

NSAC[®]

NATIONAL ~~AD~~^{AF} STUDENT
ADVERTISING
COMPETITION[®]

Sponsored by



TEAM 108

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EXECUTIVE SUMMARY

Frozen food has long had a stigma with millennials for being unhealthy. We are going to change the perception of Tai Pei as a fast and smart meal on the go!

The current millennial generation of 18-24 year olds that we are targeting is an incredibly diverse group of individuals. The majority are in college or young working professionals that we segmented the market into three distinct groups The Foodie, On the Go Young'un, Healthy on a Budget. Even though these segments are fundamentally different the one aspect that is true among almost all millennials is the lack of any spare time. The most common trait across the board is a desire to have a quick and convenient all purpose meal.



Our campaign "Conquers the Busiest of Days" is designed to emphasize Tai Pei as an on-the-go single entree. At the heart of the campaign, the goal is to position Tai Pei in consumers' minds as a meal that is fast, convenient, and will give you the energy to conquer everything you need to get through the day.

We are confident that our integrated marketing campaign is what Tai Pei needs to launch its brand into the minds of its target consumers. The end result of our campaign that the next time a young millennial is wandering through the frozen food aisle at the grocery store he/she will be more likely to choose Tai Pei brand.

THE CHALLENGE

Develop a fully integrated marketing and retail campaign to help make the Tai Pei brand and products relevant to younger millennial consumers.

SWOT ANALYSIS

STRENGTHS

Brand Relaunch—new “Box”
Whole Food’s requirements met.
Sold in all 50 states.
Less expensive than eating at a Chinese Restaurant.
Box makes it convenient to heat and eat on the go.
The product lasts longer because it’s frozen.

WEAKNESSES

Unclear Brand Position
Lack of Promotion/media presence
Target Market too broad
Portion size(s)

OPPORTUNITIES

Develop new markets and focus on millennials 18-24
Focus on core items to develop brand image
Improve food quality and appearance
Promotional activities such as “BOGO” and “5 for \$10 pack”

THREATS

Lack of consumer brand awareness.
Poor consumer reviews.
Competitors who have single serve entrée’s or offer similar products
Environmentally conscious people that are against frozen food

Research

COMPANY ANALYSIS

- Tai Pei is just one brand of the Ajinomoto Windsor company
- Recently acquired by Ajinomoto.
- Company specializes in frozen food, particularly from other countries
- Concerned about growing sales in the millennial audience

ENVIRONMENTAL ANALYSIS

"With our stakeholders and businesses, we help solve society's issues, leading to the creation of economic value." -Tai Pei

CUSTOMER ANALYSIS

- Spontaneous and adventurous
- Millennials enjoy cooking and typically spend 20-30 minutes a day cooking
- Millennials eat out more than any other generation
- Millennials also seek convenience, low prices, high-quality products, honest ingredients, environmentally conscious values, and sustainable packaging
- Millennials are less brand loyal than previous generations
- Millennials is willing to pay more for specialty products
- Millennials do not want to be associated with the negative stigma that dogs "frozen food lifestyle"
- Millennials need products on the go, innovative food choices, in-store experiences, new flavors and ingredients, and convenience and affordability

COMPETITOR ANALYSIS

MARIE CALLENDER'S (CONAGRA FOODS)

- Rated among the leading multi-serve and single-serve frozen dinner brands in 2015
- Marie Callender's spends the most on advertising out of any of the analyzed companies.
- Focuses on food and family time

LEAN CUISINE (NESTLE)

Strong social media presence
Targets family time
Digital campaigns
Partnered with blogs

HEALTHY CHOICE (CONAGRA)

- Strong partnerships
- Partnered with recipe bloggers
- Recent campaign - "Simply nothing artificial"
- "SIMPLY CAFÉ STEAMERS" focuses on cooking with steam
- Top Chef Showdown partnership

STOUFFERS (NESTLE)

Successful rebrand
Sued for using preservatives
Deceptive Advertising

TARGET MARKET SEGMENTATION

THE FOODIE

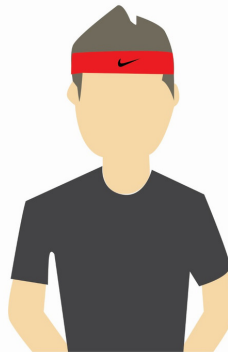
Foodies are millennials that love their food. They are constantly snacking in addition to eating their normal meals.

