



NSAC
NATIONAL AAF STUDENT
ADVERTISING
COMPETITION

TEAM 513

HOT DOGS
MADE MORE

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Hot dogs are a beloved American classic, yet consumers hold many misconceptions. A primary demand campaign presents a unique challenge because of contradictions people have about hot dogs.

- Hot dogs are economic, quick, and tasty, but they are not sought-after at home or in the restaurant setting.
- Hot dogs are a great protein source, but consumers regard them as 'mystery meat.'
- While we love hot dogs, conversations about them are riddled with sexual innuendos.
- Hot dogs are perfect to feed the masses, but they aren't top-of-mind for grown-up celebrations and parties.
- Hot dogs are seen as simple, yet toppings and combinations can transform them into a masterpiece.
- Hot dogs are kid-friendly, but they are often regarded as childish.
- Hot dogs are a fan favorite in the summer, but they remain on the shelves during colder months.
- Grilled hot dogs make mouths water, but boiled hot dogs are less desired.

For these reasons and to fit Wienerschnitzel's demand, Team 513 is launching **HOT DOGS MADE MORE.**

HOT DOGS MADE MORE capitalizes on the strengths of hot dogs and utilizes the opportunity to expand the consumer's mindset.

HOT DOGS MADE MORE will inform our audience regarding misconceptions in a fun, light-hearted way while negating threats.

HOT DOGS MADE MORE recognizes the diversity of hot dogs, through quality ingredients, toppings, and celebrations.

HOT DOGS MADE MORE transcends the summer months and highlights the hot dog as a year-round favorite.



RESEARCH

Over a period of five months, Team 513 conducted research to understand Trendmaker and Connector opinions of not only the brand, but the product: hot dogs. From this research, we aimed to find the greatest opportunity to improve the perception of the hot dog and increase sales nationwide. After conducting primary research, analysis lead to three central themes for the **HOT DOGS MADE MORE** campaign: ingredients, toppings, and celebrations.

INGREDIENTS

Wienerschnitzel champions the hot dog and verifies the quality cuts of meat, monitored by the USDA.*

Q: How important is the fact that the USDA monitors where hot dogs are made in deciding how frequently you eat hot dogs?

- Knowing the USDA monitors where hot dogs are made is very or extremely important to the majority of Trendmakers (53%) and Connectors (74%).*

Q: How important are the ingredients in deciding how frequently you eat hot dogs?

- Knowing the ingredients in a hot dog you eat is very or extremely important to the majority of Trendmakers (63%) and Connectors (67%).*

*adapted from
Wienerschnitzel Case Study

TOPPINGS

Wienerschnitzel started with just three hot dogs and a soda, and has evolved into a menu with more choices including the Junkyard Dog, The Chicago Dog, the Deluxe Dog, and more!*

Q: Can hot dogs be considered gourmet?

- Trendmakers (65%) and Connectors (73%) believe hot dogs, with the right toppings, could be considered gourmet.*

Q: When eating a hot dog at a restaurant, how important are toppings?

- Trendmakers (64%) and Connectors (54%) believe toppings are important or very important in deciding when eating a hot dog at a restaurant.*

"I think adding toppings that are different from the usual ketchup and mustard encourage people to eat more and allow for creativity and a **better eating experience.**"

-Sydney, 20

CELEBRATIONS

The Wienerschnitzel tone of voice is one of happiness and celebration. The brand likes to have fun and celebrate company values, including community and playfulness.*

Q: How would you describe a hot dog using one adjective?

- "Versatile. It can be eaten with anything at anytime." - Survey Respondent.*

Q: A hot dog is a celebration when...

- Answers varied, but focused on baseball and summer events.*



Toppings Bar Taste Test

420 SURVEY
RESPONDENTS

22 TASTE TEST
PARTICIPANTS WITH
PRE & POST SURVEYS

2 FOCUS GROUPS WITH
TRENDMAKERS AND
CONNECTORS

18 INTERCEPT INTERVIEWS
AT HOT DOG RETAIL
LOCATIONS

12 DEPTH INTERVIEWS
ACROSS THE USA

6 CANS OF
WIENERSCHNITZEL CHILI

OPPORTUNITY

These three themes drive the **HOT DOGS MADE MORE** campaign. Wienerschnitzel capitalizes on the customization and variation of the classic hot dog, educates further about tasty toppings and delicious ingredients, and encourages Trendmakers and Connectors to include hot dogs in their everyday celebrations.

TRENDMAKERS

"No offense, it would be like a five-year-old birthday party kind of meal that I wouldn't make for any other event."
-Survey Respondent

BEFORE

AFTER

VALUES RELATABLE

SAVVY: Creativity keeps Trendmakers feeling alive and living to embrace every moment; they also aim to make good personal choices.

ADVENTUROUS: Trendmakers seek thrills. These young people seek out and explore new opportunities, especially those outside of their comfort zone.

🌟 96% say they like to go to quick serve restaurants after a night out.*

🌟 83% say they like trying new foods and restaurants.*

SELF-EXPRESSION: Trendmakers are individualistic people. They define their identity through experiences and share them with others.

INGREDIENTS: By highlighting the healthy qualities of hot dogs and changing perceptions, Trendmakers can feel good about the choice to eat hot dogs.

TOPPINGS: Allows them to go out of their comfort zone and choose a hot dog they may not normally have, represent themselves with a variety of toppings.

🌟 52% view customization as ideal service.*

🌟 64% like to play with the menu and mix it up.*

CELEBRATIONS: They want to share experiences with friends, experimenting with hot dogs leaves them feeling satisfied and happy.

*adapted from
Target Market Profile

PREFERENCES & HABITS

WHAT THEY THINK: Hot dogs aren't on a top-of-mind priority for Trendmakers.

