



By: Big Mystery Hat



Executive Summary

- Target Market
18-25 year old millennials
- Geographic Emphasis
South and West
- Scheduling
Pulsing pattern with peak months
in the fall and spring
- Media Types Used
Digital
Traditional
IMC
OOH
- Concept
Savor your six minutes



SWOT analysis

STRENGTHS

- Easy Access
- Natural ingredients
- Wide Variety
- Ease & Convenience
- Affordable

OPPORTUNITIES

- Single serve
- Healthier

WEAKNESSES

- Low awareness
- Low market share
- Low brand loyalty

THREATS

- Declining market
- Intense competition
- Secondary competition



Target Audience

Annie

- 22
- Lives digital
- Highly involved in social media
- Goes to LSU
- Health Conscious
- Busy lifestyle





Competitor analysis

- Primary competition - Marie Callender's, Weight Watchers Smart Ones, Lean Cuisine, Healthy Choice, Stouffer's, PF Chang's Home Menu, Innovasian, Pagoda Express, Amy's
- Secondary competition - Fast food Chains, Chinese take out, Uber Eats, Restaurants



Marketing & Advertising objectives

Increase market share by 7%

Increase brand awareness 80%



Concept

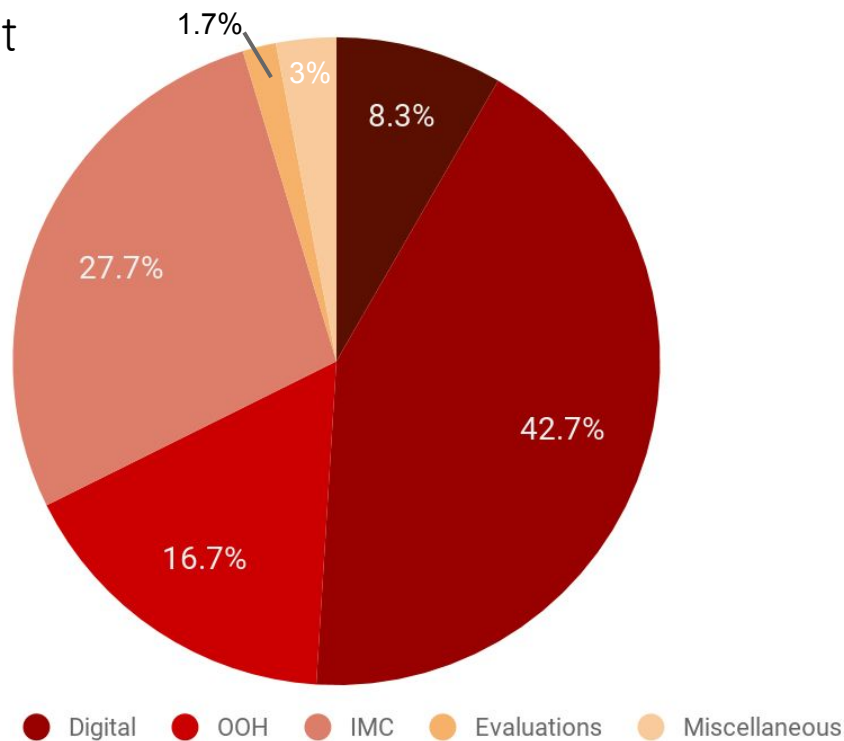
Savor **YOUR** Six Minutes







Media Mix Budget





Media Vehicles






Social Media Campaign

#savoryoursixminutes

- Hulu
- Instagram
- Facebook


Competition

- 1st: \$10,000
- 2nd: \$5,000
- 3rd: \$3,000

**Tai Pei Frozen Asian Cuisine**
Sponsored




Like Page

Show us what you can do in six minutes! #savoryoursixminutes






Tai Pei Frozen Asian Cuisine
<http://www.taipeifood.com/>
SAVOR YOUR SIX MINUTES

Learn More

   7.5K

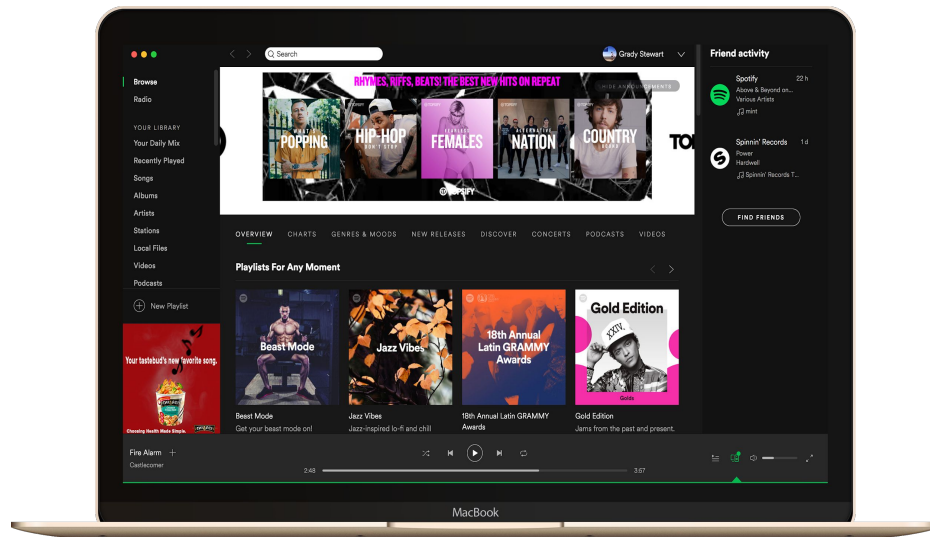
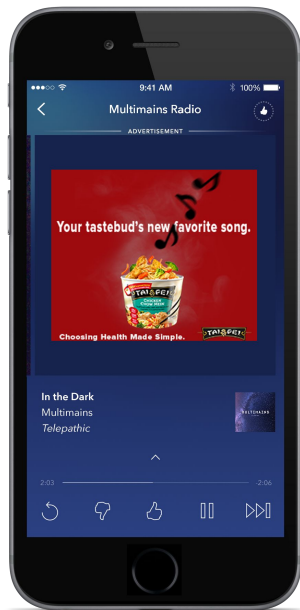
985 Comments 6.1K Shares