They often follow the new trend of eating smaller, mini meals throughout the day instead of the traditional 3 meals a day. They are more willing to try new foods and new flavors to expand their palate. This group is less concerned with the quality of food that goes into their body and more concerned with the taste and appeal of their food..



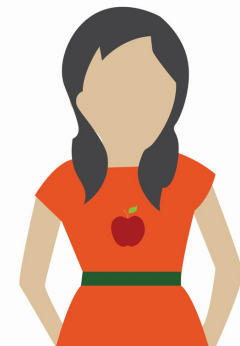
ON THE GO YOUNG'UN

This is the student or young professional that is always on the go and needs something that is fast and convenient. This includes student athletes, students trying to balance school and work, and young people just entering the working world. These are the people that have 18 plus hour days while they are jumping between work, school, extracurriculars, and commitments. They often only have a spare minute or two to eat a something and their focus is on small meals that can be prepared and consumed quickly that will give them the energy they need to get through the day.



HEALTHY ON A BUDGET

These are the millennials that care about what they eat and what fuels their bodies. However, they don't have the time or money to necessarily buy everything organic and super healthy. They are just looking for healthier options that fit within their budgets. Health conscious individuals tend to avoid foods that are high in sodium and sugars as well as foods full of artificial flavorings and preservatives if they have the option.



CONQUERS THE BUSIEST OF DAYS

”



Our strategy is to penetrate the frozen food market with out positioning of Tai Peias an alternative for "conquering the busiest of days" through influenciigthe inertiatype buying behavior (which included creating brand loyalty, spurious loyalty and brand selection at POS).

CREATIVE STRATEGY

TACTIC 1

Video Boards

TACTIC 3

Broker Incentives

TACTIC 2

Retail Displays &
Demonstrations

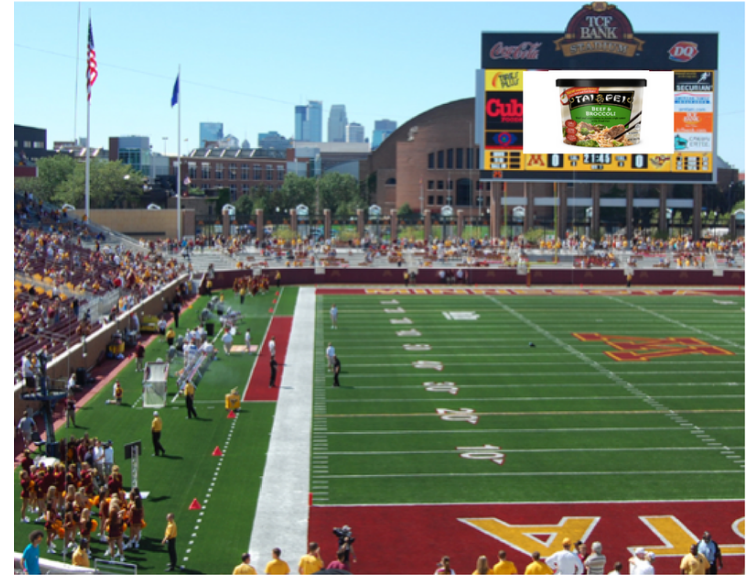
TACTIC 4

Coupons &
Receipt Tape

We will be implementing four different strategies to promote "Conquers the Busiest of Days."

TARGET: "ON THE GO YOUNG'UN"

COLLEGE ATHLETICS



One of the best ways to reach this millennial segment will be where the group congregates on a regular basis which are college campuses and sporting events. Advertisements on indoor and outdoor video scoreboards on college campuses will be used to communicate with this target segment.

