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EXECUTIVE SUMMARY:

For over 50 years, Wienerschnitzel has built the world's largest hot dog chain based on deep ties to the community and a playful brand personality. Wienerschnitzel has an incredibly strong brand, yet they are held down by the misconceptions of their unique product, the hot dog. Many think that hot dogs are unhealthy and made from low quality meats. This isn't true, but consumers simply aren't aware. Wienerschnitzel is positioned to lead the charge in changing these misconceptions about the hot dog and show that there is more than *meats* the eye.

Agency 424 will reconnect consumers with the classic hot dog by showing them that the best is right inside. By being transparent about ingredients and using Wienerschnitzel's playful brand personality, the campaign will highlight the consumer and brand's overlapping values. Agency 424 has built a campaign that influences even the most influential. Whether it be the quality ingredients that go into a hot dog, or the community, love and playfulness of Wienerschnitzel, Agency 424 will show consumers that the hot dog is The Best In The Bun.

THE METHOD TO THE MADNESS

Across eight original research designs, Agency 424 discovered the key target audience, and the best way to reach them. Additionally, the research team dug deep into Wienerschnitzel's challenge to develop messaging strategy sure to increase hot dog consumption across the industry and sales for Wienerschnitzel. To ensure success, Agency 424 completed multiple concept tests.

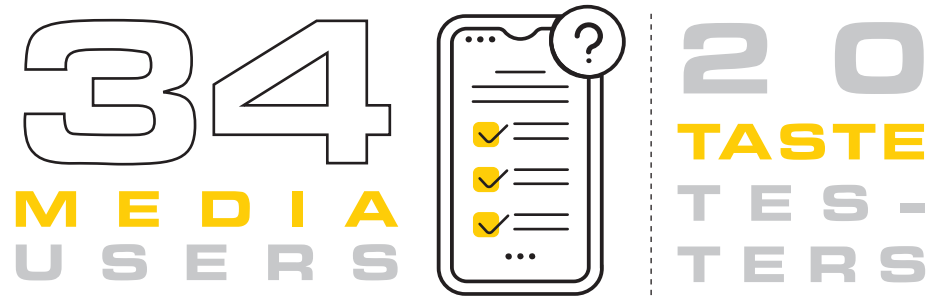
HOW DOES WIENERSCHNITZEL PLAY A ROLE?

The hot dog industry needs Wienerschnitzel. As the hot dog industry suffers from stagnation, Wienerschnitzel can use its positive sales momentum to reverse industry trends.¹ The campaign must utilize Wienerschnitzel's reputation to eliminate the "negative halo" surrounding hot dogs by positioning the brand as the industry leader:^{1,6,7}

- Wienerschnitzel is the world's largest hot dog chain
- Wienerschnitzel has the most credibility in the hot dog industry
- Wienerschnitzel is dedicated to the community
- Wienerschnitzel has a unique brand history

WHAT DOES THIS MEAN FOR THE CAMPAIGN?

WHEN IT COMES TO CHANGING PERCEPTIONS, WIENERSCHNITZEL HAS THE UNIQUE OPPORTUNITY TO LEAD THE CHARGE.



A BRIEF GUIDE TO OUR INSIGHTS

KEY INSIGHT #1: CONSUMERS ARE NEUTRAL AND UNSURE

Wienerschnitzel is trying to sway an unaware, neutral audience toward the product category and brand. The campaign is not fighting an uphill battle to refute negative perceptions, instead the campaign will showcase the truth in a fun, playful way.

THE SURVEY FOUND THAT APPROXIMATELY

60
PERCENT

Of survey participants could not decide if Wienerschnitzel was "unique" from other brands of hot dogs.

40
PERCENT

Of our audience was unsure whether hot dogs were made of quality cuts or leftover remnants.

“**I FORGOT WIENERSCHNITZEL WAS A THING.**”



— Miriam C.
Focus group participant

“**IF IT'S THERE, I'LL EAT IT.**”



— John A.
Taste test participant

WHAT DOES THIS MEAN FOR THE CAMPAIGN?

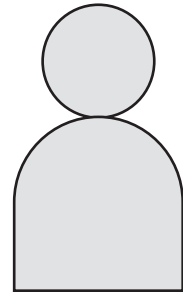
THE CAMPAIGN MESSAGING MUST LEVERAGE SOCIAL INFLUENCE TO BUILD POSITIVE PERCEPTIONS ABOUT THE HOT DOG AND BRAND.



KEY INSIGHT #2: SOCIAL INFLUENCE IS EVERYTHING

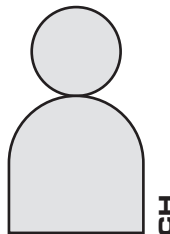
While observing several focus groups, the research team sensed the participants were responding inauthentically. There was an inconsistency in tone and behavior; they were speaking negatively about hot dogs, yet they were chowing down on all the samples offered (and even asked for more).

DID PARTICIPANTS ACTUALLY DISLIKE HOT DOGS OR WAS IT SIMPLY THE COOL THING TO SAY?



So, the **RESEARCH TEAM RAN AN EXPERIMENT TO SEE IF A PLANTED TRENDMAKER IN THE FOCUS GROUP COULD SWAY** how the entire group perceived the product category and the Wienerschnitzel brand.

The initial discussion was neutral but as soon as the planted participant spoke highly of hot dogs and complimented Wienerschnitzel, the tone made a **180-DEGREE-TURN**. The third focus group was buzzing with positive chatter about hot dogs and the Wienerschnitzel brand.