🌟 Only 40% visit Wienerschnitzel.*

WHAT THEY FEEL: Trendmakers feel that hot dogs are just a "kid food."

WHAT THEY DO: Hot dogs aren't on Trendmakers' consideration set.

WHAT THEY THINK: Hot dogs are the first consideration for their next meal.

WHAT THEY FEEL: Hot dogs are fun and delicious, modern and trendy.

WHAT THEY DO: They travel to Wienerschnitzel for hot dogs or the grocery store to purchase and experiment with them at home.



43% of Trendmakers are very or extremely certain that hot dogs are made of the ingredients listed.

"A toppings bar is awesome with friends, because everyone can make a meal they enjoy."
- Alex, 21

HOT DOGS MADE MORE encourages reading the label through instructions and information on the microsite.



TRENDMAKER SENTIMENTS

Q: "Think of an occasion where you would absolutely not eat a hot dog."

A: "I would not eat a hot dog at a fancy event. If there is something else, serve a different type of meat or even a hamburger." - Taylor, 26 | Focus Group **BONK!**

CONNECTORS

"Hot dogs work great when you don't want to cook or need something quick... especially for kids."
- Survey Respondent

BEFORE

AFTER

VALUES RELATABLE

INDULGENCE: Connectors often reward themselves after long work weeks. This reward mindset occurs aims to satisfy cravings.

CURIOSITY: Connectors aspire to break from routine whether that is a new recipe for dinner or a new experience shared with family. Spontaneity and goal-setting are equally important to this group.

BELONGING: Family and friends are the most important things in Connectors' lives. They value the group over themselves.

INGREDIENTS: Wienerschnitzel and hot dogs offer an inexpensive, convenient option for families on-the-go. They are also a smart choice, packed with quality ingredients and nutrients.

TOPPINGS: Toppings allow for Connectors to get creative and think outside the box.

🌟 61% view customization as an ideal service.*

CELEBRATIONS: They want to share experiences with friends, experimenting with hot dogs leaves them feeling satisfied and happy.

PREFERENCES & HABITS

WHAT THEY THINK: Connectors believe that hot dogs are more of a children's food or just a "snack."

🌟 75% believe that limited service restaurants are a break or indulgence from their regular diet/ lifestyle.*

WHAT THEY FEEL: Hot dogs should only be served once in a while especially because they are not the healthiest.

WHAT THEY DO: Connectors purchase hot dogs for a quick and easy children's meal.

🌟 74% believe limited service restaurants are a great way to spend time with family.*

WHAT THEY THINK: When they consider their next meal, Connectors consider hot dogs.

WHAT THEY FEEL: Hot dogs are fun, delicious, modern, and trendy.

🌟 80% believe Wienerschnitzel is fun to eat.*

WHAT THEY DO: Wienerschnitzel and this campaign engage all ages with a playful environment. Connectors feel good sharing the experience with the whole family.

🌟 60% believe Wienerschnitzel is friendly.*



Connectors' perfect hot dog would include mustard (18%), ketchup (17%), onions (11%), and relish (10%).

"I really liked trying something new. The experimental hot dog is something I don't have often so I enjoyed it more. It was good and something that I would make again!" -Taste Test Participant



*adapted from
Target Market Profile

CONNECTOR SENTIMENTS

"I think that sandwiches have done a better job marketing themselves as healthier; if you think of Subway or Jimmy John's, it's the healthy option versus hot dogs have never been classified that way." Renee, 35 | Focus Group

POSITIONING STATEMENT

WIENERSCHNITZEL EMBODIES THE SPIRIT OF COMMUNITY AND CELEBRATION. HOT DOGS PROVIDE A FOUNDATION FOR A TIMELESS CLASSIC OR A MODERN MASTERPIECE. WIENERSCHNITZEL CHALLENGES YOU TO IMAGINE MORE.

SPIRIT OF COMMUNITY

Hot dogs and the Wienerschnitzel brand bring people together for shared experiences, fostering community among families and friends.

CELEBRATION

Wienerschnitzel honors the spirit of celebration by making every day and place a hot dog worthy occasion.

FOUNDATION

Trendmakers and Connectors want more from their hot dogs and toppings are the perfect way to build upon a solid protein-packed foundation.

TIMELESS CLASSIC

Hot dogs remind Americans of backyard grill outs, baseball games, festivals, fairs, and campfires. The classic hot dog remains at the forefront of thought surrounding this fan favorite.

MODERN MASTERPIECE

Trendmakers and Connectors are all about upcycling, DIY-ing, and making everything unique to them and their unique styles. Hot dogs are no different and are easily transformed into a complex concoction.

CHALLENGES YOU

Wienerschnitzel champions the hot dog and wants others to feel just as passionately. No one can turn down a challenge; you can't go wrong!

IMAGINE MORE

Look beyond the mustard and find a new favorite. Cream cheese? French fries? Bacon? Jalapeños? Let's get creative!

CAMPAIGN OBJECTIVES AND STRATEGIES

ELEVATE THE IMAGE OF THE HOT DOG

- Focus messaging around ingredients, toppings, and celebrations to combat misconceptions.
- Broaden the hot dog horizon beyond the ballpark through promotions that focus on the arts and technology.
- Use cause marketing to connect with target audience values of celebrating family and doing what is right.
- Schedule messaging in traditional, digital, and social media environments where the target audience lives.
- Drive consumers to a microsite that educates, inspires, and motivates.

INCREASE PRIMARY DEMAND THROUGH ALL DISTRIBUTION POINTS

- Encourage consumers to make hot dogs at home.
- Drive consumers to Wienerschnitzel restaurants through promotions.
- Incorporate Wienerschnitzel into the food truck culture Trendmakers love.
- Achieve a 5 percent increase in Wienerschnitzel hot dog revenue through a 13.5 percent increase in sales for Trendmakers and Connectors.

