
Wienerschnitzel

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EXECUTIVE SUMMARY

With the term "hot dog" comes many negative misconceptions: "Hot dogs are one of the unhealthiest things you can eat," "Hot dogs are made from leftover remnants of animals that have been slaughetered," and "Hot dogs are the most basic food."[1] Unfortunately, hot dogs are not "top of mind" for consumers, as these common misconceptions have resulted in an overall negative perception for the hot dog; and the Science Channel's viral *How It's Made* episode on hot dogs didn't help with this perception in 2007 either.

"Serving food to serve others." Wienerschnitzel's mission statement encompasses the company's values and authenticity.[2] As a family-owned business that started out with just three hot dogs and a soda, Wienerschnitzel has grown to become the World's Largest Hot Dog Chain with over 330 restaurants in the Southwest — and for good reason.[1] Wienerschitzel is unlike any other fast food restaurant chain, with its unique focus on hot dogs instead of burgers, and its loving company culture. Wienerschnitzel strives to make the world a better place one hot dog at a time. The company also seeks to promote fun, and loves to celebrate its seven company values, which are:

1 Heritage 2 Family 3 Playfulness 4 Driven 5 Openess 6 Integrity 7 Community

But what makes Wienerschnitzel hot dogs so unique? Not only does its family-oriented foundation play a role in its success, but according to J.R. Galardi himself, Wienerschnitzel hot dogs go through a "very unique process that would make it very difficult for someone to create from scratch."[2] With its "finest quality" premium meats, unique smoking process and spices, Wienerschnitzel hot dogs are one of a kind, contrary to popular hot dog misconceptions.

With his recent promotion to President, J.R. Galardi is working hard to "entice the next generation of customers to be fans of Wienerschnitzel;" and with the company's family values, premium quality, and positioning in the marketplace, he believes Wienerschnitzel can lead the change in reforming the negative perception of hot dogs, and benefit the hot dog industry. [1]

THE CHALLENGE

Hot dogs have many misconceptions.
They are not “top of mind” for meat consumers.

THE OBJECTIVE

New campaign to change the three most common misconceptions in order to increase spending at all distribution points amongst occasional hot dog users by positioning hot dogs as a traditional, versatile food item.

Hot Dog Misconceptions

1. Hot dogs are made from animal remnants.
2. Hot dogs are unhealthy.
3. Hot dogs are the most basic food.

THE RESEARCH

SWOT ANALYSIS

Strengths

EASY AND CONVENIENT

From purchasing at the grocery store, hot dogs are quick and easy to make, with little to no preparation needed prior to cooking.[3]

INEXPENSIVE

Hot dogs are conveniently packaged and significantly cheaper than other high-end premium meats at the point of purchase.[3]

VERSATILE

Companies have come out with a wide variety of options, making the product versatile and always open for flavor innovation in order to fit everyone's individual tastes.[4]

HEALTHIER OPTIONS

Healthy hot dog options include fat-free, low-sodium, lean and/or poultry-based.[4]

VITAMINS AND MINERALS

Contrary to popular belief, hot dogs do contain some healthy vitamins and minerals, including vitamin B, E, D, and potassium and protein.[4]

Weaknesses

LOW NUTRITION LEVELS AND UNHEALTHY ADDITIVES

Hot dogs have low nutrition levels, containing high calories, fat, and sodium even before extra condiments are added.[5] Nitrates, preservatives added to hot dogs, are made from synthetic materials that may cause headaches, allergic reactions, and other unhealthy side effects.[5]

INCREASED RISK OF DISEASE AND CANCER

Processed meats like hot dogs have been proven to increase the risk for conditions like heart disease, diabetes, and even cancer. As hot dogs are high in nitrite and sodium nitrate, hot dog consumption may lead to such diseases.[4]

Threats

CONSUMER SHIFT TO HEALTHY

Consumers are shifting their dieting behavior in search of better health and nutrition.[3] Consumers are exhibiting flexible lifestyles and dietary behavior, incorporating protein alternatives such as meatless burgers and tofu in their diets.[3]

CATEGORY COMPETITION

The hot dog segment has experienced the steepest decline in sales, as more premium sausage options have become accessible and consumers worry about the healthiness of processed meats. Increased affordability in meats that were especially more expensive, like steak and other red meats, may be causing a shift in consumer spending.[3]

Opportunities

HIGH CONSUMER CATEGORY PARTICIPATION

Despite sales declines, consumer participation in the category is still high at 73%, with 20 billion hot dogs consumed each year in the United States.[3]

CONSUMER VALUES

Consumers stay connected to the hot dog product category because of the ease/convenience, the favorable taste, versatile occasions, and nostalgia it brings.[3]

Opportunity for growth exists for products that communicate versatility and convenience for occasions, as well as those that connect emotional and social aspects of eating hot dogs.[3]

INTEREST IN GRILLING

Over a third of grill owners grill at least once a week. The association between grilling and hot dogs, many times at social gatherings, benefits the category.[3]

Brands with grilling suggestions and unique recipes may appeal to consumers grilling more often and looking for new ideas to spice up their meal or cookout.[3]

CONSUMERS

Beliefs

Those who don't purchase hot dogs or sausages point to heath issues as the most important reason for avoiding the category. Even a third of purchasers of the category have claimed they are worried about meat quality, and a quarter say they are unhealthy.[3]

In the Hot Dog and Sausages 2017 report, when asked why consumers don't purchase hot dogs or sausages, the majority have stated:

"THEY ARE TOO PROCESSED."

"THEY ARE UNHEALTHY."

The stigma of these processed meats may be tempered by communicating an element of premium through "free-form claims, ingredient integrity, and flavor, while remaining true to the core strengths of the product."[3]

When consumers were asked what they were interested in seeing more of in hot dogs or sausages, the majority answered with:

"SMOKY FLAVORS."

"PREMIUM PRODUCTS."

Attitudes

The Simmons study conducted by National Hot Dog Sausage Council found that many hot dog consumers **are not extremely health conscious.**

The majority of respondents agree that:

THEY DON'T WORK TO EAT A BALANCED DIET.

THEY DON'T TRY TO EAT HEALTHIER FOODS.

THEY DON'T CONSIDER THEIR DIET TO BE VERY HEALTHY.

THEY DO NOT EXERCISE REGULARLY.

Other attitudes that benefit the hot dog is that the majority of people **like to treat themselves to foods that are not good for them**, and the majority of people **don't think that all fast food is junk.** Additionally, family is very important to the respondents, with the majority saying that family life is the "most important thing to them."[11] Respondents also find it difficult to say no to their children, and they will indulge their children with "little extras."[11] In regards to advertising, television is still the respondents' main form of entertainment.

