

E:

Hot dogs...So many different things come to mind.

R:

Delicious,

T:

disgusting,

R:

magnificent,

T:

Mysterious?

E:

Hot dogs are kind of all over the place. Over the years they've gotten a pretty bad rep.

R:

Food documentaries and health crazes have demonized the hot dog.

E:

But we're going to let you in on a little secret...people still like hot dogs. This has never changed.

T:

When we asked our target audience about hot dogs, they shared a lot of positive memories.

R:

Summer,

E:

4th of July,

R:

baseball games,

E:

Cookouts

R:

and family gatherings. The hot dog is kind of like that one friend who comes to the rescue when the party is lame.

E:

The hot dog is the guy telling the most outrageous stories that everyone leans in to hear.

T:

The hot dog is the free-spirited girl dancing in the middle of the room, not caring what others may think.

R:

The hot dog is the life of the party, the one everyone loves.

T:

Hot Dogs are Made for YOUR crowd.

--

E:

Our campaign captures the good vibes each of us feels when we let go and do what we love.

T:

We embrace the hot dog's role as a social, playful, fun food. Not a sad victim. The confident life of the party. Just like us, Team 801.

I'm Rachel.

I'm Taylor.

I'm Ellie.

And, I'm Brock.

R:

Wienerschnitzel asked us to go beyond their brand and elevate Trendmakers' perceptions of the hot dog. They gave us in-depth information about Trendmakers and the Connectors that follow them. But we wanted to dive deeper and hear from this audience ourselves.

E:

Research validity is dependent on sample accuracy. We developed three screening questions to make sure that our research focused only on Trendmakers. We turned away over 600 potential respondents for our online survey, and rejected over 200 leads for our focus groups and phone interviews.

T:

Although this might sound crazy, we wanted quality over quantity. Our screening questions ensured that our campaign was built on insights from authentic Trendmakers. Not false positives.

R:

We compiled more than 400 responses to our online survey. Our results showed that Trendmakers only eat an average of 32 hot dogs a year. That's 48 less than the national average of 80. Our focus group participants confirmed that Trendmakers are more likely to eat hot dogs in social, summer settings.

E:

Our qualitative research also revealed that Trendmakers enjoy a hot dog because it isn't part of their everyday routine. They associate hot dogs with times when they were able to say "screw it" to their typical rules, and really enjoy the moment.

T:

Even most participants who expressed disinterest or disgust toward the hot dog confessed to eating one recently. Most of our Trendmakers are already hot dog fans, even if they don't realize it.

E:

Wienerschnitzel gave us three common hot dog misconceptions (*show on screen*). But our research showed that Trendmakers only care about one of these. They don't want to eat a basic food. They want a fun, social food experience.

R:

Trendmakers have clear similarities. But we know that this self-expressive, individualistic crowd also has real differences. We segmented Trendmakers into three categories to make sure we reach them at each stage of their hot-dog-loving lives. Let's meet our Diverse Dogs, Family Feeders and Craving Catchers.

T:

Charlie Martinez is a 23-year-old Hispanic student working his way through community college. He's one of our Diverse Dogs.

Charlie lives in Austin, TX and spends his weekends exploring the city with friends, always on the lookout for the newest food truck. He loves to travel and uses Snapchat and Instagram to keep his followers up-to-date on his adventures.

E:

Diverse dogs love the hot dog for its social, interactive nature. Just like Diverse Dogs, the hot dog can adapt to any experience without losing its unique identity.

R:

Family Feeder Bailey Jefferson is in her early thirties and works part-time as a librarian. She enjoys paging through magazines and trying out new recipes.

Bailey uses Facebook to keep up with her friends and post updates of her two young children. She listens to her favorite podcasts and radio stations while running errands with her kids.

E:

Family feeders appreciate the budget-friendly, crowd-pleasing hot dog for its ability to satisfy everyone at the family barbeque, even their kids.

T:

Paul Stanton is a manager at Best Buy, and he's counting down the days until his retirement.

Craving Catcher Paul is a divorced dad with an empty nest. His ideal night is enjoying a home cooked meal and good wine with his partner, while watching ESPN and Youtube.

E:

Craving Catchers look to the hot dog to satisfy their occasional craving for a fun food. They love the hot dog for its ability to bring everyone together.

R:

To reach others like Charlie, Bailey and Paul, we targeted Designated Market Areas where our three Trendmaker segments thrive. We cross-referenced demographic and psychographic information from sources like Kantar Media, Nielsen and the Food Truck Index.

T:

We chose 13 cities known for high levels of cultural diversity, foodie experiences, and fashion-forward atmospheres. This geo-targeted approach makes the most of our budget by focusing on large markets with high concentrations of Trendmakers.

R:

We knew *where* to spend our money, but why spend it on Trendmakers and hot dogs?

