



EXECUTIVE SUMMARY

We were challenged to change the perception of the hot dog. But first, we had to discover what was holding Trendmakers and Connectors back from eating hot dogs.

It's not that they think hot dogs are unhealthy or are wondering about the ingredients; it's that they don't often think of them as an option.

With so many choices, our target audience is always looking for the new and different. Like Wienerschnitzel, the hot dog is far from "new," but it sure is different from typical fast foods.

Team 816's solution not only reminds our target audience about hot dogs, but reminds them what makes a hot dog unique.



WHAT'S TRENDING IN FAST FOOD?

Innovations and trends have shaken up the QSR category. As Wienerschnitzel expands and attracts the next generation of customers, Wienerschnitzel has to stay relevant.

EXPERIENCE MEETS CONVENIENCE

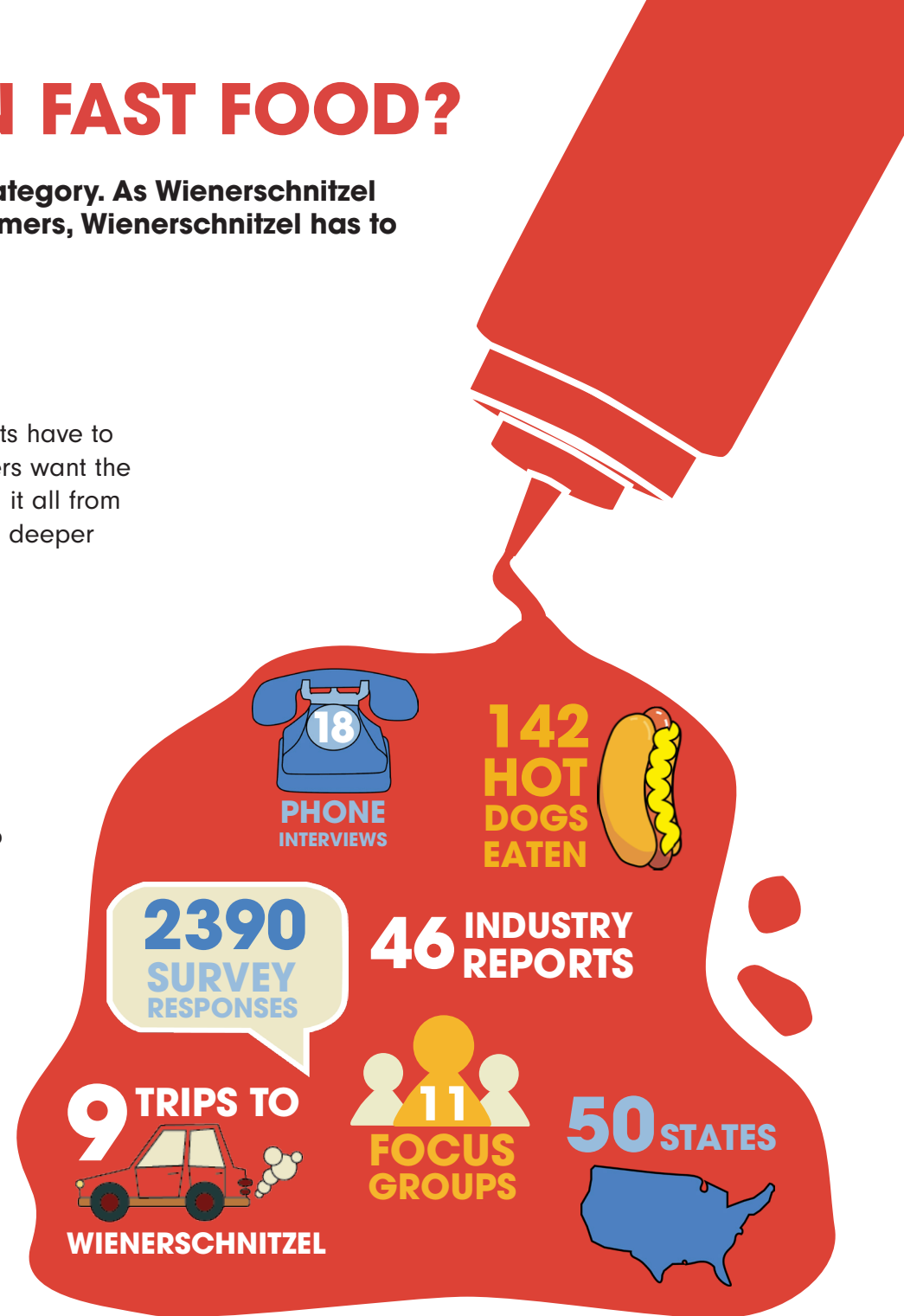
As consumers change and technology evolves, QSR restaurants have to keep up with consumer's needs, wants and interests. Customers want the balance of a better experience with the convenience of doing it all from their smartphone. This not only leads to increased sales but a deeper interaction between the brand and consumer.

CULT CLASSICS

It's no longer you are "what you eat," instead you are "where you eat." Brands including In-N-Out and Whataburger have die-hard fans who wear branded merchandise and share aesthetic pictures of themselves on social media. People who don't have a location in their state even go out of their way to visit these restaurants.¹

FEEL GOOD BRANDS

Social responsibility and cause marketing are rising trends in all industries, not just fast food. People are more likely to be loyal to brands that support a cause they are passionate about. 87% of consumers admitted they'd switch from one brand to another if the other brand were associated with a better cause.² Brands like Starbucks, who recently took the initiative against plasticstraws, gain a passion-driven following.



TRENDMAKERS

PRIMARY AUDIENCE



Trendmakers are always looking for the new and different, whether that be through their passion for food or their desire to share experiences with others.

FEEL PASSIONATE ABOUT FOOD

Trendmakers think dining out is a hobby.
47% of Trendmakers say that they "live to eat."³
They love food trucks, local dives and secret menus.

LOVE EXPERIENCES

Trendmakers believe experiences trump material possessions.
They like to share their experiences to portray the illusion of a fun, interesting lifestyle.

VALUE SELF-EXPRESSION

Trendmakers like to highlight what makes them unique.
When they find their personal identity, they want to share it with others.
Trendmakers are constantly challenging conventional norms to create new trends.