DISTRIBUTION

Los Angeles residents consume more hot dogs than any other city (about 31 million pounds), even beating cities like New York and Philadelphia.[6] Popular hot dog spots in LA include family cookouts, amusement parks, and baseball games. As LA is known for its unique and innovative food spots, Pink's is known to be the most popular hot dog shop in Los Angeles, offering 35 varities of hot dogs.[7] However, Los Angeles is home to one of the most popular MLB teams in the United States; and as a result, Los Angeles Dodger fans have consumed 2.6 million hot dogs in 2016 alone.[6]

Baseball games and hot dog shops aren't the only popular locations consumers enjoy a classic hot dog. Chicago's O'Hare International Airport consumes six times more hot dogs (725,000 more) than Los Angeles International Airport and LaGuardia Airport combined.[6]

A primary reason why hot dogs are known to be a traditional American diet item is the fact that they can be purchased almost anywhere, ranging from the most popular place of purchase — the supermarket, with $2.4 billion in total retail supermarket sales — to concession stands and restaurants who may serve speciality hot dogs as well.[9] For small concession vendors, hot dogs are always in demand in our grab-and-go culture. Grabbing a hot dog for a quick lunch or an enjoyable snack in big cities such as New York has become a part of consumer culture.

Movie theaters are another big market for hot dogs. According to AMC, even as Netflix was reaching its peak in 2016, food and beverage revenue crossed $1 for the first time ever, and was up 12% from 2015. Christopher Nolan, a prominent director whose resume includes *The Dark Knight* and *Inception*, even acknowledged how important concessions were to moviegoers, and that they are "part of the whole equation as to whether they'd take in the movie."[10] Regarding hot dogs, the largest theater company in the world was estimating to sell over 250 miles of hot dogs just that year — enough hot dogs to cover the distance from Hollywood to the Hoover Dam, and about the distance from Tallahassee to Atlanta.[10]

> *"Year after year, hot dogs continue to hit it out of the park at the concession stand, even as teams innovate to offer more food choices and inventive creations. There's simply no replacing the unshakable bond baseball and hot dogs share."*[8]

Top 10 Hot Dog Consuming Cities

1. Los Angeles
2. New York
3. Philadelphia
4. Boston
5. Chicago
6. Phoenix
7. Atlanta
8. Detroit
9. Washington, DC
10. Tampa

COMPETITORS

Grocery Store

SAUSAGE

Although hot dogs and sausage fill very similar roles within the household, the category is dominated by sausage having a 42.7% market share in 2017, hot dogs having 30%, and breakfast sausage having 27.4%.

RED MEAT

Red meat like steaks and hamburgers are more expensive, yet have a better reputation than hot dogs. These meats are also seen as a vital part of a cookout. The lowering of red meat prices have caused people to start to buy more. [12]

POULTRY

Poultry has always been the most popular meat. In fact, in 2017, 9 billion chickens were processed, compared to just 32.2 million cattle and calves and 121 million hogs. [12] Chicken is percieved as one of the healthiest forms of meat, which explains its massive market in the US.

BACON

Bacon, placed next to hot dogs in many grocery stores, has reached dollar sales of $6.56 billion.[13] Bacon has the perception that it can be used for anything. It can be smoked, boiled, fried, backed, or grilled, and used in salads, soups, and even as a seasoning.

LUNCH MEAT

The lunch meat category is a household staple that is a 9 billion dollar industry.[14] 52% of lunch meat buyers spend their money on prepackaged meat, as it is often more affordable and convenient. The prepackaged lunch meat is also right next to hot dogs, and is considered more of an essential by many consumers, thus impacting hot dog sales. [14]

Stadiums

At stadiums, the old-fashioned style of foods, such as nachos, hot dogs, and popcorn are being forgotten about more and more because of stadiums offering better food choices. Stadiums are expanding their food choices and experiences rapidly, and even though hot dogs are still a stadium tradition, **stadiums are starting to offer local favorites and real restaurants that will compete with concession sales.**[15]

A great example is Suntrust Park in Atlanta. Built just a few years ago, it is very cutting-edge and features many local Atlanta restaurants that people love, and very few of them feature hot dogs. A better culinary experience that can be delivered to seats is becoming very popular very fast.[15]

"NON-GMO
GLUTEN FREE
WHOLE GRAIN"

Movie Theaters

Popcorn sales are the biggest competitor in movie theaters. They have the highest sales of any concession stand food in movies, and their sales keep skyrocketing. Between 2016 and 2017, even with low box office attendance, "sales of ready-to-eat popcorn and caramel corn rose 16.9%, in what expert corn-poppers are calling a potential "third golden age" of popcorn.[16] That number has only increased, partially due to the fact that perceptions regarding popcorn health have been changing. Popcorn is a non-GMO, gluten free, and whole grain food that is high in fiber; and people have realized that popcorn is isn't as unhealthy as they once thought, as long as people don't drown it in butter.[16]

Hot dogs have the same problem in movie theaters that they do in stadiums: theaters are starting to focus on meals and a more refined dining experience. A popular movie chain, Alamo Drafthouse, has a full course menu, including a vegan menu, that changes depending on each location the consumer is in.[17] Different locations offer different local favorites that will be delivered to people while they are watching the movie. Movie dining habits are changing, just like movie-going habits.

PRIMARY RESEARCH

In order to learn more about the perceptions of hot dogs and people's hot dog eating habits, we conducted a survey and received **270 respondents.**

We were able to collect research that explained when and where people eat hot dogs and the attitudes and beliefs about hot dogs. We were also able to discover people's perceptions of hot dogs before and after watching an educational video on Wienerschnitzel hot dogs.

Survey Observations

53% of people that responded they don't eat hot dogs responded that they actually would at a sporting event.

46% of respondents that eat hot dogs answered that they associate hot dogs with nostalgia.

69% of hot-dog-eating-respondents who previously stated that hot dogs are unhealthy agreed that they perceive them to be healthier after watching an educational video.

HOT DOG ATTRIBUTES

Survey Insights

1. People are more likely to eat a hot dog at **sporting events**.
2. The top two qualities people associate with hot dogs are that they are **nostalgic** and **fun**.
3. Awareness and exposure of the truth behind hot dogs can vastly **change perceptions** of the health of hot dogs.
4. Awareness and exposure of the truth behind hot dogs can make people **more willing** to eat hot dogs.

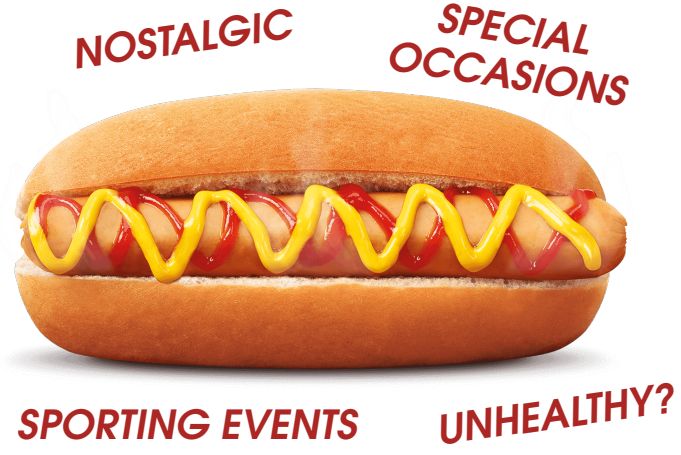
"I WOULD EAT HOT DOGS IF I FELT THEY WERE HEALTHIER."

