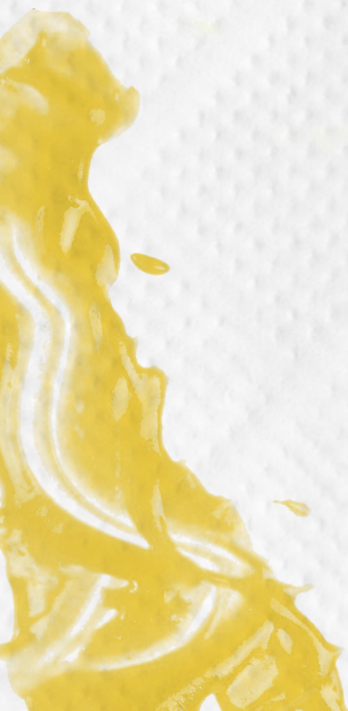


How Does
A Hot Dog
Give An
Opinion?

- TEAM 407 -



NSAC
NATIONAL ^{AAUW} STUDENT
ADVERTISING
COMPETITION



BY BEING FRANK.

So let's be frank. It's no secret that America knows hot dogs. They are ingrained in our culture. We eat them on the Fourth of July. We eat them at our family barbecues. We playfully justify why or why not we believe the hot dog is a sandwich. We even watch competitive hot-dog-eaters, just to see how many they can gulp down before time's up. Hot dogs give Americans something to smile about, but in recent years, that's been getting lost. We tend to take ourselves a little too seriously sometimes. Pretending not to feel the bumps and bruises of life isn't easy - in fact, it's a full time job. Hot dogs can help us loosen up and live happier. Not because we think it's some miracle cure or superfood, but because it reminds us of what we've been missing.

FUN.

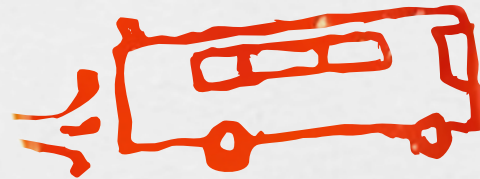
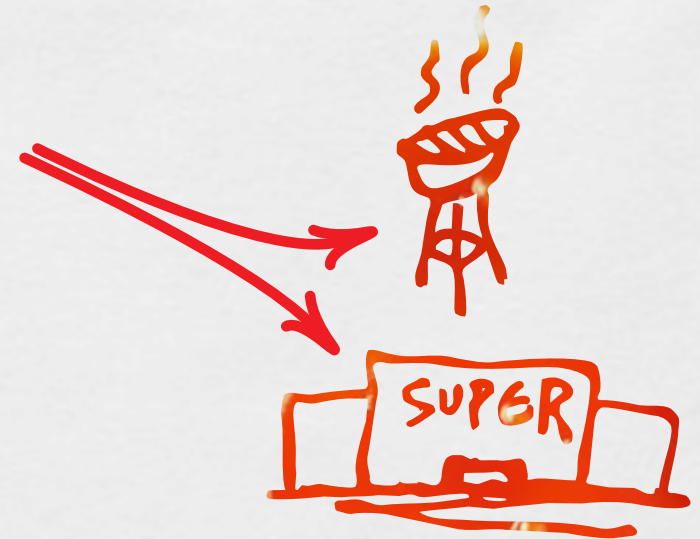
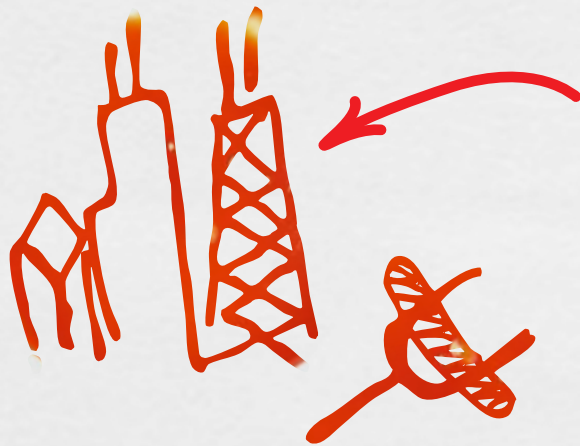
This campaign focuses on letting people have those true moments of fun. Hot dogs are more than just a cased meat. They have a commitment to fun. So let's dive into the deep end, and have some fun.

BETWEEN THE BUNS

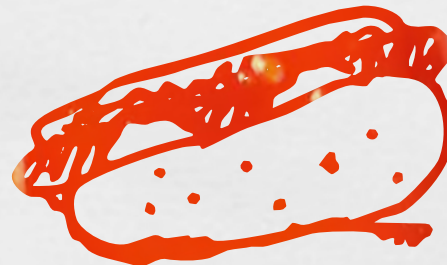
This Page That You're Reading Right Now.....	2
Delicious Dogs and Where to Find Them	3
The Nitty Gritty.....	4
The Audience,	5
Their Profiles.....	6
& Their Technology	7
Numbers!.....	8
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Why Fun?	11
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The Endgame.....	18
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WE ASKED OURSELVES, WHAT MAKES HOT DOGS SO SPECIAL?

We wanted to go big with our research. Going home wasn't an option. So, we set out for tailgates, supermarkets, hot dog joints, and the mall, to see what makes these places fit so well with hot dogs. We went to Chicago, a city just as famous for its hot dogs as the Chicagoans who defend their style. We even toured the Vienna Beef History Museum.



After that, we split up to tour different parts of the city. We talked to dog joint owners and their loyal customers about what they know and love about hot dogs. A few of us went all the way to LA to see what Wienerschnitzel is like in the heartland. We even made a whole "Culinary Team" of people who dove into the professional food world.



THE NITTY GRITTY:

FIRST THINGS FIRST, the foodies on our team found some interesting stuff. They found out that the food magazine *Bon Appétit* is taking everyday food and making it fancy; we thought it made those foods impersonal. Giving an everyday food a gourmet edge kills the down-to-earth *fun* in it.

To see if we were on the right track, we wanted our research team to find out more about those everyday foods.



The research peeps jumped into the mind of the folks at tailgates. One family was new to the concept of tailgating; they brought a wine and cheese board. Even though they were new, about half of all tailgaters go out **6-10 times a season**. Burgers and dogs stretched throughout the parking lot. It's **tradition** for all of them; that was important.