COMMUNICATE THE WIENERSCHNITZEL BRAND

- Integrate the Wienerschnitzel logo into all advertising media.
- Broaden brand name recognition nationwide through advertising and promotions.
- Build on TDO's reputation of fun and playfulness by integrating him in advertising and promotions.
- Employ a color palette derived from Wienerschnitzel's retro logo and condiment colors.
- Develop strategies that embody the Wienerschnitzel positioning statement.

COMMUNICATE THE COMPANY VALUES

- Use pop art and comic art to celebrate the brands values of playfulness, fun, & celebration.
- Align promotions with the company value of integrity, community, and family.
- Use the retro logo to celebrate brand heritage.

INCREASE POSITIVE SENTIMENT BY 20 PERCENT

- Schedule promotions centered around social media sharing and usage of hashtags related to celebrating hot dogs.
- Fill social media with consumer created content.

CAMPAIGN MESSAGING

The messaging for our campaign has a double meaning. First and foremost, this is a primary demand campaign; Wienerschnitzel wants hot dogs to be made more across America. Secondly, **HOT DOGS MADE MORE** showcases the product as more than just a basic, ballpark snack. Throughout this campaign, hot dogs are shown as a foundation of flavor and as a form of food art. Our campaign demonstrates hot dogs' customization.

When Trendmakers were asked about their typical hot dog, one said, "just a regular hot dog," but another said, "Whatever toppings are available!" Both of these people present a unique challenge.

When "How are hot dogs made?" is searched, **HOT DOGS MADE MORE** will be the top result. **BAM!** Positive SEO educates consumers about the real ingredients.

#HotDogsMadeMore is hashtag-worthy and provides Wienerschnitzel with a way to track the online sentiment association with the primary demand campaign.

HOT DOGS MADE MORE

THE BIG IDEA

THE FORMULA

For stylistic pleasure and a pop art feel, the campaign employs exploding dots or rays in the background.

Comic style onomatopoeia gives an exciting flare.

Real photos.
Delicious toppings.
Team 513 is keeping it real.

Focus on three themes of ingredients, toppings, and celebrations.

HOT DOGS MADE MORE

32,000 DIFFERENT TOPPING COMBOS

More than mustard.



POP ART

COLOR

Our campaign utilizes six diverse and compelling colors within the 1978 retro logo and classic condiment colors.



THEME

MORE FUN, MORE COLOR, MORE ENERGY.

We're reinvigorating the Wienerschnitzel brand to incorporate the core value of playfulness through all aspects of the campaign, including logo usage, fonts, and colors through the pop art style.

LOGO

The Wienerschnitzel logo, created by Saul Bass in 1978, is the embodiment of our campaign. The style, typeface, and colors in Wienerschnitzel's history develop a new impression on consumers. The retro logo gives a nod to the heritage Wienerschnitzel values. Use of this logo and the associated **HOT DOGS MADE MORE** sticker distinguishes the primary demand campaign from other Wienerschnitzel campaigns and the brand as a whole.

TYPE

We selected two key fonts. Headings utilize the font Avengance Mightiest Avenger to emulate a comic aesthetic for vibrant and fun headings. Subheadings and copy are written in Atten New Round because it compliments and mimics Wienerschnitzel's commonly used fonts while being clear and easy to read at small sizes.

PRIMARY TYPE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

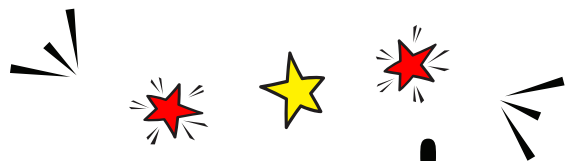
SECONDARY TYPE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Trendmakers (62%) and Connectors (49%) state that the brand of hot dogs they eat is very or extremely important.



The Wienerschnitzel logo allows consumers to know the brand of the hot dogs throughout all media.



CREATIVE STRATEGY

CREATIVE

DIGITAL



POW!

HOT DOGS
MADE MORE

QUALITY MEATS, FOR A NUTRITIOUS MEAL.

Get the Facts!

W
Wienerschnitzel



BAM!

Wow!

HOT DOGS
MADE MORE

32,000 DIFFERENT TOPPING COMBOS
More than mustard.

W
Wienerschnitzel

HOT DOGS
MADE MORE
CELEBRATE YOUR TASTES.
Find new flavors from your kitchen.

The same layout allows continuity across digital channels. This helps maintain brand and campaign recognition. Messaging focuses on ingredients, toppings, and celebration and change to reflect the key holidays and season opportunities. Contextual placement, audience segmentation, and retargeting optimize digital impressions.

AdMall reports that 62% of Wienerschnitzel customers have taken action after hearing an advertisement via over-the-air, online, or mobile radio. The ads remind Trendmakers and Connectors of **HOT DOGS MADE MORE.**

AUDIO

Two MP3 files are in the Drop Box

Our Pandora ad tells an epic tale of how far the hot dog has come and what it can be.

Through our podcast ad, in the ambiance of a coffee shop on open mic night, a young poet shares her passion of hot dogs in a wit-filled satirical poem. This messaging inspires participation in our SXSW art contest.

