

LET'S BE FRANK

PLANS BOOK BY
TEAM 401



NSAC
NATIONAL STUDENT
ADVERTISING
COMPETITION

LET'S BE FRANK, HOT DOGS ARE IN TROUBLE

For generations, hot dogs have been a social staple in America. Through baseball games, backyard barbecues and campouts, hot dogs have helped shape American culture. They've served as a symbol of social unity. **However, national hot dog sales have been steadily declining since 2014, and this trend is projected to continue.**

Hot dogs' beloved cousin, the brat, has consistently flourished in market sales and has never experienced a purchasing low like their family member. Meat consumption has increased nationally, with chicken leading category sales. This caused the once mighty hot dog to be placed in the back of consumers' minds. Hot dogs need help, so who's their ultimate rival? **It's easy to point fingers at brats and burgers, but a closer look suggests a different villain – negative perceptions.** Americans have set aside their old friend based on ideas they're absurdly unhealthy, filled with mystery meat and too basic.

Perceptions lead to stigmas, and stigmas guide social acceptability. It's time to elevate the perception of hot dogs.

No one buys into the hot dog stigma more than trend-following MILLENNIAL WOMEN. Hot dogs don't fit into the social mold of picture-worthy foods they proudly share on Instagram. **In their world of wilted kale salads and tiny avocado toasts, they don't have social permission to embrace eating hot dogs.**

Women have the food purchasing power in their households. They control 72 percent of household spending, yet they make up only 52 percent of all hot dog sales. Millennial women have the potential to buy and consume more hot dogs than any other target market. **With Wienerschnitzel's voice leading the way, it's time to tell these women to be authentic to themselves and what they love.**

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RESEARCH

THE CHALLENGE

Elevate the national perception of the **hot dog**.

CAMPAIGN OBJECTIVES

This 12-month campaign will:

- + Increase primary demand of hot dogs by **4 percent**.
- + Increase overall hot dog consumption by **4 percent**, which is the equivalent of roughly **800 million hot dogs**.
- + Increase positive social sentiment from **28 percent** → **40 percent**.
- + Decrease negative social sentiment from **20 percent** → **15 percent**.

THE CURRENT SITUATION

Since 2014, hot dog sales have been slowly declining. However, the rest of the meat industry has experienced an upward growth, with chicken leading sales. Poultry accounted for 44 percent of the total U.S. meat consumption in 2018, followed by beef with 23 percent. Though it may seem like other animal-based proteins are hot dogs' biggest competitors, **their fiercest rival is the negative perception consumers have of hot dogs**. Research revealed people believe hot dogs are absurdly unhealthy, filled with mystery meat and too basic to be made into memorable meals. Because of this negative perception, **hot dogs have been shoved to the back of people's minds**. Even with hot dogs' declining sales, Wienerschnitzel has seen a 4-5 percent increase in yearly store revenue. It's been beating the odds, making it the ideal voice to help change the perception of hot dogs.

AGENCY 401 HAD SOME QUESTIONS TO ASK

- + Who's impacted the most by hot dogs' perception?
- + What builds trust in brands?
- + What leads to sharing experiences?
- + Where are hot dogs commonly enjoyed?
- + Where are new, trendy products found?

“ *IN AN ARRAY OF FOOD CHOICES, I THINK HOT DOGS WOULD COME LAST.* ”
BRITTANY, FOCUS GROUP PARTICIPANT

2018

243.99 MILLION CONSUMERS

2020

237.41 MILLION CONSUMERS

PROJECTED HOT DOG CONSUMPTION

SOURCE: WIENERSCHNITZEL CASE STUDY

METHODS

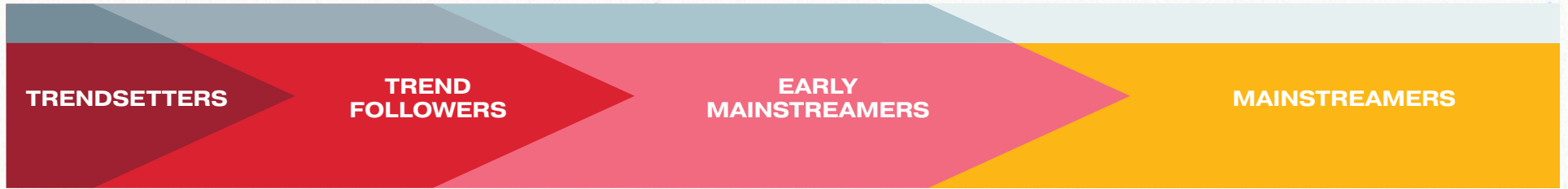
130
SECONDARY SOURCES

24
ONE-ON-ONE
INTERVIEWS

91
GROCERY STORE
INTERCEPTS

1,009
SURVEY RESPONDENTS

15
FOCUS GROUPS
PARTICIPANTS



The challenge of elevating the perception of hot dogs triggered a deep investigation into the inner workings of the trend process.