At the mall, folks said they get hot dogs because they don't want to pause their day. "It's nice to be able to have a meal you can just grab 'n' go." In supermarkets, parents thought of four things: they're **cheap, convenient, a basic food**, and most importantly, hot dogs give the ability to **sit down for a family meal**.



In Chicago, one guy (Allen) brought an old friend to his favorite spot. They hadn't seen each other in years. After all that, the **first thing** they did was catch up at a hot dog joint.

Huh.

What do all these places say? People are die-hard loyal to their dog of choice. Life is easier when you can get a quick meal and run with it. But above all else, people have **fun** when they eat a hot dog.

THAT'S WHAT HOT DOGS ARE ABOUT.

4



IF THE BOOT FITS ...

The hot dog folks are **trendmakers & connectors**.*



The trendmakers' *number one* passion is food & looking for places with food that's fun to chomp on.

The connector's second passion is food. 75% of connectors like to break their normal routine and go out to fast food joints.

They like to relax and hang with friends and family. These people don't care about what the food is made of as much as just having a good time.

When they spend, they'd rather save a buck than spend one. And when they treat themselves, it's going on social media.

To these folks, hot dogs aren't bland. They're the promise of a good time! If hot dogs were bland, they wouldn't eat them.



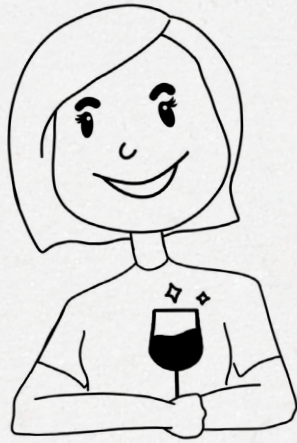
These two kinds of folks don't have time for a history lesson either, so don't give them one. Just let them enjoy what you've promised them since Day 1. They like to eat, but the experience of eating is what lets the good times roll.



*

(check out the audience profile on pg 6!)

5



Influencer Izzy (26)

Izzy, the “foodie” of her friend group, loves fast food places after a night out. But she’ll also drink a tall glass of kombucha and do a SoulCycle class the next morning. When she goes out to eat, her friends all know her “camera eats first.” That’s why she never leaves home without her iPhone XR and a power bank in her purse.

At night, you can expect one of three things: Her drinking rosé, eating avocado toast with a poached egg on top, or posting her latest Yelp review of a new restaurant she tried this week. She spends a lot of money on food, so she’ll save what’s left by getting generic branded goods.



Suburban Steve (38)

Steve’s a financial exec working in the city to support his family in the suburbs. He’s been married to his lovely wife for 11 years, they have 2 kids: a ten-year-old daughter and an eight-year-old son.

He volunteers with his daughter’s soccer team and goes to every single performance at his son’s youth theater group. In the summer, weekends are reserved for barbecues. He invites everyone - family, friends, neighbors, whoever - to eat the “Best Griller on the Block’s” homemade hot dogs. He and his wife take some exercise classes together at least once a week. Whenever he can, he loves taking his family out to eat, on vacations, or to a sports game. It’s how he secretly rewards himself while also giving the family a fun time.

***WHAT'S
COOKIN'
GOOD
LOOKIN'?**

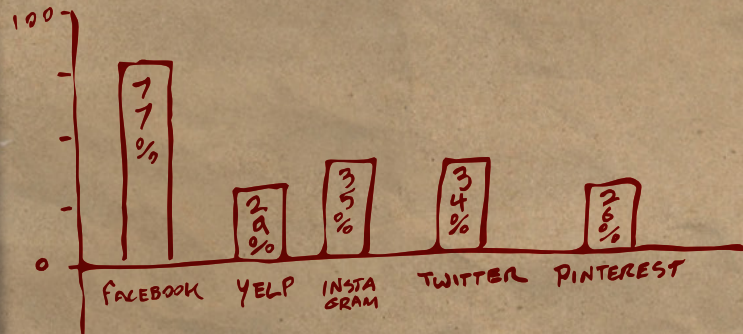
(or, who are we talking to, really?)



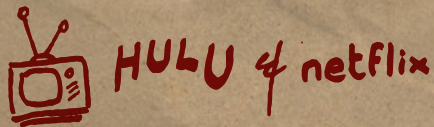
WHAT TECH ARE WE TALKING?



Folks like Izzy use Instagram for 35% of their social media time - much higher than folks like Steve.



Izzys also spend more time watching TV online or their phones than an actual TV screen. 52% of your peeps' biggest media influences come from TV, but they get it on the internet 83% of the time.



When they get on social apps, 58% of them will edit a photo before posting it.



More than anything, though, they don't want to just scroll through or plainly watch their media.

They want to be there in the thick of it.

Since the audience is much more into experience-media, it's only right to step it up by bringing experiential fun to their social media every day.

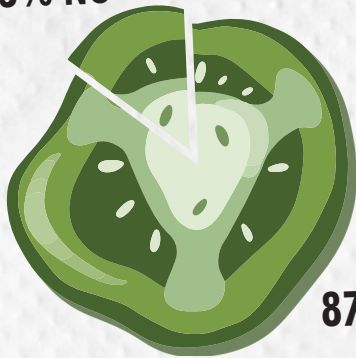
This kind of media breaks away from the usual routine and brings a spice of *fun* to each day.



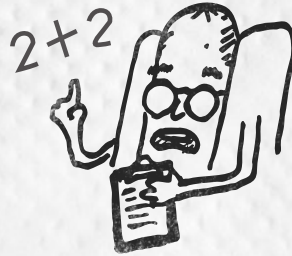
CRUNCHING THE NUMBERS

Hot dogs are the **face** of fun, so how do these fun-loving folks act around hot dogs?

