



EXPERIENCE

REAL



TAI PEI

#520



**NSAC** NATIONAL AM STUDENT  
ADVERTISING  
COMPETITION<sup>®</sup>





## CONTENTS

- **RESEARCH**
  - 4. Path To Insight
  - 5. Key Findings
  - 6. Target Market
  - 7. Target Insights
  - 8. Positioning Insights
  - 9. Competition
- **CREATIVE**
  - 10. Strategy
  - 11. Media Map
  - 12-14. Experiential
  - 15-16. In-store
  - 17-18. Traditional
  - 19-21. Social/Digital
- **MEASUREMENT & EVALUATION**
  - 22. Budget/Timeline
  - 23. Media Placement
  - 24. Campaign Evaluation
  - 25. Sources



## EXECUTIVE SUMMARY

**Experience Real!** Join Tai Pei as it celebrates who you are – the real you. Whether you express yourself through nights in watching Hulu, traveling to a new city, or video gaming with friends, **Experience Real** like never before alongside Tai Pei!

With Tai Pei's authentic Asian cuisine, discovering how you **Experience Real** has never been easier.

## OBJECTIVES

1. Increase millennial excitement for Tai Pei.
2. Generate brand awareness nationally.
3. Combat negative perceptions of frozen food as unhealthy.

# RESEARCH

Our journey began with identifying where Tai Pei currently stands in the mind of the consumer. By conducting surveys across all 50 states, implementing focus groups to test campaign theories and brand positioning, and analyzing market trends and target demographics, our team identified Tai Pei's problem and discovered a viable strategy to achieve millennial success.

## THE PROBLEM: AWARENESS

After surveying 800 millennials, we found that 74% of them had never heard of Tai Pei<sup>1</sup>.

We conducted taste tests with 50 people in our target audience and nearly all of them were willing to recommend it to a friend<sup>2</sup>.

**This showed us that Tai Pei's problem isn't with the product, it's with brand awareness.**

## THE WHY: BRAND VOICE

We found that although Tai Pei is present in some mediums where millennials are active, their messages aren't connecting with them.

While Tai Pei has a solid product, millennials aren't able to identify a strong brand voice.

We found that Millennials are much more likely to interact with a brand that **gives them an experience and contains a relatable emotional appeal.**

## THE FIX: EXPERIENCE REAL

Millennials are searching for brands that fit in with their lifestyle and offer a genuine connection<sup>3</sup>.

After sampling Tai Pei, our target primarily identified it as "authentic" – an attribute they deeply resonate with<sup>2</sup>.

We discovered that Tai Pei's unique selling point is a product that offers a real Asian experience with great taste and a short prep time.

**3,837**  
Survey Respondents

**113**  
1-on-1 Interviews

**50** states  
National Research Interviews

**21**  
Focus Groups

**50**  
Tai Pei Experience Room Participants

**10** hours  
Social Listening

**123**  
Branding Analysis Participants

**109**  
Interactive Tactic and Design Tests

**113**  
Advertising Analysis Participants

**516**  
Secondary Resources

**109**  
Interactive Tactic and Design Tests

**61**  
Word Association Participants

**64**  
In-store Observations

**59**  
Competitor Packaging Analysis Participants








**131**  
Taste Test Participants

**54**  
Campaign Design Testing Participants

**TOTAL RESEARCH IMPRESSIONS**

**5,714**

Our research unveiled key findings that helped us define barriers Experience Real needed to overcome, as well as opportunities Tai Pei could capitalize on.

DISCOVERIES	SUPPORT	OPPORTUNITIES
<p>Frozen food is currently viewed as unhealthy.</p>	<p> Only <b>2.8%</b> of millennials view frozen food as healthy<sup>1</sup>.</p> <p> <b>“When I think frozen food I don’t ever think healthy.” - Ashley<sup>4</sup></b></p> <p> <b>71%</b> of millennials said they would be willing to try Tai Pei if they knew it was healthy<sup>1</sup>.</p>	<p>Tai Pei should capitalize on its all-natural ingredients and fresh packaging.</p>
<p>Millennials like to experience a product firsthand.</p>	<p> <b>94%</b> of millennials believe a food is good when they try it themselves, while <b>35.2%</b> believe it is good when friends recommend it<sup>1</sup>.</p>	<p>We need to create opportunities for millennials to sample Tai Pei for themselves.</p>
<p>Millennials buy frozen food to stock up their freezers for the future, not as an impulse buy.</p>	<p> <b>55%</b> of millennials already know what they are going to buy when they go to the store<sup>1</sup>.</p>	<p>We will give millennials a reason to stock their freezers with Tai Pei through promotional offers and store redirection.</p>
<p>Millennials will resonate with Tai Pei’s tie to authenticity.</p>	<p> <b>63%</b> of millennials prefer to buy from authentic brands<sup>5</sup>.</p>	<p>Tai Pei needs to capitalize on its authentic attributes by joining in on its target’s most authentic moments.</p>
<p>Millennials don’t believe what advertisements and marketers tell them.</p>	<p> <b>84%</b> percent of millennials don’t trust traditional advertising<sup>6</sup>.</p>	<p>By positioning Tai Pei as an authentic, real brand rather than focusing on product attributes, consumers are more likely to believe that it is truly healthy.</p>

WHO ARE THE PEOPLE WHO KEEP IT REAL?