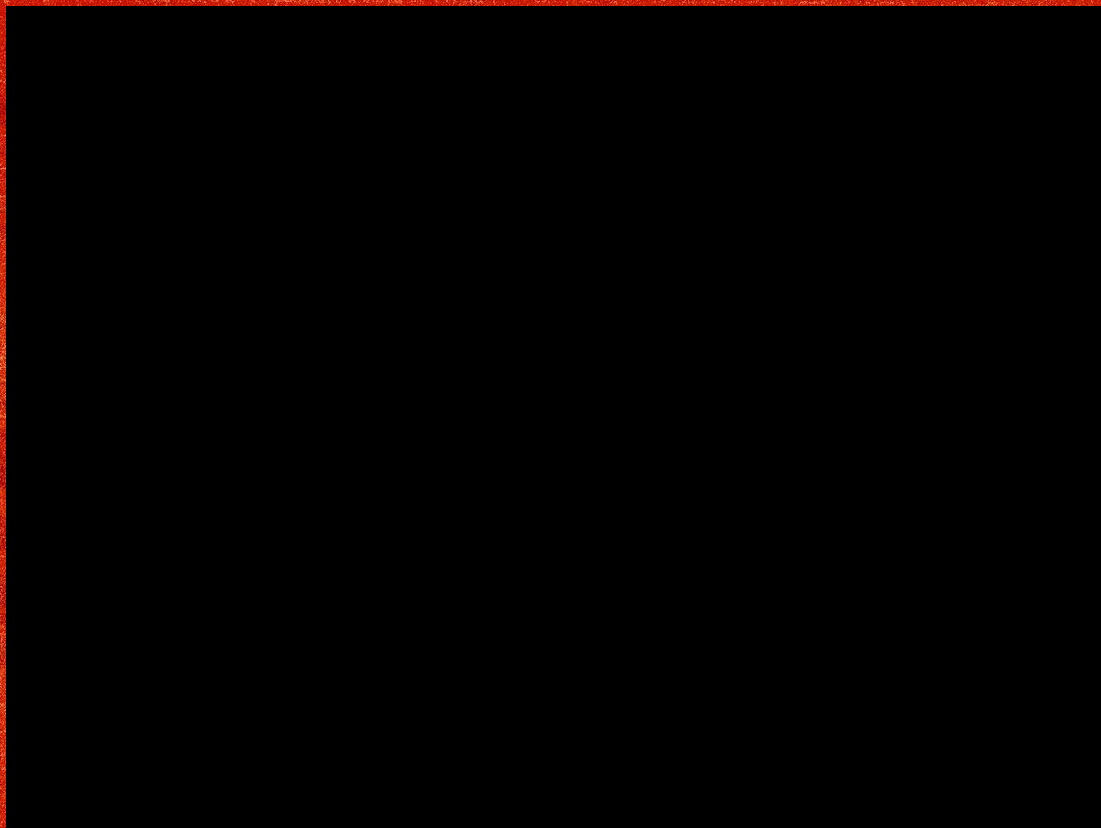
 Like  Comment  Share





Online Radio







OOH

Bus Stop

- Interactive
- Big cities





IMC

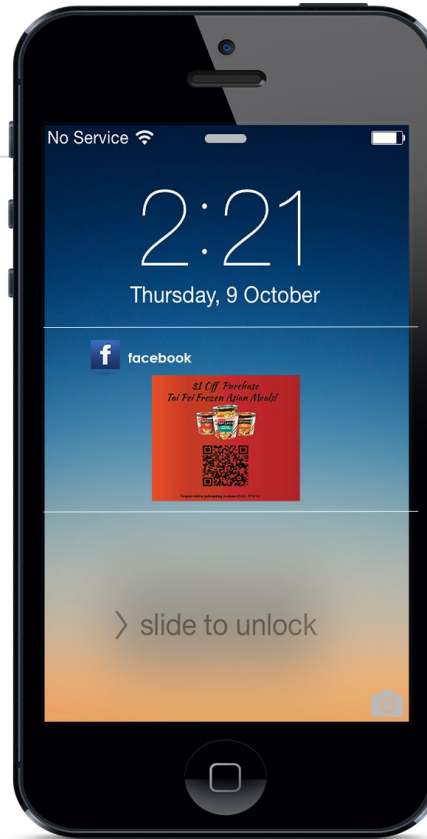
Digital Coupon

How?

-Geofencing

Where?