13% NO

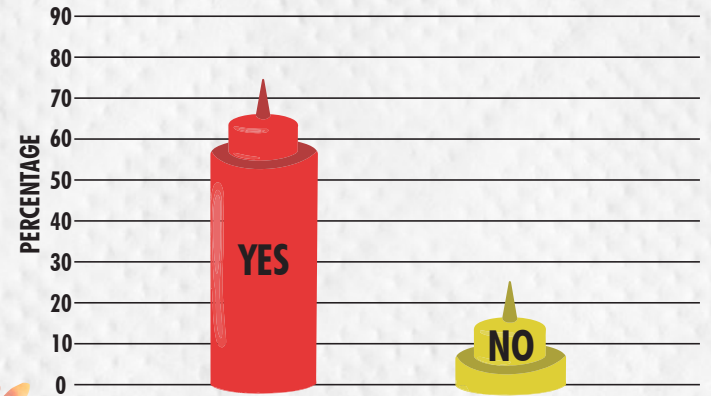


87% YES



Amazon Mechanical Turk says that **87%** of people regularly grab some grub with friends.

DO YOU EAT AT FUN PLACES JUST FOR FUN?



75% of them often get a bite to eat at places that just scream **fun** to them.



9 out of **10** people said food is important at social events.

(1 out of 10 people hoarded all the snacks for themselves)

68% of these cool people bond by diving into a hot dog.



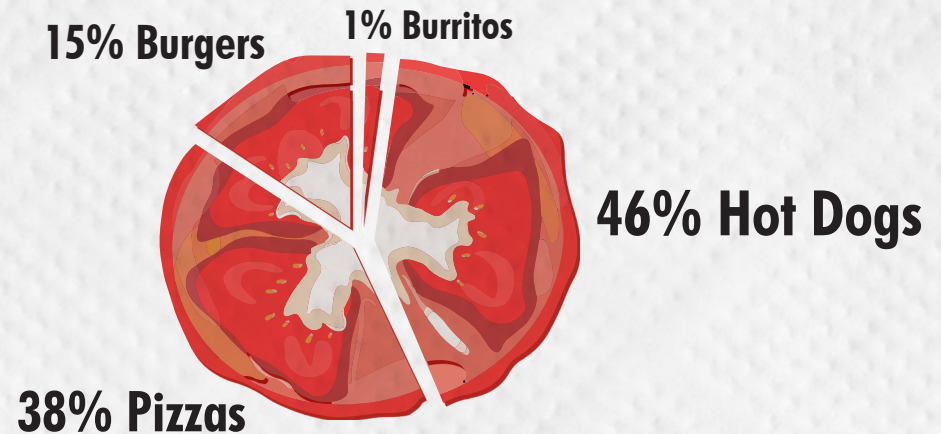
HOW DOGS SQUARE UP

Look at your stale competitors: pizzas, burritos, & hamburgers.

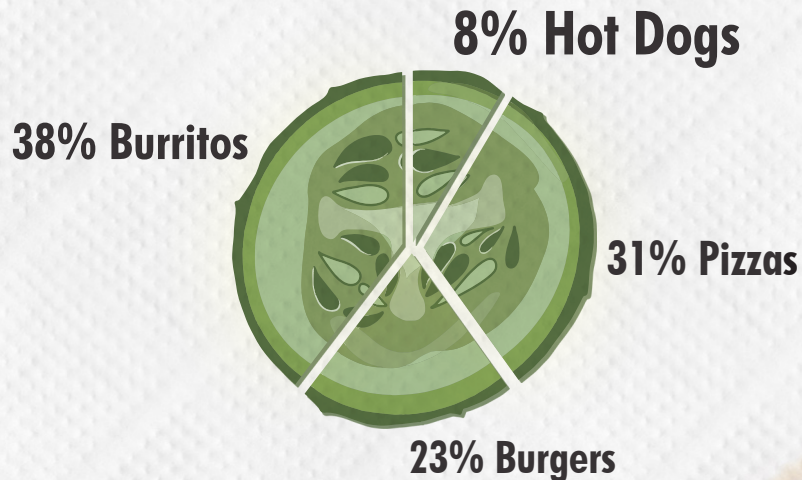
Word associations showed that **zero** people thought of hot dogs as stressful (duh). Folks heard “hot dogs” and thought “whimsical!”

Out of the mix of pizzas, burgers, burritos, and hot dogs, **46%** of the sample thought hot dogs were the most fun. They thought of hot dogs as silly, compared to their boring competition. Folks thought they were classic and unpretentious. At the end, the sample professed what they liked about a hot dog: they’re packed to-the-wiener full of fun. The goal should be for the whole dang nation to have fun.

WHAT FOOD IS THE MOST FUN?



WHAT FOOD IS THE MOST PRETENTIOUS?



None of them have the golden key to fun. They can't sell it - hot dogs own fun. The Izzys & Steves just need to remember that hot dogs are fun. Bring 'em back to those places where hot dogs are at.

Remind your audience that hot dogs are *the* fun food, and they'll get it. Once they've got this message locked down, they can have fun and tune out all of the negative mumbo jumbo they've been told about hot dogs.

THE BIG REVEAL



Hot dogs are fun! You've got a fun group of people willing to listen. Take advantage of that. Wienerschnitzel, the world's largest hot dog chain, will also be the world's largest advocate for fun.

FOR FUN'S SAKE!

Wienerschnitzel can challenge
America to have ***FUN!***

WHY ELEVATE THROUGH FUN?

Hot dogs are a fun food. In fact, they're so good at being fun that to push for a "gourmet" image would further mask that hidden joy of hot dogs.

PURE FUN.

Fun is contagious. Fun is healthy. People don't crave fancy as much as they crave *plain ol' fun*. In the end, fun wins.

A lot more people would smile if they were reminded that hot dogs really do open the door to fun, and that everywhere with hot dogs is bound to be a good time.

Even in our creative testing, the wackiest of ideas got people laughing and wanting to join in, just for fun's sake.

ホット
ドッグ!!



GET FUNUSUAL WITH IT!

(This proposal might seem a bit funky. A bit unusual. That's the idea.)

FOR FUN'S SAKE!

Challenge No. 325

FOLLOW A SQUIRREL AROUND FOR 15 MINUTES.
(or make one follow you!)

FOR FUN'S SAKE!

Challenge No. 083

BECOME A MASTER OF PAPER FOOTBALL

FOR FUN'S SAKE!

Challenge No. 101

START A SECRET HANDSHAKE WITH SOMEONE!

FOR FUN'S SAKE!

Challenge No. 203

EAT SOMETHING OUTSIDE YOUR SPICE LEVEL

Wienerschnitzel will literally challenge America to have fun. Every. Single. Day.