As **32.1 million**<sup>7</sup> millennials across the United States search for real quality meal choices that compliment their quest for everyday real experiences - **Tai Pei has the opportunity to reach their solution.** To get a closer look at who our target is, we've uncovered two of the top market segments between 18-25 years olds.



23 | Chicago

JESSICA: THE DRIVEN SOCIALITE

Career: Graphic Designer



Having just entered the workforce, Jessica is hustling everyday to make a difference at her job. Jessica loves her company because their mission aligns with her values and she truly feels like she can impact the world around her. After a long day of work, Jessica heads to the grocery store to stock up on food for the week. On the weekends Jessica always has plans to go out on the town with the girls. She loves being able to laugh and catch up on life after a long week.



SAM: THE SOCIAL GAMER

Major: Computer Science

College life is everything Sam dreamed it would be. He loves spontaneous weekend road trips with the guys, afternoons playing sports, nights filled with board games, laughter, and movies, and cracking the joke that gets the whole room laughing. Sam loves to play Xbox with his buddies and is always looking for the next time they can all get together. While Sam's friends can always rely on him, Sam finds himself running late from class to class as conversations in the hallway always last longer than he thinks. In between plans with his friends, Sam runs to Walmart to stock his mini fridge with quick and easy snacks. While Sam loves being the social butterfly, he also loves deeper moments with his friends where they let their guards down and talk about life.



19 | University of Alabama

While both target markets are different, can be reached by **Experience Real.**

As we developed our tactics, we wanted to find daily moments when our target feels most like themselves and when they regard others as being most genuine.

“ Be you, be **authentic...** Be you, don't fake it. Just be whatever comes out<sup>2</sup>. ”

Emily, 21  
Washington D.C.

“ [Real] is about **transparency, authenticity,** and **simplicity**<sup>2</sup>. ”

Tucker, 24  
Virginia

“ [I experience real by] being with **friends...** Good **conversation** with people that I love. Just hanging out, not doing anything crazy<sup>2</sup>. ”

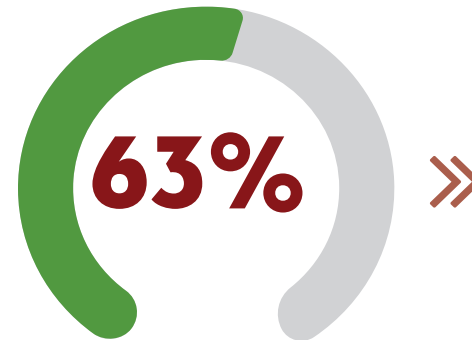
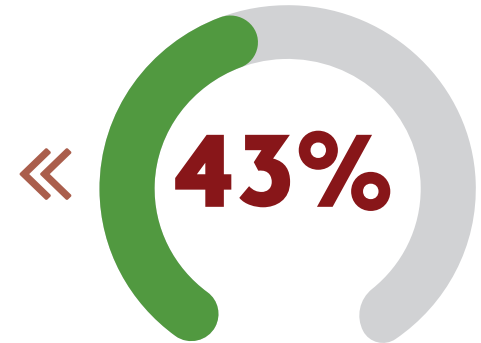
Jessie, 20  
Missouri

“ [I stay real by] filling my diet with **healthy** things, trying to be **authentic** in my lifestyle and in my **friendships**<sup>2</sup>. ”

Julia, 22  
Pennsylvania

WHEN DO MILLENNIALS DECIDE TO TRUST A BRAND?

43% of millennials need to trust a company or news site before they even bother reading the content that they produce. Although though millennials crave authentic interactions, they are skeptical of brands<sup>9</sup>.

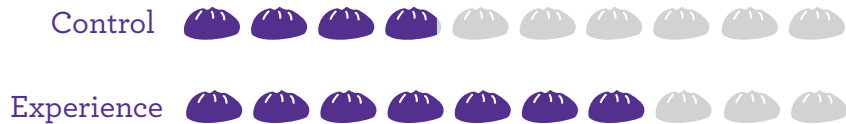


Millennials buy from brands when the brand speaks to them since almost 63% of millennials say that the brands they buy reflect their style and personality<sup>9</sup>.

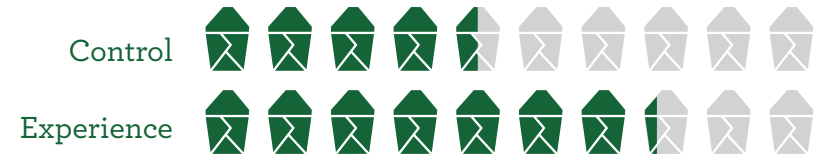


To merge multiple forms of research and insights - we created “**The Tai Pei Experience**” where over **50 millennials** were given the opportunity to taste test Tai Pei in our control room in comparison to the “**Tai Pei Experience Room.**”

How healthy do you think Tai Pei is?



How excited are you about this frozen food brand?



How authentic do you think this brand is?



How likely are you to recommend it to a friend?



**OUR CAMPAIGN WORKED!** After immersing our target in the Experience Real environment by allowing them to sample Tai Pei while interacting with a number of tactics, their desire to share, consume, and associate Tai Pei with being healthy **significantly increased.**

- Participants who took part in the Tai Pei experience were almost **twice as likely** to think Tai Pei was a healthy option.
- Those who took part in the Tai Pei experience rooms found Tai Pei to be **65% more exciting** than those who tried the food without the experience.

