



FOR THE WIEN



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EXECUTIVE SUMMARY

Let's be frank:

*hot dogs have an image problem.
But we're here to change that.*

The humble hot dog: the champion of barbeques and baseball games nationwide. Simple to make, easy to enjoy. A slice (or, rather, link) of heaven wedged into a bun. Yet, in recent years, the hot dog has been losing its limelight.

Let's go back to the beginning. Hot dogs as we know them today got their start in New York in the 1860s, when German and Austrian immigrants started selling them from street carts. In 1961, a southern Californian businessman by the name of John Galardi was inspired to create a restaurant specializing in hot dogs. The first Wienerschnitzel opened with only three hot dogs on the menu; now it's the world's largest hot dog chain with more than 330 restaurants around the American Southwest.

However, nowadays hot dogs are facing an image problem. In today's health-focused culture, most consumers consider hot dogs to be unhealthy and cheap. According to a 2018 online sentiment analysis, only 28 percent of online mentions of hot dogs are positive (WPromote, 2018). America needs to be reminded of its roots. Wieners nationwide are losing their status as the barbeque hero. We need to stand up for hot dogs everywhere. We need to stand up...

FOR THE WIEN.





STRATEGY

Our research shows that the attitudes of trendmakers and connectors toward hot dogs are less than ideal. Rather than seeing hot dogs as fun and classic, people think of them as cheap and processed.

In this campaign, we're challenging those ideas. We are bringing America back to its roots and reminding them that hot dogs are fresh, fun, exciting and an all-around perfect treat.

It's time to bring hot dogs into the present. In order to renew the image of the hot dog, we are using modern techniques with proven results. With all of this in mind, we've come up with five steps to get consumers craving hot dogs - capture attention, change attitudes, create the "underdog" association, cultivate cravings, and convince consumers to commit to hot dogs.

It's a bold strategy, but we've created a fresh and engaging campaign to meet the challenge. We're using a fun "doodle" aesthetic to make our ads pop, and we've decided on a color palette that combines traditional Wienerschnitzel colors with bold and bright colors that connect with audiences.

Through our digital-based campaign, we will stand up for hot dogs everywhere and show America just how incredible they are.

CHALLENGE

Hot dogs have been around forever and are a beloved food at home barbeques and summer sporting events. However, in recent years, the perception of the hot dog has been distorted with negative associations.

We're here to change that.

Wienerschnitzel has the opportunity to lead the charge in changing the consumers' perception of the hot dog - after all, they are the World's Largest Hot Dog Chain.



METHODS

Our research focused on three different areas: perception of hot dogs, Wienerschnitzel brand awareness, and strategies to attract trendmakers and connectors.

662 survey responses

83 research articles

44 campaign concepts

40 people within 7 focus groups

13 taste tests 6 trips to Wienerschnitzel

9 eye tracking sessions

6 months of research



Strengths

An American classic

Easy, inexpensive, on-the-go meal

Filling, comforting and all-round delicious

Weaknesses

Negative connotation with many consumers

A processed food in a world that prizes raw and natural foods

Opportunities

Resurgence of nostalgia and retro aesthetic bringing Americans back to their childhoods

Social media influencers and foodies have a wide following

Threats

Health food trend

Popularity of veganism and vegetarianism

New interest in gourmet burgers

A SWOT analysis is a concise way to see what we're dealing with; it visibly divides and displays all of our basic pros and cons.

HOT DOG SWOT

266

total hours of research

We like to think we've become hot dog experts over our time working on this campaign, and we feel ready to fight for our dogs.



ANALYSIS

insights

Consumers feel that hot dogs are gross.

Hot dogs shouldn't be marketed as a health food.

Consumers don't think of hot dogs as everyday food.

Hot dogs are linked to the American identity.

findings

35% of our survey respondents described hot dogs with negative words such as "gross" and "yuck."

Less than **5%** of respondents said that they believed hot dogs were made with high-quality ingredients.

53% of survey respondents said they only consume hot dogs every few months. Nearly **9%** say they don't consume hot dogs at all.

80% of survey respondents link hot dogs with cookouts, and **53%** link them with athletic events.

Hot dogs were described negatively 44 times during our focus groups.

"They shouldn't try to market hot dogs as healthy."

"I think more people are inclined to eat hot dogs during an event."

"I feel nostalgic [when thinking about hot dogs]. They remind me of when I was a kid."

takeaways

The perceived low quality of hot dogs is the major force the campaign needs to combat.

We aren't going to make consumers believe that hot dogs are good for them - we need to try a different tactic.

We need to remind consumers that hot dogs are an everyday treat - not just a Fourth of July affair.

We need to update the perception of the hot dog and bring it into the modern era.



AUDIENCE BREAKDOWN

The challenge of this campaign is to bring hot dogs into the modern era. Using digital and social media, the team aims to attract the trendmaker and connector market segments. Rather than limiting ourselves to demographic segmentation, we are focusing on behavioral and psychographic segmentation.

Trendmakers, our primary target audience, are the new kids on the block. They are connected via social media and eager to try the latest and greatest in all facets of life - including food. We want to attract trendmakers because they open us to wider audiences; trendmakers, by definition, set the standard of cool.