Each school was chosen based on highest concentration of 20-24 year olds in or near metropolitan areas. This was to ensure Tai Pei could capitalize on people's repetitive travel patterns resulting in high levels of frequency for the campaign. These universities have a the highest turnout at school sporting events compared to other colleges in the area. They also have a diverse and loyal fan base, making video boards another touch point for our target market.

TACTIC 1: VIDEO BOARDS

SCHOOLS:



UNIVERSITY OF
SAN FRANCISCO
CHANGE THE WORLD FROM HERE



UNIVERSITY OF MINNESOTA



UNIVERSITY of
WASHINGTON



GEORGETOWN UNIVERSITY

INDOOR PLAN:

COST PER GAME: \$1,000

COST PER SCHOOL: \$80,000

TOTAL INDOOR COST: \$800,000

OUTDOOR PLAN:

COST PER GAME: \$4,000

COST PER SCHOOL: \$20,000

TOTAL INDOOR COST: \$200,000

INCREASE CONSUMER

AWARENESS

To increase consumer awareness of the Tai Pei product, we decided to focus on in store displays and demonstrations. These include door displays, shelf ads, and in store product samples.

Our primary goal will be to advertise in large markets, that are heavily concentrated with millennials including, but not limited to supermarkets in the cities of Los Angeles, California; San Francisco-Oakland, California; Denver, Colorado; Seattle-Tacoma, Washington; Washington, DC; and Minneapolis-St. Paul, Minnesota.

DOOR DISPLAYS

Sticker advertisements on the outside of the freezer door

SHELF ADS

Banner advertisements on the shelves the products are on

IN STORE PRODUCT DEMOS

Tables where samples of the product are given to shoppers

TOTAL COSTS



SHELF ADS

Cost per Ad: \$1100
Number of Stores: 150
Total Cost: \$165,000 .

DOOR DISPLAYS

Cost per Display: \$5.00
Number of Demos: 27,400
Total Cost: \$137,000 .

IN STORE DEMOS

Cost per Demo: \$100
Number of Demos: 5,000
Total Cost: \$500,000

PRODUCT AVAILABILITY

Broker incentives will be used as a way to fill shelf space with the product. This will help ensure that a variety of the product is always available for consumer purchase.

We plan to focus on the most popular Tai Pei products including Chicken Potstickers, Chicken Chow Mein, Beef & Broccoli, and Orange Chicken. The target stores will be Albertsons at 2200 stores, Kroger at 2419 stores, Winco at 107 stores, and Walmart at 3465 supercenters.

The cost for broker incentives is \$3 per case sold (12 units per case). There is a limit on 3 or 4 cases for incentives depending on budget, and we will do broker incentives four times throughout the year (at each quarter). The incentive period for the brokers will last three weeks.

COST BREAKDOWN

Skews: 4

Cases: 4

Dollar Incentive: \$3

Stores: 3465

Per year: 4 times

Total Cost: \$665,280



REPEAT PURCHASES

In an effort to create awareness and incentivize sale of Tai Pei products to customers, who are already purchasing related products, we will offer POS Coupons to customers who purchase associated products such as Asian foods, sauces and competing frozen food products. This method of advertising creates a "shotgun" approach that will generate impressions nationwide in metropolitan areas which are likely to have a high concentration of millennials.

We will also offer basic coupons that are available to everyone through websites such as coupons.com and Tai Pei's grocer's websites and social media accounts. Additional "BOGO" coupons and "Buy one, Buy a Second One for 50% Off" coupons will be offered nationwide.

MEDIA STRATEGY

We will implement a comprehensive media strategy in order to reinforce our tactics. This strategy will also help us promote and advertise the Tai Pei brand.

MUSIC PLATFORMS

Using Spotify, SoundCloud, and Pandora will allow us to use 15 second radio and video ads. We used 15 second ad spots to give Tai Pei the opportunity to have more commercials during the allotted months.

COMMERCIALS

Advertising on shows such as Empire, Scandal, The Big Bang Theory, The Voice, Family Guy, The Bachelor, etc. ensures millennials are targeted and not wasted on irrelevant channels.

