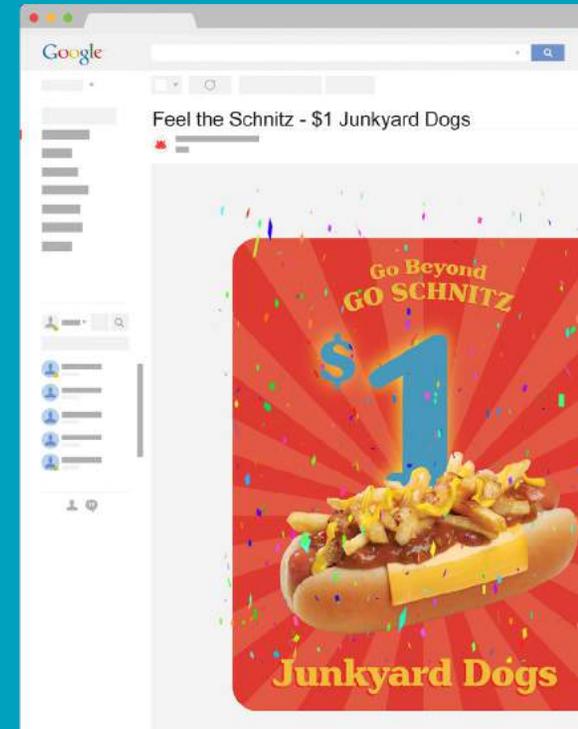
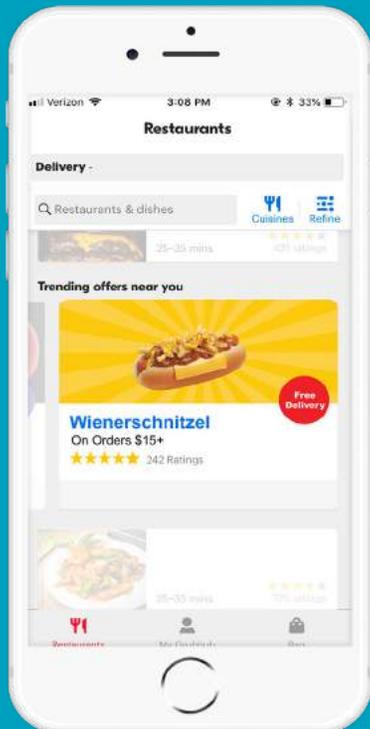
**IMPRESSIONS:** N/A

## EMAIL COUPONS

Wienerschnitzel will reach both Trendmakers and Connectors with GIF coupons in their inboxes, offering them a ticket to Schnitz. 78 percent of Connectors prefer emails as their top form of communication<sup>44</sup>. The emails will be primarily utilized in May through August, to capitalize on what has been identified as the hot dog-focused season.

**PRICE:** \$10,000

**IMPRESSIONS:** 5,000



# MAKING SCHNITZ AN EXPERIENCE



## WALLSCAPE

This downtown Santa Monica wallscape will offer audiences a viral photo opportunity and directions to the nearest Wienerschnitzel location. Wallscapes are an emerging trend among Trendmakers, such as the Pink Wall, the most famous wallscape in Los Angeles. It has 28,728 geotagged posts reaching as many as 129 million combined users<sup>46</sup>.

**PRICE:** \$30,000  
**IMPRESSIONS:** 6,750,000



## WALL PROJECTION

A wall projection is a unique nighttime experience that encourages pedestrians to proudly display their Schnitzy-ness. 98 percent of customers feel more inclined to purchase after visiting an experiential display<sup>47</sup>, and immersive advertising leads to same-day recall for 70 percent of users<sup>48</sup>.

**PRICE:** \$55,040  
**IMPRESSIONS:** 6,750,000

## BEACH FLYBY

Visits to the beach are one of the most popular day activities for Trendmakers and Connectors in California, and aerial flybys have a 50 percent recall rate<sup>49</sup>. This will offer a unique way for our target audiences to witness Schnitz, literally elevating the perception of the hot dog sky-high.