- People who took part in the Tai Pei experience were **over 81% more likely** to think of the brand as authentic.
- Participants were almost **twice as likely** to recommend Tai Pei to a friend if they had gone through the Tai Pei experience.



“THE TAI PEI EXPERIENCE”

Link: <https://vimeo.com/209851332>

Password: 520



In an aisle of glass doors and cool temperatures, what sets Tai Pei apart from all the other food in the freezer?

## GLOBAL



“ My pot pie always has a soggy crust. It should be easier to prepare<sup>4</sup>. ”

- Hayden, 22  
New Jersey

About: Marie Callender's



Tai Pei brings **color** to the aisle of chicken and mash potato entrees with its variety of **bold flavors** with a **global experience** in a single serve package.



## FAST COOK TIME



“ I do not eat Stouffer's because it is unhealthy<sup>4</sup>. ”

- Dustin, 21  
South Dakota

About: Stouffers



Tai Pei has the unique advantage of being a quick microwavable frozen food option whose **wait time is shorter than other frozen food brands**.



## HEALTH



“ I avoid Lean Cuisines because they never make me full and happy<sup>4</sup>. ”

- Robert, 20  
Virginia

About: Lean Cuisine



With its **all-natural ingredients**, Tai Pei is a healthy option that doesn't leave millennials feeling guilty after consuming it.

So what leads millennials to frozen food aisle, and drives what moves from the freezer to the microwave? Our research shows that purchase decision making begins with a **positive experience** with the brand in their everyday life, a **product that meets their needs**, and a visibly **enticing purchase opportunity<sup>4</sup>**.



# CREATIVE

When developing our creative strategy, we identified ways that millennials **Experience Real** in their everyday lives. We found our target does things like watch the Bachelor with friends, sings at the top of their lungs when they're alone in the car, and plays crazy board games with their friends after a long week of work.

For Tai Pei, **experiencing real** means celebrating what it has always been made of: **real** ingredients, **real** value, **real** taste, and **real** convenience.

So now Tai Pei is asking, how can we **Experience Real** together?

Allowing Tai Pei to engage with its target during their **real** moments drove our creative direction. Our tactics encourage our target to experience life more authentically as Tai Pei enters their lives through moments they feel most **real**. This not only makes Tai Pei a top of mind frozen food brand when our target is stocking up their freezers for the week, but it gives Tai Pei an authentic, recognizable brand voice.

With Tai Pei, our target is able to **Experience Real** like never before.