Connectors love what they love: consistency and loyalty are very important to members of this group. However, they look to trendmakers to keep them in the know about new hot spots. Connectors like to reward themselves for working hard and aren't afraid to follow cravings.

Bold
Reliable
Authentic
Daring

BRAD is our trendmaker from Dallas, Texas, and a recent college graduate. He is constantly on the hunt for the new trends around town. He is savvy with social media and has 1,300 Instagram followers he connects with every day. He loves posting pictures of meals on his Snapchat and Instagram stories to share his new favorites with his followers.

Connected
Hard-Working
Logical
Optimistic
Easy-going

CHLOE is our connector and lives in Huntington Beach, California. She works 8 to 5 in the corporate world, loves Soul Cycle and running on the beach. She is married with two young boys that keep her very busy. She eats fairly healthy but loves her cheat days and rewarding herself after a long week. She is very active on Facebook, where she loves showing off her kids and connecting with fellow baseball moms.



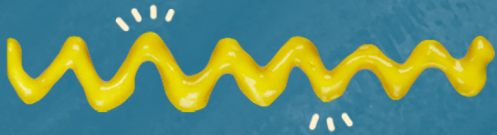
RELISH STRATEGY



We are standing up for the wien, but sometimes all of the negativity surrounding wieners can really hurt. However, sometimes the haters are our greatest motivators - and just like onions, this campaign is strong and full of flavor.



We know it's now or never. If not us, then who? As hot dog advocates, we are proud to show America what we're made of. We're happy to be here and want to make the most of this opportunity. All of our ads should be fun and eye-catching.



This is where things start to spice up. We aren't afraid to call out the haters. This is the part of us that has had enough - the part that is fed up with all the hot dog hate.



We are staying true to the wiener. Wienerschnitzel's brand is already bold and different, so we want to be consistent with current branding in the new campaign.



We are basing our campaign on a foundation of facts. We're here to spread the good news about hot dogs, and we have all kinds of numbers to back it up.

WIEN

/ˈwēn/
noun/verb
noun: **wien**; the wien
verb: **wien**; he wien

FOR THE WIEN¹

Derived from: *Wienerschnitzel*
wiener > wien
wien(er) > for the dog
wi(e)n > for the victory

1. For the victorious hot dog
ex. "Stand up for the wien."

RELISH the OPPORTUNITY

5 steps to WIEN over customers

Our five steps are an adaptation of the classic AIDA marketing model.



CAPTURE

Capture the attention of BRAD and CHLOE by drawing their eyes with our bold advertising, and keep their attention with our comical and creative material.

CHANGE

Change the narrative surrounding hot dogs by challenging existing ideas and reestablishing the connection between hot dogs and America.

CREATE

Create and cultivate the “underdog” idea and convince BRAD and CHLOE to fight for hot dogs.

CRAVE

Entice BRAD and CHLOE’s appetites and get them to crave hot dogs.

COMMIT

Encourage BRAD and CHLOE to commit to eating hot dogs and remind them that Wienerschnitzel is right around the corner and waiting to provide.

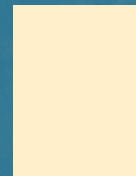
COLOR SCHEME

For this campaign, we’ve decided to go with the traditional Wienerschnitzel color scheme with a bright twist. We also decided to play off of the association of hot dogs with American culture by including colors with patriotic undertones.

Our driving aesthetic is handmade doodles. Our doodles were inspired by the Wienerschnitzel logo and the iconic a-frame restaurants. Not only do we love the fun, fresh vibe they give our advertisements, but we feel they accurately represent the Wienerschnitzel brand.



This is the traditional Wienerschnitzel red. We wanted to include this specific red to create a link in BRAD and CHLOE’s minds between delicious hot dogs and Wienerschnitzel.



We chose to incorporate a warm off-white to use for our doodles in keeping with our fun and friendly feel.