Three groups contribute to this process: trendsetters, trend followers and mainstreamers. Trendsetters create the trends. Their creative ideas are the perfect way to trigger social desirability among trend followers. The trend followers then adopt these trends into their own lives. From there, the trend reaches a mainstream audience and hits its peak. **Trendsetters create trends, but their desire to continuously move on to “the next new thing” leads to a lack of loyalty needed to make trends flow into the mainstream.**

ENTER TREND FOLLOWERS.

Open-minded, curious and loyal, they’re the perfect group to adopt trends into their lives. Trend followers are constantly on the lookout for new things to help curate their social image. Only after trend followers adopt a trend does it reach the mainstream.

Who are trend followers? They’re the go-getting, coffee-drinking, millennial women we see around us everyday.

Trend followers know the influence of a trend and understand the power of perceptions. The negative perception of hot dogs has led to a hot dog stigma. They know it, causing them to hide that they’re proud of eating them. **They eat hot dogs – 52 percent have hot dogs in their homes –** but conversations proved their thoughts and their actions were at a disconnect. It’s clear they have potential to change the perception of hot dogs if they’re given the go-ahead. **Trend followers have the power to bring positive sentiments toward hot dogs front-of-mind for almost all women 25-34.**

Authentic (*adjective*)
au-then-tic

to be true to one’s own personality, spirit or character



FEMALE



MILLENNIAL



TREND FOLLOWER



SOCIALLY CONNECTED



TREATS HERSELF



CONFIDENT + PRIDEFUL



Even though the meat industry is seeing a steady rise in consumption, hot dogs are projected to experience the opposite. Women like hot dogs, but because of the negative perception, they aren't proud to say they eat hot dogs. This leads to a purchasing disparity in a market that has great potential.

PERCEPTIONS ARE HURTING HOT DOGS



Personal authenticity is important to 98.6 percent of women surveyed. These women want to be true to themselves and what they love. One focus group participant said, "It's important to be your own person. You need to be true to yourself."

AUTHENTICITY IS ESSENTIAL



Forty-one percent of women in the target claim they share positive experiences with others. They share the things they're proud of through social media and in person.

PRIDE FUELS SHARING



The target audience eats hot dogs at social gatherings like cookouts and sporting events. Additionally, focus group participants said they don't think hot dogs can be made into a complete meal at home.

HOT DOGS ARE INHERENTLY SOCIAL



Trend followers long for experiences made up of moments that fuel their creativity. They love changing things up and paving a new path, but they need to see a trendsetter doing it first to give them permission.

ADVENTURE IS EASIER ON A BEATEN PATH

KEY INSIGHT

TREND FOLLOWERS' AUTHENTICITY DRIVES THEIR PRIDE.

STRATEGY

TARGET

Trend followers are women who enjoy eating hot dogs, but they don't currently advocate for them. They play a key role in elevating a fad to a trend. They have a sense of pride about the things they discover and share those discoveries among friends. Trend followers are vocal discoverers **whose authenticity drives their pride.**

TONE

- + **Playful**, defined by discovery on one's own terms
- + **You-centric**, and revolves around the target and its experiences
- + **Honest** in showing – not telling – trend followers the perceptions of hot dogs

These appeals to discovery, individuality and authenticity will **create a drive for trend followers to share** these ideas and spread the message.

TAKEAWAY

Authentically eating hot dogs, simply because one enjoys them, is something to be **proud** of.

SUPPORT

Wienerschnitzel is showing that **being true to oneself is more valuable than being true to society's standards**, and they **taste good** too.

POSITIONING STATEMENT

For trend followers, hot dogs **create a sense of pride**. Millennial women are going against societal expectations and eating hot dogs **simply because they like them.**



There are a few things to know about trend followers:

- + Trend followers **crave discovery**. They want to come across things organically rather than having new ideas and messages shouted at them – they want to be a part of the conversation.
- + These women also **can't be fooled**. They know when they're being told something and when they're being sold something.
- + Trend followers enjoy hot dogs, but they **feel ostracized** by the current perceptions.