DIGITAL LAUNCH

The same ad spots will also advertise on Hulu, Amazon Prime and YouTube as 15 second ads to reach millennials watching their favorite shows and videos online. Hulu also offers platform take overs which can increase reach and frequency for Tai Pei.

VIDEO

ADVERTISEMENTS

To reach our millennial target, we will be implementing video advertising on several media platforms.

DIGITAL

Continue to remind target segments about Tai Pei using website banner advertisements.

SOCIAL MEDIA

To build engagement with customers, we have developed a social media campaign, yielding real results that can be measured and improved.

VIDEO

ADVERTISING



The concerts with everyone one attending the concert walking in, the DJ has just entered the stage.



After playing for a few hours, the DJ becomes hungry and isn't performing as well.



He places Tai Pei in the microwave, and as the "beat drops" the microwaves "dings" and while everyone is dancing (not noticing the DJ) he pulls out the Tai Pei.



The concert significantly improves as the DJ's hunger is now curbed with the help of Tai Pei. He conquered the day with the help of Tai Pei.

VIDEO

ADVERTISING



Elizabeth is very excited to be getting married today.



Her bridesmaids worked very hard to make the day run smoothly for her but they have been working so hard they haven't had a chance to eat before they walk down the aisle.



Thinking about convenience and ease they decide to quickly pop some delicious Tai Pei in the microwave.



The bridesmaid are able to stay happy and cheery for the bride. They conquered the day with the help of Tai Pei!

DIGITAL LAUNCH



Using Spotify, SoundCloud, and Pandora will allow us to use 15 second radio and video ads. We used 15 second ad spots to give Tai Pei the opportunity to have more commercials during the allotted months.



- The same ad spots will also advertise on YouTube, Hulu and Amazon Prime as 15 second ads to reach millennials watching their favorite shows and videos online.
- Hulu also offers platform take overs which can increase reach and frequency for Tai Pei



Our campaign will have website banners advertised throughout the entire campaign. The plan has four different types of banner ads that we can rotate to keep the campaign interesting and new. These will be advertised on platforms like Facebook, Spotify, and SoundCloud. Banners allow us to increase the number of impressions which is crucial when it comes to creating brand awareness.

ENGAGEMENT WITH SOCIAL MEDIA

Through a variety of social channels, we will target millennials through activities they are involved in each year. On Facebook and Twitter we decided to emphasize on holidays. On YouTube we will display advertisements that correspond with Conquering the Busiest Days.



METRICS TO CONSIDER

- Google Analytics to evaluate overall success of online initiatives, including website traffic and click through rates
- Measure increases in likes, followers, and shares/retweets on social media sites using Facebook and Twitter analytics
- Review comments and feedback on social media outlets as well as review sites
- Monitor Moat and Google Active View to measure ad effectiveness on Spotify.

ENGAGEMENT WITH FACEBOOK

Back to School

Tai Pei Asian Food
Sponsored

Let's conquer your first day together.

Back to School

1K 650 Comments 215 Shares

Like Comment Share

International Women's Day

Tai Pei Asian Food
Sponsored

Happy International Women's Day!

Helping Women Conquer the Busiest of Days Since 1996

2K 352 Comments 562 Shares

Like Comment Share

Finals Week

Tai Pei Asian Food
Sponsored

Conquers the Busiest of Days

Start Conquering Today
Delicious food on the go
TAIPEIFOOD.COM

Learn More

500 120 Comments 70 Shares

Like Comment Share

Valentine's Day

Tai Pei Asian Food
Sponsored

The busiest of days can only be conquered with single entrees.

Single Entree Awareness Day
CONQUER THE DAY WITH OUR READY MADE ENTREE'S.

Start Conquering Today
Delicious food on the go
TAIPEIFOOD.COM

Learn More

2K 562 Comments 311 Shares

Like Comment Share

Facebook-Use Ads Manager, Power Editor and the Ads Insights API to understand the business impact of the ads you serve on Facebook, Instagram and Audience Network with easy-to-read, insightful reports.

Note: These ads will also be run on Instagram.