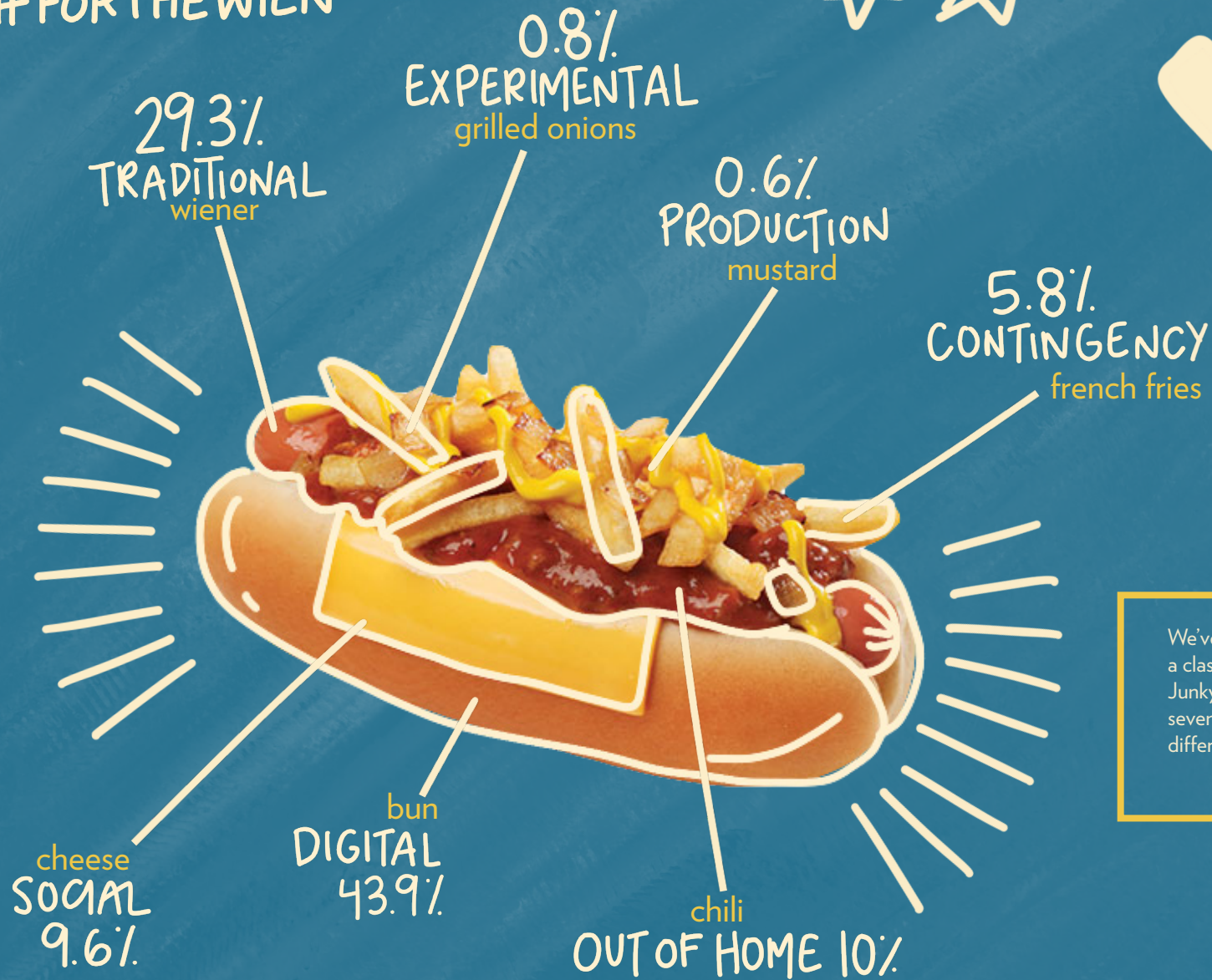
Similar to mustard on a hot dog, the yellow is a bright addition to the traditional Wienerschnitzel red. We love the contrast and the happy vibe that yellow brings to our palette.



These two calming blues provide a nice contrast with the bright and exciting red, and allow our warmer colors to pop.

JUNKYARD BUDGET

#FORTHEDIEN



We've broken down our budget based on a classic Wienerschnitzel favorite - the Junkyard Dog. This hot dog is composed of seven ingredients, which represent the seven different sections of our budget.

SOCIAL MEDIA

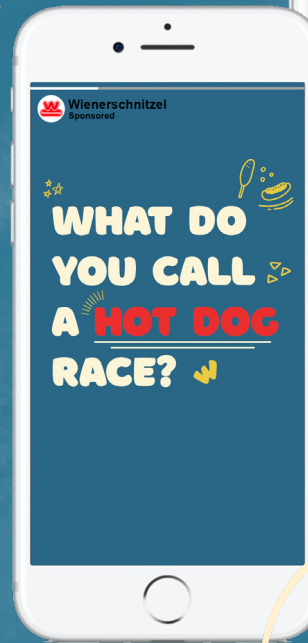
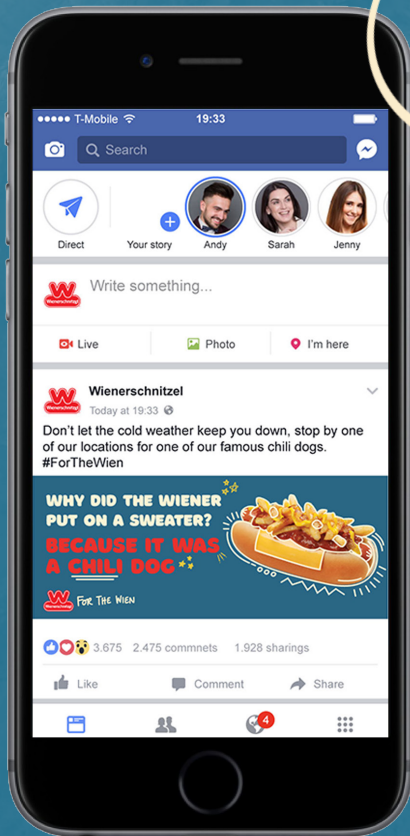
Our social media strategy goal is to change the perception of hot dogs by engaging consumers through posts and challenges on social media and advertisements on digital and streaming platforms. We'll also be implementing a food truck tour and documentary.