WHO WE'RE TALKING TO

Primary research showed that specifying a subset within the Trendmaker audience would bolster the campaign's messaging strategy. This subset is the most active in engaging fellow audiences; they are individuals with an innate ability to create and disseminate messages, making them the best target audience for this campaign.^{1,2} They are a funnel to other audiences, especially Connectors.^{1,3}

This influence led to the term:

TRENDFLUENCERS

/Trend • floo • ensers/

individuals who use their "posting power" for good; the first to share and document their adventures, creating serious follower FOMO.^{4,5}

"I CONSIDER MYSELF A COOL DAD. I'M ALWAYS LOOKING FOR NEW THINGS TO MIX IT UP WITH THE FAMILY. I ALSO LOVE TAKING MY WIFE ON AN ADVENTURE ANYTIME I CAN.

— Dix D.



"I HAVE A REALLY AESTHETIC INSTAGRAM GRID FULL OF ME AND MY FRIENDS EXPERIENCING THE WORLD. MY INSTAGRAM IS MY PERSONAL SCRAPBOOK AND MY BRAND. MY GOAL IS TO CONVEY VIBRANCE AND JOY WITHIN EXPERIENCES.

— Holly H.



WHAT DOES THIS MEAN FOR THE CAMPAIGN?

TRENDFLUENCERS' AFFINITY FOR THE VALUES OF OPENNESS AND COMMUNITY MAKE THEM THE KEY TO SUCCESSFULLY SPREADING THE TRUTH ABOUT HOT DOGS.



SOCIAL INFLUENCERS:

Everyone trusts them for recommendations for food, music and fun; TrendFluencers thrive in their role as cultural experts.



EXPERIENCE SEEKERS:

They know "only the boring get bored;" they're always looking for new experiences.



STORY TELLERS:

They use social media as an outlet for documenting memories and sharing adventures.

SHARED VALUES DEFINE MESSAGE STRATEGY^{1,2}

When research compared TrendFluencer and Wiener Schnitzel values, it became evident that both emphasize **Openness** and **Community**. From being transparent and willing to try new things, to sharing these experiences with family and friends, these core values are essential in uniting the consumer and brand. Therefore, these two values will drive all campaign executions.

LET'S CHANGE PERCEPTIONS

WHAT DOES THIS MEAN FOR THE CAMPAIGN?

THE CAMPAIGN NEEDS TO SHOW TRENDFLUENCERS THE INSIDE SCOOP ABOUT HOT DOGS, AND THEN INVITE THEM TO ENGAGE WITH THE BRAND COMMUNITY.



PROBLEM: FALSE PERCEPTIONS AFFECT THE PRODUCT CATEGORY

Hot dogs are a mysterious food for many Americans. Most people buy hot dogs ready-made, so they just don't know about the culinary tradition.

SOLUTION: LET'S BE OPEN AND HONEST ABOUT HOT DOGS

- **Hot dogs are made from quality cuts.** Show consumers that the meat used in a hot dog is just like the meat that goes on a grill. Emphasize quality without getting bogged down in the unsavory details of food production.
- **Hot dogs are as healthy as sandwiches.** Help consumers realize there is no health difference between hot dogs, burgers, and deli sandwiches without pushing complicated nutritional information.
- **Hot dogs are gourmet.** All the spices, seasonings, and preparation that goes into a hot dog make it a tasty classic. Convey this through creative imagery, strategic food photography, and culinary-driven promotions.



PROBLEM: AUDIENCES HAVE A SHALLOW LEVEL OF BRAND APPRECIATION

The brand depth hasn't been fully communicated to consumers, so the TrendFluencers' lack of brand familiarity makes them apathetic towards Wiener Schnitzel.

SOLUTION: SHARE THE BRAND STORY TO GROW THE COMMUNITY

- **Appreciate the brand character:** The strength of Wiener Schnitzel is in its 50-year history serving the community and "doing things differently." Consumers simply need to hear the story through the historical touches in executions.
- **Identify with core values:** TrendFluencers' core values are the same as Wiener Schnitzel's; show them through honest, intentional messaging and community-centered promotions.



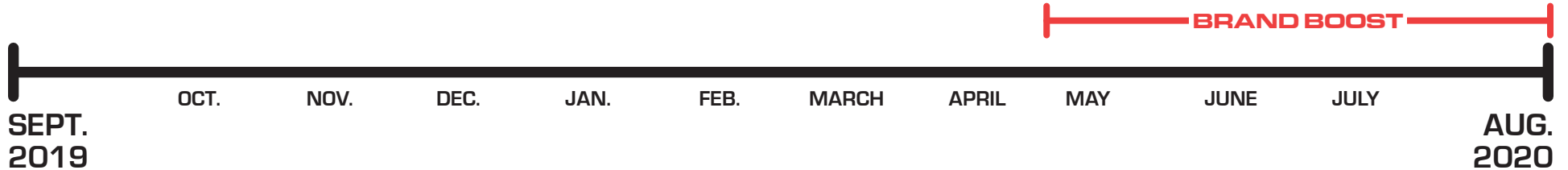
WHAT'S THE MOVE?

POSITIONING STATEMENT:

Agency 424 will position Wienerschnitzel as the leader in the product category since they are the best at what they do. By leveraging the social reach and content creation abilities of the TrendFluencer, the campaign will focus on changing the perception of the hot dog and building a stronger brand community. After all, the hot dog's best qualities are right there inside the bun.