With these facts in mind, Wienerschnitzel encourages trend followers to be loud about what they're proud of: **HOT DOGS**.

This campaign is a voice of permission that moves the target to rediscover a food they enjoy and **FIND IT**. This campaign inspires them to be authentic and **OWN IT**.

Finally, it allows them to be a part of the campaign and **SHARE IT**. This campaign calls trend followers to embrace themselves and the hot dogs they love.

Simply put...

**DON'T HIDE
YOUR PRIDE**



THERE'S SOMEBODY YOU SHOULD MEET

Say hello to Vera Frank.

She is the **social media influencer hot dogs deserve**. Vera's social account oozes authenticity, but she is a character that is an extension of creative efforts, prevalent in all activations. **So, if authenticity is essential, why create a fictional character?** Every trend follower needs a trendsetter to follow. Unabashed love for hot dogs is not showcased by any social influencer. Team 401 created an embodiment of that passion of being honest to oneself.

Vera Frank is the **voice of permission** in all creative executions who tells trend followers, **"Don't hide your pride."**



SERVING THE MESSAGE

Starting a trend requires three stages: discovering, embracing and sharing. To change the perception of hot dogs, all three steps need to be addressed. By creating a layered-messaging system that allows trend followers to seamlessly jump in at any time, each step of the trend process will be activated. **FIND IT** invokes discovery. **OWN IT** embraces authenticity. **SHARE IT** spreads pride.

FIND IT

OWN IT

SHARE IT

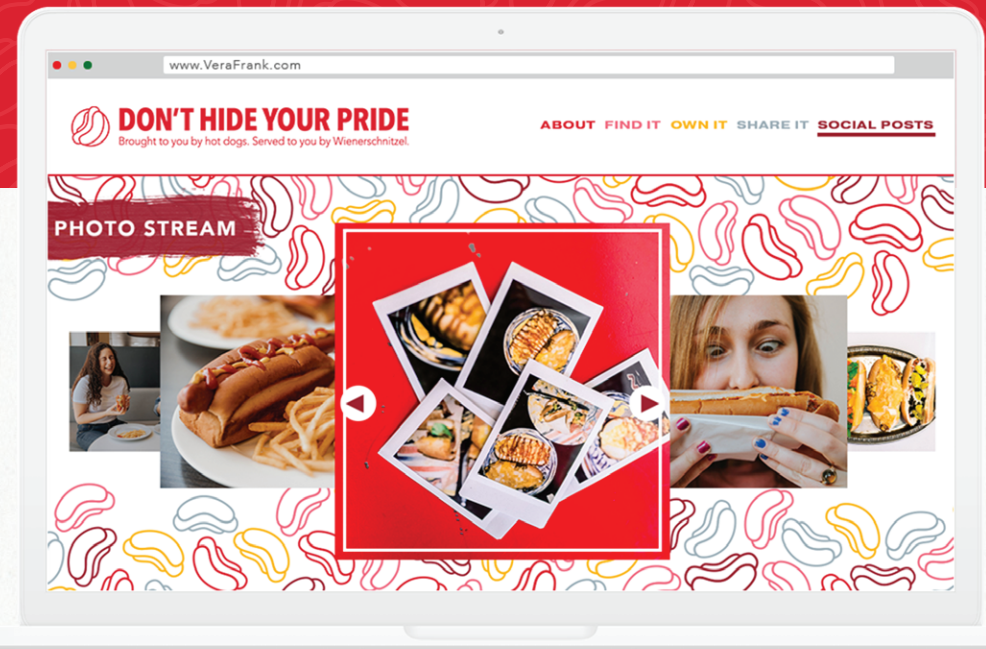
campaign (2020-2021)



VERA'S INSTA

Social media is a trendsetter's best friend – especially Instagram. **Vera is the quintessential authentic influencer.** Her profile is a flawless example of how authenticity drives pride, and pride fuels sharing. She's proud of what she shares, and she shares often.

Vera's active on her social media and posts at least once a day. Her favorite thing to post? Hot dogs, fashion and fashion inspired by hot dogs.



MICROSITE

Trend followers are online, and so is this campaign. VeraFrank.com is a campaign microsite that is the **home for all creative production.** It will also be a hub for **information and locations of PR events.** The site will **host a photostream** of social posts from users who join Vera in sharing their pride. The site is linked in Vera Frank's Instagram profile, so as audiences discover her, they can **find, follow or catch up** on the campaign.