EXPERIENCE  
**REAL**  
TAI PEI

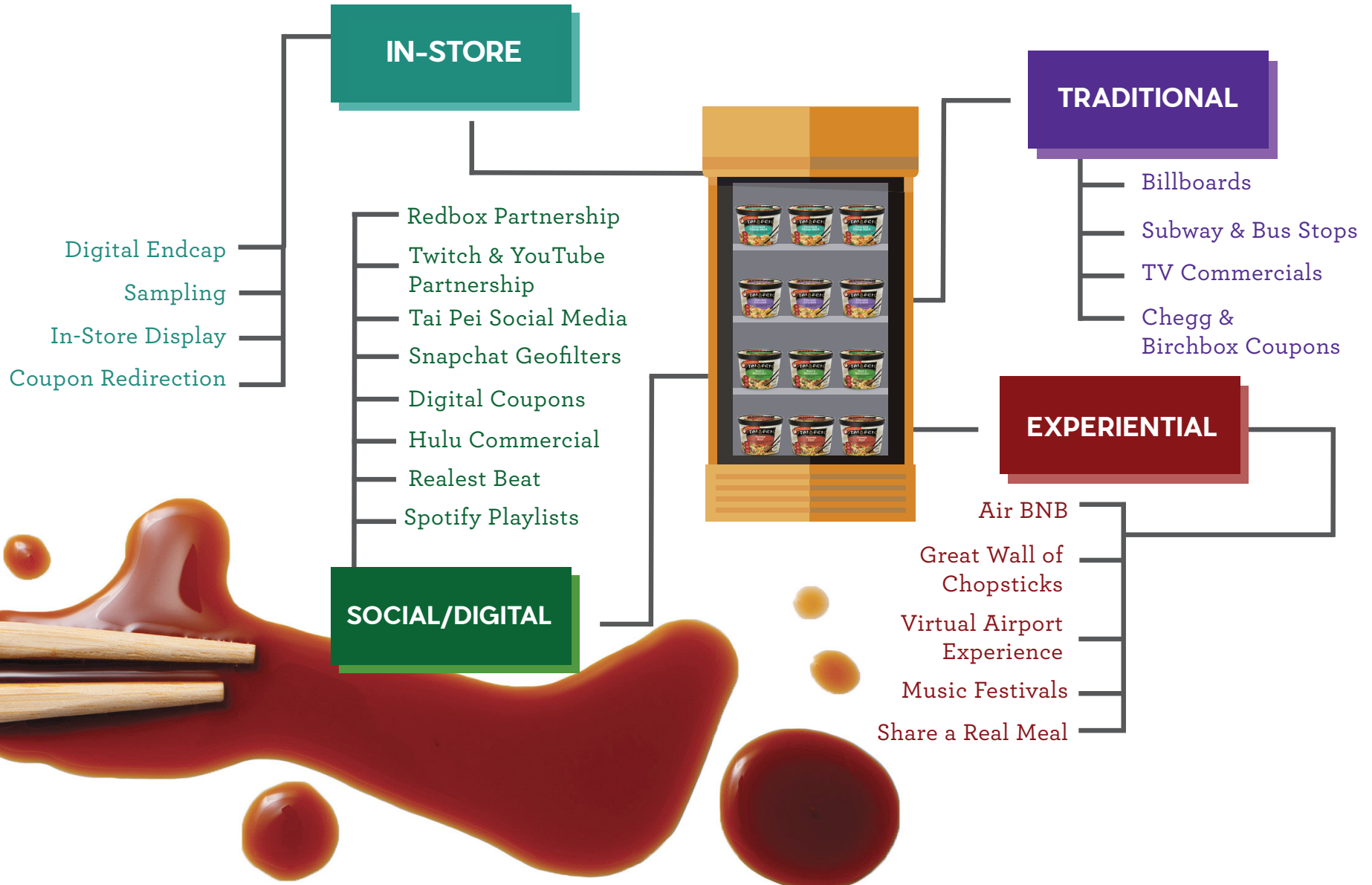


## EACH TACTIC ACHIEVES ONE OF THE FOLLOWING INITIATIVES:

Place Tai Pei in the center of an everyday millennial **experience**.

Create a unique and memorable brand **interaction**.

Provide an opportunity for our target to **taste** Tai Pei's authentic flavor.



When **500 millennials**<sup>11</sup> were asked what they associated with authentic Chinese food, they ranked chopsticks first. To capitalize on this finding, an interactive mural made of fluid chopsticks will travel between college campuses<sup>13</sup> and popular cities<sup>19</sup>. Millennials will have the opportunity to share their unique handprint by interacting with the display.

Free samples of Tai Pei will also be handed out by a hibachi chef.

**When surveyed, 8 out of 9 Millennials would Snapchat this Experience**<sup>12</sup>.

## THE GREAT WALL OF CHOPSTICKS



## SHARE A REAL MEAL

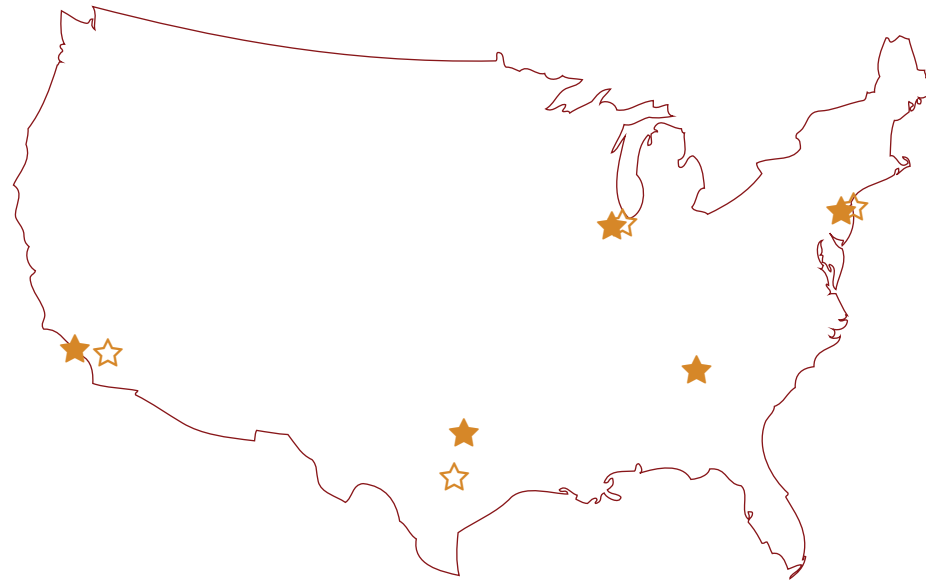
As students are coming back to campus, Tai Pei will encourage them to Experience Real with one another. Through a pop-up restaurant, students will enjoy Tai Pei products while engaging in authentic conversation. To capture and share this genuine interaction, Tai Pei will create a social media video displaying some of the most moving interactions. This will increase Tai Pei's brand recognition as well as establish a recognizable brand voice<sup>15</sup>.



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<https://vimeo.com/209964331>  
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## AIRPORT VIRTUAL REALITY ★

**86% of Millennials<sup>16</sup>** travel to experience cultures. To help them experience different destinations before their journey even begins, Tai Pei will set up a virtual reality experience at airports. Travelers can choose between three different VR experiences: The Great Wall of China, an Asian marketplace, and Asian wildlife in their natural habitat.



As 45% of music festival attendees are millennials<sup>14</sup>, Tai Pei will help our target capture this experience. Tai Pei will set up a booth that allows participants to snap and print a polaroid of them and their friends. This keepsake will bring Tai Pei to mind whenever attendees remember their experience. Concert goers will also receive buy-one-get-one coupons to increase trial.