We will utilize the Wienerschnitzel budget through a pulse campaign that will run from January 2020 through December 2020. The highest volume of advertisements will be during the summer months, June through August, coinciding with the traditional hot dog peak season.

more than
182M
total impressions

Facebook

Facebook is the best platform for reaching CHLOEs, who receive information and entertainment through Facebook on a daily basis.



more than
1B
daily users

Instagram

With over one billion daily users, Instagram offers Wienerschnitzel the perfect vehicle to interact and connect with an abundance of consumers.

more than
293M
total impressions

OWNED MEDIA

Wienerschnitzel already has a strong online presence. We want to utilize these existing platforms to post engaging, humorous and interactive content to alter the attitudes of our consumers.

387K
Facebook likes

38K
Instagram followers

19K
Twitter followers

Twitter

Fourty-six percent of Twitter users are BRADs, meaning it's the perfect platform for Wienerschnitzel to connect and interact directly with the target audience.





meet
=CRUSOE=
the celebrity
dachshund

Hometown: Ottawa, Ontario
Age: 9 years old

Interests:
Cooking, eating, going on walks, being a good boy

Fun Facts:
Bilingual, author of New York Times best-seller, named after Robinson Crusoe, Scorpio

3M 709K 28K

Facebook followers
Crusoe the Celebrity
Dachshund

Instagram followers
@crusoe_dachshund

Twitter followers
@Celeb_Dachshund

INFLUENCER

For this campaign, we have chosen Crusoe, the Celebrity Dachshund, as our influencer.

Wait, wait, wait - why a dog? Why not a person? Well, we've all seen online audiences turn on celebrities overnight in reaction to distasteful behavior, so we think a dog is the perfect choice to avoid controversy. Also, this is no amateur pup - Crusoe is an established pro.

As a wiener dog, Crusoe also fits in perfectly with our campaign theme. He has an engaging presence on all of our target vehicles - YouTube, Instagram, Twitter and Facebook. He also hosts a Facebook Watch Show, which rates as the 12th most followed show globally and receives high engagement and retention. We think his playful and unique personality is the perfect fit for reaching BRAD and CHLOE.

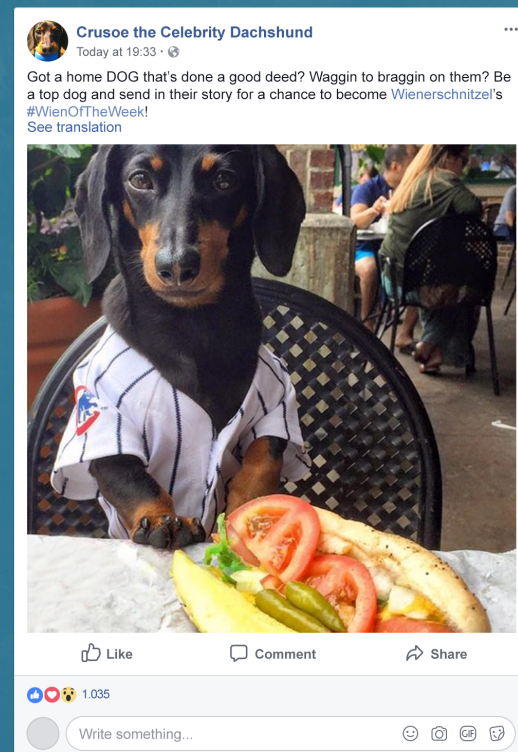
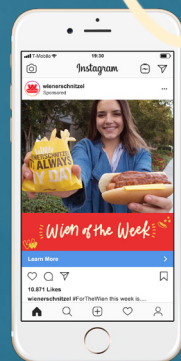
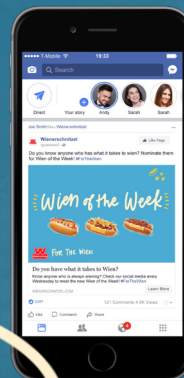


WIEN OF THE WEEK

To keep our social media presence engaging and interactive, we've come up with a weekly social media challenge: Wien of the Week. Each week, we'll choose and promote a Wienerschnitzel customer who makes a stand in their community.

A link will be provided on all Wienerschnitzel social media platforms to nominating the next Wien of the Week.

This social media challenge will last a year and will publish a #WienOfTheWeek post each week. A detailed explanation will be provided overviewing the winner and the way in which they have made a difference in their community.



WANDERING FOR THE WIEN

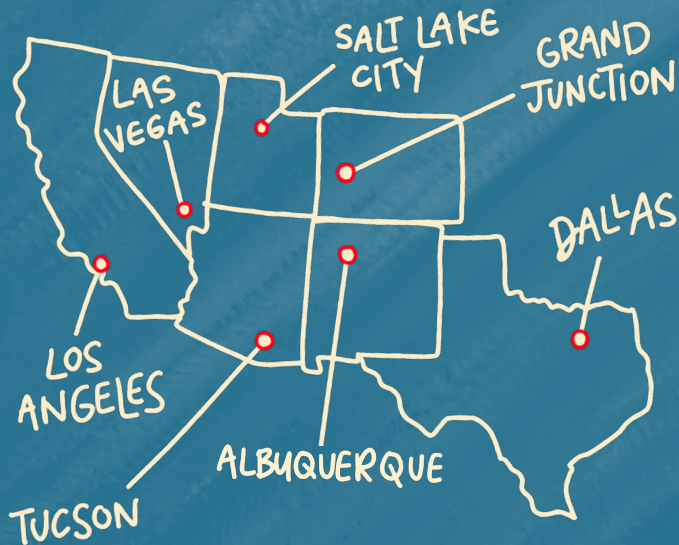


Wienerschnitzel's Wiener Wagon gave us inspiration for our most ambitious social media initiative.