FIND IT


FIND IT will get the campaign rolling. What's most important to trend followers? **Personalized experiences**, which are this phase's strong suit. Trend followers aren't the go-with-the-flow type, they'd much rather **discover things for themselves**.



30-SECOND TV

"MEETING AN OLD FRIEND"

Nothing's more authentic than meeting with old friends. This 30-second traditional TV spot **associates familiarity and rediscovery with hot dogs**. A trend-following woman is preparing to meet an old friend – Vera Frank – who has brought along a couple of other old friends: hot dogs.

 Watch this spot **HERE**.



20-SECOND PRE-ROLL

"ALL YOU SEE IS WHAT YOU WANT"

Sometimes all you see is what you really want. This 20-second pre-roll spot shows just that. Vera Frank stands alongside a trend follower showing her that **embracing her authentic enjoyment** over social pressure is something to be proud of.

 Watch this spot **HERE**.

Sometimes all you see is what you really want.



DON'T HIDE YOUR PRIDE

Brought to you by hot dogs. Served to you by Wiener Schnitzel.



PRINT

How do trend followers overcome crushing social pressure? **By being true to themselves.** "Sometimes All You See" depicts exactly that: a trend-following woman seeing her honest thoughts reflected back at her. Keeping with the playful tone, **this interactive print ad peels away** to reveal Vera Frank's Instagram and links to the microsite.

SPOTIFY

Music and discovery? They go hand in hand. Playlists like **Discover Weekly** will be "brought to you by hot dogs, served to you by Wiener Schnitzel," **encouraging trend followers to go find them.** A sponsored audio ad will run for free users.



Listen to it **HERE.**



PR BRAND INTEGRATION

It's the delicious Food Network show we all know and love, "**Chopped.**" A sponsored episode of the show will air during the Find It phase of the campaign, featuring **hot dogs as the main ingredient** in the mystery basket. Contestants will develop a recipe using the hot dog and other ingredients provided by the kitchen. After the episode airs, all recipes will be uploaded to the Food Network website for viewers to try at home. **Reruns will occur once a month** throughout the duration of the campaign, keeping the recipes fresh in the minds of trend followers and reaching new viewers with each airing.

OUT OF HOME

Vera Frank is more than just a hot dog Instagrammer. The "It's a Vera Frank" billboard shows that **she is a lifestyle icon** who isn't afraid to let her love for hot dogs show - even in her fashion. This billboard will show that trend followers can find hot dogs in all parts of their lives. **The mystery of Vera Frank will drive discovery** for Vera's social page and the campaign microsite.



OWN IT

The second phase of the campaign calls trend followers to take their discoveries and own them. The key to trend making is embracing. **OWN IT** encourages trend followers to make discovery a prominent part of their lives.



PRE-ROLL/ONLINE TV

"OWN IT"

Social pressures can be stifling. That's why two trend-following women are pretending to enjoy their smoothie and salad. That is until they see the **model for authenticity** – Vera Frank – eating a hot dog and **owning it**. This ad is also expandable to a 30-second ad for online streaming services.

 Watch this ad **HERE**.

INSTA INFLUENCERS

Instagram is a millennial woman's best friend. When it comes to finding new things, **influencers show trend followers what's worth discovering**. Their latest posts? All about hot dogs.

PR MUSIC FESTIVAL TENT



Music and film festivals have become a **millennial woman's paradise**. From community interaction to over-the-top exhibits, festivals are a great way to make an impression on trend followers. In fact, 81 percent of millennials attend music festivals specifically to engage with a like-minded community. A **hot-dog-centric experience** – **The Haute Hideaway** – will be at these five events: **SXSW, Hangout, Bonnaroo, Lollapalooza and Austin City Limits**. The inside of the tent will be upscale while the outside walls are transparent, displaying a **shameless exhibit of one's pride**. It will feature photo backdrops encouraging people to share their experiences online. Attendees will be treated to a curated menu of gourmet hot dogs and crafted cocktails, **driving momentum** during a time when hot dog sales are already high.