-Supermarkets



- Facebook
- Instagram



IMC

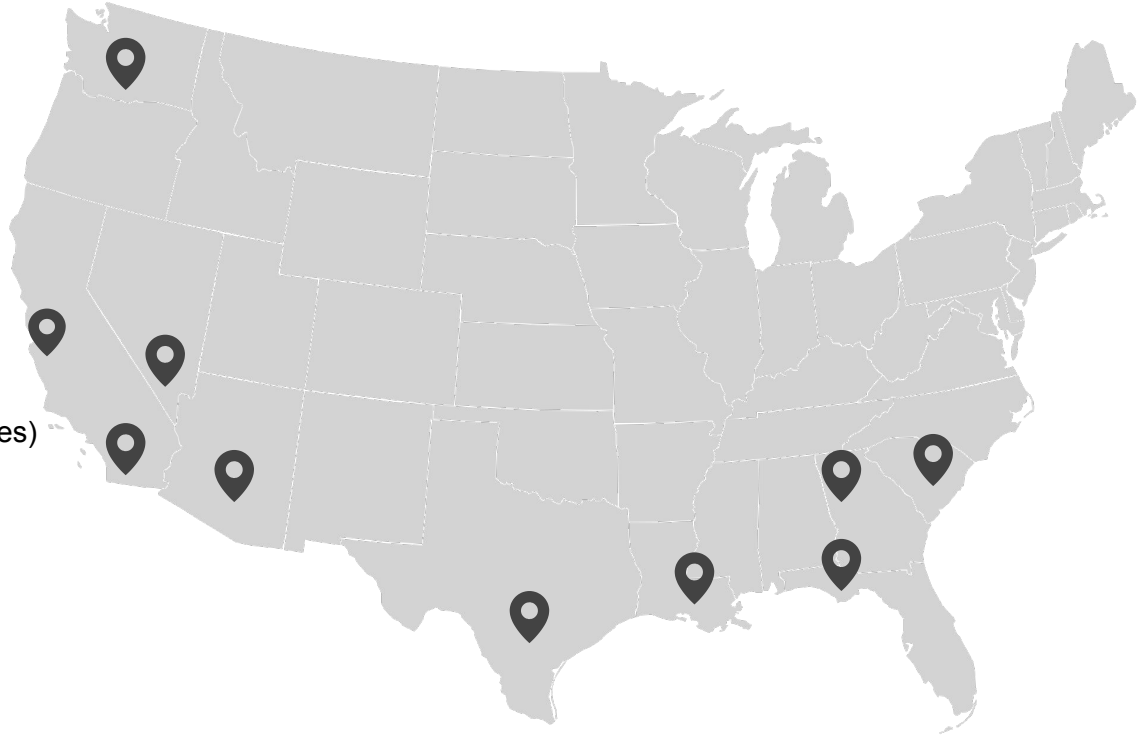
Tai Pei On the Go
Food Truck

Where?
College Campuses
Big Cities

#TaiPeiOntheGo

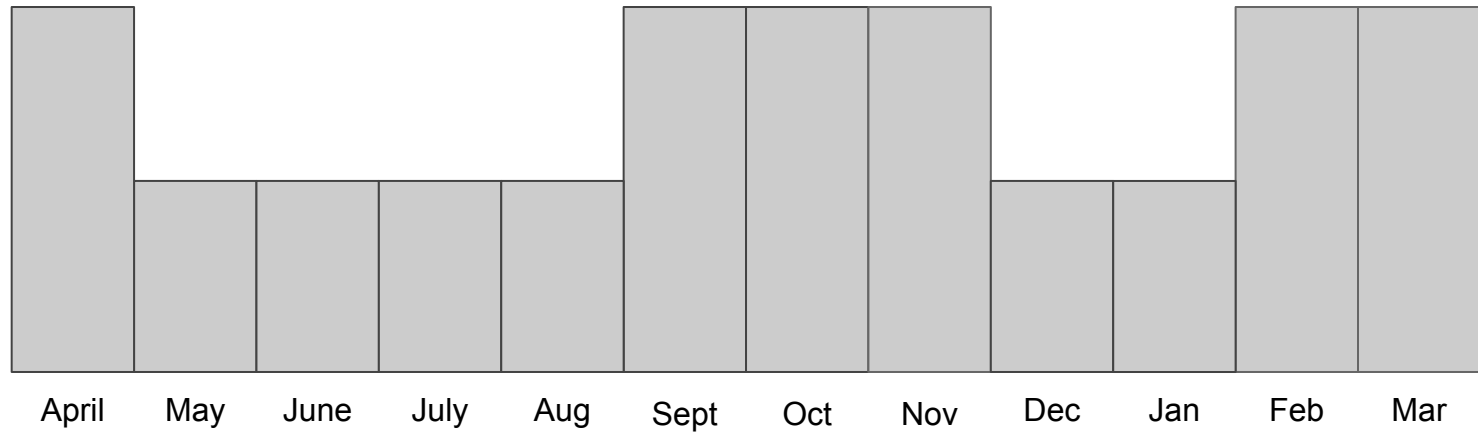


1. Tallahassee, FL
(Florida State University)
2. Baton Rouge, LA
(Louisiana State University)
3. Columbia, SC
(University of South Carolina)
4. Austin, TX
(University of Texas at Austin)
5. University of Washington
(Seattle, WA)
6. Los Angeles, CA
(University of California Los Angeles)
7. Las Vegas, NV
(University of Nevada)
8. Tempe, AZ
(University of Arizona)
9. Atlanta, GA
(Georgia State University)
10. San Francisco, CA
(San Francisco State University)





Seasonality



April 2018-March 2019

	April 18	May 18	June 18	July 18	August 18	September 18	October 18	November 18	December 18	January 19	February 19	March 19	
Digital													
Spotify	100K					250K					150K		\$500,000
Pandora	100K					250K					150K		\$500,000
Facebook	1.275mil												1,275,000
Instagram	1.525mil												\$1,525,000
Hulu	400K					1.3mil					900K		\$2,600,000
Total													\$6,400,000
Traditional													
Radio	200K					600K					450k		\$1,250,000
Total													\$1,250,000
OOH													
Bus Stop	400K					1.2mil					900k		\$2,500,000
Total													\$2,500,000
IMC													
Food Truck	650K					1.875mil					1.3mil		\$3,750,000
Coupons	50k					200k					150K		\$400,000
Total													\$4,150,000
Evaluations	30K					120K					100K		\$250,000
Total													\$250,000
Miscellaneous	450K												\$450,000
Total													\$450,000
Grand Total													\$15,000,000



Reach and Frequency Goals

During months of heavy advertising

Reach:
80%

Frequency:
5

GRP:
2400



Reach and Frequency Goals

During months of light advertising

Reach:
65%

Frequency:
3

GRP:
1170



Total Gross Rating Points and Gross Impressions