SEEK ADVENTURE

Trendmakers are not afraid to explore unknown trends.
Trendmakers are open to a more diverse palette.
83% of Trendmakers like to try new foods and restaurants.³

CONNECTORS

SECONDARY AUDIENCE

Connectors enjoy following trends that offer new and interesting experiences they can enjoy with others.

SEEK BALANCE

Connectors often cook at home, but when they do dine out, they want to indulge.

DESIRE SOCIAL EXPERIENCES

Connectors enjoy experiences that allow them to socialize with others.

FOLLOW THE TRENDS

Connectors follow closely behind Trendmakers.

LET'S BE FRANK ABOUT THE NUMBERS

To understand how Trendmakers and Connectors view hot dogs, we got a full picture of how they perceive fast food, hot dogs and Wienerschnitzel with a survey spread across all 50 states.

HOT DOGS AND WIENERSCHNITZEL ARE NOT FREQUENTLY EATEN

62%

of our target only ate hot dogs a few times a year.

96%

of those who had eaten at Wienerschnitzel only ate there one or two times.



HOT DOGS ARE NOT CONSIDERED FAST FOOD

ONLY 12%

of our target thinks hot dogs are a "typical" fast food.

A CUSTOMIZABLE PRODUCT IS APPEALING

94%

of our target audience

values customization at their favorite fast food restaurants.

HOT DOGS ARE EASY, CONVENIENT

The number one reason Trendmakers and Connectors choose to eat hot dogs is for convenience.



PEOPLE ACTUALLY LIKE HOT DOGS

70% 69%

of our target did not think hot dogs were disgusting.

of Trendmakers and Connectors identified with the statement, "I enjoy eating hot dogs."

HOT DOGS NEED TO KETCHUP

Our survey data stated people like hot dogs. However, they don't eat them frequently. We talked personally with Trendmakers and Connectors through one-on-one interviews and focus groups to figure out what they like most about hot dogs and why they don't eat them frequently.



HOT DOGS ARE A UNIQUE FOOD.

Focus group and one-on-one interview participants constantly highlighted qualities that make hot dogs stand out from other foods.

“You can hold it in one hand and do all kinds of things with the other!”

People noted the bun is specially made just for the hot dog. Hot dogs were also described as easy to eat with one hand. Every person has their own way of eating a hot dog. This varies by geographic regions too!

HOT DOGS ARE THE UNDERDOG OF THE QSR CATEGORY.

If the hot dog has so many great qualities, then why is it not eaten often? Hot dogs aren't a first choice because people opt for their “usual” safe choices like chicken tenders or a hamburger.

“I just don't think about hot dogs when I go out to eat.”

Participants don't see hot dogs as an everyday food, but rather an occasional food that's eaten at events like barbeques or sporting events.

TRUTH BE TOLD, THEY DON'T WANT TO KNOW.

Although myths surround the ingredients of the hot dog, participants overwhelmingly explained they don't want to know the truth about what a hot dog is made of, even if it consists of quality ingredients. Similarly, our target knows hot dogs and fast food alike are not the healthiest but choose to eat it for other reasons.

“I don't know what hot dogs are made of...but I don't want to know!”

This misconception is significantly minor and does not require change.

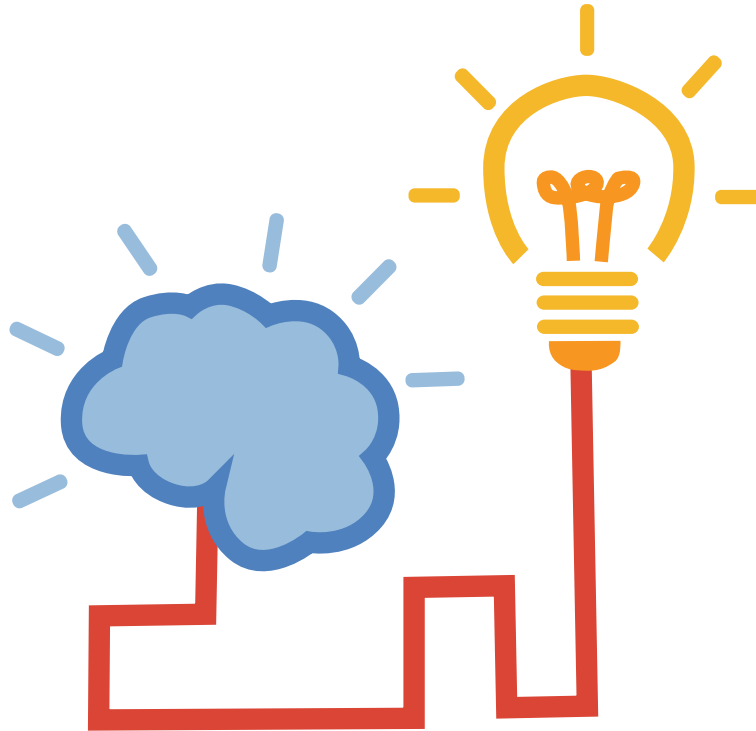
CHANGING PERCEPTIONS OF THE HOT DOG

Wienerschnitzel previously highlighted three misconceptions Americans have about hot dogs. While using this as a basis, our primary research ultimately uncovered two current thoughts about hot dogs Trendmakers and Connectors share. By changing these perceptions, we achieve our goal of elevating the image of the hot dog and increasing primary demand.

CURRENT THOUGHT

“Hot dogs are not an everyday food.”

“Hot dogs are basic.”



DESIRED THOUGHT

“Hot dogs can be a break from everyday routine.”

“Hot dogs are basic, but they don’t have to be.”

OUR SOLUTION: THERE IS NOTHING LIKE A HOT DOG.

We will highlight the hot dog’s unique qualities that set it apart from other fast foods and show how eating a hot dog can be a fun break from boring routine.

BRAND MANIFESTO

From the shape to the toppings and everything else between the bun, there is truly nothing like a hot dog. Its unique traits are what set it apart from the hamburgers, sandwiches and tacos of the world. In fact, it's the only food that's just as exciting to say as it is to eat.