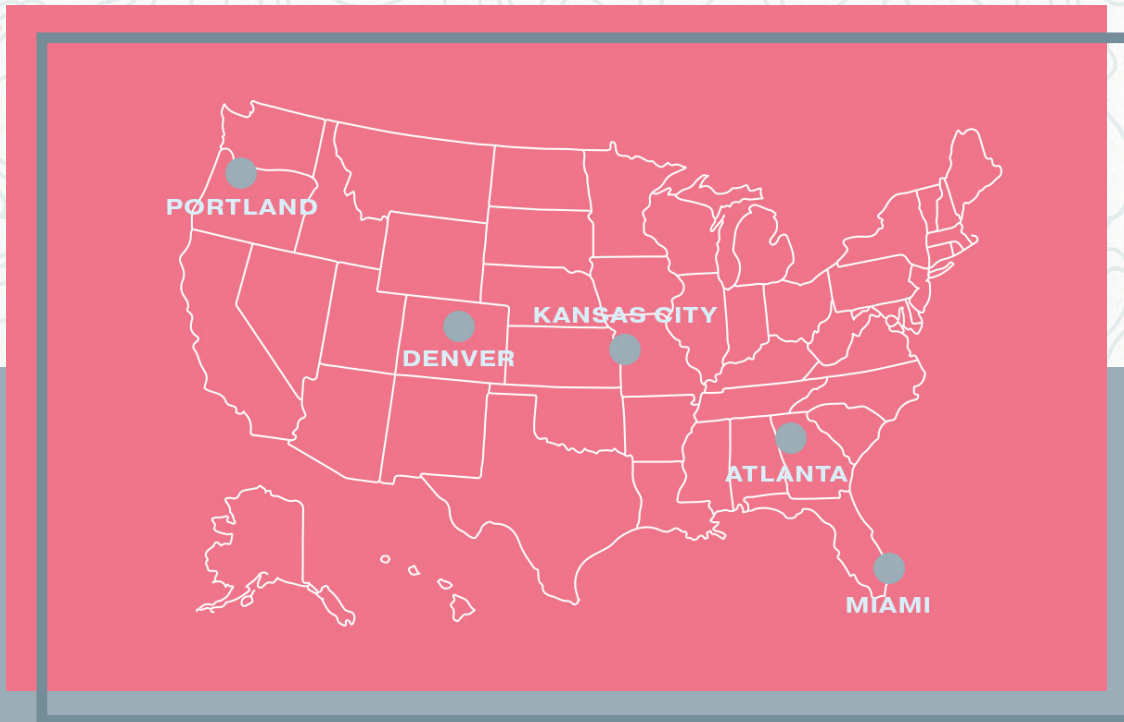
A hot dog cannon will be present at the same events in which the Haute Hideaway is placed. Between performances, **hot dogs will be launched into the audience**, giving free dogs to attendees and offering a pick-me-up to those anticipating their favorite artists. It will entertain a captive audience during a time when no other performances are happening.



SHARE IT

Nothing shows pride like sharing. As the final phase of the campaign, the ultimate goal of **SHARE IT** is to encourage trend followers to share their love for hot dogs across social platforms. This will keep hot dogs relevant, even into their traditional off-season: winter months.

VERA FRANK: PR POP-UP FASHION SHOW



Vogue, stylish, chic. These words have never described the hot dog – until now. To kick off the Share It phase of the campaign around mid-November, residents of Portland, Denver, Kansas City, Atlanta and Miami will begin to see boxes being constructed in **high-traffic city centers**. Digital countdown clocks will encourage pedestrians to return at a specific time without disclosing what is happening. Across the country, curtains concealing the boxes will drop simultaneously to reveal a **hot-dog-inspired fashion show**. This tactic is designed to achieve earned media both locally and nationally as these events unfold nationwide. The show will feature the **Vera Frank fashion line** to highlight pride with hot dog accessories.



OUT OF HOME

The sightseeing wall will allow viewers to see the world the way Vera Frank does: **full of hot dogs**. Murals will show **hot dogs becoming a part of familiar landmarks**. In a playful tone, it will call trend followers to take photos and share them. The wall will be placed in high traffic areas of millennial magnet cities, and will help hot-dog-loving trend followers **share how they see the world**.

INSTA INFLUENCERS

Let's get real. While Vera Frank can show these women how authenticity and pride are linked, influencers prove it. Whether they are trend followers' favorite blogger or a TV personality, influencers have a major say in what their followers adopt into their own lives. **Macro-influencers will post twice** during the campaign. They will be the vessel showing trend followers how to embrace pride. **Micro-influencers will post more frequently with 5 posts** throughout the campaign. Having a variety of posts will cause an increase in social media interactions.