Total
GRP:
3570

Total GIs:
Over
583 million



Evaluation: Test Market

- Phase one: 6 months before launch
 - Online survey: 1,500 from our target market \$10 each
 - Behavioral: Have you purchased Tai Pei in the past? What is your intent to repurchase?
 - Cognitive: Have you seen Tai Pei's ads before? If so, do their current ads grab your attention?
 - Affective: Do you like Tai Pei's current tagline? How does their current ads make you feel and why?
- Phase two: 3 months before launch
 - Focus group: 500 participants (50 people from 10 different cities) \$50 each
 - Austin, TX; Baton Rouge, LA; Seattle, WA; Los Angeles, CA, etc.
 - Behavioral: How likely you are to participate in a social media competition? How regularly do you interact with brands on social media and why?
 - Affective: Does your perception towards a brand changes if the brand gives away free samples and why?



Evaluation: Copytesting

- Once a month:
 - Data gathered to test immediate and long-term results of the campaign
 - Sales data → track purchasing trends and monitor market share activity (marketing objectives)
 - Click-through rates to our website, our hashtag usage on social media (advertising objectives)
- Online Survey:
 - launched 6 months into the campaign.
 - Post to Tai Pei's owned media, sent to 2018 consumers
 - 5,000 paid \$10 to maximize our results → understand what is and is not working
 - Attitude tests that track sentiments toward the campaign
 - Have you seen Tai Pei ads? Have you heard of them? Can you recall what they said/what the message was? (Cognitive/Affective)
 - Did you understand the meaning of the campaign? What is your intent to purchase? (Behavioral)



Evaluation: Post-Testing

Online Surveys

**Man-on-the-Street
Interviews**

Focus Groups

Thank You!



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