CAMPAIGN STRATEGY:

The campaign strategy will leverage the shared core values that guide Wienerschnitzel and TrendFluencers to benefit the hot dog. The emphasis of the year-long campaign is on the hot dog, with a brand boost in the final four months. By changing the misconceptions with **Openness**, the audience will be drawn to the Wienerschnitzel **Community**. These two values will help the campaign spark a conversation with TrendFluencers, who will spread information about the hot dog and Wienerschnitzel using social influence.



CAMPAIGN OBJECTIVE: CHANGE THE PERCEPTION OF A HOT DOG

Value: Openness

To TrendFluencers and Wienerschnitzel, Openness is about transparency. This transparency will be used to earn credibility among TrendFluencers when building positive perceptions.

Instead of going educational, the campaign will convey quality and value of hot dogs through favorable comparison and high-quality imagery. Fresh copy will also emphasize culinary elements, mainly ingredients and toppings.

Message Strategy:

- Focus on positive perceptions, not refuting the negative
- Show well-dressed, unique hot dogs
- Utilize Wienerschnitzel's playful tone



BRAND BOOST: TELL THE WIENERSCHNITZEL BRAND STORY

May – August (peak hot dog season)²⁰

Value: Community

To maximize return on investment, the campaign will emphasize Wienerschnitzel in the final months. By incorporating this brand boost, Wienerschnitzel will benefit from their investment in the hot dog industry. The brand boost will communicate brand personality and company integrity through OOH, CSR and guerilla executions.

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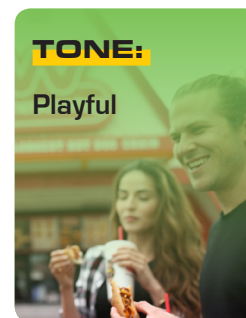
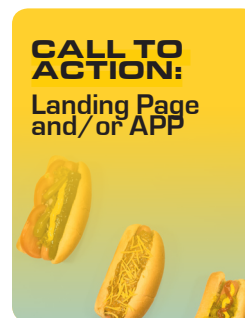
CREATIVE BIG IDEA

Agency 424 recognizes that Wienerschnitzel is the leader in changing the perception of the hot dog and it starts with what's in the bun. TrendFluencers have been told to search outside the bun for great food, but there's no need. The best tasting, best quality food that TrendFluencers seek is in the hot dog bun. Whether they're searching for a break from the mundane, the thrill of a new experience, or a chance to relish in life's best moments - all they have to do is look inside.

The tagline, "The Best in the Bun," is both a reminder to consumers and a challenge to competitors that what they've been searching for has been in the bun all along.

TrendFluencers will discover a classic taste sure to satisfy their cravings - but it's more than just that. The Best in the Bun campaign will elevate the image of the hot dog all while encouraging the target audience to look beyond the product in a fun, transparent way. From the quality cuts of meat and fresh ingredients used in the hot dog, to Wienerschnitzel's community, love, and playfulness, there really is more than *meats* the eye.

MANDATORIES



WHAT IS THE BEST?

HOT DOGS

Fresh ingredients, quality cuts of meat, savory spices and endless toppings

WIENERSCHNITZEL

Largest hot dog chain, unique brand history and committed to the community

REACHING TRENDFLUENCERS WHERE THEY ARE

MEDIA/PROMOTIONS OBJECTIVE:

To change TrendFluencers' perceptions of hot dogs and grow Wienerschnitzel brand affinity, Agency 424 will utilize social influence to highlight hot dogs in a fresh light. With Wienerschnitzel leading the charge, brand awareness will increase and the target audience will see that nothing but the best is inside the bun. Our focus on Openness and Community will not only allow for transparency, but encourage celebration. By using both Trendfluencer and Wienerschnitzel values, this method will build consumer trust within the product and brand. The campaign will utilize frequency as the driving force in placements to maximize the exposure to each individual. The campaign will be nationally focused with increased penetration in select spot markets. The following spot markets were chosen based on TrendFluencer population, Wienerschnitzel presence and a psychographic analysis through Simmons Market Research.¹⁹

How did we analyze the psychographics of cities?