## MUSIC FESTIVALS ★

- Coachella - Indio, CA
- Lollapalooza - Chicago, IL
- Northside - Brooklyn, NY
- Euphoria - Austin, TX





## AIRBNB

When millennials travel, **73% of them regard staying in an Air BnB as more authentic than staying in a hotel**<sup>17</sup>. As millennials are experiencing new cultures during the summer and Christmas months, Tai Pei will partner with 5 Air BnB spaces in the 10 most traveled cities<sup>19</sup> and help guests **Experience Real**. To immerse the guests in Experience Real, the rooms will contain Asian-inspired interior design and freezers stocked with Tai Pei products. To further help travelers enjoy the most authentic parts of the city, Tai Pei will provide branded travel maps in the form of oriental scrolls with the top destinations and experiences in the city.





## DIGITAL END-CAP

Digital end-caps will be placed at the edge of the frozen food aisle in Walmarts across the nation and will allow shoppers to experience the **real** Asia. These touch screen displays will reach 67% of customers<sup>18</sup> as it allows them to view a 360 video of different Asian locations. Shoppers will get to see what Asia is truly like and enjoy the adventure of discovering different cultures right in the grocery.

## SAMPLING

Being able to truly experience a product before purchase can increase sales by 2,000%<sup>20</sup>.

Tai Pei will station unique sampling opportunities at Walmarts across America. These stations will feature a cultural **experience** as a hibachi chef prepares the food.



## IN-STORE DISPLAY

Tai Pei's in-store graphical display will make the frozen food aisle easier to navigate than ever. Decorative floor sticks will lead consumers directly to Tai Pei's decorated freezer door to reduce time in the chilly area -- a barrier that often deters millennials from entering the aisle<sup>3</sup>.



### COUPON REDIRECTION

With 8 out of 10 millennials being value seekers<sup>3</sup>, coupon dispensers will be placed by other items millennials regularly pick up to redirect them to the frozen food aisles. While our target is picking up tea, college supplies, and boardgames they will be prompted by coupon dispensers to pick up 5 for \$10 Tai Pei.

### CARTWHEEL

Target appeals to younger millennials with 58-62% of its shoppers being between the age of 18 and 44<sup>21</sup>. To make their shopping experience easier, Tai Pei will provide coupons through Target's Cartwheel app<sup>22</sup>.

### INFLUENSTER

Tai Pei will offer product coupons through the popular Influenster app<sup>23</sup>. Influenster will reward users for sharing Tai Pei on social media, recommending Tai Pei products, and leaving reviews<sup>24</sup>. This will promote word of mouth marketing among our target in addition to trial.



### PACKAGING REWARDS

Tai Pei will recreate the classic anticipation of cracking open a fortune cookie by showing off the convenient design of its new packaging with the "Experience Real Rewards" initiative. This will increase customer loyalty<sup>25</sup> and repeat purchase opportunity by rewarding customers points under each lid. Points will be redeemable by scanning the QR code and people can collect and build points for free things like a discounted Tai Pei, concert tickets, and a year-long subscription to Hulu.





## SUBWAY AND BUS DISPLAY

To give millennials opportunities for real experiences, Tai Pei will place interactive displays at bus and train stops prompting travelers to converse with each other. As travelers are waiting for their buses to arrive, the signs will display messages like, “let’s be real, waiting for the bus with a stranger can be awkward. But it’s a lot less awkward when you’re friends!” The displays will then prompt travelers with different questions they can ask one another like “ask your neighbor which superhero they wish they were” and “who is your celebrity crush”. This will create a unique experience for the **43% of millennials** who ride public transit at least once a week<sup>26</sup>.



## BILLBOARD

Whether running to class or a meeting downtown, millennials are constantly on the go. That’s why our strategic billboards placed in highly commutable cities are proven to be a tactic our millennial market won’t forget<sup>28</sup>. Our billboards will celebrate the real moments millennials find themselves in and relate them back to real meaning of **Experience Real**.

While millennials are unwinding from their days by watching their favorite shows, Tai Pei will air its humorous commercials; since 75% of millennials prefer funny ads<sup>27</sup>, that enhance the Experience Real theme.



Scene opens. Yoga class in session. *Serene* music plays.



**SARAH** (fellow yogi) hears rap music interrupting class and looks to the side to see where the music is coming from.



**MIKE** (macho yogi), the source of the noise, appears late to class with protein bottle, headphones, and yoga mat.



**MIKE** rolls out his yoga mat and joins the class effortlessly.



*Cue gong and voice over.*  
Voice over lists the unique selling points of Tai Pei



*Fade out* with Experience Real and Tai Pei logos



“MACHO YOGA”: Macho guy experiences **real** by embracing his inner yogi at yoga in the park.

Link: <https://vimeo.com/209854212>  
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## TWITCH

One of our male target’s favorite ways to interact is through social gaming<sup>30</sup>. Twitch is a platform that allows social gamers to stream themselves playing live video games. Fans have the ability to watch their favorite pro player while interacting with one another. Tai Pei will sponsor both Imaqtpie and Doublelift to give them free merchandise and food to use while streaming. Our logo will also be shown in the sponsored information below the stream.