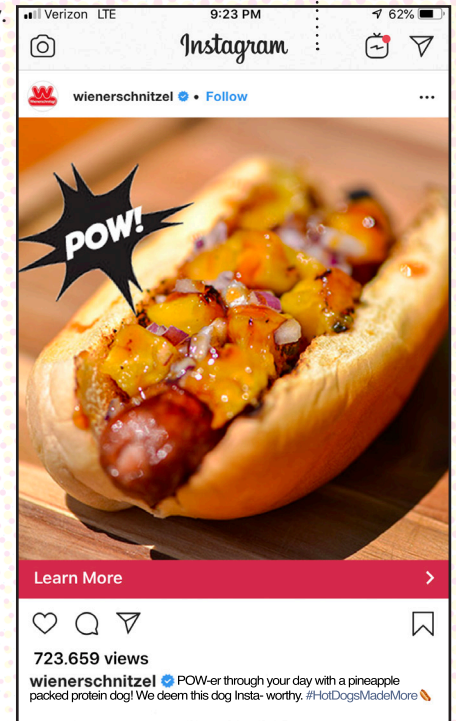
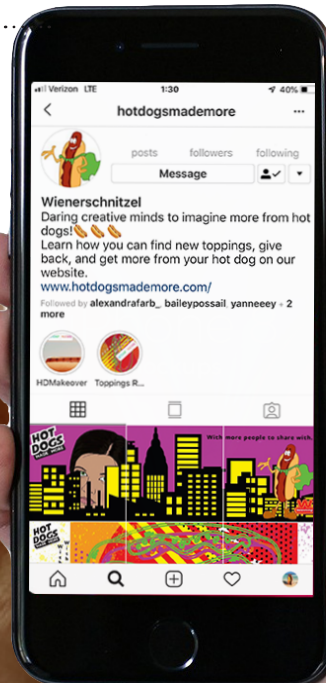
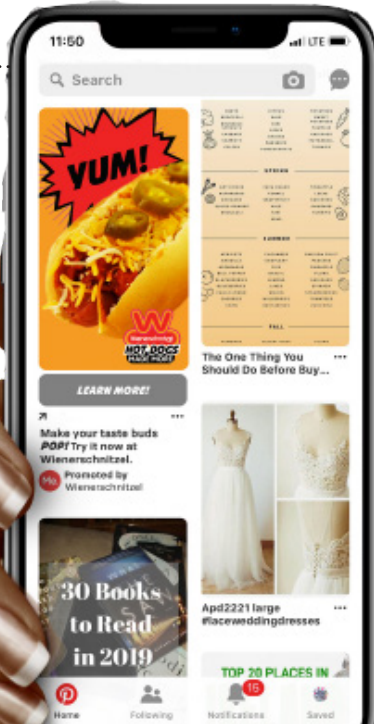


CREATIVE SOCIAL MEDIA

Sponsored ads on Pinterest will reach consumers at the point of action with a mouthwatering Wienerschnitzel post, leading them to the recipe section of our microsite.

The **HOT DOGS MADE MORE** Instagram focuses on playfulness and fun. Throughout the campaign consumer-generated content from promotions like Comic-Con and Feeding America are shared here either in story or static imagery encouraging engagement with our brand.

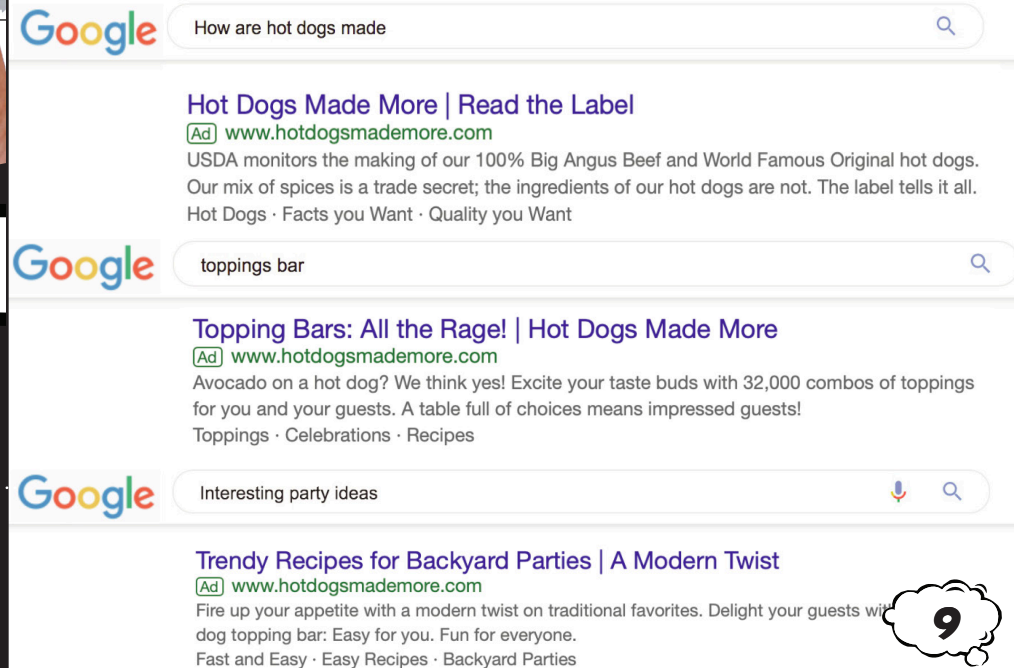
Our creative stands out among the standard and expected food photography social media ads. Reaching consumers on multiple social platforms will increase reach and frequency.



GOOGLE SEARCH ADS

- 58% of Wienerschnitzel customers use a search engine to research a product when considering purchase.
- 92% of Wienerschnitzel customers use Google search engine the most often. -AdMall

Paid search and SEO increase opportunities for visits to our microsite. An optimized website and search ads are a cost-effective ways to reach consumers during the consideration stage on the path to purchase. Keywords include, but are not limited to, Hot dogs, Toppings Bar, Hot Dog Ingredient, Fun Dinner Recipes, Protein Meals, and more.



TRADITIONAL



**TO BE
CONTINUED...**



learn more at hotdogsmadmore.com

CREATIVE

Video creative in the Drop Box

A two-part comic book story intrigues and engages magazine readers and television viewers during each season. The target audience will look forward to hearing Super TDO's story continue throughout the campaign.

Paid placement on YouTube reaches consumers through their favorite channels. Influencers expose diverse audiences to the brand and promote unique toppings through their hot dog challenge videos in their own voice.