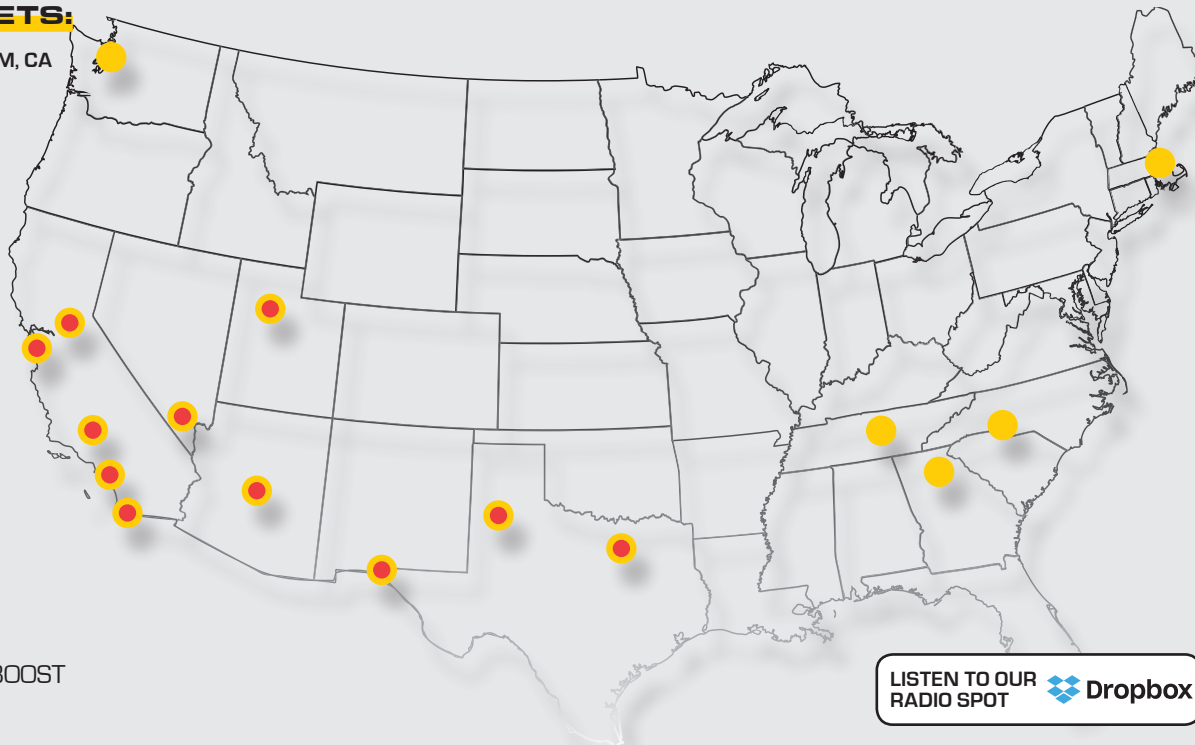
- Food & music discovery
- Self expression
- Tourist & "hole-in-the-wall" attractions
- Diverse communities (or cultural experiences)

SPOT MARKETS:

LOS ANGELES/ANAHEIM, CA
SACRAMENTO, CA
SAN DIEGO, CA
SAN JOSE, CA
BAKERSFIELD, CA
PHOENIX, AZ
LAS VEGAS, NV
DALLAS, TX
SALT LAKE CITY, UT
LUBBOCK, TX
EL PASO, TX
BOSTON, MA
SEATTLE, WA
NASHVILLE, TN
CHARLOTTE, NC
ATLANTA, GA

KEY:

- = SPOT
- = BRANDED BOOST



SPECIAL AUDIENCE: HISPANIC MEDIA VIEWERS AND LISTENERS

41% of TrendFluencers are Hispanic.²

Spanish television and radio allows Latinx audiences to embrace and connect with their culture.^{8,9} In addition to the overall media strategy, Spanish Television (Univision) and Spanish radio will be integrated into The Best in the Bun campaign using culturally tailored messaging. Ads will be placed in the following outlets: Univision Español, Radio Centro, 93.9 FM LA, MVS Radio, KBNA-FM, Que Buena, and Rumba.

SPANISH TAGLINE:

LO MEJOR ESTÁ DENTRO

PRICE (RADIO): \$40,000
IMPRESSIONS: 2,900,000

LISTEN TO OUR
RADIO SPOT 

TELEVISION WATCH AND LEARN

Since 51% of the target audience are influenced by the things they see on TV, media will focus on video executions placed in national TV buys that can adapt to digital.² Agency 424 chose to advertise on Univision,¹⁴ Food Network,¹⁵ Comedy Central,¹⁶ NBC, and ESPN based on TrendFluencers' personal interests and pop culture relevance.^{2,13} All placements will feature Wienerschnitzel's playful tone.

SPOT #1 **SIBLING RIVALRY:**

This spot will show hot dogs are a food worth fighting for. The scene is in the living room of a family's home. A brother and sister each walk in, lock eyes with each other and rush to the middle of the room to get their dog's attention. They both keep trying to bring the dog to their side but begin to make stranger calls, confusing the dog. A new angle reveals that the siblings were calling to a hot dog on the table the whole time. They both grab the plate and fight for the hot dog until the brother eventually wins the fight and gets the hot dog.

SPOT #2 **POETRY READING:**

This spot will show that hot dogs are as good a meal as any other. The scene is at a hipster poetry night in a coffee shop. A man begins emotionally reading his poem. The lines are ambiguous at first, but as the poem goes on, it becomes apparent that it's about hot dogs. After he finishes reading, the crowd cheers and raises red forks in agreement with him.

SPOT #3 **DATE NIGHT:**

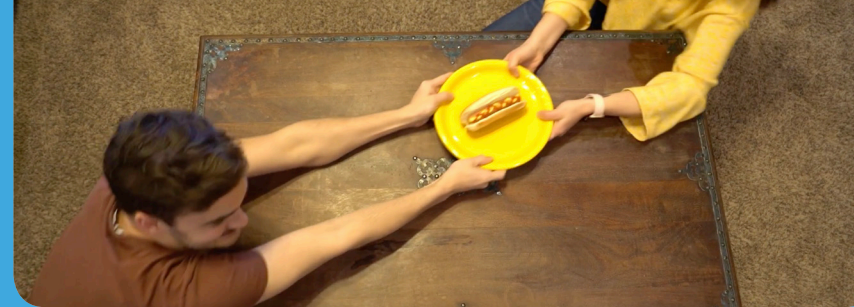
This spot will show hot dogs are a worthy food choice for TrendFluencers. The scene takes place in a fancy restaurant with romantic music and a man talking to his date on the other side of the camera. He compliments his date until the camera turns to show that he's actually talking to a Wienerschnitzel hot dog. His real date returns from the restroom upset that he snuck Wienerschnitzel into the restaurant again.