KEY INSIGHTS

1

Consumers stay connected to hot dogs because of the nostalgia it brings.

From our secondary and primary research, it is clear that hot dogs have remained a traditional, classic component of multiple special occasions, ranging from family cookouts to baseball games. As illustrated in the Hot Dog and Sausage Council report as well as in our Qualtrics survey, nostalgia remains one of the top attributes of the hot dog, as more than 20% of our respondents have selected "nostalgic" as an attribute that they associate with hot dogs. Across generations, nostalgia is a unique emotional appeal that many brands attempt to communicate, as most people associate their past with sentimental value.



2

The majority of hot dog consumers associate hot dogs with special occasions such as sporting events.

Our research on hot dog distribution and consumer consumption has shown that the majority of hot dog consumers associate hot dogs with special occasions such as sporting events, as major baseball cities, such as Los Angeles, consume the most hot dogs annually; and according to our Qualtrics survey, the majority of respondents have agreed that they would personally have a hot dog at a sporting event.

3

The truth behind the primary hot dog misconception that they are unhealthy is that most people are uneducated about the contents of the hot dog.

After extensive research on hot dog perceptions, it is clear that the primary reason why consumers do not eat hot dogs is due to the misconception that they are unhealthy. However, the truth behind this hot dog misconception is that most people are uneducated on the contents of the hot dog. After respondents watched our informative video on Wienerschnitzel hot dog production, the majority of respondents agreed that they perceive hot dogs to be healthier than they did before watching the video.

THE TARGET

Occasional, light hot dog users who are existing customers, but could increase purchases year-round.

Segmented by distribution point.

TARGET & TRENDS

Target Audience

"Top performing businesses understand that when the right marketing messages reach current customers at the right time, they can have a measurable impact on revenue goals and customers' lifetime value."[18]

By focusing on existing customers, we can increase retention by reminding them of the hot dog and its value. We want to encourage light hot dog consumers to consume more, therefore increasing primary demand for the hot dog. In our campaign, we will communicate an emotional value for the hot dog that will appeal to our occasional consumers.

In order to illustrate value and emotional benefits to our existing consumers, we will segment our target audience by behavior. From our primary and secondary research, we've found that occasional hot dog consumers primarily eat hot dogs during certain occasions; and therefore, consume hot dogs at different distribution points — whether it's at a stadium for a baseball game or at a Fourth of July backyard cookout, bought from your local grocery store. By targeting existing occasional hot dog consumers at different distribution points, we can tailor to each customer and increase their one-of-a-kind relationship with the hot dog.

AN OCCASIONAL HOT DOG CONSUMER:

Traditionally eats a hot dog for 4th of July, but not for dinner on a random Tuesday night.

Orders popcorn and a personal pizza at the movies instead of a hot dog.

Grabs a hot dog at a convenient nearby concession stand, but wouldn't drive to a restaurant for one.

Trends

SNACKING

The convenience and versatility of hot dogs, along with its high protein content, suggests that the category is well positioned to enter the snack space.[3] As the majority of American consumers are snackers, and 94% of consumers snack at least once a day, brands within the food and beverage category are expanding into this new product territory.[3]

THE RISE OF HEALTHIER DIETS AND VEGANISM

As the number of US consumers identifying as vegan is constantly growing, sales of plant-based alternatives to animal-based foods have grown by 17% over the past year compared to overall US food sales rising by only 2%.[19] As a result, 95% of US grocery stores now sell plant-based meat products, and mainstream health organizations are recommending a plant-based diet.[19] Even Nestlé, the largest food company in the world, predicts that plant-based foods will continue to grow, and that this trend is "here to stay."[20]

ADVENTUROUS CONSUMERS

The number one food trend for 2019 has been the adventurous consumer — someone who is willing to explore bigger, bolder flavors and multisensory experiences when it comes to food.[21] These consumers have sparked the foodie revolution, consisting of an increased desire to try new dishes, regularly seek out specialties, and search for the most appetizing and highest quality products possible.[21]

CREATIVE

STRATEGY

Brief

MAIN MESSAGE

Hot dogs can be eaten across multiple occasions and are a nostalgic American tradition.

TONE

Nostalgic, light-hearted, fun, emotional

CREATIVE MANDATORIES

The Wienerschnitzel brand should be clearly communicated in all messaging through the use of the logo, verbally, or through images of Harry the hot dog.

The Wienerschnitzel tone of voice is one of happiness and celebration, so the messaging should encompass the brand's seven company values (heritage, family, playfulness, driven openness, integrity, community).

Look & Feel

In order to celebrate American tradition, we will utilize vintage creative elements such as classic fonts, rustic effects, and traditional colors. By bringing back this classic, traditional style, we will be able to capture our uniting theme of tradition. Harry the hot dog will also help encourage consumers to participate in this celebratory movement, as he will represent heritage, being a Wienerschnitzel tradition; thus, appearing across our advertising campaign as well.

Tagline

Welcome to the age of nostalgia. From new remakes of our favorite movie classics to family traditions that never end, it seems like no one wants to grow up. But let's face it: as we get older, we tend to yearn for the past, or long for a simpler time. A time where we could have real conversations. Real friendships. Real quality family time. People fear that those days are behind us, as technology has grown and taken over our lives. But those days can be now.

Wienerschnitzel is leading a movement — encouraging us to put our phones down and live in the now. With a hot dog, we're only one bite away from a nostalgic experience of our own. The hot dog is a multi-generational American tradition that has stood the test of time. It's a social food that can be enjoyed in many ways, at any occasion, and during any season. And by replacing that phone in your hand with this nostalgic American tradition, we can motivate consumers to appreciate the present, while bringing back an element from their past.

With this campaign theme, we will be able to address the three main misconceptions about hot dogs: that they are basic, unhealthy, and made from animal remnants. We can demonstrate the truth about hot dogs, by proving these misconceptions false, and that this is the truth about the traditional hot dog — this is **tradition done right**.

TV

60 Sec Spot

As Wienerschnitzel was founded 50 years ago, and is still run by the same family — a tradition passed down from father to son, we want to use this unique story as the inspiration behind our TV ad. We will utilize storytelling to communicate a sense of nostalgia and demonstrate tradition to our audience.

Picture this: a father and son are shown smiling and bonding in the kitchen of an old-fashioned diner. An old school song is playing on the radio (Bruce Springsteen's "Glory Days") while the father teaches his son how to dress high-quality hot dogs from fresh ingredients. Close-ups on the son sprinkling spices and smearing sauces, all while making memories with his dad, demonstrate the behind-the-scenes of the hot dog process in order to educate the audience on the hot dog's contents. The son, excited to help his dad while learning the family traditions, takes one of their classic hot dogs and proudly passes it along to the next frame — a new generation.