VIDEO

Hulu ads engage consumers with a 30-second interactive ad challenging viewers to create their own masterpieces. They are taken through a series of choices and select unique toppings to customize their hot dogs. Ads will also be placed in a slate format, reaching consumers on computers, mobile, and living room settings.

**MAKE YOUR
MASTERPIECE**

GET STARTED



JALAPANOS

OR

PICKLES



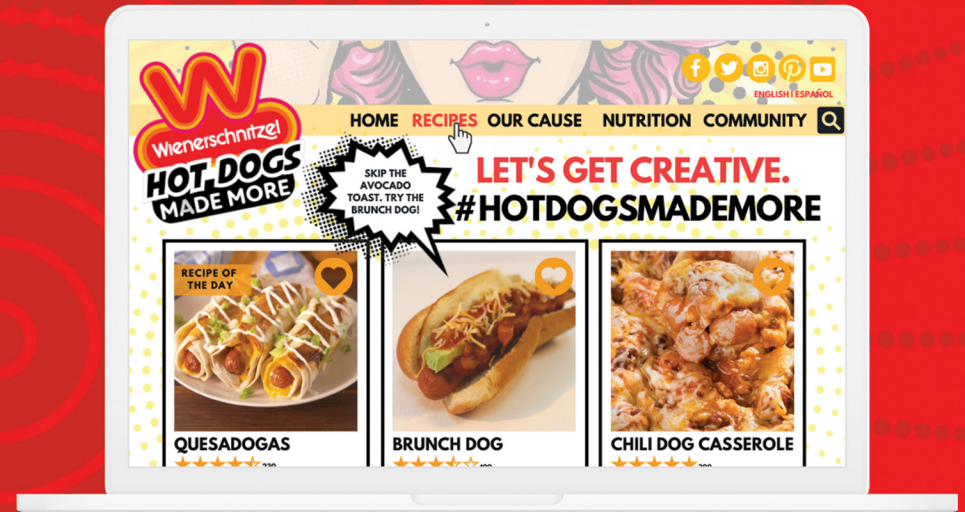
POW! THE PERFECT HOT DOG!



10



MICROSITE

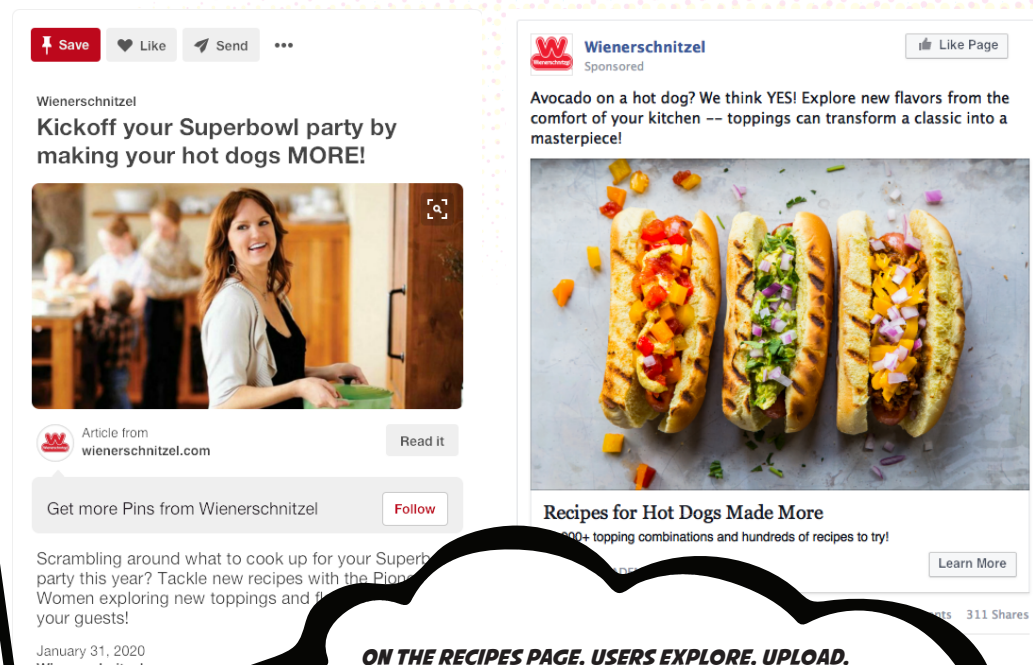


KA-POW! The central hub of the campaign is our **HOT DOGS MADE MORE** microsite. Digital advertising is the primary source in driving traffic and linking Trendmakers and Connectors to content they value. This content includes recipes, additional information about the Wienschnitzel partnership with Feeding America, our blog with dietitians recommendations from all around the world, how **HOT DOGS MADE MORE** impacts their local community and more.

The **HOT DOGS MADE MORE** microsite is user-friendly by including options for viewing the website in both English and Spanish to accommodate a more diverse community. Spanish is the third most popular Internet language and second most spoken language in America.

The microsite is designed to work seamlessly on both desk top and mobile versions. Through the content of the microsite, users explore **MORE** recipes, **MORE** ways to get involved with Wienschnitzel, and **MORE** ways to get connected on social media. **BAM!**

NATIVE ADS: By posting interesting, attention grabbing content on Facebook, Instagram, and Pinterest, consumers are drawn into ads that direct them back to our microsite for more information on ingredients, toppings, and celebrations.



ON THE RECIPES PAGE, USERS EXPLORE, UPLOAD, AND SAVE RECIPES. FROM CLASSIC CHICAGO DOGS TO COCONUT CURRY DOGS, THIS SITE IS SURE TO HAVE A RECIPE FOR EVERYONE AND EVERY CELEBRATION.

INFLUENCERS

We feel influencers are essential to modern campaigns. Instagram posts, YouTube videos and Twitch streams from our influencers will help us accomplish positive online sentiment goals.