SPOT #4 **MAN BUN:**

This spot will show hot dogs are a fun food option within the TrendFluencer market. The spot begins with two co-workers in the office break room talking about another co-worker's bun and how it's the best they've ever seen. It is assumed they're speaking about his hair, but revealed soon after that they're talking about his Wienerschnitzel hot dog instead.

PLACEMENT: NATIONAL
PRICE: \$3,950,624
IMPRESSIONS: 19,753,120

WATCH OUR
TV SPOTS



SOCIAL MEDIA

INCREASING DER FAM



TrendFluencers love using social media to chronicle their adventures.² Programmatic buying and retargeting mechanisms will allow Agency 424 to generate meaningful engagement. This strategy, combined with organic posts, will create an open community leading to long lasting impressions on the target audience. The campaign will initially recruit identified TrendFluencers in each spot market to become brand ambassadors and spark social strategy.

INSTAGRAM:

35% of TrendFluencers use Instagram.² The Best in the Bun campaign will transform the idea of hot dogs and address misconceptions by reinventing current food photography. Agency 424 will create a playful and modern aesthetic by showcasing the quality ingredients and toppings that make every hot dog great. Users will experience a perfect marriage of lifestyle and delicious hot dogs - visually showing what is in the bun.

FACEBOOK:

Facebook is the preferred social media platform for 77% of TrendFluencers.² All campaign content will be strategically repurposed in domain ads and captioned video posts to reach the large amount of TrendFluencers on Facebook. Additionally, Facebook will incorporate branded experiences by promoting special events. The campaign's Facebook strategy integrates the media platform Thrillist, a popular hub for cultural content.¹⁸

TWITTER:

33% of TrendFluencers use Twitter for entertainment and keeping up with current events.² The campaign's Twitter account will be run by The Delicious One, allowing consumers to get a taste of Wienerschnitzel's brand personality.

PLACEMENT: NATIONAL

PRICE: \$2,895,791

IMPRESSIONS: 144,000,000

LOOK AT OUR
STOP MOTION



PRINT

SPREAD THE WORD



MAGAZINES:

Agency 424 will use eye-catching print ads to reach TrendFluencers through publications they trust to keep them in the know. Print ads will be placed in three different Condé Nast magazines: Traveler, GQ, and Bon Appetit. The campaign chose high-circulation print media that match TrendFluencers' personal interests.^{2,10} The goal of print media is to show TrendFluencers ads they'll remember and direct them to the landing page and social media platforms.

Sept - Dec: Bon Appetit
Jan - April: Traveler
May - June: GQ

PLACEMENT: NATIONAL
PRICE: \$208,990
IMPRESSIONS: 51,400,000



GUERRILLA

BUNS IN PLACES

Agency 424 will embrace guerilla advertising tactics to ignite organic social media interactions between Wienerschnitzel and TrendFluencers. Once TrendFluencers engage, their extensive social networks will take part in the hype. Mainstream and industry media will grab onto the story, further extending reach. All guerilla executions are a part of the Brand Boost and will call consumers to download the app.

XL HOT DOG BENCH:

Kick off your shoes, rest your buns and stay awhile. Extra long park benches designed as hot dog buns will provide fun and comfortable seating for TrendFluencers and their friends. This unique execution will highlight community and playfulness while creating buzz on social media.

PLACEMENT: TOP 5 BRAND BOOST SPOT MARKETS
PRICE: \$26,206
IMPRESSIONS: 25,000,000

“W” LIGHT:

Over 50 years ago, “Der Wienerschnitzel” put its first hot dog in a bun and John Galardi promoted the grand opening by shining a spotlight into the sky.¹² Agency 424 will shine a light on Wienerschnitzel’s brand history by bringing back the iconic spotlight. As night owls, TrendFluencers are sure to see the “W” and share with their friends before heading over for a late night bite. This execution will include the target audience in the brand story while creating an experience worth posting about.

PLACEMENT: ONE FRANCHISE PER BRAND BOOST SPOT MARKETS
PRICE: \$600,000
IMPRESSIONS: 18,000,000



OUT-OF-HOME

LET'S TAKE THIS OUTSIDE



BUS STOPS:

Bus stops will have Wiener Schnitzel's iconic yellow roof, capturing the attention of commuters. Once drawn in, consumers will discover digital billboards at the stop featuring games that tackle the misconceptions of hot dogs. These billboards also show bus routes to the nearest Wiener Schnitzel.



TrendFluencers are always on the move. Out-of-home advertising offers a way to boost the brand and connect with our target audience when they're out and about and potentially near a Wiener Schnitzel.



BUSSES:

Playful and fun bus wraps with Wiener Schnitzel brand colors will travel through cities to engage audiences in high-traffic centers. These wraps will show passengers craving a bite of the driver's delicious hot dog. The commuters will step inside a branded bus designed to look like the inside of a Wiener Schnitzel restaurant.

DIGITAL BILLBOARDS:

Nielsen research shows that 71% of people agree that billboard advertising stands out the most.¹¹ Eye-popping designs will engage TrendFluencers to take pictures and post related content on social media.