When life goes right, you don't say "Burger," you say "Hot Dog!"

Hot dogs aren't anything new, but they sure are different. Let's ditch the plain old reputation of the hot dog and replace it with a new sense of excitement for what makes it unique.

**Hot Dog!
That's Good!**

DRIVING TO WIENERSCHNITZEL

In order to successfully take our target audience along the path to purchase, we set three KPIs to achieve our objective of changing the perception of the hot dog.

With so many options to choose from in the QSR category, hot dogs and Wienerschnitzel aren't currently top of mind for Trendmakers and Connectors. By influencing our audience's thoughts, feelings and behaviors, this will allow us to change the perception of the hot dog most effectively.

PHASE 1: INTEREST JAN - JUNE

We will catch the attention of Trendmakers and Connectors across the country, so they start to think about hot dogs more than usual.

KPI: Increase top of mind awareness of hot dogs.

PHASE 2: FEEL JULY - SEPT

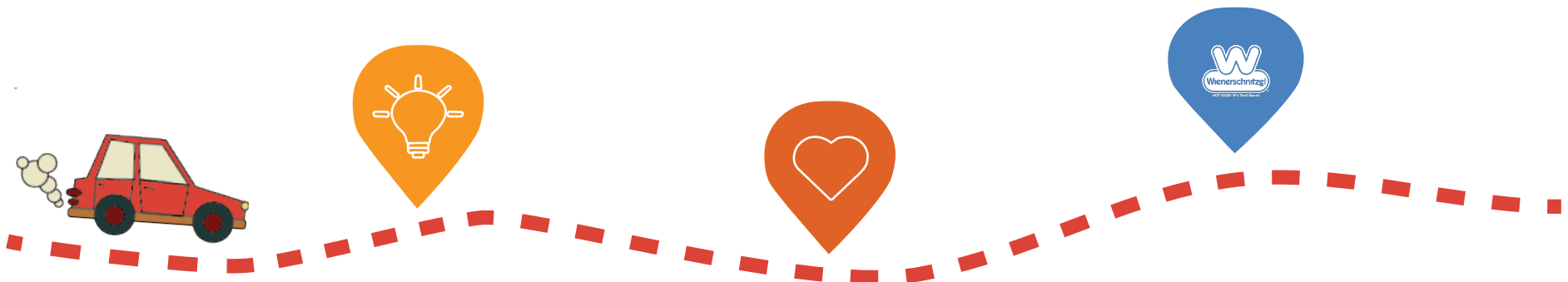
By reminding our target audience what makes hot dogs unique, they will feel more positively about hot dogs.

KPI: Increase positive sentiment and decrease negative sentiment.

PHASE 3: EAT OCT - DEC

During the search for a place to get a hot dog as unique as the food itself, they will go to Wienerschnitzel.

KPI: Increase conversion to the My WS app and Wienerschnitzel locations.



PHASE 1: INTEREST



BLIMP

Catching attention across the country, The Hot Dog Blimp encourages our target audience to Follow the Dog by following #hotdogthatsgood on social media. Wiener Schnitzel's audience will also be able to track the blimp on a map through the My WS app.



OUT-OF-HOME

A sudden appearance of hot dogs on benches, buses, buildings, turnstiles and murals will create buzz among Trendmakers and Connectors in major cities, such as LA, New York, Chicago and Austin. Each implementation will include a QR code that leads consumers to instant deals and prizes through the My WS app.

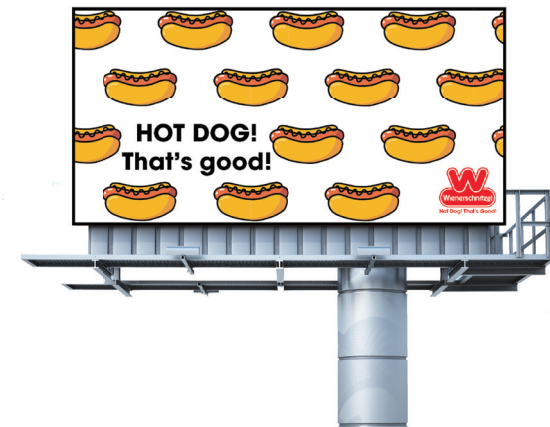
INTERACTIVE BILLBOARDS

Spinning the Wheel of Meals provides an answer to the age-old question: "What should I eat for lunch today?" The catch? The wheel always lands on hot dogs, proving hot dogs are a great way to break their daily food routine.



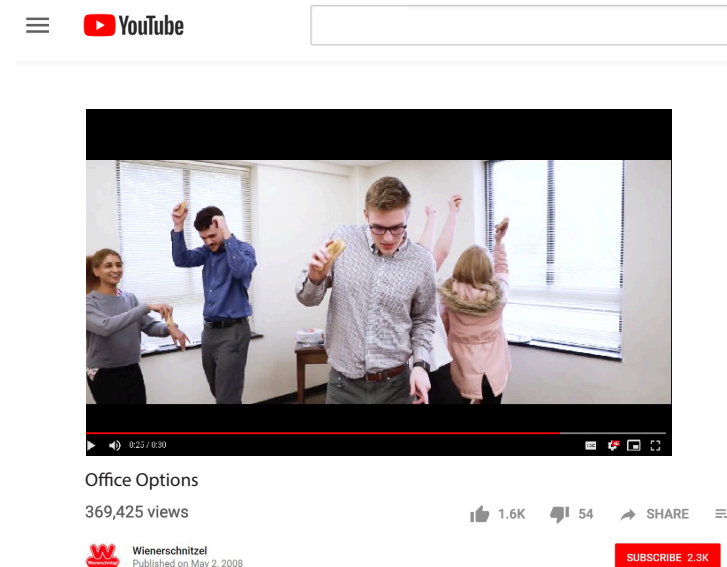
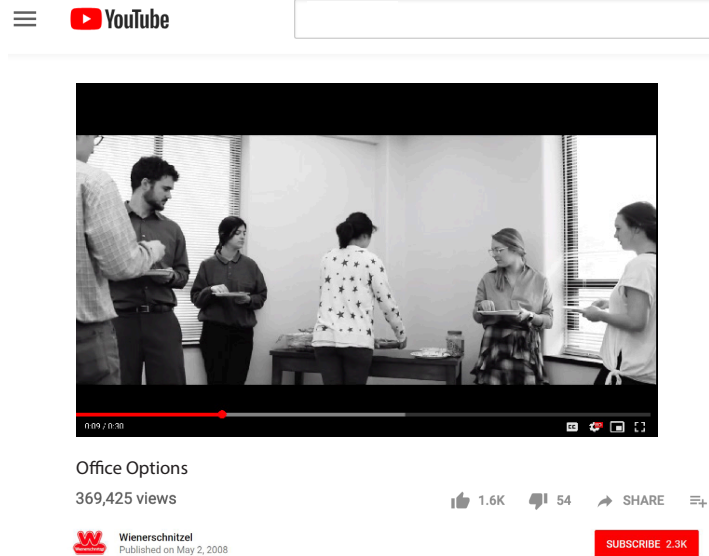
BILLBOARDS