Each pass-along hot dog frame will showcase a newer generation, each showing different relationships (family and friends), different occasions (baseball games or movie theaters), and different styles (squirting on ketchup or decorating with mac and cheese) while enjoying this multi-generational tradition. The last frame will end on the newest generation, featuring a family dinner. The kids are shown on their phones at the dinner table, until the hot dog enters the frame, and one of the kids chooses to put down his phone and grab the hot dog instead, consumed with excitement. The entire family is finally seen enjoying their hot dogs in their own way, with their phones face-down as the ending overlay appears with the tagline: **TRADITION DONE RIGHT.**

This 60 second TV ad not only captures our theme of tradition by featuring multiple generations, but it also addresses each misconception: educating on the contents of the hot dog, showing the hot dog consumed across multiple occasions and at different distribution points, and proving that hot dogs are not basic, as it can be enjoyed in numerous ways, customized to your liking. Each generation puts their own spin on this American tradition.

30 Sec Spot

Our 30 second TV ad will primarily focus on the father-son relationship illustrated in the first scene. With the father teaching his son about their family diner's traditional hot dog seasonings, sauces, and spices, we can educate the audience about the thoughtful high-quality preparation that goes into the hot dog process, addressing the misconceptions that hot dogs are made from animal remnants and are unhealthy. As previously described, Wienerschnitzel was founded 50 years ago, and is still run by the same family, passed down from father to son. Therefore, illustrating this father-son relationship in an old-fashioned diner will focus on our theme of tradition. This storytelling will also showcase how hot dogs have been a part of the American tradition for years, and has been a part of many generations.

To start this TV ad, a father and son will be shown laughing and bonding in the kitchen of an old-fashioned diner. An old-school song would be playing on the radio (Bruce Springsteen's "Glory Days") while the father teaches his son the family's hot dog traditions, featuring close-ups on sprinkling spices, smearing sauces, and chopping up fresh vegetables as toppings in order to educate the audience and address hot dog misconceptions. The son, excited to help his dad and learn the family traditions, helps hang a classic, old-fashioned hot dog advertisement on their diner's window.

Suddenly, the scene zooms out from the ad, now with the same ad displayed in a frame on the wall of the same diner, years in the future. The son, older now, fixates the ad in the frame and turns the speaker on to play that same song they danced to in the same diner back then (Bruce Springsteen's "Glory Days") while smiling with the memory of his dad. The scene finally ends with the son placing an "Open" sign in the now modern diner window, as he once did before as a young boy. The frame then reveals an overlay on the diner window with the Wienerschnitzel logo and our tagline: **TRADITION DONE RIGHT.** This story clearly illustrates that this family-owned diner has been passed down from father to son, similar to the Wienerschnitzel story.

TV

60 Sec Spot

(Scene 1: 1960s Diner)
SFX: Bruce Springsteen's "Glory Days" plays in the background

Dad teaches son about the family traditions of dressing up their hot dogs

SFX: Close-ups of spreading sauces and sprinkling spices

(Transition/Pass Along)

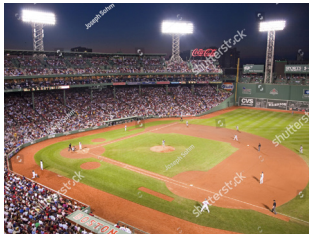
(Scene 2: 1970s Retro Roller Skating Diner)

Waitress serves hot dogs to older couple

(Transition/Pass Along)

(Scene 3: 1980s Movie Theater)

(Transition/Pass Along)
Young woman grabs the hot dog and laughs with her friends



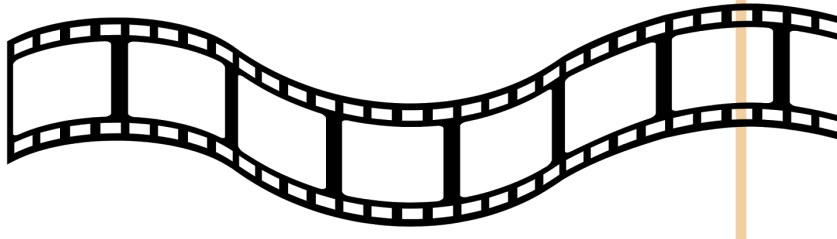
(Scene 4: 1990s Baseball Game)

(Transition/Pass Along)
Young man grabs the hot dog to enjoy at a baseball game, then passes another to next frame

(Scene 5: 2000s/Present Decade Family Dinner)
Boy chooses to put phone down to excitedly grab the hot dog from the previous frame

Family happily enjoys their meal with all of their phones face down on the table

Wienerschnitzel
TRADITION DONE RIGHT.



TV

30 Sec Spot

(Old-Fashioned Diner)
SFX: Bruce Springsteen's "Glory Days" in the background

While dancing and laughing to the song, the father teaches his son the family diner's traditions on how to prepare their hot dogs

(Close-up 1)
Cutting fresh vegetables as toppings

(Close-up 2)
Spreading sauces and adding seasonings

The son excitedly hangs up their family diner's signature sign

(Zoom In Shot)

(Zoom Out Shot/Transition)

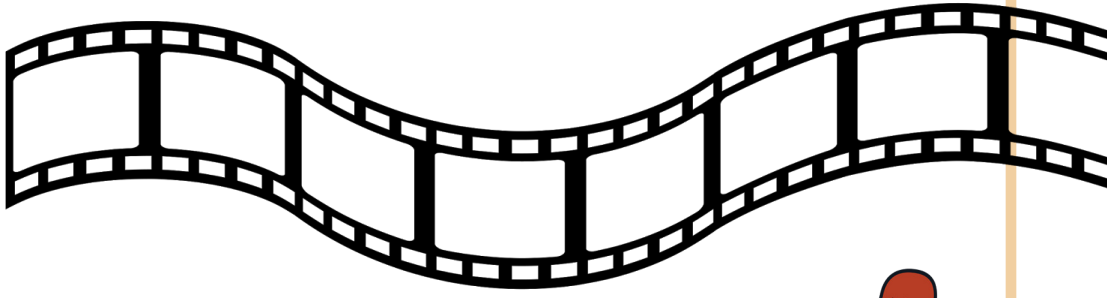
(Modern Diner)

(Son Grown Up)
Smiles in content at the picture on the wall of their original family diner's sign

(Speaker Close-Up)
Son plays him and his dad's traditional song (Bruce Springsteen's "Glory Days")

Proudly places "OPEN" sign on the window of the diner, as he did before as a young boy, while listening to the memorable song

(End Screen Overlay)
SFX: Bruce Springsteen's "Glory Days" plays in the background



RADIO

30 Sec Spot – Specific to Cities

SOUND ELEMENTS	VOICE OVER
SFX: Baseball hitting bat	**Man VO:** Since 1905, hot dogs have been a tradition of baseball.
SFX: Low, but proud music playing	**Man VO:** They're perfect at home, at the park, and with friends.
	Man VO: Make the dog to match your personality … put ketchup, mustard, or a combination as unique as your favorite player.
SFX: SFX: Crowd cheering	**Man VO:** It's the perfect food for every strikeout, no hitter, or walk-off
	Man VO: So, come on **(insert city team name here)** fans, don't forget what's been there since the beginning — the hot dog.
	Announcer VO: And that's the ballgame.
	Man VO: Tradition done right — sponsored by Wienerschnitzel

30 Sec Spot – Specific to the World Series

SOUND ELEMENTS	VOICE OVER
SFX: Baseball hitting bat	**Man VO:** The World Series. The most important games of the year.
SFX: Low, but proud music playing	**Man VO:** Every hit, pitch, and strikeout is make-or-break for your team.
	Man VO: You can't choose some boring, plain food; you need something as traditional and fun as the game itself.
SFX: SFX: Crowd cheering	**Man VO:** You need a food that's been in baseball as long as the World Series has.
	Man VO: You need a food you can eat anywhere, take anywhere, and put anything on.
	Man VO: Don't just watch the World Series, take part in one of the most important traditions in baseball — the hot dog.