T:

It turns out what makes a hot dog a hot dog and what makes a Trendmaker a Trendmaker is more similar than you might think.

R:

Like Trendmakers, hot dogs are truly one of a kind, willing to be customized and yearning to be carefree. When you think about it, there's nothing boring about a hot dog.

E:

They're the punchline to an endless amount of jokes.

R:

They've sparked nationwide sandwich debates.

T:

And, they're ingrained in our culture as Americans.

E:

We're not trying to make hot dogs something they're not. Hot dogs deserve their title as the playful, social and fun food.

R:

Hot dogs are Made For Your Crowd.

E:

So, what do doodles have to do with hot dogs? *(looks to Taylor)*

T:

I'm glad you asked. Doodles are a consistent visual element throughout our campaign executions. Why? Our audience likes to express themselves. These doodles represent Trendmakers' fun personality and individualistic nature. No two doodles are the same, just like no two Trendmakers are the same.

R:

Our campaign's content marketing website takes advantage of Trendmakers' and hot dog's shared love of self-expression and playful interaction.

Its relevant content will capture the constantly shifting attention of Trendmakers.

E:

MadeForYourCrowd.com is your go-to for all things hot dogs. Want to know what kind of hot dog you are? We've got a quiz for that.

T:

Need a new hot dog recipe? Let us help you.

R:

Have a hot dog story to share? We want to hear it.

MadeForYourCrowd.com will counter the myth that hot dogs are boring by showcasing the hot dog's bright, playful and carefree personality.

T:

This owned media site sparks social engagement and serve as a data collection tool. Hot dog lovers will enter their email to receive personalized culinary content and enter our sweepstakes.

E:

Our research shows that Trendmakers are active across multiple mediums. They aren't just online. Our magazine executions feature bold headlines and engaging copy to remind our audience that there's a hot dog for everyone.

R:

This one reads: There Are No Rules When It Comes To Hot Dogs.

T:

Beef,

E:

turkey

T:

or vegan,

E:

it doesn't stop there.

R:

There's a hot dog for everyone. Want to eat it for lunch?

T:

Dinner?

R:

Late night snack?

T:

Go for it.

E:

Get a hot dog with your crowd, anywhere and anytime.

T:

Rules don't apply. Hot Dogs. Made For Your Crowd.

R:

Scratch and sniff tabs invite Trendmakers to engage with our magazine ads and foster a deeper emotional connection. Plus, what's better than the scent of fresh grass, clean linens and bonfires to remind our audience about their favorite summer adventure with a hot dog in hand.

E:

Our campaign will make the hot dog impossible to ignore. We will strategically place billboards in each of our 13 DMAs. Each billboard is equipped with geofencing technology that amplifies our message through social media and increases message frequency.

R:

A geofence functions as a virtual fence surrounding each billboard. When people enter our fence, Made for your Crowd ads are served to users' social media accounts. That means they'll be reminded of the social side of hot dogs while keeping up with their crowd.

T:

We target street traffic, businesses and restaurants within a 1-mile radius. Trendmakers who enter our geofenced locations will see ads like these on Facebook and Instagram. Additional programmatic social media buys will extend national reach.

R:

Facebook and Instagram are popular among Trendmakers. But, our research showed that Snapchat is their favorite for sharing experiences in real time.

T:

We created multiple opportunities for Trendmakers to interact with our content on Snapchat. A geofiltered lens will provide entertainment that Trendmakers can share while eating free hot dogs at our experiential events.

E:

We will celebrate the hot dog with a national Snapchat filter. This doodle-tastic filter lets Snapchat users share a Made For Your Crowd moment with their friends, further amplifying our message.

R:

We didn't stop there with social media engagement. We will place our interactive video mirror in airports that service millions of travelers each month.

E:

Long layovers and endless delays make for grouchy travelers. The interactive video mirror provides a fun-filled experience that stops Trendmakers in their tracks. Users interact with the board to draw some doodles, customize their ideal hot dog and bring it to life on the screen.

T:

This augmented reality experience makes Trendmakers and their hot dogs part of our personalized, Made for your crowd campaign.

To create a social sharing experience, this technology can snap a picture of the users with their personalized doodles and hot dogs.

R:

Users can enter their email or phone number to receive the photo along with the link to our website. This is an additional tool for data collection and list building.

E:

Trendmakers love...*lil shrug* trends. Although ASMR isn't new, it is a hot trend in advertising.

ASMR, short for Autonomous Sensory Meridian Response, is a pleasant, tingling sensation that people feel in response to particular sounds.

R:

We know this sounds a little weird, but people love listening to ASMR. Especially Trendmakers. Consumers who are adventurous and curious are more inclined to respond positively to these sounds.

T:

Our YouTube spot takes advantage of the tingly, crisp, staccato sounds that stimulate ASMR in viewers. We highlight the sizzle of hot dogs on the grill and hushed whispers to walk you through the delicious experience of that first bite into a crispy hotdog.

