



LET'S BE FRANK

TRADITIONAL

Commercials

This campaign will have three unique commercials, all playing on the provocative similarities between hot dogs and their phallic counterparts. We will also utilize two shorter commercials, which are both fifteen second spots, that can be converted into even shorter segments for the use on social media platforms.

Let's Be Frank

The longest commercial, titled "Let's Be Frank," is a thirty-second spot which combats the negative reputation currently associated with hot dogs.

Best I Ever Had

The commercial titled "Best I've Ever Had" showcases the variety of ways hot dogs are enjoyed. This clip grabs the attention of consumers, not knowing the commercial is referring to hot dogs, and keeps them captivated long enough to get our message across.

Size Matters

The third commercial, dubbed "Size Matters," focuses on the comedic aspect of hot dogs, aiming to increase brand recognition.



Let's Be Frank - Scene 1

Opens to addressing reputation of hot dogs. "Let's be frank, hot dogs don't have the best reputation." "There's never a bad time to have a weiner."



Let's Be Frank - Scene 2

"Eating the same meat everyday can get boring, but with hot dogs there's lots of ways to spice it up."

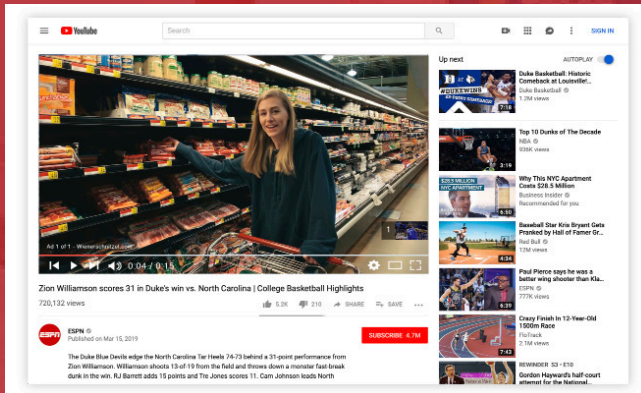


Let's Be Frank - Scene 3

"I only put the highest quality meat in my buns."

Gas Station Television

By utilizing gas station television (GSTV), Wiener-schnitzel will display commercials on a small monitor at each individual gas pump. Our commercials, with their suggestive content, will catch and hold consumer's attention in an environment that surrounds a very monotonous activity. This placement is especially powerful due to the accessibility of hot dogs at gas stations.

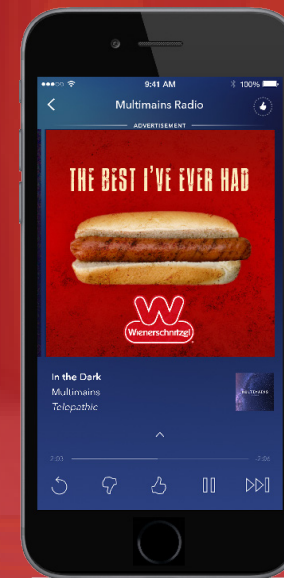


YouTube

To capitalize on the effectiveness of YouTube over television, each commercial will also be placed as paid ads on YouTube. Analyses from Google have shown that 80% of the time, YouTube ads were far more effective than television ads in driving sales¹⁶.

Radio and Music Streaming

Wienerschnitzel will convert the commercial "Best I've Ever Had" into an audio segment to be placed on multiple platforms, including regional and national radio stations as well as the music streaming services, Spotify and Pandora.



NON-TRADITIONAL

Pop-Up Museum

Playing with food has taken a new form in 2018 through the growing popularity of food-based pop-up museums. In 2018 alone, pop-ups for pizza, candy, rose wine, and eggs surfaced in different parts of the country. As another novelty food, hot dogs would fit right in.

Both Trendmakers and Connectors value curiosity and discovery, so we're creating environments for them to express themselves. In pop-up museums, attendees are invited to become a part of exhibits. The keys to a killer pop-up are photo opportunities, snacks, and interactive exhibits, and everything needs to look as good online as it does in person. "Instagrammability" is a priority for visitors.