OOH

Grocery Store Shopping Cart

PURPOSE

By placing this ambient ad on grocery store shopping carts, consumers will see a hot dog throughout the duration of their grocery shopping. The goal is to bring the hot dog to the top of their minds, and remind them to purchase a hot dog, even if it isn't on their grocery store list.

STRATEGY

A hot dog will serve as the handle of the grocery shopping cart, which will catch consumers' attention as they enter the grocery store. The ad will consist of a classic hot dog with the tagline "**tradition done right**" written in ketchup. When customers see this ad, they can be encouraged to go to the meat section where our concession stand display will be. We will be utilizing this point of purchase advertisement to increase hot dog sales in grocery stores.

Subway Transient Ad

PURPOSE

The subway is a traditional form of transportation for those who live in busy cities, especially New York City. As these same cities are also known for their traditional hot dog concession stands scattered throughout the streets, targeting those traveling into the city directly at their point of transportation can drive more customers to the nearest concessions stand in order to experience a classic city tradition. With this transient advertising placement, we will attract attention and increase hot dog concession stand sales while focusing on our consistent theme of tradition, as the hot dog concession stand is an essential part of the traditional city experience.

STRATEGY

With this transient subway wall decal, we will continue to utilize our campaign's traditional creative elements, including the classic old-fashioned red and beige rectangle with our tagline. Harry the hot dog will also be featured in this ad by proudly pulling this traditional concession stand up the subway stairs, mimicking going to work as most city travelers are as well. Wienerschnitzel will also be present in this ad through the use of Harry and the Wienerschnitzel logo.

STEPS AWAY FROM A NEW YORK CLASSIC

OOH

Baseball Digital OOH Banner

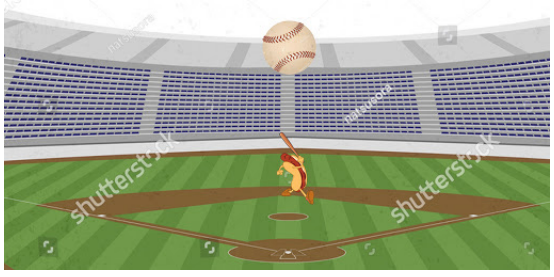
PURPOSE

As hot dogs are heavily associated with sports and stadium events, placing advertisements in the stadium will help reinforce how hot dogs are complementary to these events. With these ads, we can help bring hot dogs to the top of the consumer's mind, reminding them that hot dogs are an important part of American traditions such as baseball.

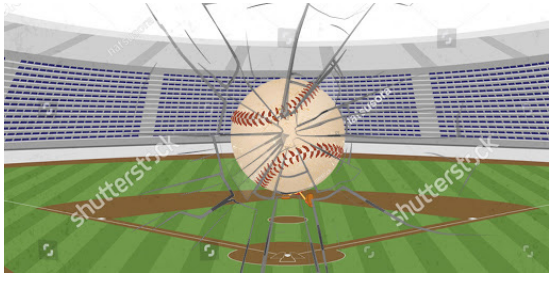
STRATEGY

As stadium events are more popular than ever, placing an animated digital billboard at all Major League baseball stadiums is a significant opportunity to highlight this favorite American duo, making it feel like an essential to the experience. This animated digital billboard will feature Harry the hot dog, shown lining up to the plate and hitting a baseball directly into the screen, shattering it into a transition for the end card shown below. Harry would also pop up at the bottom of the end card, looking side-to-side before the animation concludes. Harry is shown participating in this American tradition, bringing Wienerschnitzel into the ad as well as focusing on the theme of tradition.

FRAME 1



FRAME 2



FRAME 3

FRAME 4

DIGITAL

Baseball Digital Banner

PURPOSE

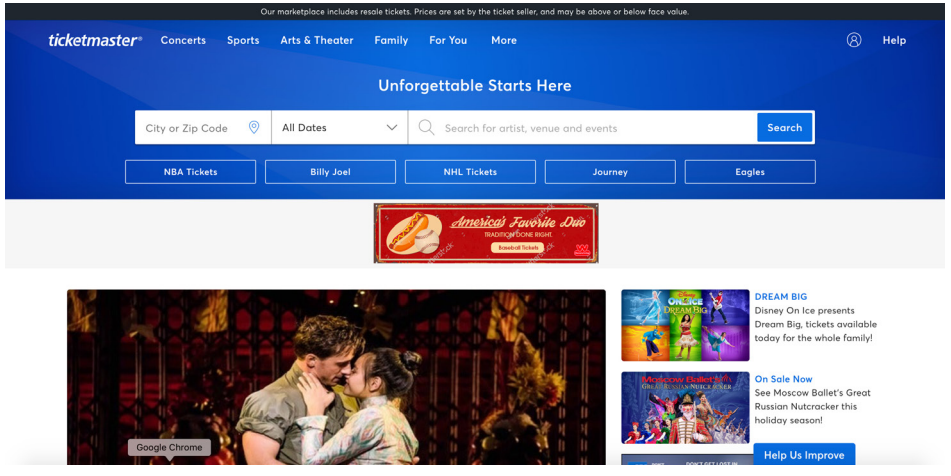
As sports fans purchase their game day tickets online prior to the game, we can target this segment of our target audience online at the point of purchase. Therefore, reminding consumers about the iconic American tradition — the hot dog and baseball — before arriving at the distribution point. By priming these consumers with this hot dog reminder, we can encourage these baseball fans to purchase a hot dog at the game and participate in this classic American tradition.

STRATEGY

Placing an animated digital banner online at the point of purchase websites as well as on online publications where this portion of our target audience is more likely to be, we can prime our audience and stimulate interest. This online digital banner will be the same as the out-of-home digital banner that will be at all Major League baseball stadiums, including all four frames, with Harry the hot dog at the beginning and end. For ticket purchase sites, the last frame will have a call-to-action button where visitors can navigate to the webpage for purchasing baseball tickets. For other online publication websites, the end screen will not include the button, but will instead have the same general end screen as the stadium banners.

ONLINE PUBLICATION SITE END FRAME

ONLINE TICKET P.O.P. WEBSITE END FRAME



PROMOTIONS

Grocery Store Recipe Cards

PURPOSE

By strategically placing a hot dog concession stand cart with hot dog recipe cards in the meat section of grocery stores, we can encourage shoppers to explore different and unique hot dog recipes while they shop for new meal ideas. Demonstrating different ways hot dogs can be made can change the way people perceive hot dogs as "basic."