Static billboards will display messages that reinforce the campaign slogan in order to achieve top-of-mind awareness for consumers while they are out and about. Research indicates that Trendmakers are highly susceptible to outdoor advertising in the heavy quintile (126).⁵ Connectors are also susceptible to outdoor advertising, marked by the second heaviest quintile (115).⁵



PHASE 1: INTEREST

Consumers who view our 15- and 30-second commercial “Office Options” will begin to associate hot dogs as a fun food option, which is a key component to raising future awareness and buzz throughout this phase.



HULU

Hulu is the top streaming platform choice of both target.⁵

TV

TV is still the largest influencer of Trendmakers and Connectors^{3,6}, thus incorporating cable spot TV will prove an effective way to present a positive message with a call-to-action.

YOUTUBE

95% percent of Trendmakers and 82% of Connectors watch videos on Youtube.⁷

RADIO SPOT

tone: Humorous

Allie: Alright, listen up! The neighbors have always shown us up we need a game changer. Megan?

Megan: Uhhmmm... we can put up balloons?

Allie: Do you want to be the laughing stock of the neighborhood? Sarah don't disappoint me.

Sarah: We can make a fresh fruit bowl....?

Allie: NO! DOES ANYONE UNDERSTAND THE IMPORTANCE OF THIS PARTY!

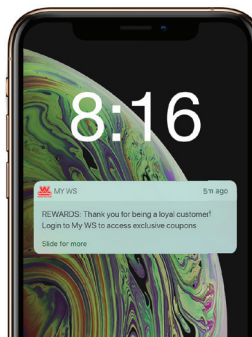
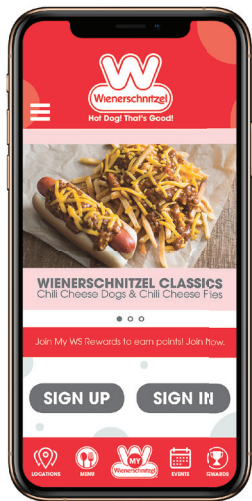
Kevin: We could just do hot dogs if we're not trying to be the boring house.

Allie: Hot Dogs? Yes, That's Good!

Sound Bite: HOT DOG! That's Good!

Since radio reaches 92% of people ages 25-54 each week, we will run 15- and 30-second spots in each of our 12 DMAs.⁷

PHASE 1: INTEREST



THE NEW MY WS APP

Trendmakers want Wienerschnitzel to be more innovative.³ Launching the NEW My WS app will help us gain relevance with our target audience and give them the features they desire. This ultimately adds Wienerschnitzel to our target audience's consideration set and helps us better compete in the QSR category. Trendmakers spend about 75 hours on mobile apps each month.⁴

QR CODES

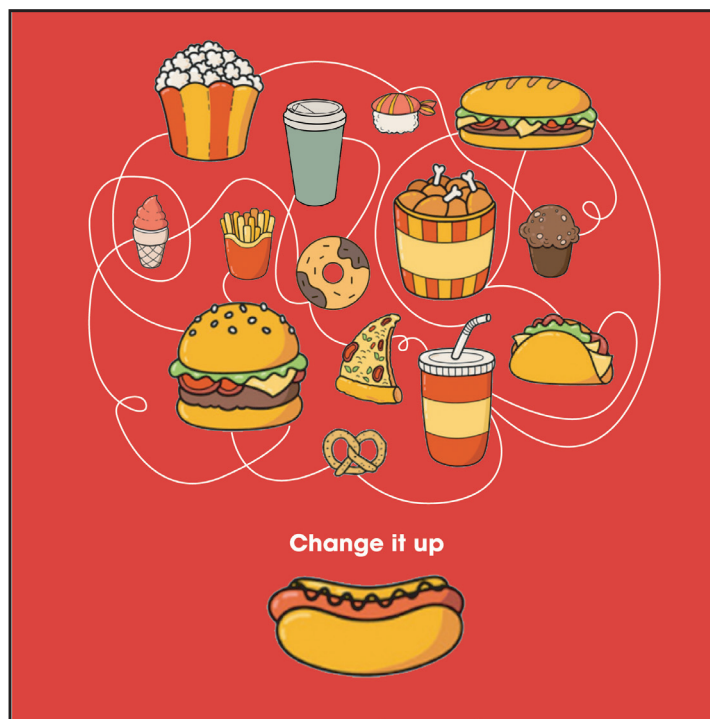
When the app is launched, QR codes will be placed throughout our campaign elements to boost downloads among our target audience. 52% of Trendmakers are current customers, so they are likely to adopt the app for the menu, deals, nearby locations and rewards quickly.³

GEOFENCING

Proximity marketing will be integrated in order to serve push notifications at the relevant time and place with a tailored message for each user. Among Trendmakers, 66% say coupons and promotions often make their restaurant decision for them.³ With the use of geofences around Wienerschnitzel and competing QSR locations, push notifications will offer deals and tailored messages to users within a five mile radius of a Wienerschnitzel location during peak lunch and dinner hours.