**PRICE:** \$720,000  
**IMPRESSIONS:** 260,960,084



## ELEVATOR

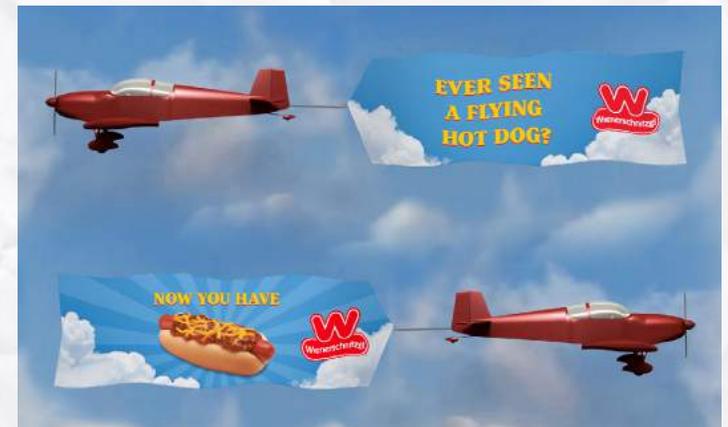
We found a way to bring Schnitz to the bland moments spent in elevators. Elevator advertising achieved the highest media recall with a 96 percent recall rate, and 82 percent of our audience reported enjoying these placements<sup>50</sup>.

**PRICE:** \$52,472  
**IMPRESSIONS:** 144,000

## ESCALATOR ALTERNATIVE

Being Schnitzy can be as simple as taking the slide instead of the escalator. This fun alternative in malls will help Wienerschnitzel gain brand awareness while turning audiences' shopping experience into a celebration.

**PRICE:** \$108,057  
**IMPRESSIONS:** 48,000



## KROQ WEENIE ROAST

A beautiful opportunity exists in a world where the magic of hot dogs and music combine - and that's at Weenie Roast in Los Angeles, California. This music festival, organized by KROQ, attracts people of all ages. By encouraging attendees to Go Schnitz at Weenie Roast through a sponsored stage, Wienerschnitzel will be an integral part of the celebration. Additionally, the Wienerschnitzel logo will appear on Weenie Roast app splash page for two to three seconds every time the app is opened. Because 86 percent of Trendmakers and Connectors regularly view menus online before they dine out<sup>51</sup>, Weenie Roast will provide the perfect opportunity to show consumers that going beyond their ordinary food choices will lead them to experience Schnitz.

**PRICE:** \$360,000

## DRESS LIKE A HOT DOG DAY

Get that Schnitz feeling for free on Halloween! The first 150 people to arrive at any of Wienerschnitzel's 327 locations dressed like a hot dog will receive a coupon for a free chili dog, redeemable through the mobile app. This celebrates that 48 percent of all Americans wear a costume on Halloween<sup>52</sup>.

**PRICE:** \$87,800

**IMPRESSIONS:** 49,050



## FURTHER CONSIDERATIONS

### AUGMENTED REALITY INTERACTIONS

Schnitz goes above and beyond. With the use of augmented reality (AR), the point of purchase will, too. The augmented reality feature will allow customers to use their cell phone as a tool to enter visual experience that can be found on a Wienerschnitzel bag. The number of AR users is forecasted to grow by 35 percent in the next five years<sup>53</sup>. AR has the ability to increase interaction rates by 20 percent, as well as increase click-through rates to purchase by 33 percent<sup>54</sup>.

**PRICE:** \$110,000

**IMPRESSIONS:** 500,000

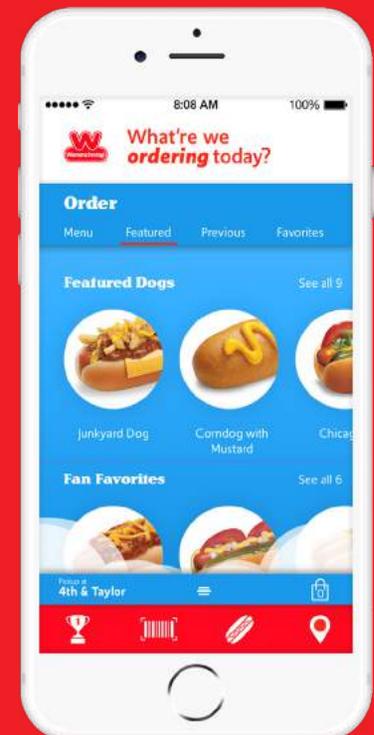
Future opportunities that work with both Trendmakers and Connectors, such as mobile ordering and augmented reality interactions on packaging, will take the message of Schnitz even further beyond the current media plan. Because these executions are technically advanced, we strongly encourage they be considered outside of the campaign.