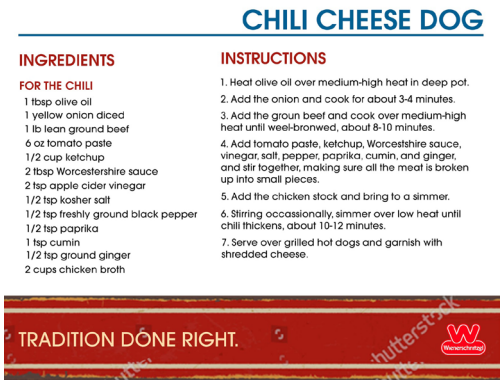
STRATEGY

As previously mentioned, shoppers' eyes will be automatically attracted to the unique hot dog shopping cart ambient advertising, generating interest the second they walk into the store. While this advertisement spikes customers' curiosity, bringing the hot dog to the minds of the shoppers, we can encourage their shopping direction towards the meat section to grab a hot dog. There, customers will be drawn in with a unique hot dog concession cart display. Shoppers will be able to take innovative hot dog recipe cards on display and become inspired to buy hot dogs and their complementary recipe card ingredients to recreate the recipes themselves. Each ingredient for the recipe will be listed with its aisle number in order to make the shopping experience easier and faster. These recipe cards will change seasonally throughout the year, totaling up to four cards for the campaign. For example, a 4th of July-themed recipe card would be on display during the summer season (June-August).

With this decorative concession stand themed pop-up display featuring the recipe cards, an old-fashioned vendor, and hot dog samples from a recipe in one of the recipe cards, we will increase more interest and generate buzz. An old-fashioned television would also be on display for customers to view, featuring previews for the Wienerschnitzel social media event Dogs These Days.

RECIPE CARD - FRONT

RECIPE CARD - BACK



PROMOTIONS

Football Tailgates

PURPOSE

As mentioned above, sporting events are a primary area of hot dog consumption. Furthermore, fall is a time where tailgating, memories, and sports all come together in the era of football season. A Wienershnitzel-sponsored football tailgate is a perfect opportunity to expand the brand and aid in solving one of the hot dog's largest barriers: that it is basic. As football is another one of America's greatest sports traditions, this event would fit perfectly into our theme of tradition.

STRATEGY

There is at least one game per season that brings the biggest fans from the furthest places to a stadium (i.e., Florida State vs. University of Florida or Auburn vs. Alabama), and that game is where Wienerschnitzel would capitalize. In an effort to keep the theme of tradition, the tailgate will have a vintage feel with old football games playing, and traditional tailgate activities such as cornhole. The music will feature classic hits that are fun for the whole family. To grab attention through the senses, a classic grill will make the basic hot dog in a bun, one free per customer, and with an additional low-price for each one after. In addition to the free hot dogs, there will be a food truck in which tailgaters can purchase drinks, sides, and specialty hot dogs.

The opportunity to show that hot dogs are not a basic food will be demonstrated through fun recipes featuring a specialty dog for each team. For example, "The Gator Hater" for Florida State fans can be a hot dog with mac n' cheese and sriracha to symbolize their colors of garnet and gold. Another aspect of this tailgate in the spirit of competition would be a hot dog eating competition with one fan from each sports team, and the winner of the competition will receive prize seats to the game that day along with an invitation to the **Collegiate National Hot Dog Eating Championship**.

COLLEGIATE NATIONAL HOT DOG EATING CHAMPIONSHIP

The Collegiate National Hot Dog Eating Championship is the big finish of Wienerschnitzel's football tailgates. This tailgate features the same vintage theme and accessories as the tailgates that were occurring all season, but it is larger, live-streamed, and occurs at the College National Championship game. All the winners of the tailgates throughout the season are invited to come back together for a final showdown of hot dog eating for the grand prize of prize game day tickets and a donation from Wienerschnitzel to their respective team's university.

This contest will generate buzz on Wienerschnitzel's social media through Instagram posts and live streaming, as well as have a TV spot during the broadcast of College GameDay on network television. Not only will the contest draw in consumers to raise brand awareness for Wienerschnitzel, but the TV spot will also feature the tailgate and allow viewers to see the specialty hot dogs being featured at the game, helping to change perceptions of hot dogs being basic. On the TV spot, the recipes for two specialty hot dogs representing the team will be shown on the screen. Featuring these unique hot dogs at this traditional Wienerschnitzel tailgate will bring hot dogs to the top of viewers' minds, prove that they are not basic, and give Wienerschnitzel great publicity.

PROMOTIONS

Ghostbusters Combo Box

PURPOSE

Concession sales at movie theaters are a billion dollar industry that is single handedly keeping movie theaters in business. As concession sales are predicted to continue increasing, it is important that we remind consumers of hot dogs at the point of purchase. While popcorn is what most people automatically think of as a part of the movie-going experience, hot dogs are not far behind, and are a concession stand staple.

Digital tickets for Ghostbusters will be utilized to draw customers to the concession stand to purchase the Ghostbusters combo pack. The combo pack features a hot dog, a classic glass Coke bottle, and a bag of popcorn with the traditional red and white stripes. The digital ticket will mirror the combo pack by featuring the green Ghostbusters ghost with a scared Harry the hot dog.

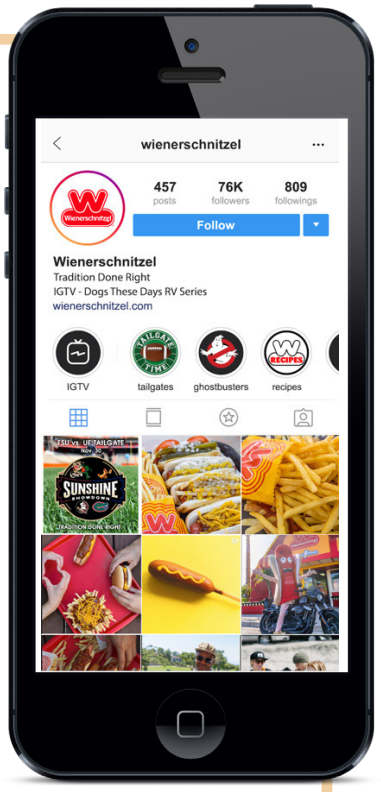
STRATEGY

We will be be using a Ghostbusters (2020) themed combo pack to promote hot dogs. The new Ghostbusters movie is the ultimate nostalgia trip. It features the entire original cast of the 1984 beloved comedy. The combo pack itself, which will be used to hold the food, will feature the Ghostbusters logo and the classic catchphrase "Who Ya Gonna Call?". We will also use the classic old school green Ghostbusters ghost with Harry the hot dog running away. Other traditional food items would be included in the combo box like glass Coke bottles and traditional red and white striped popcorn containers within our combo pack to further push the idea of tradition.

The advertisement will appear on the digital ticket that consumers download on their phone after purchase. On the ticket, the green Ghostbusters ghost is chasing Harry the hot dog toward the concessions. Consumers will be able to see this advertisement on their phone before they arrive at the movie theater so that they begin thinking about concessions before they get there. It will entice them to go to the concessions where they will find the matching Ghostbusters themed combo pack.