"I resonate with influencers and I know they are getting paid, but it's their passion. I don't trust celebrities as much as I do influencers."

- Jenna, 25 | Depth Interview

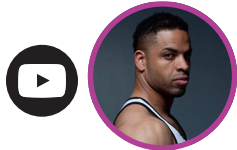


TWIN MUSCLE Keith & Kevin Hodge

\$160,000 2,072,400 subscribers

These fitness YouTubers eat countless amounts of fast food in their car.

CONTENT: Go to a Wienerschnitzel drive-thru, order popular menu items, and give a review.



Trendmakers (55%) and Connectors (60%) rank dietitians above chefs, farmers, and family/friends, with providing trusted nutrition information.

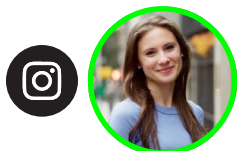
@ILANAMUHLSTEINRD Ilana Muhlstein

\$5,200 135,000 followers



@RACHAELSGOOD EATS Rachael Devaux

\$16,000 406,000 followers



@COLLEGENUTRITIONIST Rachel Paul

\$13,200 328,000 followers



COURAGEJD Jack Dunlop

\$200,000 1,494,000 subscribers

With 60% of Twitch viewership being between the ages of 18 and 34, this is a great way to reach Trendmakers.

CONTENT: two-hour live stream, sponsored by Wienerschnitzel, featuring products and merchandise.



ROSANNA PANSINO Rosanna Pansino

\$1,090,000 11,018,168 subscribers

She is a well-known baker who reaches a diverse demographic.

CONTENT: Sponsored YouTube video, creating a hot dog masterpiece for her food challenge.



@THEPIONEERWOMAN Anne Marie "Ree" Drummond

\$392,000 2,700,000 followers

She is a media icon, TV personality, blogger and an impactful influencer for our Connectors.

CONTENT: Sponsored posts on Instagram and Pinterest. She shares hot dog recipes and party planning tips with her audience.



According to AdMall, 70% of Wienerschnitzel customers participate on YouTube.

MADE MORE HIGHWAY TOUR

+ SOUTH BY SOUTHWEST

In May, the Wiener Wagon embarks on a nationwide journey to increase awareness for **HOT DOGS MADE MORE** and the Wienerschnitzel brand.

A local artist is commissioned in the chosen cities to design a mural. **HOT DOGS MADE MORE** aims to make cities as vibrant as our campaign. This promotion expands art and the artistry of hot dogs past the Wienerschnitzel horizon. Cities were chosen for their culinary relevance to hot dogs or their unique art scenes.

Before parking the Wiener Wagon in front of a newly unveiled mural for a week, social media creates buzz. Momentum

and awareness increase epicurean qualities of a hot dog, while highlighting delicious ingredients and the spirit of celebration.

Consumers in each city are encouraged to put a twist on a local classic. **WOAH!** How good does a Miami Sweet Cuban dog sound?

The tour concludes in Austin, Texas, during the time of the South by Southwest (SXSW) festival. During this time, the final mural will be unveiled.

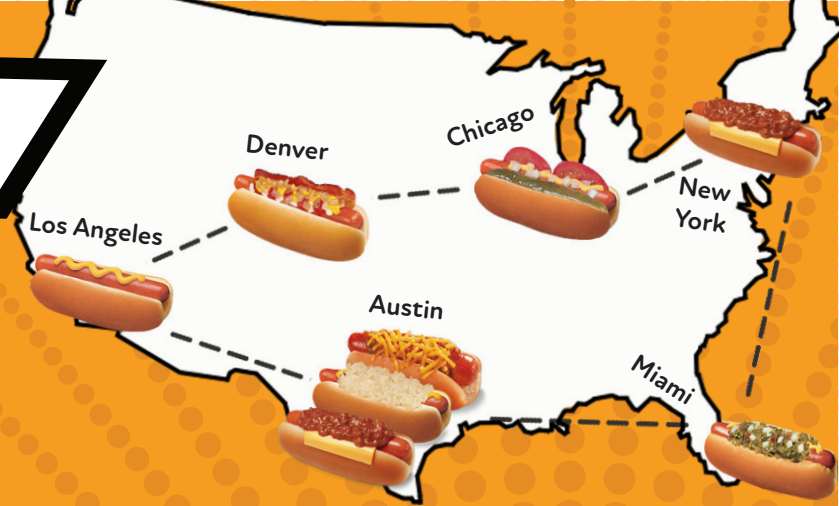
This nationwide tour revs up awareness and launches the campaign in a bright, fun, and shareable way.

75,000+
ATTENDING

4,045 MEDIA
ATTENDEES

\$175.5 M
ATTENDANCE
IMPACT

80% MEDIA
COVERAGE
ONLINE

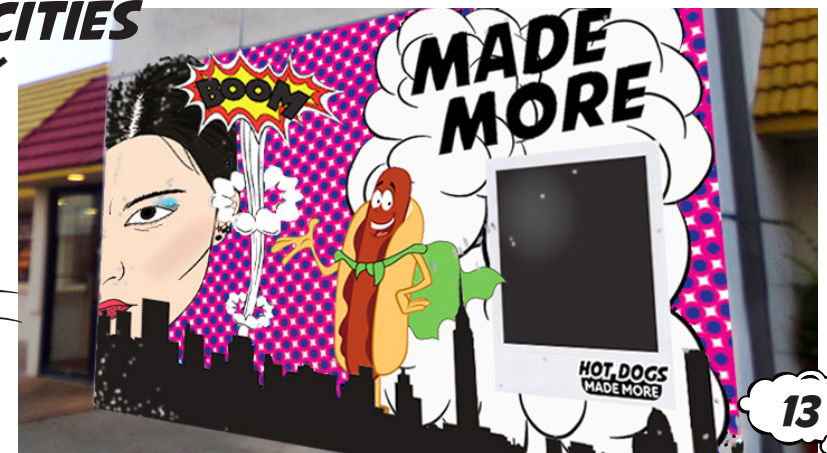


South by Southwest festival is the place to be for film, media, music and art. We make our mark by concluding our mural tour at the event.