Just like how folks sometimes need a nudge to think past the ordinary and remember the fun, wacky places hot dogs are found in, Wienerschnitzel will remind America that there are many little ways to break routine and have fun every single day.



Funusual!

You told us that your Izzys said they wanted an app. Let's give them one. Not the penny pushing, download-and-delete-after-one-use kind of app. Give them one that lets them have fun, forever. This app is not an ad - it's a service. These little ways to have fun every day build up. Tons of new challenges built around letting folks have FUN will be pushed each and every week.

FOR FUN'S SAKE!

Challenge No. 065

LEARN TO OLLIE

FOR FUN'S SAKE!

Challenge No. 215

LEARN A BRAND NEW RECIPE

FOR FUN'S SAKE!

Challenge No. 045

THE FLOOR IS LAVA!

FOR FUN'S SAKE!

Challenge No. 143

FOR FUN'S SAKE!

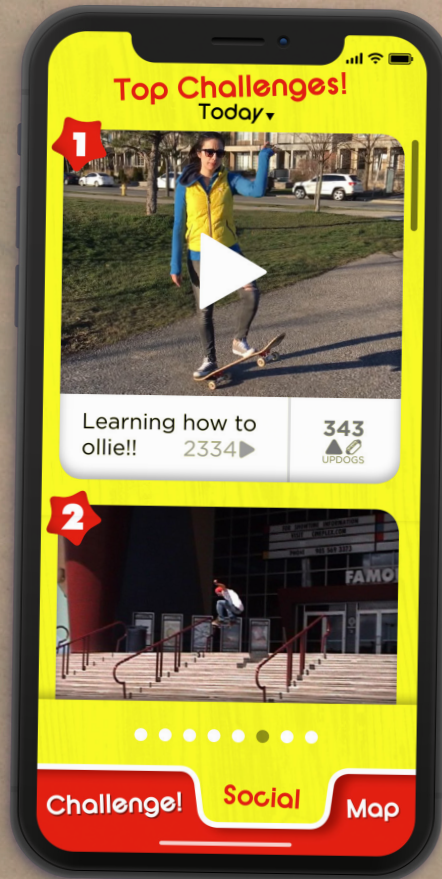
Challenge No. 143

12

FOR FUN'S SAKE!



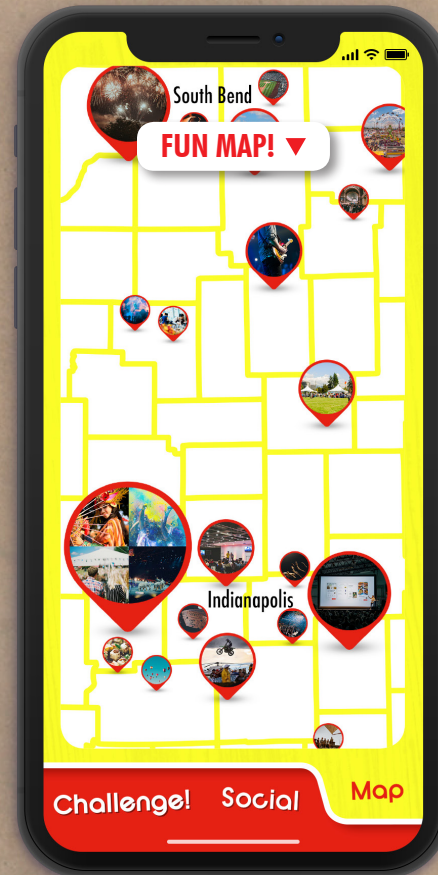
Users can post public or private videos of themselves having fun with the challenges in their own creative ways. Public videos will net them *Updogs* from other users, and will rank them by their *Updogs* on their local *Wienerboard*. The *Top Dogs* of each area will find fame - and their videos will be featured on the app and within Wienerschnitzel's social media accounts!



Fun-seekers will have 20 challenges sent to them at the start of every week. This gives them a chance to not only pick their favorite challenges from four categories:

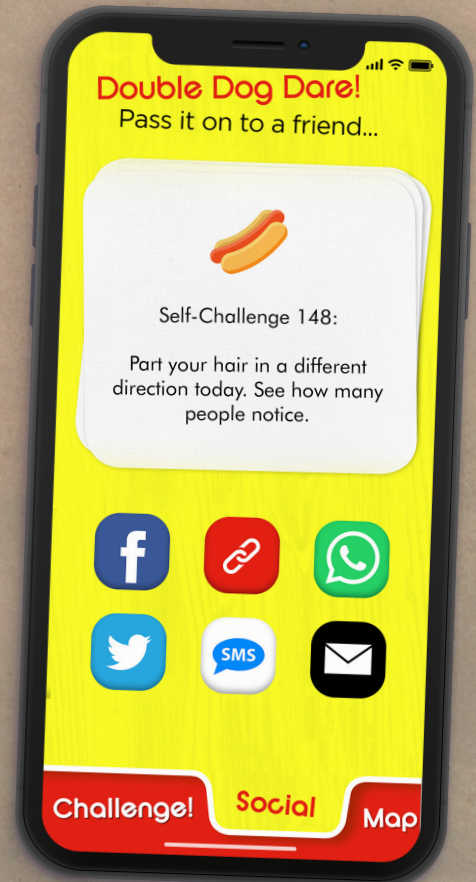
SELF, FRIENDS, FAMILY, & WORK!

...but also to plan out their challenges and their challenge video log!



Folks can also share challenges with their friends, or share their videos on their social media.

Sharing their videos, completing challenges, and inviting friends can also net users points to spend on other fun events, rewarding them for having fun with even more fun!*



The *Fun Map* is the widest reaching feature of Funusual. Not only does the app inspire fun, it acts as a mega-source for every fun event.

Before the start of the app, letters will be sent to the tourism board or mayor of each and every single city and town in the United States, asking them for their most fun events. During the campaign, events will be able to promote themselves as well.

The *Fun Map* will be the ultimate list of fun: a one-stop-shop to find out what's going on anywhere in the country!

13

*More about rewards on page 18!

PUBLIC DISPLAYS OF FUN!

So, Wienerschnitzel has a truly helpful app, one that helps folks have fun. How will it get promoted?

Start with a *mystery*.

Wienerschnitzel will put its challenges into the world, out of home, in parks, along the street, and places people pass through each and every day.