We're sending the Wiener Wagon on a road trip around the American Southwest to show BRAD and CHLOE we are For the Wien. Here's the best part - all of the proceeds from the food truck sales will benefit Hope For The Warriors, a national nonprofit organization dedicated to serving disabled U.S. veterans.

Wandering for the Wien increases brand awareness of Wienerschnitzel while simultaneously promoting all hot dogs. Everything will be Wienerschnitzel branded, but our goal is for hot dogs to be the center of the expedition.

The tour will begin in Los Angeles in mid-May and make a nine-stop loop through seven cities in the Southwest. The last stop will be the original Wienerschnitzel location in Wilmington, CA, where we'll reveal the number of the final donation and have a block party to celebrate the Wiener Wagon's homecoming.



We will be giving away promotional buttons and stickers at each stop of the Wiener Wagon, both as a means of attracting consumers and encouraging them to post on social media. They are fun, inexpensive, attention-grabbing, and often stay on backpacks and laptop cases long after the event ends.



WIENER WAGON: The Expedition

But wait, there's more! A three-person documentary team will follow the truck during its two-month route and capture footage of its adventures (and misadventures) while interviewing community members and truck staff. The purpose of this 30-minute film is to grab the attention of BRADs and CHLOEs by meeting them where they are - digital entertainment. A recent trend in advertising is producing organic content rather than just conforming to traditional video advertising. This initiative allows us to ride that wave - just as the documentary allows America to ride alongside the Wiener Wagon.

A teaser trailer for the documentary will be shown at the Wiener Wagon's homecoming block party. The documentary itself will be published on YouTube and Facebook in mid-August, just in time for Labor Day.

STREAMING

Streaming services are a huge part of BRAD and CHLOE's lives. We want to meet them where they are spending most of their time - Spotify, Hulu and YouTube.

Hulu

Our research told us that 30-second video ads generate a 61 percent increase in top-of-mind awareness and a 22 percent increase in purchase intent versus typical TV ads. The brand opinion increases even more when the ad is attached to a Hulu original program. As a bonus, Hulu gives us the option to advertise by region using Nielsen DMA, state or zip code.



5B
videos watched daily

Spotify

Spotify is a popular streaming service with our target audiences, especially BRADs. With a monthly user base of 100 million, it would give us a big reach. A banner ad displayed on the Spotify homepage will link to a #ForTheWien-themed playlist.



100M
monthly users

YouTube

YouTube is the world's largest video sharing service, and both BRAD and CHLOE are big users. We've chosen to go with 6-second bumper ads rather than longer, more traditional pre-roll ads; our research found that 90 percent of bumper ad campaigns showed significant lift in ad recall compared to traditional pre-roll campaigns. Additionally, bumper ads are more cost effective and are viewed as less obtrusive.

Our vision for the ad is two people toasting, or "cheersing," their hot dogs "for the wien." It will imitate the popular boomerang format where the video will move forward and then quickly reverse. The music will have a victorious feeling, and a short voiceover will also be included.