PLACEMENT: BRAND BOOST SPOT MARKETS

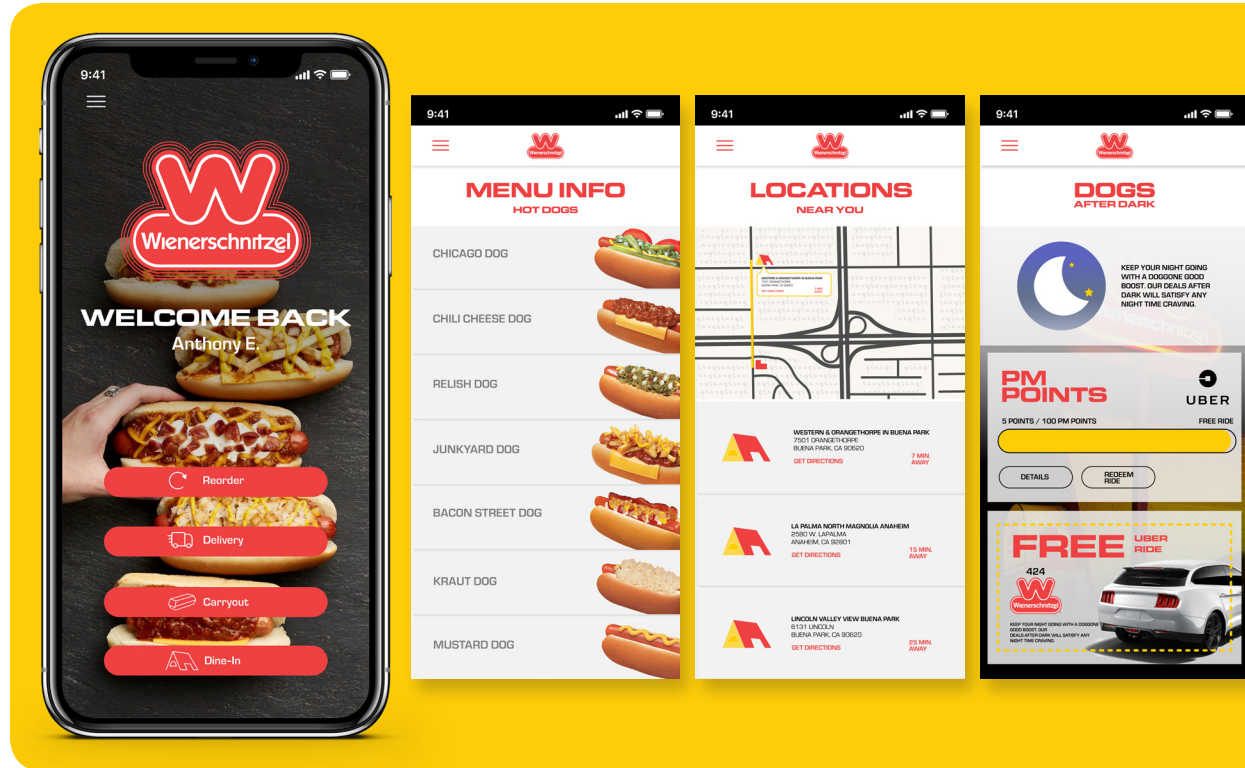
PRICE: \$392,155,950

IMPRESSIONS: 2,817,101



MEDIA AND PROMOTIONS

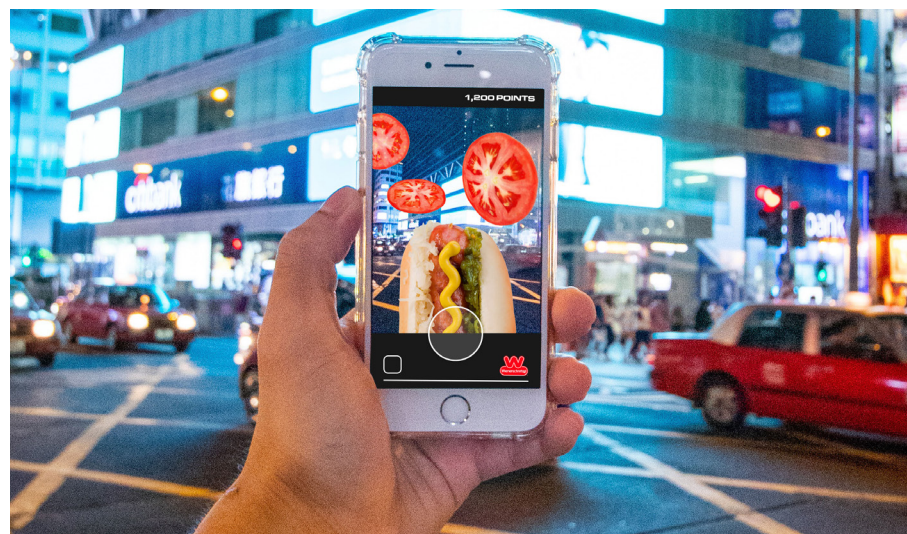
HOT DOGS ARE APP-EALING



MOBILE APP

When it comes to meeting the ever-increasing needs of customers in the digital age, the LSR industry remains one of the most demanding.^{4,5,7} Agency 424 will develop a mobile app to allow Wiener Schnitzel consumers - already tied to their devices - to customize their orders quickly and easily.² The mobile app will transform the customer experience by providing mobile point-of-service (POS), allowing customers to decide when, where and how to order. In-app features will allow consumers to discover the ingredients inside their favorite hot dogs, order meals straight to their home through our partnership with UberEATS and receive loyalty points redeemable for food and merch.