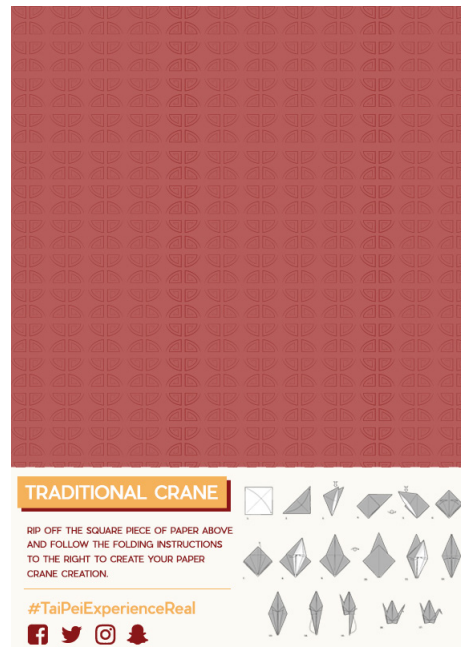
## CHEGG & BIRCHBOX

To increase trial and help millennials in their quest for experiencing other cultures, Tai Pei will place interactive coupons within Chegg<sup>36</sup> and Birchbox<sup>37</sup> purchases. Each coupon will contain instructions to turn each page into an origami masterpiece, while the bottom third will tear off with special Tai Pei offers. This will encourage trial, increase brand recognition, and help make Tai Pei synonymous with authentic cultural experiences.

## YOUTUBE

92% of millennials trust recommendations from influencers more than those coming straight from brands themselves<sup>31</sup>.

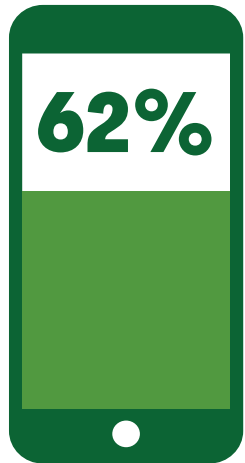
Tai Pei will partner with two of the most popular YouTube entertainment celebrities to create a fun video. Dude Perfect and Pewdiepie reach social gamers and combine for over 17.5 billion youtube views with over 70 million subscribers<sup>32,33</sup>.



## REDBOX

One of the ways our target loves to Experience Real is by having a chill night with friends<sup>34</sup>. With 537 million DVDs rented out via Redbox in 2015<sup>35</sup>, it is clear millennials love a good group movie night. As millennials are searching their Redbox kiosk for the best movie, they will be prompted via text message by Redbox about the Experience Real buy-one-get-one Tai Pei deal.

# #TaiPeiExperienceReal



Of millennials say that if a brand engages with them on social networks, they are more likely to become a loyal customer. A social media presence is vital for Tai Pei to develop an authentic relationship with its target.

Tai Pei will revamp its social media presence by taking the main focus off its products and utilizing Twitter and Facebook to join our target's real moments and comment on pop culture. Instagram will be used to share photos of delicious Tai Pei products in our target's everyday moments.



♥ 527 Likes

taipeiasianfood #TaiPeiExperienceReal



Using music to engage with the target is vital since 91% of millennials regard music as one of the most authentic forms of expression. Tai Pei will use music to strengthen its link with authenticity by creating playlists that highlight artists during their unedited acoustic sessions.



Tai Pei will utilize Snapchat to help millennials capture their most genuine moments through geofilters that will populate around Tai Pei's mural, sampling stations in grocery stores, and Share a Real Meal events.





### THE REALEST BEAT

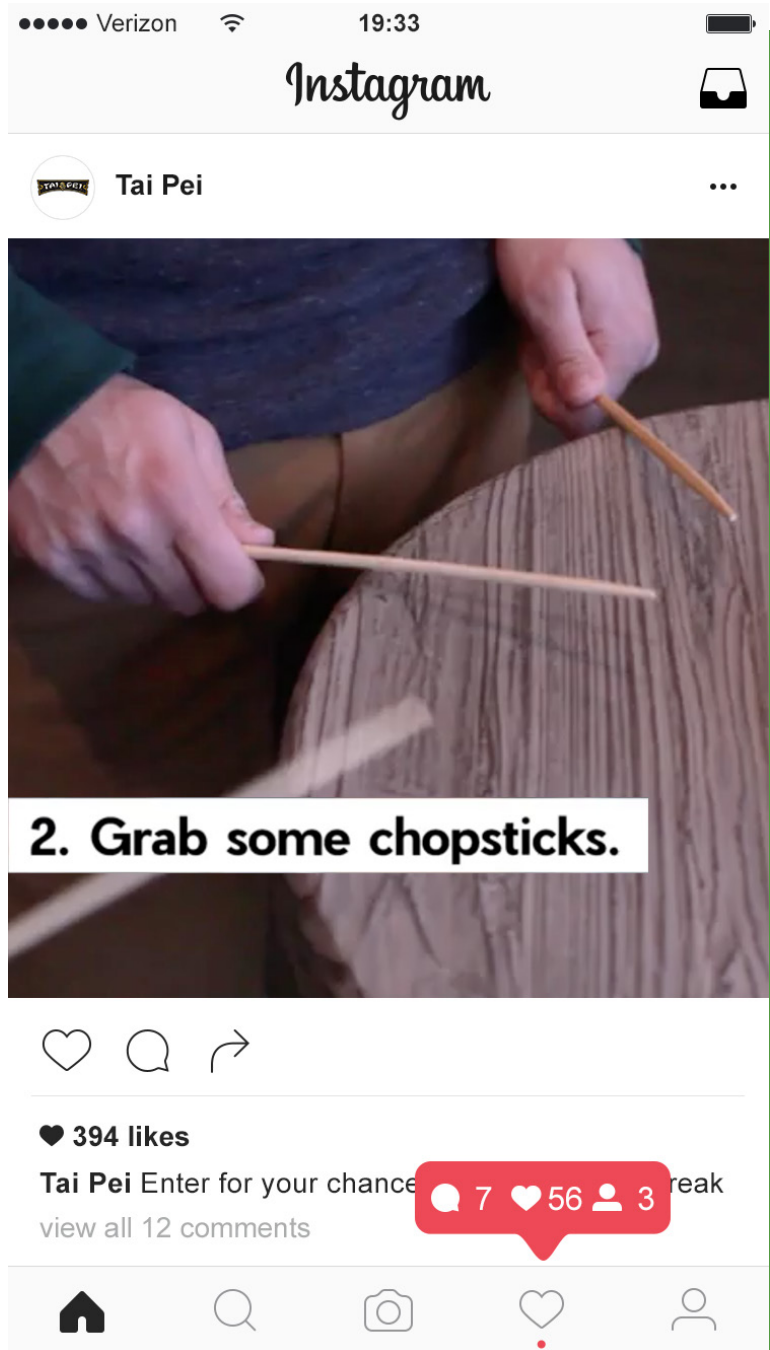
competition encourages millennials to express themselves by using chopsticks as drumsticks to create their own unique beat with friends. Groups will use Instagram to submit a video of their realest beat through the hashtag **#TaiPeiExperienceReal**.