TRADITIONAL MEDIA

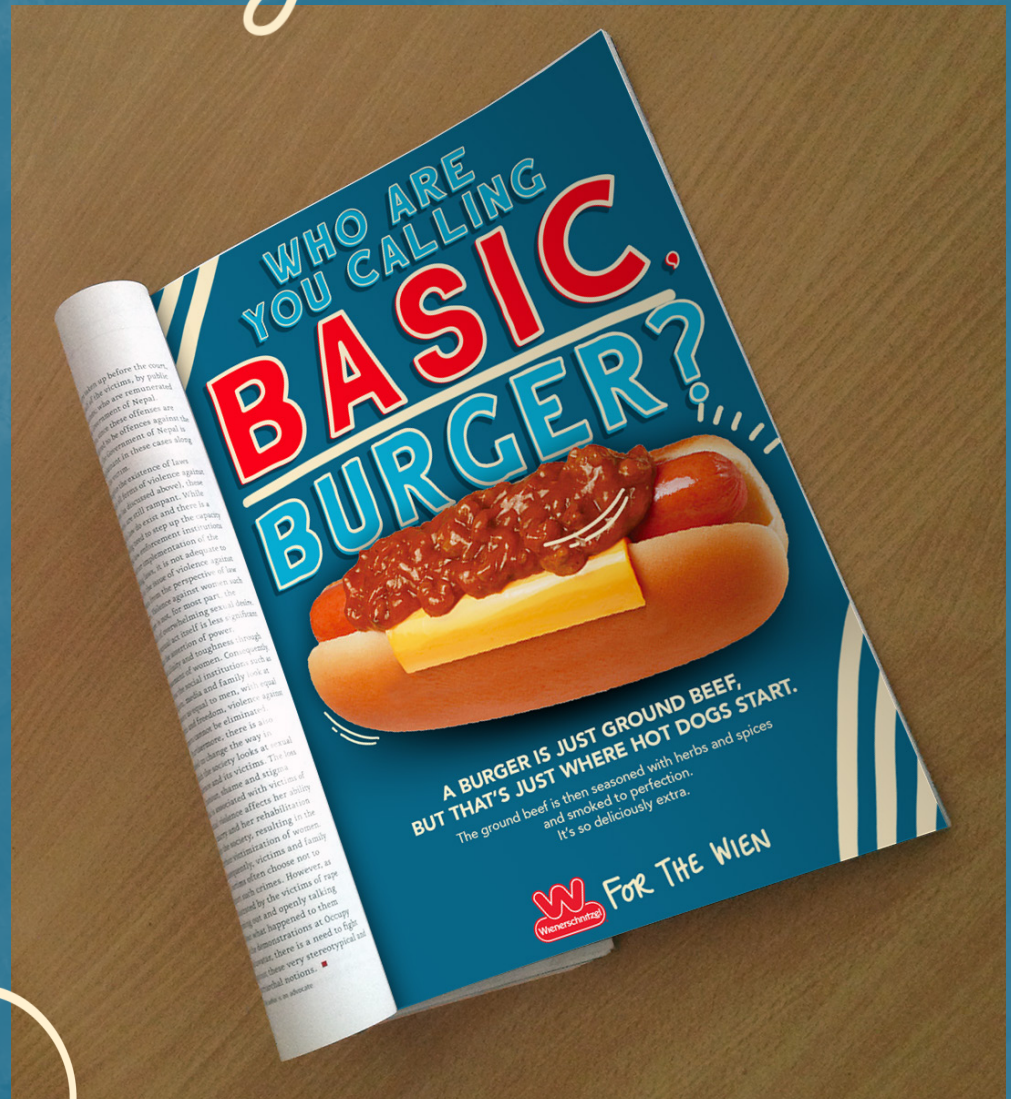
While our campaign is mainly digital focused, we wanted to include some traditional media in the mix. Television is the top traditional media influence for both BRADs and CHLOEs. We used our research to determine the television networks most watched by them; MTV, E!, and Adult Swim. We chose to target our traditional media geographically, this way television commercials will be placed in areas with the highest concentrations of Wienerschnitzels, El Paso, Tucson, Los Angeles, Sacramento, Las Vegas, Albuquerque, Grand Junction and Salt Lake City.

Television

For our 30-second spot commercial, we envision The Delicious One working out and training for a big event. We'll follow him on his journey as he trains in the gym, works out at his home, runs outside and checks out his muscles. We see him arrive at a blue-collar bar and challenge a hamburger to an arm wrestling contest. The Delicious One "wiens" the arm wrestling competition against the hamburger and everyone in the bar goes wild. We will have doodles subtly incorporated into the video to match with our print and social media ads. We imagine an empowering song that is closely related to motivational sports scenes in movies. We end the video incorporating our "For The Wien" slogan either with a voiceover or a graphic.

more than
26M
impressions

Magazine



Magazine advertising is a good avenue to reach CHLOE. Using the case report and Simmons data, we determined the magazines most popular with both CHLOE and BRAD: Cosmopolitan, Glamour, and US Weekly.

EYE TRACKING

So we have all of these great ideas, but how can we know if they'll work?

To answer that question, we turned to eye tracking technology. The purpose of the eye tracking is to measure participants' visual attention. It tracks where people are looking, as well as how much time they spend focusing on one area. We conducted eye tracking studies with nine participants, 7 BRADs and 2 CHLOEs.

Why eye tracking?

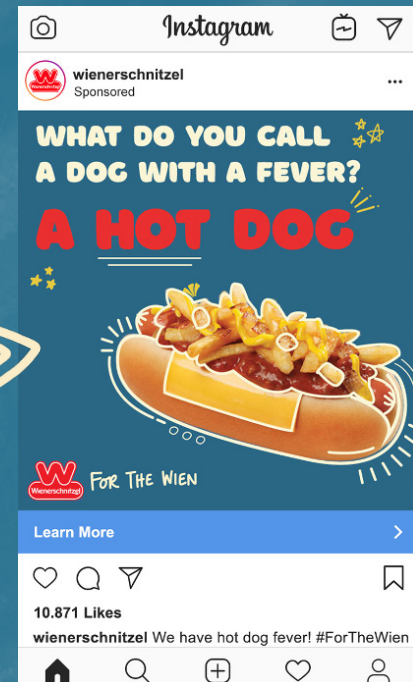
When traditional surveys ask participants what they remember, responses can be very subjective. Eye tracking data is the opposite - it's extremely objective and shows exactly where people are focusing.

The red spots depict the areas where participants spend the most time looking. The green indicates lesser time spent.



"The blue isn't super readable, in my opinion." - Teryn, BRAD

"The hot dogs look unappetizing." - Bonnie, CHLOE



We flipped the colors to increase readability and brightened up the colors of the hot dogs to make them look more appealing.



We changed the design of the arrow to make it more clear. The finalized ad can be found on page 15.

"The arrows lead my eyes off the billboard." - Nina, CHLOE

"I think the text is clever and funny." - William, BRAD



We used this feedback and chose to go in a different direction with the mural.