But, in order to solidify the message of Wienerschnitzel and hot dogs standing for **FUN**, Wienerschnitzel will wait one month to brand the out of home, and won't release anything else until the end of the month.

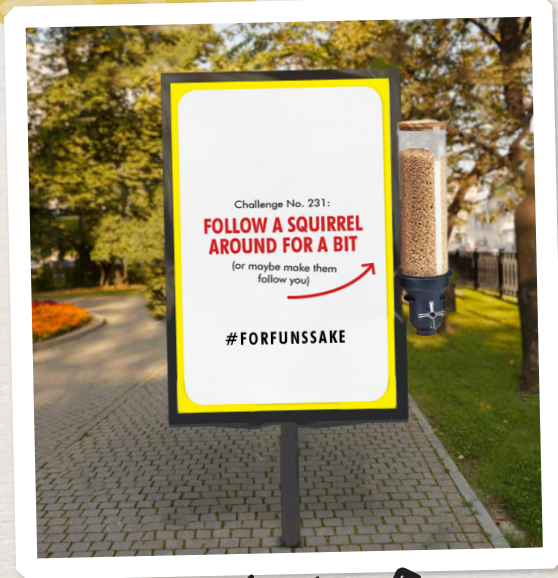
This makes sure that folks leave with the right message. Explicit ads won't have the kind of impact that a genuine quest for *fun* wants to achieve - and Wienerschnitzel needs to get on everyone's good side first. *Who's spending all this money just so I can have fun?*

After that, let the brand shine. Debut vids of people playing with the "funstallations" (*caught on candid camera*) and some studio-filmed challenges.

Drop those bad boys onto social media and TV (internet TV, and regular ol'). Three months in, take some of the hottest posts in the Funusual app and make a user-generated ad, highlighting that Wienerschnitzel supports fun in all its forms.

Promotions for the app will be broadcast on Twitch.tv, Hulu and YouTube. Some select podcasts can be chosen to do ad reads.

People can have fun every day. Like eating a hot dog, doing something little to have fun doesn't take too much out of you.



MONTH 1 ↗



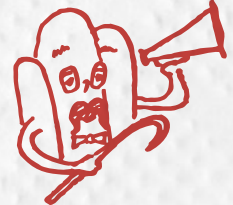
↖ MONTH 2 +



14



the WIENER COUNTY FAIR!



Wienerschnitzel stands for **fun**. That means not only reminding America that it *can* have fun, but bringing fun right to its doorstep. That's right - Wienerschnitzel is bringing one of the most famous homes of the hot dog, the **County Fair**, to tour 21 major cities all across the US.

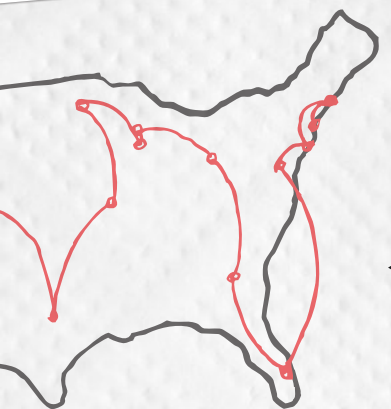
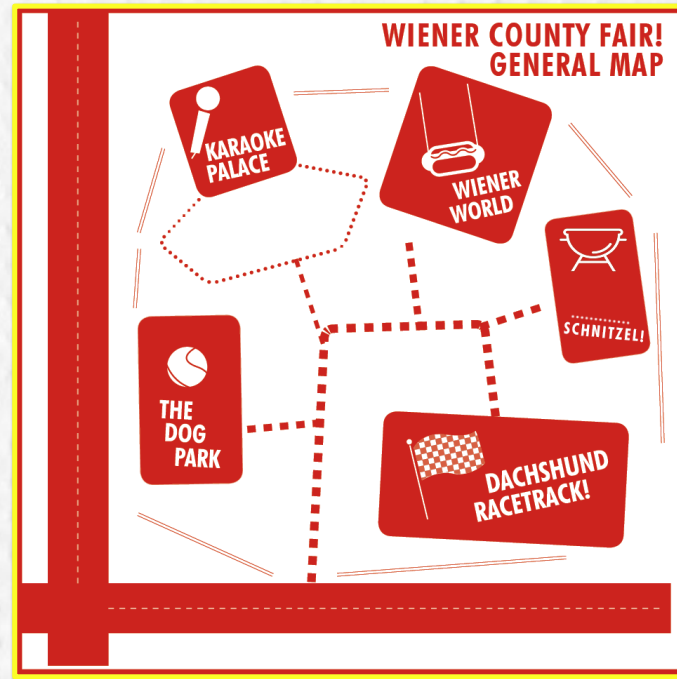
Welcome to the **Wiener County Fair!** A hot-dog-land with a world of fun to explore. The **W.C.F.** cares so much about spreading the fun of Wienerschnitzel that it's kicking off the **Wiener County Fair** in the place that needs it most, one of America's least fun cities: *Bridgeport, Connecticut!* To make sure they get the fun they need, *Wienerschnitzel is even throwing them a hot dog parade!*



Each stop on the tour lasts one week, and each and every fair features 5 big events! *(more on these 5 on page 16!)*

Two stops on this list are particularly special:

- | | | |
|---|---|---|
| Bridgeport, Connecticut | • | Leavenworth, Washington |
| Bridgeport is a sleepy little town on the coast of Connecticut, and, according to entertainment statistics, it is one of the least fun cities in the continental US. | • | Though it was built in 1965 for fun, Leavenworth and its German-modeled architecture make it known as the Bavaria of the Northwest. |
| They'll be the first ones on the list, because boy they need it - and Wienerschnitzel will be throwing them a PARADE! | • | <i>What better place to take an almost-German festival than to an almost-German town?</i> |
| | • | The W.C.F. will be sent to the town at its most popular point in the year... |
| | • | Oktoberfest! |



WIENER COUNTY FAIR TRAVELS IN ORDER FROM MAY 2021 TO NOVEMBER 2021:
Bridgeport, CT | Boston, MA | New York City, NY | Philadelphia, PA | Washington, DC | Miami, FL
Atlanta, GA | Columbus, OH | Chicago, IL | Milwaukee, WI | Minneapolis, MN | St. Louis, MO
Austin, TX | Denver, CO | Salt Lake City, UT | Leavenworth, WA (**for Oktoberfest!**)
Portland, OR | San Francisco, CA | Las Vegas, NV | Phoenix, AZ | Los Angeles, CA.