ENGAGEMENT WITH TWITTER

- Learn about your Twitter followers
 - Your followers' interests
 - Your followers' demographics, such as language, gender, and location.
- Click on the individual Tweets to pull up more specifics on your engagements, such as the number of:
 - Video views
 - Link clicks
 - Photo or video clicks
 - Likes
 - Retweets
 - Replies
 - Detail expands
 - Profile clicks

Winter Holidays



Black Friday



Easter



B U D G E T

Item	\$10,000,000	\$15,000,000
Broker Incentives	\$665,280	\$1,264,000
Coupons/Receipt Tape	\$532,000	\$1,264,000
In-Store Displays/Demonstrations	\$273,440	\$831,000
Digital	\$1,564,000	\$1,935,000
Radio	\$200,000	\$200,000
Television	\$6,516,000	\$9,505,000
TOTAL	\$9,750,720	\$14,999,000

Calendars

\$10,000,000 Budget

Media Plan

Apr-17
10,000,000

	1-Apr	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	# airings	Cost (\$)
Television															6,516,000
Daytime															916,000
Cupcake Wars														4	500,000
Sports Center														4	316,000
Primetime															4,054,000
Family Guy														4	800,000
Empire														2	700,000
The Big Bang Theory														4	854,000
The Bachelorette														4	900,000
Modern Family														2	500,000
Gotham														2	500,000
Special Event															846,000
MTV VMAs															846,000
Online Streaming															1,000,000
Hulu														8	500,000
Amazon Prime														8	500,000
Radio															200,000
Spotify														4	100,000
Pandora														4	50,000
Soundcloud														4	50,000
Digital															1,564,000
Websites															464,000
Amazon															80,000
All Recipes															85,000
Food.com															90,000
Walmart															64,000
BuzzFeed															85,000
Elite Daily															50,000
Social Media															1,000,000
Facebook															80,000
Twitter															40,000
Video															1,300,000
Youtube															300,000
Video Boards															20 per game 1,000,000
Total Cost															8,280,000
Broker															865,280
Demo															255,700
Coupons															332,000
Display															18,000
Receipt Tape															200,000
Total Retail Cost															1,470,980

Media Plan

Apr-17
15,000,000

	1-Apr	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	# airings	Cost
Television															9,505,000
Daytime															1,789,000
Cupcake Wars														4	500,000
Sports Center														4	689,000
Chopped														4	300,000
House Hunters														4	300,000
Primetime															3,310,000
Family Guy														8	800,000
Empire														4	900,000
The Big Bang Theory														8	1,000,000
The Bachelorette														8	1,000,000
Modern Family														4	585,000
Gotham														4	585,000
Special Event															846,000
MTV VMAs															846,000
Online Streaming															2,000,000
Hulu														4	1,000,000
Amazon Prime														4	1,000,000
Radio															200,000
Spotify														4	100,000
Pandora														4	50,000
Soundcloud														4	50,000
Digital															1,935,000
Websites															635,000
Amazon															100,000
All Recipes															200,000
Food.com															150,000
Walmart															90,000
BuzzFeed															85,000
Elite Daily															60,000
Social Media															250,000
Facebook															150,000
Twitter															100,000
Video															1,300,000
Youtube															300,000
Video Boards															20 per game 1,000,000
Total Cost															15,000,000
Broker															818,240
Demo															664,000
Coupons															12,760
Display															600,000
Receipt Tape															200,000
Total Retail Cost															1,470,980

\$15,000,000 Budget

CONCLUSIONS



"CONQUERS THE
BUSIEST OF DAYS"

CREATIVE STRATEGY

Video Boards
In Store Displays/Demos
Broker Incentives
Coupons/Receipt Tape

MEDIA STRATEGY

Digital Media
Video Advertisements
Social Media

MILLENNIAL SEGMENTATION

The Foodie
On the Go Young'un
Healthy on a Budget

CITATIONS

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<http://www.refrigeratedfrozenfood.com/articles/90507-top-150-frozen-foods-processors-report-how-industry-growth-paves-the-way-to-endless-possibilities-in-frozen-foods>

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<https://www.statista.com/statistics/307692/importance-of-loyalty-program-benefits-millennials-usa/>

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