SOCIAL MEDIA

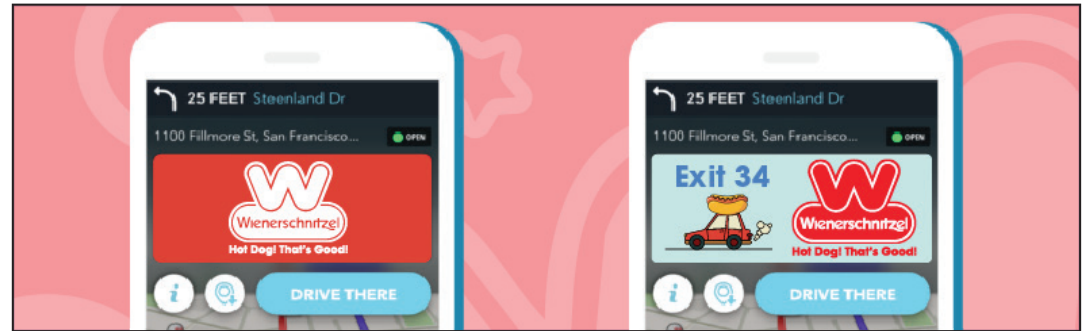
Reestablishing Wienerschnitzel's social media accounts with a more relatable tone and distinct personality will better encourage our target audience to interact with our brand. One way is through Twitter reactions using #hotdogthatsgood after events like the Super Bowl and the Oscars.



PHASE 2: FEEL

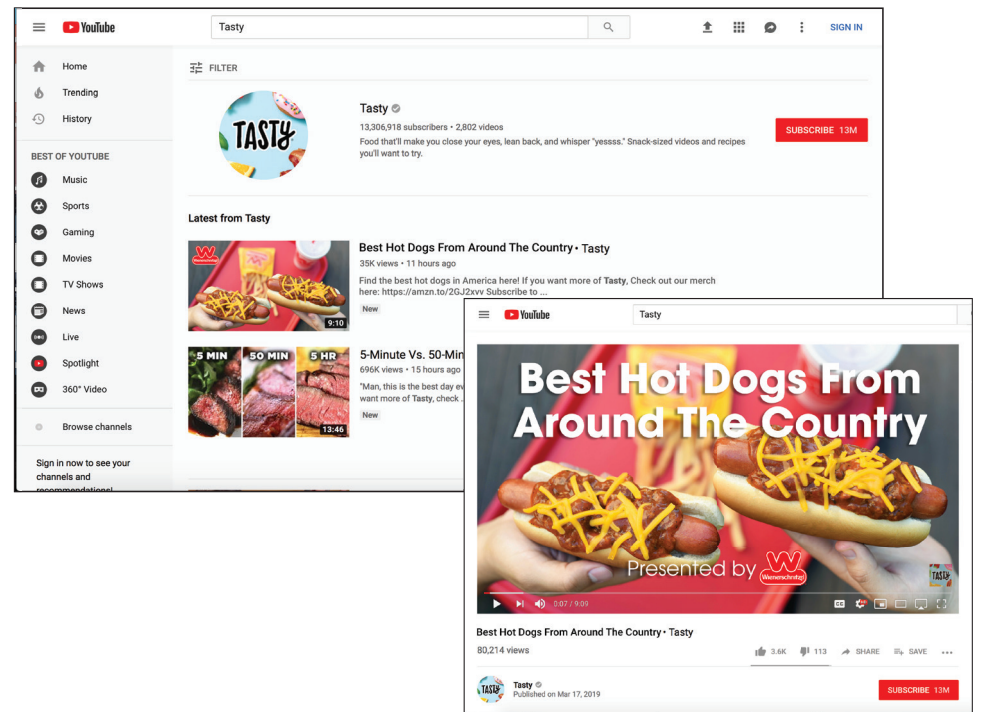
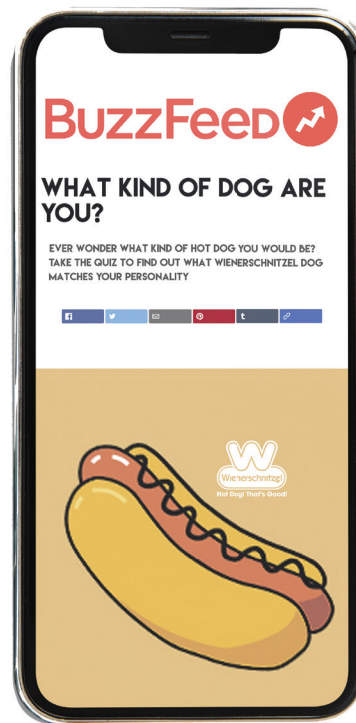
WAZE

Our Waze banner first reminds drivers about hot dogs, then later connects hot dogs to Wienerschnitzel. In addition, alerts based on the user's location in proximity to Wienerschnitzel restaurants will help keep Wienerschnitzel in their consideration set.

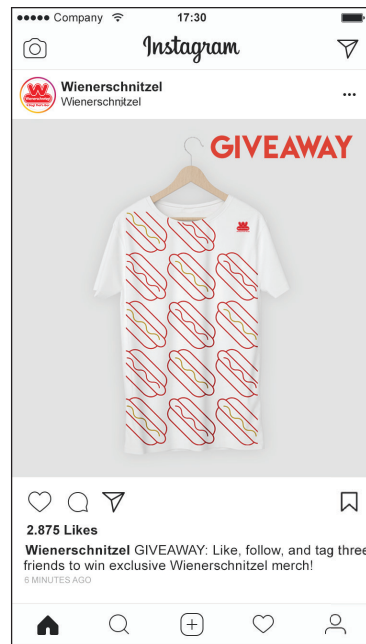


BUZZFEED TASTY

Sponsoring native content on BuzzFeed will help our target audience see hot dogs as relevant and put Wienerschnitzel on their radar. Tasty will specifically allow Wienerschnitzel to showcase the hot dog's unique qualities through videos such as "Best Hot Dogs Around the Country" and "Hot Dogs 4 Ways". The videos will put hot dogs in a new light and introduce our brand.



PHASE 2: FEEL



MERCHANDISE GIVEAWAY

Eating Wienerschnitzel is one thing, but wearing our merch is just as cool! Branded merchandise will be sold during our music festival takeovers and given away on our social media.