STEP RIGHT UP!

Ladies and gentlemen, young and old:
Presenting the **Wiener County Fair!**



WIENER WORLD!

The **Wiener World** pavilion showcases the fun of hot dogs in-person! It holds five fun, interactive & Instagrammable experiences, all centered around the hot dog.

◀ (Rooms on pg. 17!)

The **Karaoke Palace** is the place to go for folks to picnic and strut their stuff on the microphone. **Wienerschnitzel** is taking one of the most fun *night out* activities, and giving it a huge stage (*complete with an accompanying band!*)



KARAOKE PALACE

The place to go for food is "**_____**"-**Schnitzel!** That blank will be filled in with whichever city is currently being visited by the Fair, featuring that city's best in hot dog fare. For the W.C.F., **Wienerschnitzel** elevates *all* hot dogs.



— SCHNITZEL



DOG PARK

Dogs say *everyday fun* better than anyone, and the W.C.F. will honor their commitment to fun! The dog-friendliest part of the Fair is **the Dog Park**. Complete with automatic tennis ball catapults, treat dispensers, giant hamster wheels, and ketchup/mustard bottle styled misters to keep those canines cool in the summer heat!

▶ Here's something **Wienerschnitzel** has already been doing that just screams fun: **the Wiener Nationals!** The Wiener County Fair will truly turn the race national, bringing qualifiers to each city, leading up to a final in LA. For fans outside of the city, the qualifers will be streamed **LIVE** on the most fun of all competitive sites, Twitch.tv!



WIENER NATIONALS

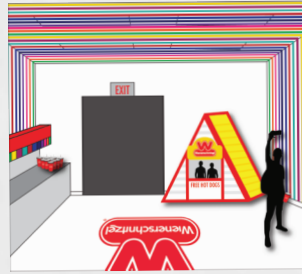




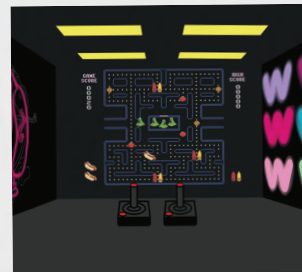
Condiment Jungle: Yellow and red streamers/pool noodles hang from the ceiling, revealing a “relish” foam pit on the other side of the room. The jungle is aesthetically photogenic and harbors Children’s-Museum-like fun.



Dog Swing: Lots of little hot dog swings, on the opposite side of the room from one huge hot dog swing. Perfect for group photos!



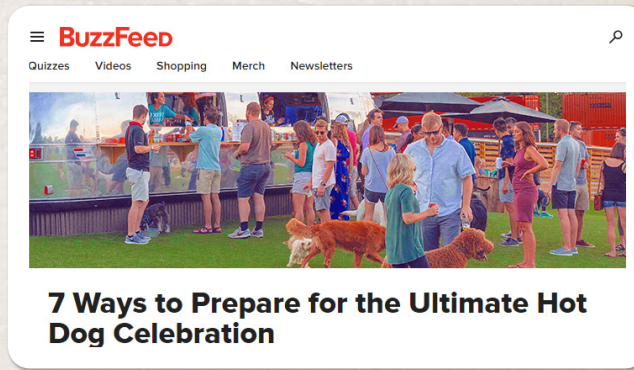
Soda Fountain: Food and drink comes alive as colorful silly straws sprawl up one wall, over the ceiling, and down the opposite wall, streaming different flavored sodas to the guests. A man in a small A-Frame hands out a Weinerschnitzel hot dog to each guest.



Neon Dog Room: Is this the future of hot dogs? Folks in this room can play against each other in a wall-to-wall 2-player game, and score extra Updogs by linking their Funusual account.



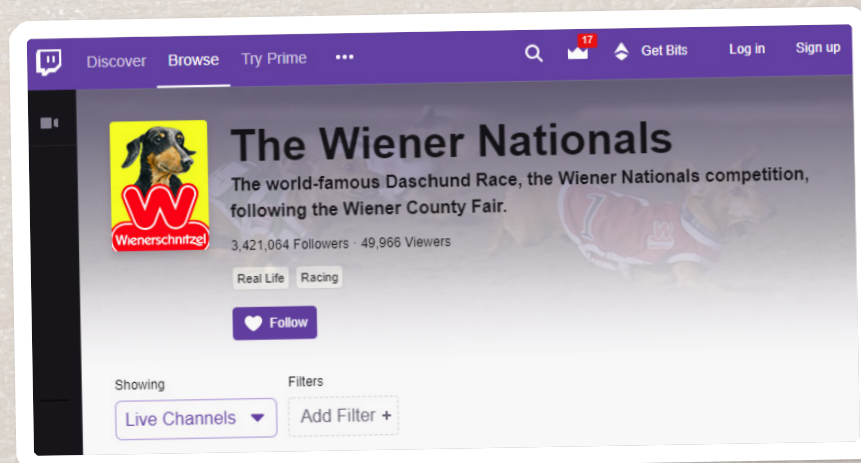
Custom Room: Featured in Wiener County Fairs from June onwards, this is an extra fun-room whose insides are designed exclusively by that city’s Top Dog on the Funusual app.



Folks will hear about the Wiener County Fair coming to their town via both the Funusual app’s fun map and custom, region-locked challenges, as well as through more traditional sources, like TimeOut, Thrillist and BuzzFeed.



The wiener dog is just as much a part of this fair as the wiener is! Qualifiers will be held at each and every stop of the way, and a national competition in LA at the very end, all broadcast on Twitch.tv. Promotions for the Wiener Nationals will be broadcast on Twitch, Hulu and YouTube.



17

THE ENDGAME.

Where does it go from here?

By now, Wienerschnitzel has established itself as standing for a fun time.
It'll stay that way.

Fun-seekers throughout the whole campaign will be able to rack up, then spend their points on even more fun activities.

For doing small things like posting themselves having fun or logging photos, even privately, they can garner points for everything from a hot dog to a movie or a baseball game.

Reward fun with fun.