"It's kind of hard to read the red word." - William, BRAD

"I like the contrast of the red and the blue, but the red is kind of hard to read." - Nina, CHLOE

BILLBOARDS



more than
87M
impressions

There will be eight billboards strategically placed on highways close to Wienerschnitzel locations. The cities included will be El Paso, Tucson, Los Angeles, Sacramento, Las Vegas, Albuquerque, Grand Junction and Salt Lake City.

A creative billboard design will increase product awareness while simultaneously foster hot dog cravings. Why billboards? Well firstly, we feel they're a great use of traditional media to catch the eyes of consumers that may not be active on social media presence. However, they also allow us to reach target markets in specific geographic areas and provide us a unique place in the advertising landscape thanks to their physical presence. The billboards will stay up for the whole year and rotate through a new design once every four months.



MURAL



This mural will be strategically placed in the Los Angeles area, close to the first Wienerschnitzel location. We want to encourage audiences to take pictures with the mural to post on their personal social media accounts using #ForTheWien.



almost
3M
impressions

TRANSIT ADS



Public transit is popular in larger cities, and many of our consumers use it every day for transportation. We plan to use transit ads in public spaces such as airports and bus stops as well as within the interior of buses to catch the attention of BRAD and CHLOEs using our bold colors and original designs.

73M
impressions





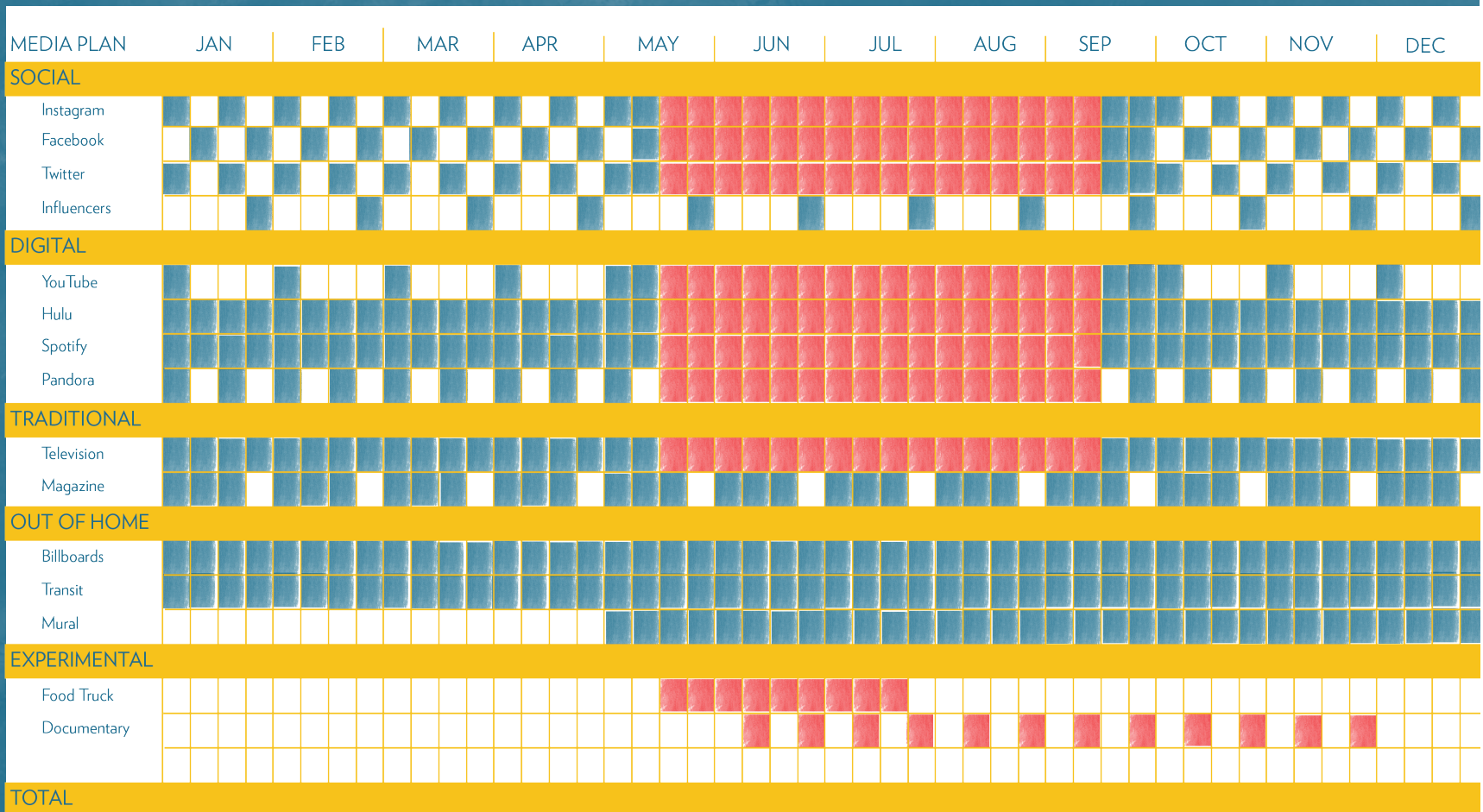
MEDIA

Our pulse media campaign will use digital, traditional, out of home and social media to maximize our reach of BRAD and CHLOE.