THE ORIGINAL REMIX

The challenge is on for the next Wienerschnitzel hot dog. By submitting a remixed regional hot dog recipe online and sharing a video on Facebook, contestants will have the chance to win \$5,000.

FESTIVALS

Our target audience may not know where to find Wienerschnitzel yet, so we're bringing the experience to popular music festivals like Coachella and Bonnaroo. At the tent, festival-goers can buy Wienerschnitzel hot dogs and merchandise, interact with TDO, and cool off at our Chilly Dog misting area. An augmented reality photo kiosk will capture people in their best one-handed pose and put a hot dog in its place. We will also give away festival-specific Wienerschnitzel bandanas to attendees when they share the photo through their social media accounts with #hotdogthatsgood.



PHASE 2: FEEL

HULU SPOT :15 & :30

"Free Handed Hobbies" will resonate with Trendmakers and Connectors by proving that hot dogs are a hassle-free food.

What can you do
with a hot dog?



DIGITAL BILLBOARD

We will showcase the many activities one can do while eating a hot dog, allowing our target audience to recognize the benefits of eating them. By implementing the use of digital billboards, foot traffic can be measured through the use of geofences placed at nearby Wienerschnitzel locations that ping off of a consumer's phone.



RADIO SPOT

Alien Music* *Ship Flies In

Alien: Drop your weapon?

Man: My hot dog?

Alien: Yes! What is hot dog?

Man: Well some people think it's a sandwich... but that's debatable.

Alien: Why do you hold hot dog sandwich like weapon?

Man: Well the bun is specially made to hold in all of the good stuff.

The weenie, the toppings... you can hold it all in one hand without spilling.

Alien: Why do you consume hot dog sandwich?

Man: Well, it's easy, quick, shareable... and it tastes really good.

POSTER BILLBOARD

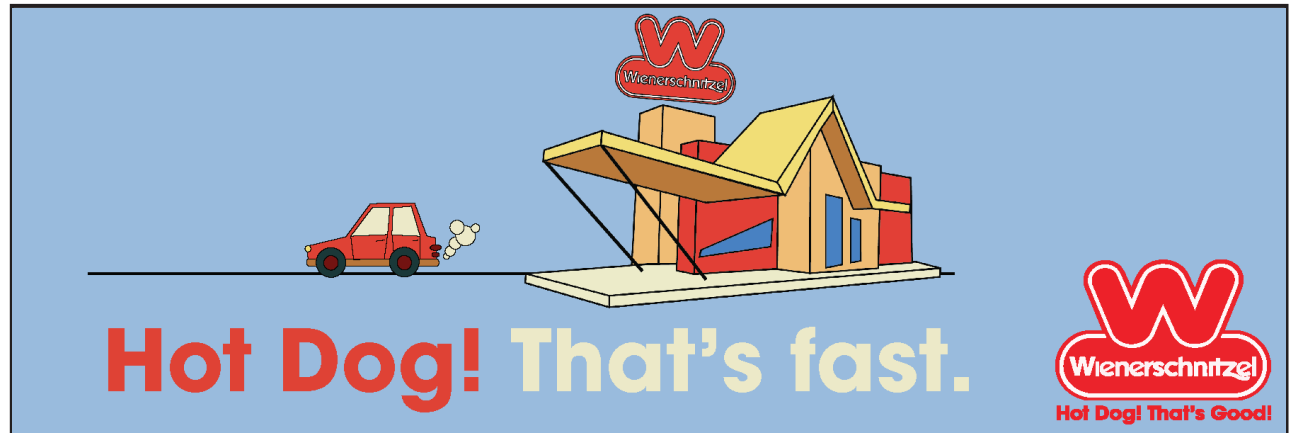
By highlighting the unique shape of the hot dog, we will capture the attention of our target audience and foster positive sentiment.



PHASE 3: EAT

FACEBOOK DISPLAY

This Facebook banner shows that Wienerschnitzel is a great, fast option to get a hot dog. Trendmakers and Connectors' social media platform of choice is Facebook.^{3,6} 77% of our target audience reported that they used Facebook within the past three days.⁷



FACEBOOK VIDEO

Now that we have increased interest and created positive feeling, consumers will begin to wonder where they can conveniently purchase a hot dog. This Facebook video shows that Wienerschnitzel is the best fast food option for the unique hot dog.



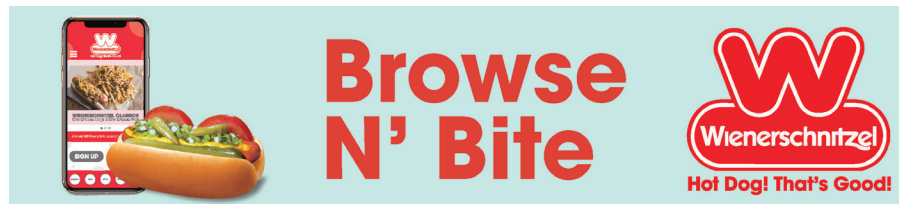
DIGITAL BILLBOARD

This billboard is a play on words, attracting our audience to both hot dogs and Wienerschnitzel.

PHASE 3: EAT

MOBILE RE-TARGETING

In order to capitalize on previous interactions, we want to remind our target audience about the My WS app. This advertisement reminds our target audience about the convenience of a hot dog while prompting our audience to engage with the brand again.



RADIO

Narrator:

Mark got into his car and heard a rumble. His stomach hungered for something new. Something....juicy...unique...but quick. He was tired of the same meals. But where could he visit. *Gasp* On the horizon, there he saw it. Wienschnitzel! He pulled up, ordered their five dollar box with two chili dogs, fries, and a drink combo. It was just he wanted. He couldn't help, but say...

Sound Bite:

Hot Dog! That's Good!