At the end of the campaign, users will have a recap video generated for them, showcasing the fun they had all-year-long, and how they can share it.



To top it all off, the city with the most Updogs-per-user will be outfitted with something that'll never go away: a **WHOLE, permanent Wienerschnitzel, and an accompanying statue**, declaring them the most fun city in the country.

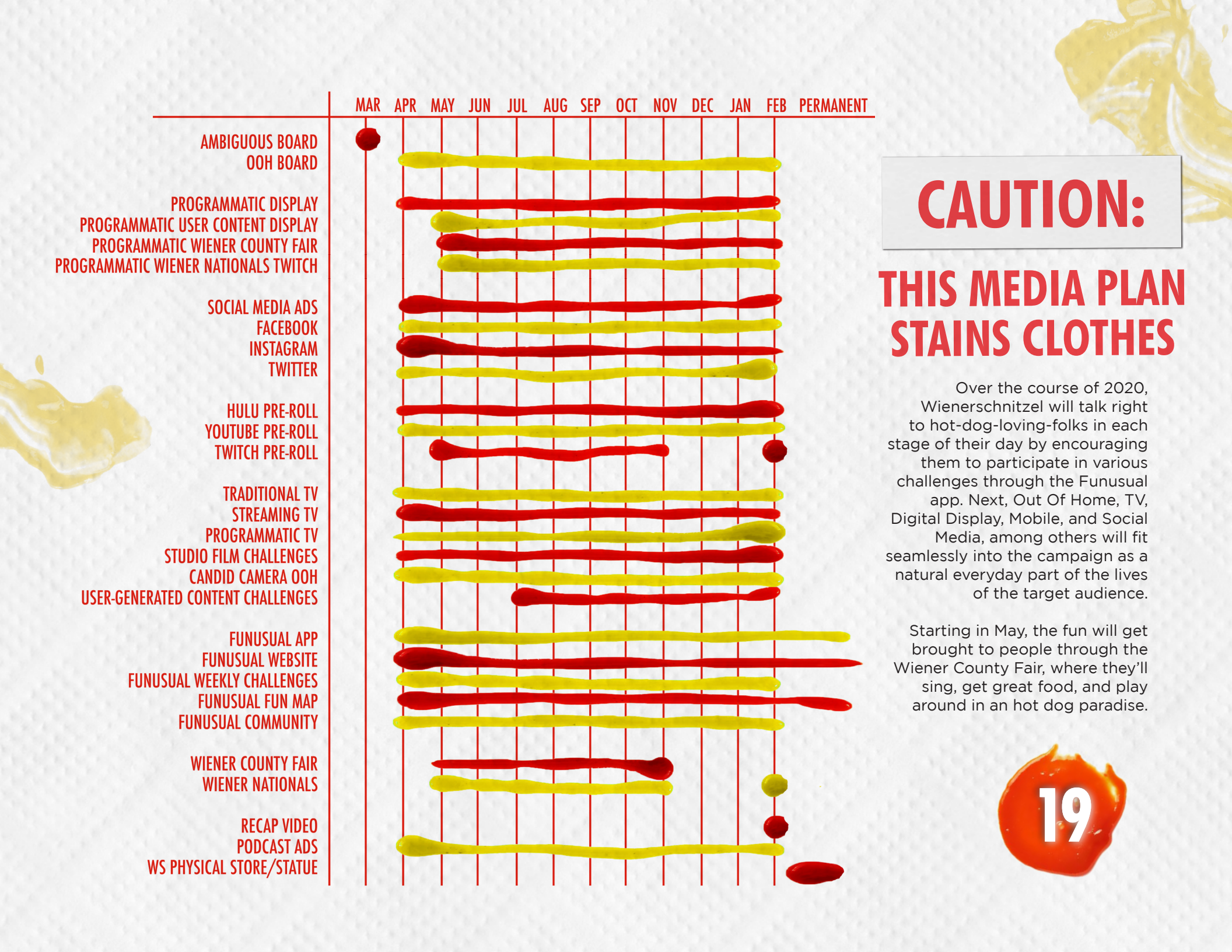
Point a phone at the statue, and it comes alive, revealing TDO's testimony to the town's fun!



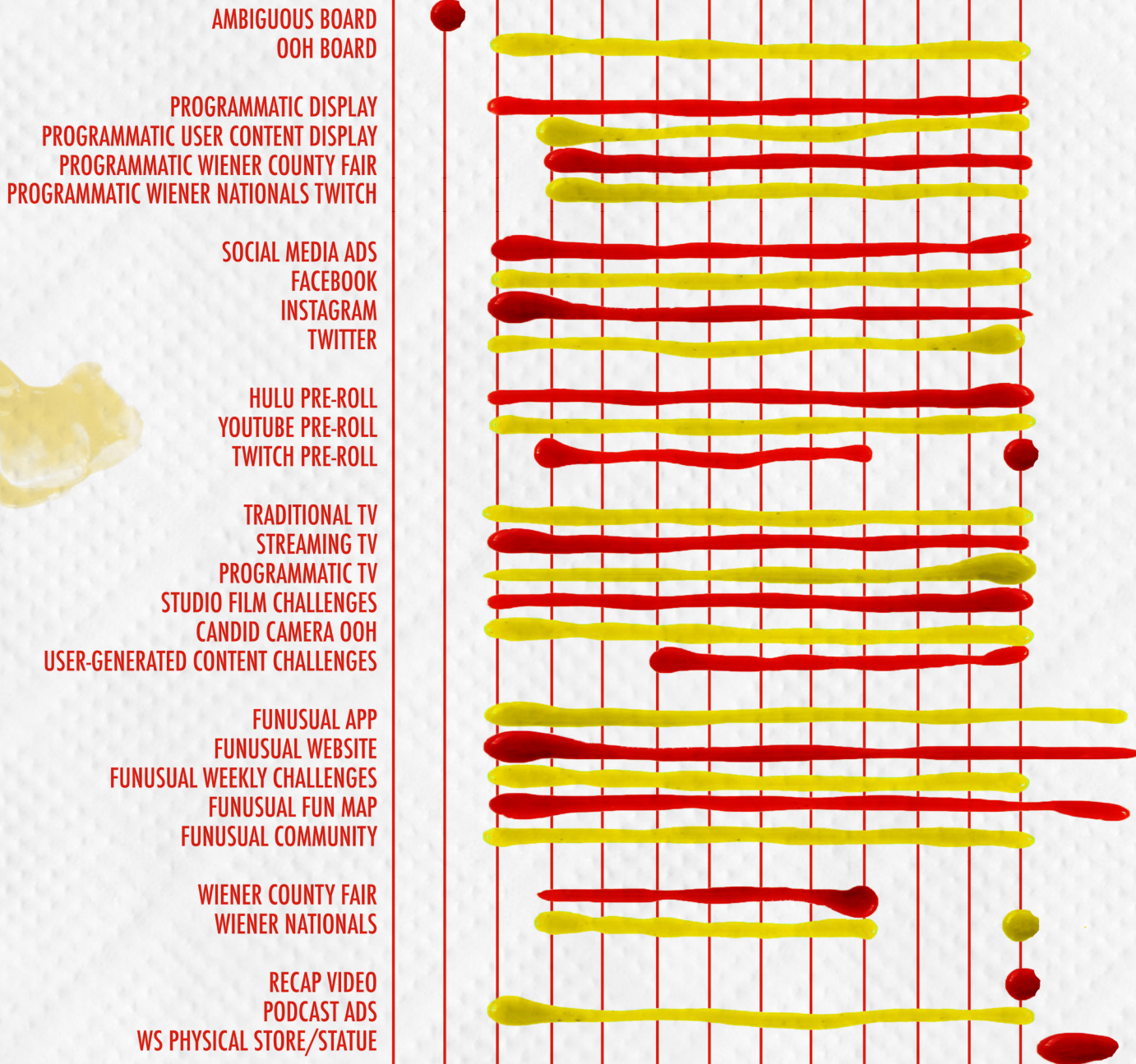
Though the one-year fun challenge experiment is all over, the Fun Map stays.