- Mobile ordering
- Dine-in / order ahead / carry-out
- Map of Wiener Schnitzel locations nearby
- Includes drop-down menu showing ingredients "in the bun" / calorie count
- Pocket Dogs game
- Loyalty points / PM
- ROI and KPI measurement¹⁷



DOGS AFTER DARK

This promotion will drive late night involvement by partnering with Uber to provide a free ride to users who earn 15 PM points on the Wiener Schnitzel app. PM points can only be earned when you make a Wiener Schnitzel purchase after 8 P.M. When a current app user recommends a friend to download the app, they both receive two additional PM points when downloaded. Whether it's a late night craving or an unexpected adventure, we want to provide Wiener Schnitzel customers a good deal, a good meal, and a safe ride home.

POCKET DOGS

This augmented reality feature creates an opportunity for consumers to learn about hot dogs. Players can use their smartphone camera to collect virtual hot dog ingredients hidden near their physical location. App notifications will alert them when ingredients are nearby, and the closer they get to a Wiener Schnitzel, the more they will find. Users will receive loyalty points for each quality meat, spice or topping they capture. These points can be redeemed for Wiener Schnitzel merch or a tasty hot dog.

PLACEMENT: NATIONAL
PRICE: 1,696,000
IMPRESSIONS: 15,000,000

EXPERIENCES

TAKING THE DOGS OUT



WHO LET THE DOGS OUT?

Ready, set, throw! Agency 424 will kick off The Best in the Bun campaign with a massive Labor Day event. Giant inflatable hot dogs will be placed in spot market cities the week before Labor Day and start a frank frenzy on social media. Paid and organic posts will inform TrendFluencers and their followers of a labor day “food fight” taking place in their city. Individuals will be given paint-powder filled balloons and condiment bottles as ammunition. Participants will receive Wienerschnitzel branded t-shirts and this event will be live-streamed on IGTV and Facebook Live.

PLACEMENT: SPOT MARKETS
PRICE: \$1,436,970
IMPRESSIONS: 36,034,000

UNDERGROUND CHOW-DOWN

This pop-up experiential event will generate organic posts by tapping into our target audience’s social and tech-savvy nature. Mysterious red phone booths will be placed in spot market areas with heavy foot traffic. Motion sensors will cause the phones to ring when people walk by; upon answering, a message will provide details about an exclusive late-night party taking place in their area. Once invited, they will be directed to the campaign landing page to receive an entry password. At the event, guests can use their smartphones to scan over hot dog pop art on the wall. After scanning, an augmented reality feature will show the user how the hot dog is made. As the ingredients combine virtually, nutrition facts will pop up on the screen. Users then order their dressed dog and can get half off their hot dog by posting on social media with #TheBestInTheBun. They can earn loyalty points when they use #TheBestInTheBun on their Instagram stories. TrendFluencers know the best things in life often come to those open to new experiences.

PLACEMENT: SPOT MARKETS
PRICE: \$825,220
IMPRESSIONS: 2,000,000



EXPERIENCES

READY PLAYER DOG



TOP DOG GAMING TOUR

The target audience loves to relish in moments filled with adventure and these moments are not spent alone. Agency 424 will create a traveling VR gaming experience that is sure to create some bun babbles. Trucks equipped with virtual reality treadmills will travel to festivals and events within the spot markets. In the final week of the tour, the mobile gaming experience will converge at Comic-Con in San Diego, CA, and Agency 424 will promote the event on Thrillist and Facebook. By livestreaming the event on Twitch and IGTV, users will see hot dogs in a fresh perspective - VR goggles or not.

The game itself addresses hot dog misconceptions in an interactive and social way. Once the VR goggles are on, the game begins. Teams must race against the clock to find and return all of the hot dog meats, spices and toppings to Wienschnitzel. The winners of the round will be rewarded Wienschnitzel swag while everyone will enjoy free hot dogs.

PLACEMENT: SPOT MARKETS

PRICE: \$1,038,883

IMPRESSIONS: 24,000,000

EXPERIENCES

DOGS FOR A BETTER WORLD



LIKE HOT DOGS, THE EARTH IS PRETTY DANK.
LET'S KEEP IT THAT WAY.
CELEBRATE THE BEST WITH THE BEST.



The key to boosting the brand will be emphasizing community values through branded corporate-social responsibility. CSR allows TrendFluencers to benefit their community with Wiener Schnitzel at their side. This is where the campaign will move from telling the target audience Wiener Schnitzel's values to showing them.

WIENERSCHNITZEL DISASTER RELIEF TRUCK

Wiener Schnitzel branded disaster relief trucks will travel across the nation to provide aid to communities affected by natural disasters. Those impacted will receive free hot dogs, relief kits, and access to digital devices, solar chargers, and Wi-Fi. Nearby, a pop-up tent with a movie projector will create an environment for families to relax. Media outlets are sure to report on the event, allowing our target audience to connect with the brand's values. TrendFluencers are invited to join the effort through volunteering so they can share in helping the community. After all, Wiener Schnitzel is an open arms company that believes helping others is "the secret sauce to a happier life."¹

REACH: NATIONAL
PRICE: \$1,228,000
IMPRESSIONS: 100,000,000

ECO PACKAGING

During the campaign, Earth Day will have its 50th anniversary, and Wiener Schnitzel will celebrate by doing their part to make the earth a better place - one dog at a time. Providing eco-friendly packaging at all Wiener Schnitzel franchises on Earth Day will highlight the brand's dedication to bettering our planet and grow brand affinity with TrendFluencers.