### MOBILE ORDERING

The future of fast food is mobile ordering. The celebration comes quicker when our customers can use their Schnitz new app to order ahead of the line. Companies that use mobile ordering have seen their sales grow more than 16 percent annually<sup>55</sup>. Among medium-sized fast food companies, more than 65 percent of online orders happen through mobile ordering<sup>56</sup>.

**PRICE:** \$100,000

**IMPRESSIONS:** 562,851



# MEDIA DMA



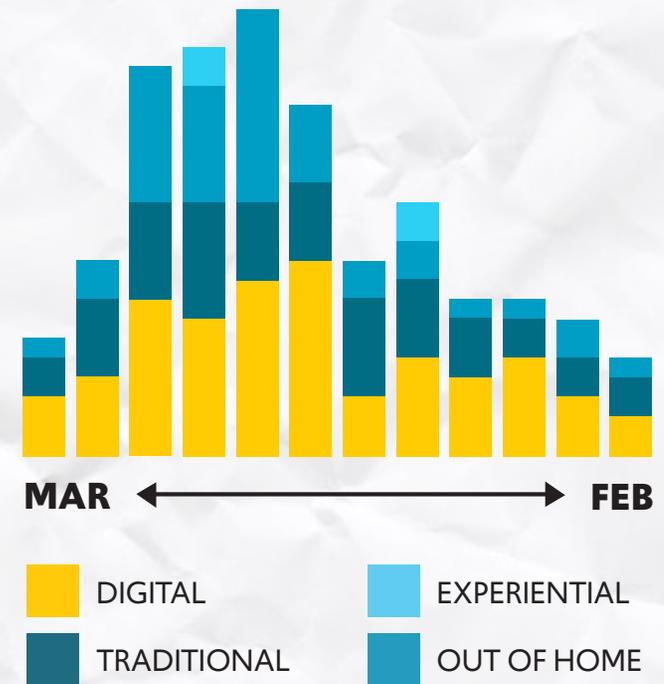
## MARKET STRATEGY

We will be using the markets with the highest potential reach in sales, which also have the highest index of positive outlooks on hot dogs.

- Cities with a high CDI for hot dogs<sup>57</sup>
- Cities with the most restaurant locations<sup>58</sup>
- Most concentrated Wienerschnitzel regions<sup>58</sup>
- Regions with high index for hot dog consumption<sup>59</sup>

Our regions that do not contain restaurants will have strong digital reach to encourage future franchise owners to consider opening a restaurant on their own along with furthering our campaign awareness.

# IMPRESSION TRENDS



We will have strong digital reach throughout the nation to further enhance our campaign objective followed by our OOH and traditional placements. These placements will ramp up impressions during the peak of hot dog season and our second camping spike, ending with a gradual decline to ensure Wienerschnitzel continues to be top of mind.

DIGITAL	\$25 MILLION BUDGET	IMPRESSIONS
FACEBOOK	\$576,997	69,190,000
INSTAGRAM	\$2,050,000	47,300,000
INSTAGRAM INFLUENCERS	\$512,000	1,513,344
PANDORA	\$287,600	34,152,000
TWITTER	\$0	19,200
SPOTIFY	\$2,663.68	68,000,000
GOOGLE AD WORDS	\$50,000	314,196
YOUTUBE PRE-ROLL	\$1,000,000	93,233,775
YOUTUBE INFLUENCERS	\$1,105,302	2,812,000
WS APP	\$220,000	562,851
TWITCH	\$316,194	52,699,000
PODCASTS	\$540,000	28,000,000
GRUBHUB COUPONS	\$1,000,000	665,610
WIKIPEDIA PAGE	\$1,000	298,992
HULU PAUSE AD AND HULU	\$1,785,000	12,750,000
<b>TOTAL:</b>	<b>\$9,446,756.20</b>	
TRADITIONAL		
PR PACKAGE	\$6,000	100
RADIO	\$87,200	6,731,800
SPOT TV	\$6,463,500	59,000,000
BAG REDESIGN	\$103,000	500,000
EMAIL COUPONS	\$10,000	5,000
MENU UPGRADES	\$1,340,198	
<b>TOTAL:</b>	<b>\$8,009,898.00</b>	
EXPERIENTIAL		
WEENIE ROAST	\$360,000	67,561
DRESS LIKE A HOT DOG DAY	\$87,800	49,050
<b>TOTAL:</b>	<b>\$447,800.00</b>	
OUT OF HOME		
WALL PROJECTIONS	\$55,040	6,750,000
WALLSCAPES	\$30,000	6,750,000
BUS SHELTERS	\$125,750	7,020,000
BILLBOARDS	\$1,715,750	260,960,084
ESCALATORS (SLIDE)	\$108,057	48,000
ELEVATORS	\$52,472	144,000
BUSWRAPS	\$345,000	2,250,000
TUNNEL BILLBOARD	\$162,000	2,100,000
CAR ACCESSORY	\$30,800	260,960,084
BEACH FLYBY	\$720,000	260,960,084
<b>TOTAL:</b>	<b>\$3,344,869.00</b>	<b>TOTAL IMPRESSIONS: 1,285,806,731</b>
FURTHER CONSIDERATION		
MOBILE ORDERING AR BAG		
AGENCY FEE	\$2,750,000.00	
PRODUCTION FEE	\$1,000,000.00	
<b>TOTAL CAMPAIGN</b>	<b>\$24,999,323.00</b>	