Leading up to the festival, Wienerschnitzel incorporates the PoemPodcastAd and hosts a nationwide competition. This promotion asks participants to incorporate hot dogs into their most extreme forms of art. "Show us your slam poems, short films, songs, or drawings!"



BAM! We celebrate our final mural by flying out two top artist, providing them with all-access SXSW passes and having them unveil the final hot dog mural.



CELEBRATING NATIONAL HOT DOG DAY AT...

JULY 18-24 ★ ★ ★ ★ ★

WOAH! We are introducing our hot dogs to a new audience, celebrating National Hot Dog Day, and gaining social buzz. The Comic-Con atmosphere reflects our campaign message and brings us to the center of a new segment of our target audience.

Three months prior to the event, a social media contest takes place in which fans share what makes their hot dog “super.” At the beginning of June, five “super” storytellers and chosen guests receive tickets to Comic-Con 2019.

WOW! At Comic-Con 2019, Wienerschnitzel and TDO man their very own photo booth! The booth will be designed in a pop art aesthetic. TDO, fitted in his super hero outfit, celebrates National Hot Dog Day. Photos, prints, given free of charge, encourage fans to post them with #ComicConMadeMore2020. At the conclusion of the event, two lucky participants are rewarded with tickets to Comic-Con 2020.

Lastly, Wienerschnitzel provides physical coupons to encourage fans to stop by the nearest San Diego retail location after the daily festivities.

COME SEE US FOR A SURPRISE
ON NATIONAL HOT DOG DAY!

LET'S CELEBRATE!

JULY 18 - 24, 2019

POW! We know it's hard being a hero, so take a moment to unzip your suit and join us for National Hot Dog Day. While you relax, don't forget to share your “super” moments with #HotDogsMadeMore and #ComicConMadeMore!



**FREE FRIES WITH THE
PURCHASE OF A HOT DOG!**

COMIC-CON

SAN DIEGO, CA

67% of Comic-Con goers are
Trendmakers (ages 23-49)

**130,000+
ATTENDING**

According to AdMall, 38% of Wienerschnitzel customers have utilized the Internet to enter a contest or drawing in the last six months.

Additionally, AdMall states that 38% of Wienerschnitzel customers have enjoyed playing video games in the past year.



FEEDING AMERICA

\$1M PARTNERSHIP



Wiener schnitzel is partnering with Feeding America this week and YOU can be a part of it! #HotDogsMadeMore #FeedingAmericaMore

9:11 PM - 1 Nov 2019



Wiener schnitzel

4.2 / 5.0 stars - 198 ratings

416 647

Promoted



Wiener schnitzel @wienerschnitzel

Make your hot dog a masterpiece and share your creation with us! Tweet a photo with the hashtag #FeedingAmericaMore and we will donate \$1 towards @FeedingAmerica this week! #HotDogsMadeMore #FeedingAmericaMore

120 594

Promoted



Wiener schnitzel @wienerschnitzel

Learn more at www.hotdogsmadefore.com/ourcause!

25 77



Wiener schnitzel @wienerschnitzel

Need inspiration? Visit www.hotdogsmadefore.com/recipes!

13 32



Sarah Madsen @sarahmadsen

Had so much fun making my own hot dog masterpiece this week! So glad I could make a yummy meal while raising money for a good cause! @Wienerschnitzel #FeedingAmericaMore



POSITIVE SENTIMENT: Connectors and Trendmakers are contributing to positive sentiment while partnering with a trusted philanthropy and enjoy doing what is right by creating consumer-generated content of their own **HOT DOGS MADE MORE**. According to AdMall, 34% of Wiener schnitzel customers regularly support initiatives regarding hunger and poverty.

IMPACT: As Wiener schnitzel aims to increase positive sentiment while decreasing the negative, this campaign and the associated hashtag will provide accessible means to track this sentiment. It fosters an electronic community and a space to share in recipe and topping ideas without users overlooking the content as advertising or sponsored content.

PROMOTION: Wiener schnitzel + Feeding America Week will be promoted on Facebook, Instagram, Twitter, at Wiener schnitzel restaurants via in-store promotions, and social media influencers.

INFLUENCERS: Influencers participate in the promotion and encourage their followers with a personal hashtag to use alongside #FeedingAmericaMORE. Influencers will also compete against one another to win a weekend getaway to visit a location of one of the #HotDogsMadeMore murals in cities like Austin or Los Angeles if they have the greatest social involvement.

FINAL: Once the goal is reached, Wiener schnitzel promotes and celebrates with consumers by feeding America in their own way by offering buy one get one free chili cheese hot dogs at all Wiener schnitzel restaurants on November 10, 2019!

Trendmakers rank their top value as celebrating family (21%), doing what is right (19%) and living with enthusiasm and fun (19%).

Connectors rank their top values as celebrating family (37%) and doing what is right (23%).

Connectors state that their purchasing decisions are impacted (46%) and sometimes impacted (42%) by a company's values.



A partnership between Wiener schnitzel and Feeding America benefits both entities. Our cause marketing promotion entices consumers to make and share their hot dog masterpieces with the hashtag #FeedingAmericaMore and tagging Wiener schnitzel.

**NOVEMBER 3, 2019
- NOVEMBER 9, 2019**

BOGO CHILI DOGS!
at Wiener schnitzel restaurants



Let's celebrate Feeding America by feeding you! Our partnership with Feeding America was a success. With your #HotDogsMadeMore, we donated **\$1 MILLION** to hunger relief.