MACRO-INFLUENCERS (5 TOTAL)



ANTONI POROWSKI
@ANTONI



KRISTEN BELL
@KRISTENANNIEBELL



TIFFANY HADDISH
@TIFFANYHADDISH

MICRO-INFLUENCERS (20 TOTAL)

SABRINA
@DINNERTHEDESSERT

ALISON ROMAN
@ALISONEROMAN

JEREMY JACOBOWITZ
@BRUNCHBOYS



"TREAT YO' SELF" PACKAGE



OUT OF HOME

Everyone likes to be noticed. The "To The Girl Who ..." billboards **address and embrace women who have found and are owning their hot dogs**, and calls other to join the movement. These billboards create a sense of **relatability and personality** for Vera Frank. The personal and out-of-the-box remarks will cut through standard out-of-home ads to **engage the audience and drive them to share** Vera's messages.

MEDIA PLAN

LET'S GET DOWN TO BUSINESS.

A **\$25 million budget drives a 12-month national campaign starting in March 2020.** The campaign will kick off right before summer, placing hot dogs top of mind for consumers and continuing until the end of winter. The budget accounts for **media, public relations, social media and production costs.**

MEDIA OBJECTIVES

- + Execute a yearlong national advertising campaign using a \$25 million budget to reach the target audience of women ages **25-34.**
- + Use the **most effective media mix** to implement the three-stage strategy: **FIND IT, OWN IT, SHARE IT.**
- + With traditional and digital media, **establish a minimum 80 percent reach** among trend followers with an average frequency of **12** during the yearlong campaign.

STRATEGY

Remember the trend followers? It's time to give them the go-ahead to embrace hot dogs. The best way to do this? **Digital, traditional, non-traditional and owned media.** Using a strategically crafted media schedule, the campaign will consistently reach the target.

Here are the specifics: focusing on influencer marketing will increase trend followers' **awareness, consideration and advocacy** for hot dogs. **Increased pride and sharing on social media will elevate the perception of hot dogs.**

TACTICS

The goal? **Meet trend followers where they're already discovering new things.** The campaign's media buys are influenced by factors in the trend followers' **lifestyles and media usage** as defined by Commspoint Media Software, Simmons Research and Kantar Media.

FIND IT: Heavily **reach** and encourage trend followers to **try** (or retry) a hot dog

OWN IT: **Inspire** them to be proud of eating hot dogs

SHARE IT: Get them to **share positive messages** about hot dogs with others on social media

12
MONTH

\$25
MILLION

80%
REACH

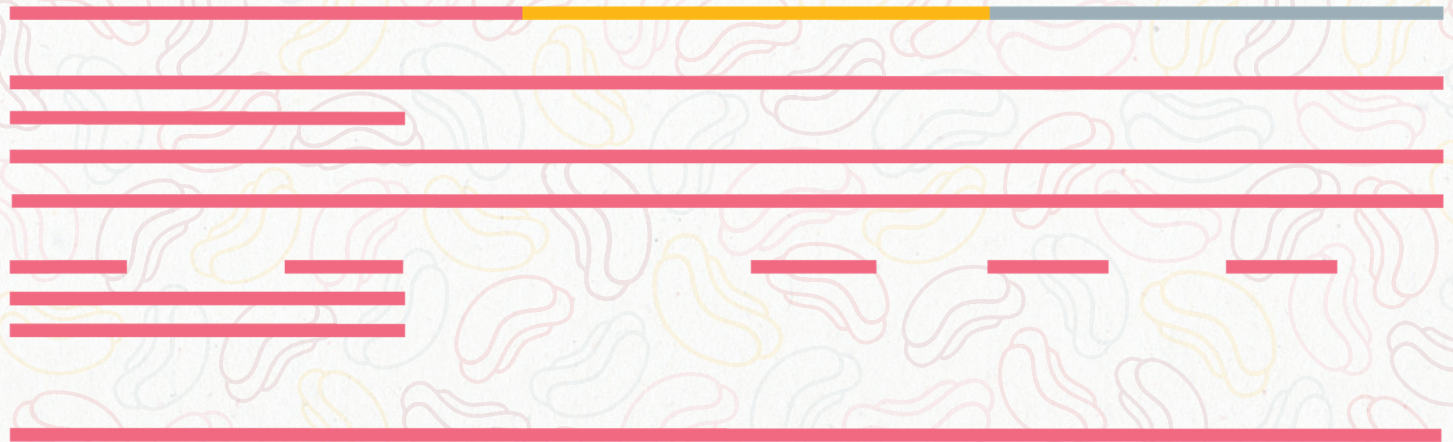


MEDIA SCHEDULE

MARCH APRIL MAY JUNE JULY AUG. SEPT. OCT. NOV. DEC. JAN. FEB.