## MEDIA SCHEDULE STRATEGY

Stage one of our campaign will launch March 1, 2020, and familiarize our audience to the definition of Schnitz using digital platforms. This will be followed by a peak in stage two, which is prime hot dog season (May through August) while finishing with a second major peak in October. With hot dogs already top of mind during these time periods, we will demonstrate how hot dogs are fun and Schnitzy. We will gradually segment down into stage three, still keeping Wienerschnitzel top of mind, while acknowledging the decrease in fast food sales during the holiday months.

## BUDGET + IMPRESSIONS STRATEGY

**Digital:** We based the budget allocated to digital on the need to spread awareness during the campaign launch, during the hot dog season and then again to reinforce our campaign.

**Traditional:** We allocated 32 percent of our budget to traditional placements to further our reach to Connectors.

**Experiential:** To further boost our audiences positive outlook on hot dogs, our events will foster positive opinions about Wienerschnitzel.

**OOH:** Our OOH placements reach our audience on a daily basis to drive purchasing decisions.

**Further Consideration:** Due to budgetary constraints, restaurant and menu upgrades will be suggested to the client in order to further improve customer relations.



## DIGITAL

- Facebook
- Instagram
- Instagram Influencers
- Pandora
- Twitter
- Spotify
- Google AdWords
- Youtube Pre-roll
- Youtube Influencers
- WS App
- Twitch
- Podcasts
- Grubhub Coupon
- Wikipedia Page
- Hulu Ads & Pause Ads

## TRADITIONAL

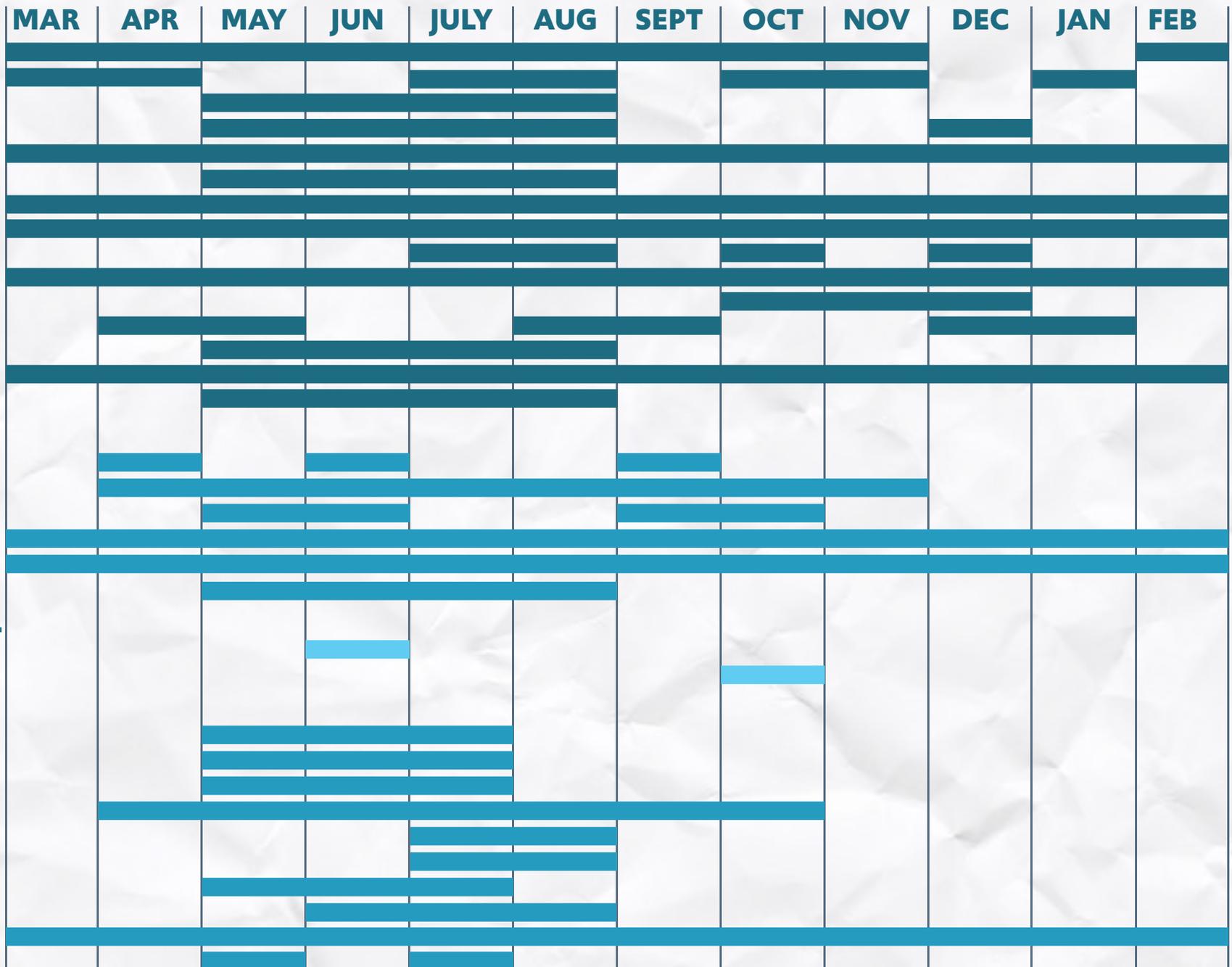
- PR Packages
- Radio
- Spot TV
- Bag Redesign
- Menu Upgrades
- Email Coupons