Wienerschnitzel will become how people find out what's happening. No longer will people have to sift through articles and piles of websites to find out what's fun to do - they can have a one-stop-shop. *The Fun Map is sticking around, forever.*





MAR APR MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB PERMANENT



CAUTION:

THIS MEDIA PLAN STAINS CLOTHES

Over the course of 2020, Wienerschnitzel will talk right to hot-dog-loving-folks in each stage of their day by encouraging them to participate in various challenges through the Funusual app. Next, Out Of Home, TV, Digital Display, Mobile, and Social Media, among others will fit seamlessly into the campaign as a natural everyday part of the lives of the target audience.

Starting in May, the fun will get brought to people through the Wiener County Fair, where they'll sing, get great food, and play around in an hot dog paradise.

WORLD'S MOST ABSORBANT JOURNEY MAP & BUDGET



	BIG BUDGET COST (\$USD)	BIG BUDGET IMPRESSIONS	SMALL BUDGET COST (\$USD)	SMALL BUDGET IMPRESSIONS
OUT OF HOME	2,080,000	1,460,000,000	2,080,000	1,460,000,000
USER VIDEOS PROGRAMMATIC	2,500,000	4,310,345	1,250,000	2,155,172
WCF PROGRAMMATIC	1,000,000	390,625,000	600,000	234,375,000
WIENER NATIONALS PROGRAMMATIC	400,000	156,250,000	150,000	58,593,750
FACEBOOK SOCIAL MEDIA	2,000,000	220,750,552	600,000	66,225,166
INSTAGRAM SOCIAL MEDIA	1,500,000	223,880,597	500,000	74,626,866
TWITTER SOCIAL MEDIA	500,000	86,805,556		
HULU PRE-ROLL	1,250,000	31,250,000	350,000	8,750,000
YOUTUBE PRE-ROLL	1,350,000	139,462,810	600,000	61,983,471
TWITCH PRE-ROLL	750,000	125,000,000	200,000	33,333,333
TRADITIONAL TV	750,000	42,881,647	400,000	22,870,212
STREAMING TV	2,000,000	114,351,058	600,000	34,305,317
STUDIO & CANDID CHALLENGES	80,000		80,000	
USER CHALLENGE VIDEOS	0			
FUNUSUAL APP & WEBSITE	30,000		30,000	
FUNUSUAL REWARD SYSTEM	4,250,000		4,250,000	
WIENER COUNTY FAIR	2,052,797		2,052,797	
WIENER NATIONALS	51,000		51,000	
RECAP VIDEO	\$0			
PODCAST SPONSORING	500,000	1,666,667		
BRICK & MORTAR WS AND STATUE	1,200,000		1,200,000	
TOTAL	\$24,993,797	3,069,409,761	\$14,993,797	2,057,218,287

Team 407

*** **ORDER UP!** ***

CASHIER #1

04/11/2019 - 01:48 PM

Hot dogs are as familiar to Americans as baseball and backyard barbecues.

They are the staple food of fun, which is what so many people have forgotten about.

In the age of social media, people have become more concerned with fabricating the look of their lives rather than living them.

This campaign focuses on reminding people to have fun, with hot dogs as the catalyst.

The goal is to deliver the hot dog's culture to every part of America. Remind them of the fun that they have forgotten. Hot dogs allow people to remember fun and feed the desire for it.

THANK YOU FOR LISTENING

FOR FUN'S SAKE!

SOURCES:

Primary:

26 Interviews
4 Focus Groups
13 Creative Testing Interviews
12 Tailgate Interviews
25 Chicago Hot Dog Stands/Restaurant Visits
17 Grocery Store Visits
8 Mall Visits
462 Total Hot Dogs Consumed
20 Word Association Interviews
Amazon Turks Survey
Qualtrics

Secondary:

Adweek
comScore
Digiday
Nielsen
Kantar Media
eMarketer
Statista
Simmons OneView
Facebook Business Manager
Twitter Ads Manager
Hulu Advertising
YouTube Advertising
Chicago Park District
New York City Department of Parks & Recreation
United States Census Bureau
Twitch.tv Advertising
Statista
Thrillist
CNN
Mintel
Time
AdAge
New York Times
Food Institute
Nutrition Data
Fast Food Menu Prices
The Travel
FSIS
The Daily Meal
Chico Locker & Sausage Co. Inc.
Meat Myth Crushers
Eatthis.com
QSR
Search Laboratory data
Health.com
Best Food Facts
Diagnosis Diet
SeriousEats.com