SOCIAL

Dogs These Days Instagram Series



PURPOSE

"Dogs These Days" will be our main social media advertising campaign throughout the year. The best thing about this campaign is that it will be able to tackle all three misconceptions Wienerschnitzel talks about. By driving around the country showcasing the best and most outrageous hot dogs in the most popular cities, the campaign will be able to show how hot dogs are not basic, inform people about how they are truly made, and how they should not be viewed as unhealthy.

Driving around the country in the Wiener Wagon throughout the most popular cities will also be able to generate buzz and present the opportunity to go viral. It will also be more relatable, as we will focus on the small and local chains, and really talk with and get to know the people that work at those chains. The series will feature real and relatable people in order to make the audience feel better connected to the series.

STRATEGY

The Wiener Wagon will drive around the country visiting many popular hot dog eating cities, and trying the best and most famous local hot dogs. This series will all be recorded, edited, and posted on social media throughout the year on Instagram TV. It will help generate buzz, help people become more knowledgeable about the great hole-in-the-wall hot dog restaurants within their areas, and help showcase how hot dogs can be a truly spectacular and unique food. While traveling around the country, the Wagon will be able to stop by farms and factories on the way that will allow the series to post informative content. Showing how hot dogs are made and how they are prepared will educate the viewers about the reality behind how hot dogs are made, to try to change the common misconceptions.

The series will have an episodic format and will be called "Dogs These Days," which ties into our theme of tradition by highlighting how the traditional hot dogs are being revamped, and how people are putting their own spin on tradition. In other words, it is focusing on the theme of tradition "in the now" and not in the past.

The Wiener Wagon itself has a traditional feel to it. While the hot dogs will focus on tradition being reinvigorated, the RV will be more nostalgic. We will be revamping a tradition of our own. The road trip nature of the series will also make it more traditional, as it is simpler and more familiar than having a group travel via plane to different locations; therefore, it's **tradition done right**.

SOCIAL

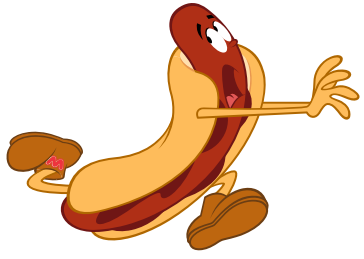
Ghostbusters Snapchat Filter

PURPOSE

In order to create more synergy, a Ghostbusters Snapchat filter will further advertise the Ghostbusters and Wienerschnitzel partnership, bringing more awareness to the movie theater combo box. Snapchat frequently advertises new movies through lens filters in order to encourage Snapchatters to see the movies advertised. With this Ghostbusters Snapchat fitler, we can not only raise awareness, but also boost Ghostbusters ticket sales. With more people in attendance for this new movie, more people are more likely to purchase the Ghostbusters/Wienerschnitzel combo box.

STRATEGY

This Ghostbusters Snapchat filter will showcase Harry the hot dog and the three most popular Ghostbusters monsters as the first graphic on the lens. From there, Snapchatters would be able to choose which of the three monsters they want to be for the interactive filter. Ghostbusters is the perfect movie for Snapchat, as both use a ghost as their mascot.



MEDIA

MEDIA

Promotional Objectives

1 **Position hot dogs as a versatile food for every occasion.**

2 **Motivate consumers to enjoy hot dogs in numerous ways by demonstrating unique hot dog recipes in order to change the misconception that hot dogs are basic.**

3 **Increase awareness about hot dogs at different distribution points, such as in movie theaters, where hot dogs are not top of mind.**

In order to demonstrate that hot dogs are a versatile food that can be enjoyed year-round, across multiple occasions, and at all distribution points, we will create a Wienerschnitzel promotional timeline for all advertisements and promotions across 12 months.

Online Publications

- Sports Illustrated
- CBS Sports
- ESPN
- USA Today
- New York Times
- NBC Sports

Online Ticket P.O.P. Websites

- StubHub
- TicketMaster
- Vividseats
- SeatGeek

MEDIA PLACEMENTS

Broadcast/Cable Television Channels (TV)

- NBC
- ABC
- FOX
- CBS
- ESPN
- Food Network

Streaming Services (TV)

- Hulu
- YouTube
- WatchESPN
- NBC Sports
- CBS All Access
- ABC Live Stream
- Fox Sports

Radio Stations (All MLB Cities' Sports Radio Stations)

For Example:

- Boston: WEEI 93.7 (Red Sox)
- New York: 101.9 FM (Yankees and Mets)
- Chicago: WSCR670 AM (Cubs and White Sox)
- Washington D.C: WJFK 106.7 FM (Nationals)

All Major League Baseball Stadiums

- Boston
- New York
- Chicago
- Washington D.C
- Atlanta
- Los Angeles
- Philadelphia
- Phoenix
- Detroit
- Tampa
- Houston
- St. Louis
- Milwaukee
- Toronto
- Minnesota
- Cleveland
- Cincinnati
- Pittsburgh
- San Diego
- Oakland
- Seattle
- Baltimore
- Miami
- Arizona
- Kansas City
- Colorado
- Texas
- San Francisco

Subway Stations (OOH)