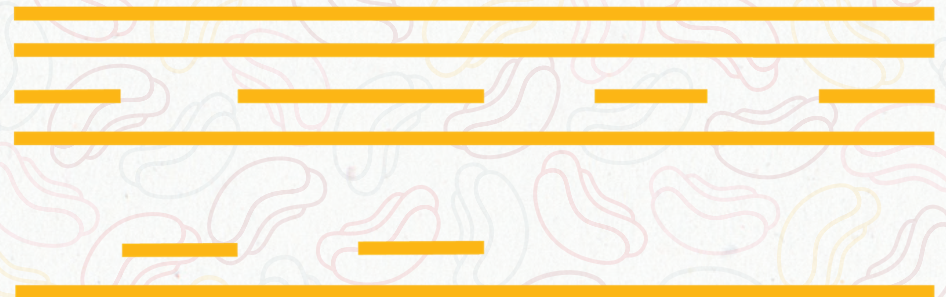
FIND IT

- OWNED**
- MICROSITE
- DIGITAL**
- SOCIAL ADS
- ONLINE AUDIO
- VIDEO PRE-ROLL
- PAID SEARCH
- TRADITIONAL**
- PRINT
- TELEVISION
- OUT OF HOME
- NON-TRADITIONAL**
- PUBLIC RELATIONS



OWN IT

- DIGITAL**
- SOCIAL ADS
- ONLINE TV
- VIDEO PRE-ROLL
- PAID SEARCH
- NON-TRADITIONAL**
- PUBLIC RELATIONS
- INFLUENCERS



SHARE IT

- DIGITAL**
- PAID SEARCH
- TRADITIONAL**
- OUT OF HOME
- NON-TRADITIONAL**
- PUBLIC RELATIONS
- INFLUENCERS



TIMING IS EVERYTHING

A March 2020 launch is the best way to build momentum before hot dog sales peak in the summer and will utilize a pulsing strategy to carry that momentum throughout the year.

FIND IT will run continuously throughout the course of the campaign.

OWN IT will kick off in July when hot dog sales peak, making it a perfect time for the audience to own its dog.

SHARE IT will start in November to continue the buzz about hot dogs during the winter months.

IT'S ALL ABOUT IMPRESSIONS

TOTAL IMPRESSIONS :

958,539,457

DIGITAL MEDIA



ONLINE TV

COST: \$4,084,000
IMPRESSIONS:
83,900,504

This advertisement will be seen in both **FIND IT** and **OWN IT**. Women are pulling the plug on their cable habits. Currently, **61 percent** of trend followers primarily watch TV through streaming services. The target audience will see the video advertisements on **Hulu.com, ABC.com, NBC.com, CBS.com and MTVu**. The plan will use programmatic scheduling to ensure trend followers are seeing the videos ads.



ONLINE AUDIO

COST: \$1,654,000
IMPRESSIONS:
48,137,322

Online audio will be heard during the **FIND IT** phase. Spotify is the dominant player in the music streaming industry. Of Spotify's 207 million users, **53.6 percent are not Premium subscribers** – so they hear advertisements during their listening sessions. This campaign will also **sponsor Spotify's Discover Weekly playlist** to reach a heavily engaged audience for both free and Premium subscribers.



VIDEO PRE-ROLL

COST: \$2,381,000
IMPRESSIONS:
49,398,872

Video pre-rolls provide opportunities for brand awareness during **FIND IT** and **OWN IT**. Viewers find 15-20 second pre-roll advertisements **3.5 times less interruptive** than other video advertisements. These videos cannot be skipped and are effective for brand recall and incorporating calls to action. The pre-roll ads will be seen on **YouTube, Facebook and Twitter**.



PAID SEARCH

COST: \$810,000
IMPRESSIONS:
19,509,439

Paid search advertisements are effective for people seeking out new ways to incorporate hot dog recipes into their everyday lives. Ads will be active throughout the campaign on **Google, Yahoo and Bing**. Keywords like **hot dogs, fun recipes, Wienerschnitzel, Vera and Vera Frank** will point to the microsite. Paid search will run throughout the campaign.