## EXPERIENTIAL

- Weenie Roast
- Dress Like a Hot Dog

## OOH

- Wall Projections
- Wallscapes
- Bus Shelters
- Billboards
- Escalators
- Elevators
- Bus Wraps
- Tunnel Billboard
- Car Accessory
- Beach Flyby



Our goal is to achieve an **80 percent reach** set at a weekly frequency of three. By achieving this goal, we will target an average of **3,542,920 Trendmakers** and **3,221,022 Connectors** three times on a weekly basis.

# EVALUATION

## SOCIAL LISTENING

We will track the rise in positive social sentiment to determine the level in which we improved our audiences perception through social listening tools.

## POST-CAMPAIGN ATTITUDINAL SURVEY

To calculate the success of our campaign objective, we will do a post-campaign attitudinal survey in each of our selected DMAs to measure the level in which we changed our audience's perception of the hot dog.

## SOCIAL CHANNEL ENGAGEMENT

Social media is one of the best ways to both engage and measure engagement with our targeted audience. By tracking engagement such as lead generation, clicks per post and audience growth, we can determine the efficacy of our social strategy.

## PROFIT MEASUREMENT TEST

To ensure the quality of our campaign, we will track the number of downloads and purchases made on our proposed Wienerschnitzel application.

## TOP RESEARCH TOOLS

Simmons    eMarketer  
Nielsen    Statista  
WARC



*"I'm ready to  
get my Schnitz on!"*

- Christian, focus group participant<sup>2</sup>

# CONCLUSION

**“Nothing is off the table<sup>60</sup>.”** This is what Cindy Galardi Culpepper says about Wienerschnitzel, and we took it to heart: we put everything on the table. Wienerschnitzel knows the potential of the hot dog and takes pride in being the World’s Largest Hot Dog Chain. Knowing this, they asked us to change the perception of the hot dog, a food enjoyed during special moments but limited by the misconceptions of consumers. In order to capture this, we will define the experience of biting into a hot dog, the only food that celebrates any moment. The overarching creative idea is the word which describes this feeling: Schnitz. Everyone has Schnitz, but Wienerschnitzel owns it and has been serving it every day since 1961. Through our diverse array of experiential, digital and traditional advertisements both in and out of home, Wienerschnitzel will elevate the image of the hot dog by inspiring our audience to Go Beyond. Go Schnitz. Trendmakers and Connectors alike will see Wienerschnitzel as more than fast food and the hot dog as more than basic. In fact, they are beyond anything else.



We are Team 530,  
**and we look forward to working with you.**