30 seconds for ASMR Spot

E:

Our spot is great, but what's even better is the platform it runs on. For our Corporate Social Responsibility initiative, we will use Good Loop. Here's how it works.

R:

This ethical advertising platform buys 30 second video ads. Viewers who watch the video for at least 15 seconds get to choose one of three charities recommended by our campaign. 50 percent of the media buy cost is then donated to that cause.

T:

We recommend partnering with charities like Meals on Wheels, Feed America and local food banks. This simple act of corporate social responsibility will build affinity for the hot dog category. The ASMR spot will run on YouTube via Good-Loop. The audio will also be optimized to run on terrestrial radio and Spotify.

R:

Trendmakers are highly responsive to recommendations from friends, family and online icons they follow and trust. Our campaign leverages influencer relation strategies to increase our message credibility.

E:

It's vital to select the right people to influence Trendmakers. We will select 100 influencers with high net promoter scores and content that closely aligns with our audience's interests.

T:

Each influencer will receive two Made For Your Crowd media kits - one to keep and one to give away to their crowd of followers. Kits will include category relevant stories for sharing, a suggested content calendar, and Made For Your Crowd branded swag customized for each influencer's social media niche.

R:

Like influencer relations, experiential events are a public relations gold mine.

E:

Our Hot Dog Shindig will pop-up in each of our 13 DMAs, giving away 1 million hot dogs. That's right. 1 million hot dogs. We're ambitious about spreading the word that hot dogs are a playful, social food. These events will surprise and delight our audience, increasing positive sentiment.

T:

We'll pop up in different locations where foot traffic is heavy in our DMAs. Our tents will have tables filled with hot dogs of every variety and more toppings than there are poppy seeds on a Chicago dog bun.

R:

Everyone can customize their hot dog and share their unique creation on social media. Our hot dog bench and crosswalk provide even more opportunities for shared media mentions.

E:

Attendees can also enter our sweepstakes and score their choice of FREE Made For Your Crowd gear while we gather opt-ins and data for predictive modeling.

R:

Our media plan takes an omni-channel approach because we know not every Trendmaker can be reached in the same way. We allocate 75% of our \$25 million dollar budget to paid media to engage Trendmakers with the right messages at the right time.

E:

Our paid media includes traditional magazines and cable TV buys supported by digital media and out-of-home advertisements. We have planned a continuous 12 month schedule with strategic pulses in spring and summer.

R:

For example, our national TV buy on ESPN and The Food Network has an average daily frequency of 2.8 in July to coincide with National Hot Dog Month.

T:

To further support national reach, we snagged our Craving Catchers with a special edition buy in Relish Magazine's Grilling and Outdoor issue. Full page ads will also run in Food Network magazine throughout the summer and on a continuous schedule in Sunset and in-flight magazines.

E:

A large percentage of Trendmakers are active travelers. We can capture Trendmakers and Connectors while generating nearly 9 million impressions in five key airports with our interactive video mirrors.

T:

Our public relations and publicity strategies are a cost effective means of generating shared and earned mentions across multiple channels.

R:

Our content curation and loyalty promotion strategies come together to drive traffic to the hub of our campaign - MadeForYourCrowd.com. Digital mediums are an effective way to extend national reach and generate engagement.

E:

Our Key Performance Indicators predominantly measure sentiment, engagement, conversion and share of voice. A full list of our recommended KPIs can be found in our plans book.

R:

Calculating the ROI on a category campaign is challenging. Hot dog sales have been in steady decline since 2015. The exception? Wienerschnitzel - the hot dog QSR that has defied the odds and achieved 5% sales growth despite a crashing CDI for hot dogs.

T:

Wienerschnitzel is a forward-thinking brand that understands its success won't last if the category remains in decline. It understands the significance of customer lifetime value metrics.

We know that rapidly increasing hot dog consumption and positive sentiment are key objectives. But our impact extends far beyond the one-year mark by creating lifetime hot dog fans and advocates.

E:

Customer lifetime value is important because the retention of customers is far more cost effective than acquisition.

T:

Our predictive model shows that a conservative 10% lift among Trendmakers will return the category sales to \$3 billion dollars after only 3 years.

R:

By engaging hot dog fans at every stage of life, we ensure that Trendmakers have years of hot dog advocacy ahead of them, amplifying the ROI of Wienerschnitzel's 25 million dollar investment.

E:

When people think about hot dogs they'll remember them as a social, fun, delicious and exciting.

T:

Remember how I said the hot dog is the life of any party? No matter who they meet, they strike up a conversation.

R:

Hot dogs are made for YOUR crowd because somehow, they get along with everyone.

They're unique to every individual.

T:

The hot dog is made for YOU and YOUR crowd. Thank you. We look forward to answering your questions.