Winners get to experience Asia through an all expense paid trip to Tai Pei, Taiwan.



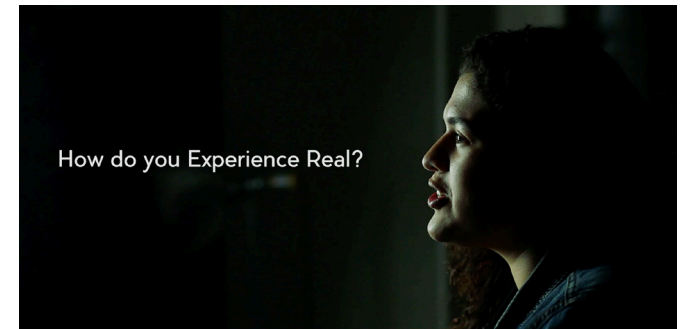
“REALEST BEAT”: A social media campaign encouraging brand interaction and engagement

Link: <https://vimeo.com/209862761>  
 Password: 520



# hulu

To help our target understand what Experience Real is all about, Tai Pei will air a national commercial to help define the movement. As millennials in the commercial share how their interests help them Experience Real and keep them grounded in who they are, viewers will relate to their raw interviews



“#TaiPeiExperienceReal”

Link: <https://vimeo.com/209855189>  
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# MEDIA & EVALUATION

		APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	BUDGET	
EXPERIENTIAL	Chopstick Art Mural	■		■	■	■								\$332,761	\$409,572
	Air BnB			■	■	■				■	■		■	\$233,899	\$311,086
	Share a Meal					■	■							\$90,333	\$120,143
	Airport VR		■							■	■			\$402,544	\$535,384
	Summer Events	■		■		■								\$246,564	\$327,930
SOCIAL/DIGITAL	Twitch							■	■		■	■	■	\$278,455	\$370,345
	YouTube	■	■					■					■	\$312,645	\$415,818
	YouTube Ad	■	■				■						■	\$2,341,876	\$4,523,421
	Hulu Ad	■	■				■		■					\$237,655	\$316,081
	Social Media Video Ads	■		■				■		■				\$197,977	\$263,309
	Digital Coupons	■	■	■			■	■	■			■	■	\$2,758,616	\$337115.1
	RedBox Partnership							■	■	■			■	\$121,232	\$161238.56
	Snapchat	■	■	■	■	■	■	■						\$249,321	\$331,597
	Spotify Playlists		■	■			■				■	■	■	\$214,326	\$285,054
TRADITIONAL	Billboards						■	■	■	■	■	■	■	\$124,322	\$288,000
	Chegg & Birchbox Coupon				■	■	■							\$216,434	\$287857.22
	Subway & Bus Stops			■	■	■	■							\$312,673	\$415855.09
	TV Ad						■	■	■	■				\$2,758,616	\$3,448,270
IN-STORE ADS	Coupon Redirection										■	■	■	\$114,783	\$152661.39
	Digital End Cap	■	■				■	■	■					\$504,276	\$670687.08
	Sampling	■	■				■	■	■					\$435,677	\$579450.41
<b>TOTAL</b>														\$10,000,000	\$15,000,000



**SUBWAY AND BUS STOPS**

**Impressions:**  
 10 Million Budget: 15,764,552  
 15 Million Budget: 20,966,854  
**Placement:** Subway, Metro, and Bus Stops in Top 5 millennial cities



**MUSIC FESTIVALS**

**Impressions:**  
 10 Million Budget: 10,987,200  
 15 Million Budget: 14,612,976  
**Placement:** Coachella, Lollapalooza, Northside Festival, Euphoria