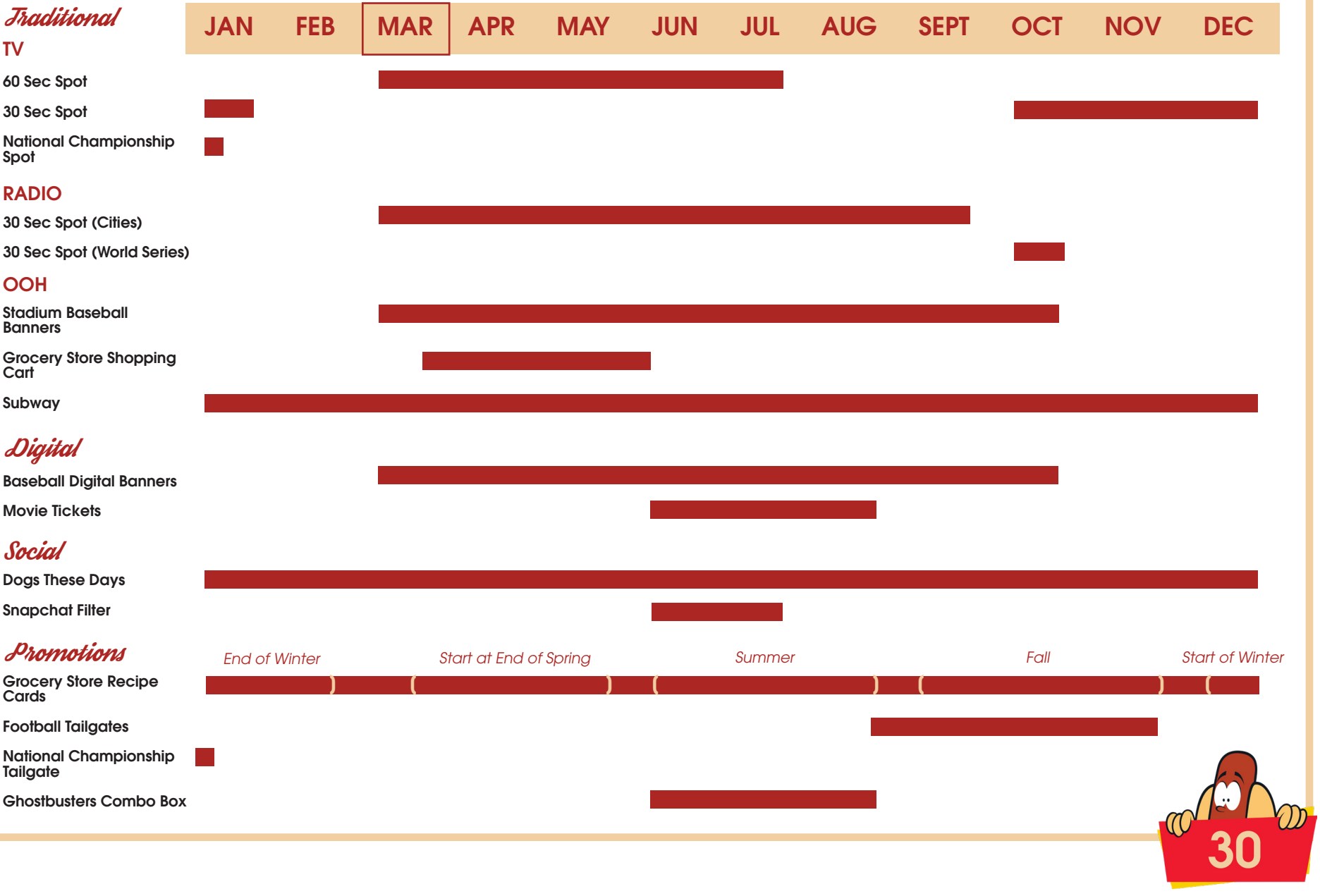
New York

- Times Square 42nd Street
- Grand Central 42nd Street
- 34th Street Herald Square

Chicago

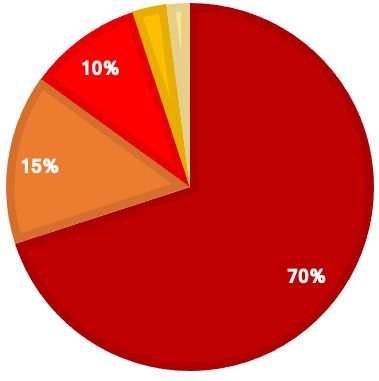
- Chicago Blue Line Station
- Millennium Station

MEDIA TIMELINE



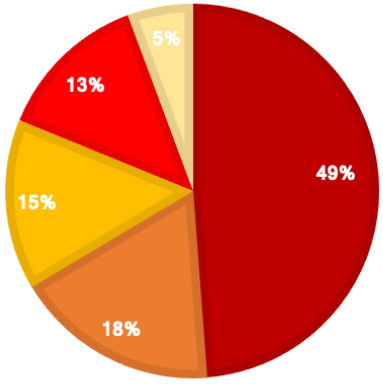
BUDGET

		CPMs	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	IMPRESSIONS	TOTAL COST
	PROMOTIONS	27	300,000		200,000	150,000		150,000	500,000	300,000	600,000	600,000	600,000	500,000	138,888,889	3,750,000
TRADITIONAL	CABLE TV	19	150,000		350,000	300,000	225,000	175,000	175,000			200,000	300,000	350,000	146,052,632	2,225,000
TRADITIONAL	BROADCAST TV	15	250,000		750,000	250,000	250,000	300,000	400,000			400,000	600,000	700,000	343,333,333	3,900,000
TRADITIONAL	RADIO	14			300,000	200,000	250,000	350,000	350,000	175,000	50,000	70,000			124,642,857	1,745,000
TRADITIONAL	NATIONAL CHAMPIONSHIP TV SPOT	15	2,500,000												166,666,667	2,500,000
OOH	GROCERY STORE RECIPE CARDS	12			100,000	20,000	20,000	40,000							15,416,667	180,000
OOH	SUBWAY	15	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	100,000,000	1,500,000
OOH	BASEBALL BANNERS	17			200,000	140,000	155,000	200,000	200,000	100,000	75,000	65,000			70,294,118	1,135,000
SOCIAL	DOGS THESE DAYS	8	70,000	30,000	300,000	100,000	80,000	90,000	90,000	80,000	70,000	65,000			180,625,000	1,190,000
SOCIAL	SNAPCHAT	100						100,000	100,000						2,000,000	200,000
DIGITAL	ONLINE BASEBALL BANNERS	28			130,000	80,000	50,000	90,000	110,000	75,000	50,000	100,000				685,000
DIGITAL	ONLINE MOVIE TICKETS	19						80,000	100,000	15,000						195,000
DIGITAL	HULU	25	40,000	25,000	75,000	50,000	60,000	65,000	65,000	45,000	45,000	60,000	65,000	70,000	29,000,000	665,000
DIGITAL	YOUTUBE	23.40	50,000	30,000	70,000	40,000	60,000	70,000	70,000	50,000	50,000	60,000	65,000	75,000	32,692,307.70	690,000
DIGITAL	WATCHESPN	21	40,000	10,000	60,000	30,000	35,000	45,000	45,000	50,000	50,000	60,000	60,000	60,000	36,428,571.40	690,000
	EVALUATION															500,000
	PRODUCTION															2,500,000
	CONTINGENCY															750,000
	TOTAL														1,386,041,042	25,000,000



BUDGET BREAKDOWN

- Media
- Promotions
- Production
- Contingency
- Evaluation



MEDIA MIX

- Traditional
- Promotions
- Digital
- OOH
- Social

CAMPAIGN EVALUATION

Evaluation Systems

Nielsen Digital Brand Effect will allow us to measure the entire digital advertising chain's ability to achieve brand building objectives. Robust, customizable benchmarks allow us to diagnose worldwide digital marketing efforts in a flash.

Nielsen Catalina Solutions measures brand loyalty and retail sales by evaluating in-store purchase behaviors to see what consumers are buying. Using this system will allow us to determine if our campaign is effectively increasing hot dog sales as intended.

In order to determine the effectiveness of the campaign, we will utilize a variety of evaluation systems, studies, and reports. By gathering this information from hot dog sales and reports, Wienerschnitzel brand studies, and several media analytics, we will be able to learn crucial information on awareness, interest, trial, and retail sales.

Media Platform Measurements

Key Performance Indicators will be gathered from each media platform that we utilize in order to determine our performance and adjust if needed.

- **INSTAGRAM ANALYTICS**
- **GOOGLE ANALYTICS**
- **SNAPCHAT ANALYTICS**
- **STREAMING SERVICES**
  - HULU AD SOLUTIONS
  - GOOGLE ANALYTICS
- **RADIOGAUGE**

CITATIONS

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(17) Wilkinson, A. (2018, September 23). Why movie theaters are trading popcorn and soda for chimichangas and custom cocktails. Retrieved from https://www.vox.com/the-goods/2018/9/20/17870760/movie-theater-concessions-dinner-movie-alamo-regal-amc-metrograph.

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