NOVEMBER 10, 2019

DIGITAL MEDIA

HOT DOGS MADE MORE is a digital first campaign starting in May 2019 and running through April 2020. This campaign allocates the majority of the budget to social and digital media because that is where we see powerful

	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	BUDGET
DIGITAL													
SEO													\$2,025,000
Display Ads													\$2,325,000
Hulu													\$1,750,000
Pandora													\$120,000
Podcasts													\$450,000
SOCIAL													
YouTube													\$1,500,000
Twitter													\$1,187,700
Facebook													\$842,000
Instagram													\$335,000
Pinterest													\$212,000
Twitch													\$400,000
TOTAL													\$11,146,700

INSTAGRAM: 60% of users discover new brands and products on Instagram, allowing us to reach new audiences.

20M IMPRESSIONS

PANDORA: The majority of the 75M listeners are between 35-44 age range and listen with in app ads.

10M IMPRESSIONS

FACEBOOK: 77% Trendmakers use Facebook more frequently than other social media platforms.

106M IMPRESSIONS

PINTEREST: 80% of pins are repinned and sponsored pins we have the potential to reach millions.

42M IMPRESSIONS

TWITTER: 51% of our audience uses Twitter. Updated algorithms with a focus on video have increased the amount of time spent on the site.

29M IMPRESSIONS

SEO: Advertisements will be placed on Google AdWords Search and Display Networks. Popular keywords and interest based targeting will be used to reach our target audience and raise awareness of Wienerschnitzel and the hot dog. Banner ads will be placed where our target market views. Ads will run year-round to provide a constant interest in the campaign and all ads will link to the microsite. Combined Youtube, SEO, and display ad types claim to reach 90% of our target market.

1.45B IMPRESSIONS

HULU: Hulu Ads are 2X more effective than TV Ads and 47M unique viewers, with 32M of them watching with ads. Our interactive ad will engage users to discover new hot dog toppings.

50M IMPRESSIONS

YOUTUBE: More 18 to 49-year-olds watch YouTube during prime time in the United States than they do the top 10 prime-time shows combined.

300M IMPRESSIONS

TWITCH: 15M unique daily visitors.

25M IMPRESSIONS

PODCASTS: 20% of Americans listen to podcasts once a month.

25M IMPRESSIONS

TRADITIONAL MEDIA

Traditional media will be vital in reaching our target audience that isn't plugged into digital media. The remainder of our budget will be used to support our digital media with cross-promotion.

	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	
TV - FOOD NETWORK													
The Pioneer Woman													\$500,000
Eat Sleep BBQ													\$500,000
Chic & Easy													\$500,000
Grill it! With Bobby Flay													\$500,000
Diners, Drive-Ins, & Dives													\$500,000
TV - HGTV													
Fixer Upper													\$500,000
Property Brothers													\$500,000
House Hunters													\$500,000
TV - COOKING CHANNEL													
Cheap Eats													\$500,000
Worst Cooks in America													\$500,000
Man Fire Food													\$500,000
Best Thing I've Ever Ate													\$500,000
MAGAZINES													
Food Network													\$356,129
Taste of Home													\$227,481
Simple & Delicious													\$53,370
All Recipes													\$382,500
Pioneer Woman													\$58,820
TOTAL													\$7,078,300
	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	
PROMOTIONS													
Influencers													\$2,000,000
Feeding America													\$2,000,000
Made More Highway Tour													\$1,500,000
SXSW													\$175,000
Comic-Con													\$100,000
TOTAL													\$6,775,000

MAGAZINE: Having both print and digital editions in all publications. Full page 4-color print ads will run in print platforms and Online editions will feature unique recipes for readers to pin, like, share, or tweet.

83M REACH

SHAZAM!

TV - OTT: With TV being the largest influence for both Trendmakers and Connectors with reach opportunities including selective scheduling and high impact video. TV will reach a diverse population of our target market.

343M IMPRESSIONS

EVALUATION



MEDIA DELIVERY

- Post-evaluation of media delivery (impressions and ratings) of television using Nielsen and magazines using the Audit Bureau of Circulation.
- Track digital impressions of social platforms, and viewership of video spots
- Use Google analytics to monitor digital advertising including search and digital banner advertising and microsite.
- Measure Hulu, TV and YouTube ratings with AC Nielsen

MESSAGING

Conduct pre- and post-analysis measuring Trendmakers and Connectors' perceptions related to the following statements:

- Hot dog labels reveal the quality of the product.
- Hot dogs are made in USDA approved facilities.
- Hot dogs are perfect for adult-centric celebration.
- Hot dogs can be gourmet with unique toppings.

SALES

- Track increase in Wienerschnitzel restaurant and food truck sales through internal sales data
- Monitor and measure category sales by using Niesen
- Increase of 5 percent in Wienerschnitzel hot dog revenue through a 13.5 percent increase in sales for Trendmakers and Connectors.

ENGAGEMENT

Use Salesforce Social Studio to measure social media engagement including:

- Positive, neutral and negative sentiment
- Shares, likes, clicks, use of promotional hashtags
- Consumer-generated content related to promotions
- Monitor social and digital engagement in real time.

**HOT
DOGS**
MADE MORE

WHY THIS WORKS

HOT DOGS MADE MORE accomplishes Wienerschnitzel's goals while making hot dogs the hero of the story. This campaign aligns with Wienerschnitzel's core values and the ideas that Trendmakers and Connectors hold dear.

HOT DOGS MADE MORE encourages purchases from the target audience, inspiring them to make hot dogs while thinking outside the box. The messaging and pop art creative style break through the clutter of food photography and give Wienerschnitzel's campaign a bright, unique, and fun feel for all ages and new market segments. By increasing the consumer view of hot dogs through ***HOT DOGS MADE MORE***, Wienerschnitzel will benefit.

WHAM