Summer is the peak season for hot dog consumption. From Memorial Day to Labor Day, Americans typically consume seven billion hot dogs. That's 818 hot dogs consumed every second. We want to capitalize on this opportunity for hot dogs to shine, so we will increase the frequency of advertisements and social media posts during the summer.

Due to a condensed budget and a regionally-based client, we chose to target our traditional media geographically. Television will be utilized in areas Wienerschnitzels are predominantly located to ensure saturation in Wienerschnitzel's market. The digital aspect of our campaign, including streaming and social media advertisements, will allow national reach and ensure that we reach our goal of changing the public's perception of hot dogs across the country.

High Frequency Basic Frequency



BUDGET

DIGITAL

	COST	CPM	IMPRESSIONS
Hulu	\$5,000,000	\$35	142,857,143
Spotify	\$1,995,000	\$30	66,500,000
Pandora	\$1,525,000	\$20	76,250,000
YouTube	\$2,450,000	\$7	350,000,000

SOCIAL

	COST	CPM	IMPRESSIONS
Facebook	\$870,000	\$9.06	96,026,490
Instagram	\$600,000	\$6.70	89,552,239
Twitter	\$841,000	\$5.76	146,006,944
Influencer	\$85,200	\$7,100	480,000

OUT OF HOME

	COST	CPM	IMPRESSIONS
Billboards	\$1,440,000	\$16.44	87,591,241
Transit	\$1,056,250		73,000,000
Mural	\$8,020		2,928,000

TRADITIONAL

	COST	CPM	IMPRESSIONS
Television	\$5,400,000	\$17.49	308,747,856
Magazine	\$1,927,440	\$72.95	26,421,385

EXPERIMENTAL

	COST	IMPRESSIONS
Food Truck	\$153,960	30,000
Documentary	\$50,000	500,000

PRODUCTION/EVALUATION

	COST
Sprout Social	\$3,000
Google Analytics	\$150,000
Promotional Materials	\$7,106.63
Spotify Membership	\$120

Contingency

	COST
Contingency	\$50,000

We also estimate almost 38 million impressions from owned social media.

Total budget:

25M
dollars

More than

1.5B
impressions

5 steps to WIEN over customers

CAPTURE

Our bold, creative and witty advertising ensures that our ads will stick out to BRAD and CHLOE and capture their attention.

CHANGE

Our message changes pre-existing negative notion about hot dogs and creates a new narrative about how delicious and exciting hot dogs really are. Consumers will look at hot dogs with a renewed appreciation.

CREATE

This campaign creates a link between hot dogs and the “underdog” idea in the minds of BRAD and CHLOE.

CRAVE

We like to think we make hot dog looks pretty dang good. Our ads make wieners look so delicious that BRAD and CHLOE are bound to crave them.

COMMIT

BRAD and CHLOE are going to want hot dogs so bad that they'll commit to eating them. And of course, the first restaurant they will think to go is Wienerschnitzel.



MEASUREMENT TOOLS



Concurrent testing will take place at three-month intervals during the campaign to make sure we meet our objectives. We will be using Sprout Social to schedule posts and measure community engagement. We can monitor engagement on Wienerschnitzel's social media platforms, conduct follower maintenance and schedule posts directly from Sprout Social. This platform will also allow us to track the hashtag #FortheWien and measure the impact this campaign is having on BRADs and CHLOEs. Post-testing will occur directly after the complete run of the campaign and will measure several factors. Surveys and focus groups will be conducted following the campaign to evaluate public perception. Google Analytics will also be used to evaluate online attention and mentions for public opinion.

SUMMARY

We were tasked with changing the perception of a hot dog - a challenge we did not take lightly. The hot dog has been a staple of the American diet, a delicious, on-the-go meal suitable for any occasion. We set out to redeem the reputation of the hot dog and make it everyone's first choice.

After six months of work, 266 hours of research hours, and 44 big idea concepts, we landed on a wiening idea. For the Wien allows us to bring our team's humor and determination to this challenge and create a fun, engaging campaign. We will stand up for the hot dog and remind people why it has been an American staple for so long.

From underdog to top dog, the outcome is clearly visible. The numbers don't lie! With an expected 1.5 billion total impressions, For the Wien will bring awareness and renewed interest to the hot dog. Through our heavy mix of digital and social advertisements, we will attract more BRADs and CHLOEs to Wienerschnitzel.



Thank you!

Hard work, many late nights and a few tears have gone into creating this campaign. But each late night of working brought us a little closer as we laughed and spent hours together. I think I speak for all of us when I say this experience has taught us many lessons, both in our personal and professional lives.

NSAC has given us a glimpse inside the advertising world, and we are incredibly thankful. I am confident in my team members, friends and my forever NSAC family. I know all of us will enter the professional world ready to embark on our own personal advertising journeys that each began with Wienerschnitzel.

Who would've thought a hot dog would impact our future so much?

Sincerely,

Jenny
Account Executive



Resources

<https://951nsac2019.wixsite.com/sources>

Password

NSAC2019