\$5 BOX: GET A BOX, GIVE A BOX

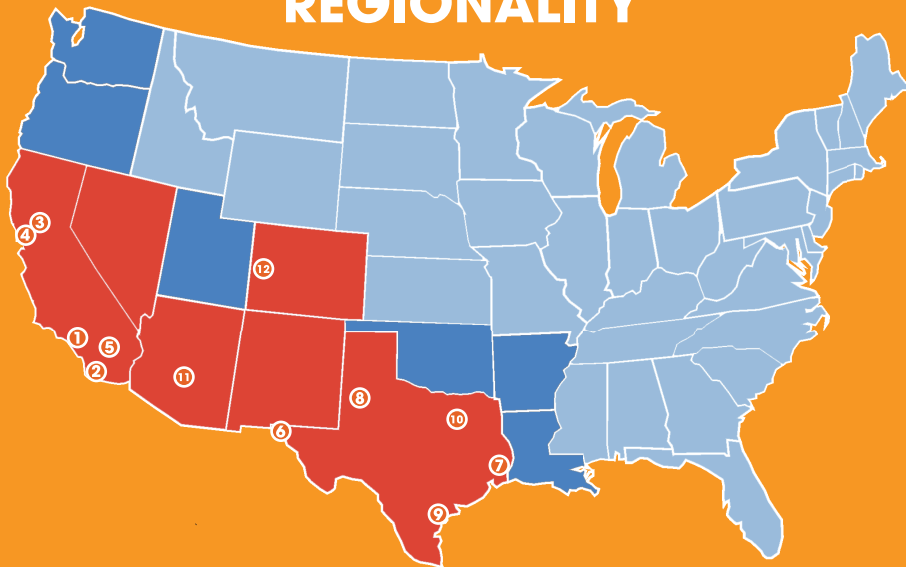
This \$5 meal deal box is made of sustainable materials and includes any two hot dogs, an order of fries and a drink. With every purchase, Wienschnitzel will donate a box to Hot Dogs for the Homeless.

MEDIA STRATEGY

Goal: 80% reach with a frequency of 11

For optimal reach, we chose DMAs that were heavily concentrated with both our target audience and Wienerschnitzel locations. Therefore, our audience will be more likely to have an open mind when listening to our message. Overall, our budget allows high impressions and directly beneficial locations to bring the highest return on investment to Wienerschnitzel.

REGIONALITY

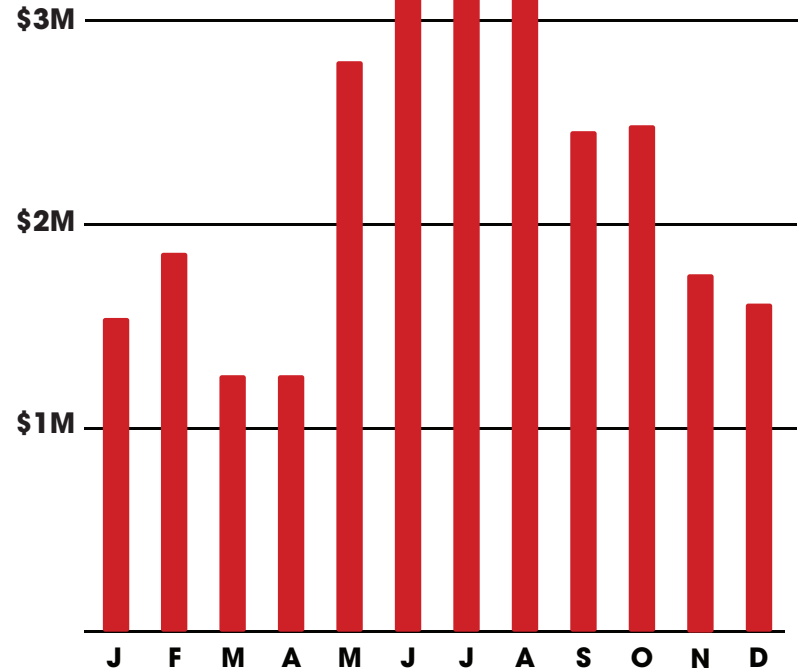


DESIGNATED MARKET AREAS

- | | |
|-----------------|------------------|
| ① LOS ANGELES | ⑦ BEAUMONT |
| ② SAN DIEGO | ⑧ LUBBOCK |
| ③ SACRAMENTO | ⑨ CORPUS CHRISTI |
| ④ SAN FRANCISCO | ⑩ DALLAS |
| ⑤ PALM SPRINGS | ⑪ PHOENIX |
| ⑥ EL PASO | ⑫ GRAND JUNCTION |

ADVERTISING CONCENTRATION

- HIGH
- MEDIUM
- LOW



SEASONALITY

Wienerschnitzel will maintain a continuous presence across the nation for the entirety of the campaign. Spending the most amount in months May through September will allow us to emphasize our positive message to our target audience during the hot dog's most relevant time of the year – summertime. However, before this hot dog-concentrated time period starts, we need to change our audience's perception to ensure an increase in hot dog consumption. Additionally, after the popular hot dog months end, consumers need to be reminded of how Wienerschnitzel is there for them at any time of the year. We decided it was most important to invest the majority of our budget during the months our audience consumes the most media, because this phase of the campaign is crucial to keeping our brand relevant and top-of-mind for our audience going into the last phase.