PLACEMENT: ALL WIENERSCHNITZEL LOCATIONS ON 04.22.19
PRICE: \$1,033,000
IMPRESSIONS: 12,600,000

ROI/CONCLUSION: RECIPE FOR AWESOME

The campaign has been grounded in research and concept tested, but continuous measurement is still vital. By measuring the key performance indicators below regularly, campaign impact can be maximized through strategic adjustment based on KPIs. Benchmark measurements will take place every four months, beginning with product category perception and incorporating brand-related measurements in the final four months of the campaign.

CAMPAIGN OBJECTIVE: CHANGE HOT DOG PERCEPTION

BRAND BOOST: TELL THE BRAND STORY

SOCIAL MEDIA LISTENING (SALESFORCE SOCIAL STUDIO)

Run sentiment analysis on the search query "hot dog"²

Run sentiment analysis on the search query "Wiener schnitzel"

SALES

Hot dog consumption²
Direct competitors sales
Grocery store sales

Wiener schnitzel sales
Hot dog menu item sales
Track new customers

APP MEASUREMENT¹⁷

Downloads
Stickiness (DAU / MAU)
Average revenue per user
Loyalty points

TRENDFLUENCER FOCUS GROUPS & CAMPAIGN EXPOSURE SURVEY

Increase positive perceptions
Decrease negative perceptions

Measure brand awareness
Measure brand equity

SOCIAL MEDIA NETWORK ANALYSIS OF BRAND AMBASSADORS

Likes on ambassador posts
Reshares on ambassador posts
User-generated content

Likes on ambassador posts
Reshares on ambassador posts
User-generated content

ENGAGEMENT IN PROMOTIONS

Event attendance
Hot dog consumption at events
User-generated content at events

Event attendance
Hot dog consumption at events
User-generated content at events

LANDING PAGE ANALYSIS

Unique visitors
Engagement
Bounce rate

Repeat visitors
Engagement
Bounce rate

NEWS MEDIA ENGAGEMENT

Coverage analysis of hot dogs

Coverage analysis of Wiener schnitzel

CONCLUSION:

The primary objective of "The Best in the Bun" campaign is to change the perception of a hot dog. Additionally, the campaign will ensure Wiener schnitzel sees a return on their investment in the hot dog industry by incorporating brand strategies and brand-related KPIs. Through a strategic target audience and noteworthy creative executions, the campaign will get the right people talking about hot dogs and Wiener schnitzel.

Agency 424 is confident that **"THE BEST IN THE BUN"** campaign is the solution to Wiener schnitzel's challenge.



BUDGET/ FLOWCHART

Month	September	October	November	December	January	February	March	April	May	June	July	August	Impressions	Cost	% of Budget
BRAND BOOST															
TRADITIONAL													74,053,120	\$4,199,614	16.80%
TV													19,753,120	\$3,950,624	15.80%
Spanish Radio													2,900,000	\$40,000	0.16%
Print													51,400,000	\$208,990	0.84%
DIGITAL/SOCIAL/APP													330,836,065	\$5,585,006	22.34%
Hulu													14,300,000	\$500,000	2.00%
Landing Page													8,550,351	\$3,215	0.01%
YouTube													71,400,000	\$500,000	2.00%
Brand Ambassadors													16,000,000	\$100,000	0.40%
Google Ad Words													7,300,000	\$1,000,000	4.00%
App/Pocket Dogs													5,000,000	\$436,000	1.74%
Facebook													50,000,000	\$449,500	1.80%
Instagram													28,000,000	\$1,736,391	6.95%
Twitter													50,000,000	\$609,900	2.44%
Display/Banner Ads													80,285,714	\$250,000	1.00%
OOH													435,155,950	\$3,443,307	13.77%
Digital Billboards													168,905,950	\$880,000	3.52%
Bus Wraps													173,250,000	\$1,732,500	6.93%
Bus Stops													50,000,000	\$204,601	0.82%
"W" Light													18,000,000	\$600,000	2.40%
XL Hot Dog Bench													25,000,000	\$26,206	0.10%
PROMOTIONS													184,634,000	\$6,822,073	27.29%
Disaster Relief Truck													100,000,000	\$1,228,000	4.91%
Underground Chow-Down													2,000,000	\$825,220	3.30%
Top Dog Gaming Tour													24,000,000	\$1,038,883	4.16%
Who Let the Dogs Out													36,034,000	\$1,436,970	5.75%
Dogs After Dark													10,000,000	\$1,260,000	5.04%
Eco Packaging													12,600,000	\$1,033,000	4.13%
FEES AND PRODUCTION													N/A	\$4,950,000	19.80%
Contingency													N/A	\$700,000	2.80%
Production													N/A	\$2,500,000	10.00%
Evaluation													N/A	\$500,000	2.00%
Staffing													N/A	\$1,250,000	5.00%
Total													1,024,679,135	\$25,000,000	100.00%

16.80%
Traditional:
\$4,199,614

22.34%
Digital/ Social / App:
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OOH:
\$3,443,307

27.29%
Promotions:
\$6,822,073

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Fees and Production:
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100%
=
\$25,000,000