**SHARE A REAL MEAL**

**Impressions:**  
 10 Million Budget: 5,732,639  
 15 Million Budget: 7,624,410  
**Placement:** Top 10 most populous schools, social media



**HULU AD**

**Impressions:**  
 10 Million Budget: 376,900  
 15 Million Budget: 501,277  
**Placement:** The Bachelor, Catfish, This is Us



**REDBOX**

**Impressions:**  
 10 Million Budget: 32,976,544  
 15 Million Budget: 43,858,803  
**Placement:** Redbox Kiosks surrounding campuses and in cities



**BILLBOARD**

**Impressions:**  
 10 Million Budget: 27,600,000  
 15 Million Budget: 33,120,000  
**Placement:** Top 5 millennial cities



**IN-STORE TACTICS**

**Impressions:**  
 10 Million Budget: 194,639,838  
 15 Million Budget: 258,870,984  
**Placement:** Walmarts surrounding campuses and cities



**GREAT WALL OF CHOPSTICKS**

**Impressions:**  
 10 Million Budget: 15,342,765  
 15 Million Budget: 20,635,754  
**Placement:** Top 10 most populous schools and top 5 most traveled cities



**TWITCH**

**Impressions:**  
 10 Million Budget: 5,250,421  
 15 Million Budget: 9,853,220  
**Placement:** Twitch



**CHEGG AND BIRCHBOX**

**Impressions:**  
 10 Million Budget: 3,736,453  
 15 Million Budget: 4,969,482  
**Placement:** Chegg and Birchbox shipments



**TV COMMERCIAL**

**Impressions:**  
 10 Million Budget: 133,600,000  
 15 Million Budget: 167,000,000  
**Placement:** The Bachelor, Modern Family, The Voice



**DIGITAL COUPONS**

**Impressions:**  
 10 Million Budget: 22,764,322  
 15 Million Budget: 30,276,548  
**Placement:** Walmarts surrounding campuses and cities



**AIRPORT VR**

**Impressions:**  
 10 Million Budget: 30,049,322  
 15 Million Budget: 39,965,598  
**Placement:** ATL, LAX, ORD, DFW, JFK Airports



**YOUTUBE**

**Impressions:**  
 10 Million Budget: 10,765,433  
 15 Million Budget: 14,318,026  
**Placement:** Pewdiepie, Dude Perfect



**SOCIAL MEDIA**

**Impressions:**  
 10 Million Budget: 5,473,644  
 15 Million Budget: 585,683  
**Placement:** Facebook, Twitter, and Instagram

**TOTAL IMPRESSIONS:**  
 \$10 Million Budget: 947,418,851  
 \$15 Million Budget: 1,248,896,299



**AIR BNB**

**Impressions:**  
 10 Million Budget: 4,167  
 15 Million Budget: 10,733  
**Placement:** Top 10 most traveled cities



**SPOTIFY**

**Impressions:**  
 10 Million Budget: 18,654,478  
 15 Million Budget: 24,810,455  
**Placement:** Spotify



**SNAPCHAT**

**Impressions:**  
 10 Million Budget: 403,869,430  
 15 Million Budget: 537,146,341  
**Placement:** Snapchat

Tai Pei tasked us with increasing millennial excitement for Tai Pei, generating brand awareness, and combating negative perceptions of frozen food as unhealthy.

BASED ON OUR "TAI PEI EXPERIENCE" DATA, WE ANTICIPATE...

...our target's excitement for Tai Pei to increase by:

**65%**

...brand recognition to grow by:

**85%**

...millennial's positive perception of frozen food as healthy to double:

**2X**

**INCREASE MILLENNIAL EXCITEMENT FOR FROZEN FOOD:**

Through a national quantitative survey, we were able to assess Tai Pei's brand perception in addition to barriers about frozen food. To measure growth in both positive perceptions of frozen food and awareness of Tai Pei, we will repeat the nationwide survey at the end of each fiscal quarter.

**MAKE TAI PEI RELEVANT TO MILLENNIALS:**

To gauge awareness and relevancy, we will measure the effectiveness of the campaign by monitoring the following:

- Tai Pei sales after major campaign events
- Social media "likes," "retweets," and organic conversations
- Revenue in relation to specific venues
- Sales at grocery stores -- nothing says "success" better than sales
- Participation in major campaign events
- Key performance indicators



**GENERATE BRAND AWARENESS: ROI DATA WILL TRACK SALES NATIONWIDE.**

We will determine the ROI for our campaign tactics by reviewing the amount of sales and exposure generated. Tracking the ROI will allow us to also gauge if brand awareness is truly increasing. In order to accurately gauge the campaign's effectiveness, quarterly reviews will help us measure return on investment as a result of changes in customer perception.

**COMBAT NEGATIVE PERCEPTIONS ABOUT FROZEN FOOD HEALTH:**

To measure customer perception, we will monitor digital and social media platforms, as well as news and media mentions using BuzzSumo. Comparing these numbers against current perception on Tai Pei's health will help determine the effectiveness of the campaign strategy.

**CONCLUSION**

Tai Pei asked us to increase excitement for the brand, generate awareness, and throw off negative stereotypes about frozen food through an integrated marketing campaign. We have crafted an approach that defines who Tai Pei is and allows it to interact with millennials like never before.

Experience Real will achieve Tai Pei's campaign goals while also helping its target live with a new sense of authenticity.



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