MEDIA STRATEGY

	2020	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL COST	IMPRESSIONS
DIGITAL														\$8,118,912	1,206,354,229
SOCIAL MEDIA															
FACEBOOK														\$1,224,500	145,833,300
YOUTUBE														\$729,166	208,333,429
MOBILE RETARGETING															
VIDEO														\$525,000	330,000,000
DISPLAY														\$350,000	240,000,000
TREAMING MUSIC															
SPOTIFY														\$1,750,000	140,000,000
CTV/OTT															
HULU														\$3,500,000	140,000,000
MOBILE GEOFENCING															
WAZE														\$40,246	2,187,500
TELEVISION														\$7,910,966	191,799,827
KSWB San Diego														\$1,021,620	38,522,640
KTXL-DT Sacramento														\$790,853	3,394,223
KDFX Palm Springs														\$281,244	5,739,632
KFOX El Paso														\$676,453	8,150,048
KBTU Beaumont														\$589,612	17,867,060
KJTV, KLCW, KMYL Lubbock														\$643,904	18,139,787
KUQI Corpus Christi														\$692,732	15,059,456
KCBA Monterey														\$748,528	11,232,441
KKFX Santa Barbara														\$829,483	22,418,540
KBFX-CD Bakersfield														\$872,203	19,382,400
KSAZ Phoenix														\$445,302	19,382,400
KFQX Grand Junction														\$319,032	12,511,200
OUTDOOR														\$3,592,003	277,111,105
LOS ANGELES														\$488,500	22,389,125
SAN DIEGO														\$450,000	30,772,545
SACRAMENTO														\$129,000	5,481,666
SAN FRANCISCO														\$367,500	1,326,185
PALM SPRINGS														\$187,600	16,944,284
EL PASO														\$211,250	50,122,345
BEAUMONT														\$148,734	30,772,213
LUBBOCK														\$129,924	6,972,462
CORPUS CHRISTI														\$193,530	14,256,710
DALLAS														\$173,420	22,598,008
PHOENIX														\$108,250	9,704,049
GRAND JUNCTION														\$25,840	1,008,678
SUPPORT MARKETS														\$978,455	64,762,835
RADIO														\$1,272,498	15,693,988
LOS ANGELES														\$186,000	171,745
SAN DIEGO														\$180,000	932,642
SACRAMENTO														\$145,500	546,667
SAN FRANCISCO														\$132,000	146,830
PALM SPRINGS														\$96,000	3,840,000
EL PASO														\$78,000	2,363,636
BEAUMONT														\$66,000	2,640,000
LUBBOCK														\$54,000	2,160,000
CORPUS CHRISTI														\$69,000	2,760,000
DALLAS														\$120,000	405,405
PHOENIX														\$102,000	607,143
GRAND JUNCTION														\$43,998	1,759,920
IMC														\$2,662,061	—
OUT-OF-HOME														\$1,390,011	
BUZZFEED TASTY														\$100,000	
AR PHOTOBOOTH														\$41,400	
ORIGINAL REMIX														\$25,000	
FESTIVALS														\$130,650	
MERCH GIVEAWAY														\$100,000	
GET A BOX, GIVE A BOX														\$800,000	
WS MOBILE APP														\$75,000	

ACHIEVING SUCCESS



Increase top of mind awareness for hot dogs by tracking:

- Impressions for each billboard placement
- Like, reaction, comment, and view on social media advertisements
- Impressions for radio spots, digital advertisements and TV commercials
- Google searches for the term "hot dog"



Increase \oplus sentiment by 10% and decrease \ominus sentiment by 5% by tracking:

- Online sentiment through custom listening queries for the term "hot dog"
- Interactions per social media post (likes, comments, reactions, mentions, replies etc.)
- Perception changes of hot dogs over the course of the campaign through ATU survey



Increase conversion to the My WS app and Wiener Schnitzel locations by tracking:

- Unaided and aided brand awareness by Trendmakers and Connectors
- Unaided and aided recall of the "Hot Dog! That's Good!" campaign
- Google searches for the term "Wiener Schnitzel"
- Foot traffic to Wiener Schnitzel restaurants by tracking geofenced locations
- Conversions from mobile retargeting advertisements to the app

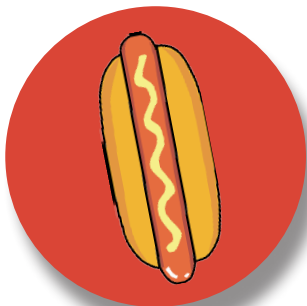
OVERALL CAMPAIGN TESTING

To monitor the increase in top of mind awareness of hot dogs and Wiener Schnitzel in the hot dog category, we will conduct an Awareness, Trial and Usage (ATU) survey at the beginning, middle and end of the campaign to track the health and growth of the brand. This will allow us to see if the campaign is gaining traction to achieve our KPIs.

To ensure we exceed our KPIs of increasing positive sentiment by 10%, while decreasing negative by 5%, we will monitor and report sentiment monthly and shift our strategy as needed. We will continue to conduct online sentiment analysis through custom listening queries from Salesforce Social Studio on the term "hot dog". In addition, we will also track the positive interactions per social media post on Facebook, Instagram, Twitter and YouTube profiles.

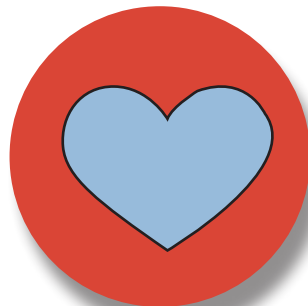
To assure an elevation in the primary demand for hot dogs, we will also monitor the geofences placed around nearby billboards and Wiener Schnitzel restaurants to measure foot traffic.

YOU ASKED US to elevate the image of the hot dog to increase primary demand. WE DO THIS BY...



Increasing awareness and desire of the hot dog.

We created buzz and desire for hot dogs in major DMAs across the country by spreading the image of hot dogs around each city.



Increasing positive sentiment and decreasing negative sentiment.

We elevated the hot dog from boring to a unique food that is a fun break from typical routine.



Increasing awareness of Wiener Schnitzel in the hot dog category.

We positioned Wiener Schnitzel as the fast food go-to for hot dogs.

Team 816's solution elevates the image of all hot dogs and benefits the entire hot dog industry, with Wiener Schnitzel leading the charge.

Hot Dog! That's Good!

REFERENCES:

AdMall
AdWeek
Amazon Advertising
Bench Ad
Blue Corona
Blue Line Media
Business Insider⁴
Content Marketing Institute
Davis Images
Digital Content Next
eBlimp
Entrepreneur²

eMarketer
Facebook Ads Manager
Fixr
Foto Master
Forbes
Google Ads
High Speed Internet
Hulu
IBIS World
InfoPlease Census Data
Instagram Partners
Kantar AdSpender

Lamar Advertising
Monetize Pros
National Media Spots
National Restaurant News
Niche
Nielsen
NSAC Case Study 2019
Outfront
QSR Magazine¹
Reddit
Shore Creative Group
Simmons OneView⁵

Spotify Ad Studio
Statista⁷
Thought Co.
Twitter
Waze For Brands
Wiener Schnitzel.com
Wiener Schnitzel Connectors Segmentation⁶
Wiener Schnitzel Trendmakers Segmentation³
WordStream
Wrap Guys
YESCO
YouTube Advertising