MICROSITE

COST: \$20,000
VERAFRANK.COM

The microsite will be live throughout the campaign. It will serve as a hub for all content. Shared social posts of the audience's love for hot dogs will be projected and curated into a nationwide social stream.

PRODUCTION

COST: \$280,000

These funds will be used to finance the production of all creative executions. They will also cover any unanticipated expenses.

TRADITIONAL MEDIA



TELEVISION

COST: \$2,249,000
IMPRESSIONS:
16,477,922

Advertisements on cable television will be seen during **FIND IT**. During weekends, **86.8 percent** of trend followers **spend over an hour watching television**. The advertisement will run frequently on **E! Network, Freeform, HGTV's "Fixer Upper" and "Property Brothers."**



PRINT

COST: \$2,646,000
IMPRESSIONS:
32,424,459

Print advertisements will run during the **FIND IT** phase. Full-page, four-color (CMYK) magazine advertisements will appear in six of the 12 issues of **Vogue, Magnolia Journal and Rachael Ray Everyday**. The target audience reads these magazines to find new information. Each magazine has high circulation, vast readership among the target and index numbers ranging from 189-248.



OUT OF HOME

COST: \$1,885,000
IMPRESSIONS:
57,245,489

A quarter of millennial women are heavily influenced by out-of-home ads. To capitalize on this, billboards will be placed near high-traffic intersections in **select top-20 DMA cities**. Efforts from the the Find It phase will generate awareness. Once the **SHARE IT** phase begins, billboards will encourage engagement.

NON-TRADITIONAL



PUBLIC RELATIONS

COST:
\$4,273,000

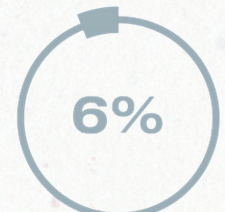
PR tactics will provide personal experiences to trend-following women, giving them the opportunity to find and embrace hot dogs in their own ways. Approximately **34 percent of event attendees say they would post about their experiences on social media**. These events will **create earned exposure** within the target audience.



SOCIAL ADS

COST: \$3,291,000
IMPRESSIONS:
431,009,565

Social advertisements will feature weekly boosted social posts from Vera Frank and macro-influencers on Facebook and Instagram. These platforms **offer an influential reach – 65.7 percent of trend followers spend more than two hours a day on social media**. Social content will increase traffic to the microsite, provide information about PR events and include strong calls to action for the **OWN IT** and **SHARE IT** phases of the campaign.



INFLUENCERS

COST: \$1,500,000
IMPRESSIONS:
220,435,875

To reach trend followers online, this campaign will utilize both macro- and micro-influencer marketing. Posts will be curated by each influencer and serve as the force behind giving permission to trend followers to share their love of hot dogs. **Influencer marketing works because it improves brand advocacy by 94 percent.**

EVALUATION

THIS CAMPAIGN WORKS

Team 401 reached out to trend followers in order to evaluate this campaign. One hundred twenty-one women took part in a nationwide online survey and 21 women participated in a local intercept survey. Respondents had the opportunity to view creative executions before answering questions.

35% decrease in negative sentiment toward hot dogs after viewing the content.

“ I SHOULD BE PROUD TO EAT HOT DOGS. ”
JESSICA

8% increase in those who are “very likely” to purchase hot dogs in the next month.

“ PEOPLE SHOULD EAT HOT DOGS WITH PRIDE INSTEAD OF SHAME. ”
COURTNEY

47% said they feel more confident sharing that they eat hot dogs.

“ HOT DOGS ARE COOL AND MODERN. ”
OLIVIA

CAMPAIGN OBJECTIVES

- + Increase primary demand of hot dogs by 4 percent.
- + Increase overall hot dog consumption by 4 percent, which is the equivalent of roughly 800 million hot dogs.
- + Increase positive social sentiment from 28 percent to 40 percent.
- + Decrease negative social sentiment from 20 percent to 15 percent.



MEASUREMENT

- + Hot dog sales
- + Surveys
- + Social listening using Digimind



POTENTIAL RESULTS

- + Increase in the intent to purchase hot dogs
- + Increase in the overall consumption of hot dogs
- + More women taking pride in the act of eating hot dogs
- + An overall elevated perception of the hot dog



Well, that's a wrap, and what a journey it's been. We would like to thank Wienerschnitzel and the American Advertising Federation for this opportunity. We're not only grateful for the chance to compete, but also for the chance to send an empowering message to women.

**SINCERELY,
TEAM 401**