Visitors will have the option to enter through a normal entrance or climb a few stairs and enter through a hot dog bun slide. A few rooms in our pop-up will include: a mechanical weiner room (like a mechanical bull), a build-your-own-hot-dog room, a regional room (what different regions call hot dogs), a Hot Dog World Records room, and a gift shop that includes current Wienerschnitzel swag in addition to some new designs.

The pop-up will move to four different cities in different seasons: Los Angeles (winter), New York (summer), Miami (fall), San Francisco (spring). A possible future goal would be to find a permanent location in San Francisco for more visitors.

Tickets for this experience will be 25 dollars. Will this deter consumers? Nope. According to Investor's Business Daily, audiences don't mind mixing businesses with pleasure; people are fine paying for tickets and seeing branded content alongside interactive exhibits¹⁹⁻²³.



DIGITAL STRATEGY

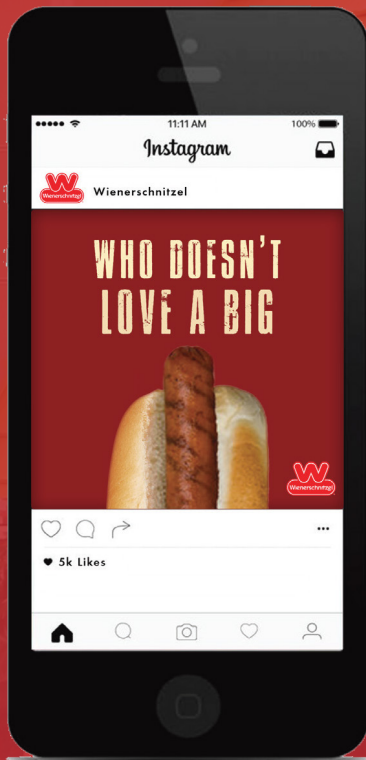
From emails to social media to reading the news, our audience spends significant time connected to the web. We don't need to lure Connectors and Trendmakers online; they're already there. Through this, we can leverage different approaches to arouse and entice our audience.

Snapchat

Our audience accounts for around 80% of Snapchat's users; they love sharing their locations with friends, especially when they're traveling or trying something new. To push with our pop-up museum, we're creating custom Snapchat filters that highlight iconic parts of our cities with fun features from our museum. In addition, we'll sprinkle some ads throughout Snapchat, so people checking out their friends can also learn more about our event²⁶.

Tinder & Bumble

Trendmakers and Connectors thrive in their digital worlds, using it as a platform for both business and pleasure. Dating apps like Tinder and Bumble give your audience the chance to interact with new people without having to leave their phone. On Tinder, we are airing a "Meat Your Match" ad to catch attention of the 57 million users that swipe through these apps daily²⁴.

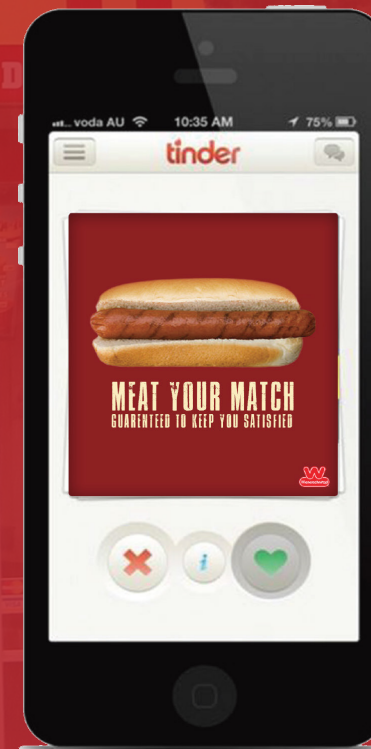


Instagram

Our target audience spends an average of 53 minutes a day on Instagram. As they scroll through the platform, they can be aroused by Wienerschnitzel ads that prompt a reaction²⁵.

Facebook

Connectors are more likely than Trendmakers to use Facebook to connect them to their families. They can host family reunions any day of the week without coordinating a time, place, and who's going to resurrect Great Aunt Mary's famous pie recipe this time. By taking advantage of this platform and running online advertisements on Facebook, we can easily gain the attention of the Connectors.



Total Budget: \$25,000,000

