



# Tai Pei

Creative Strategy

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# Executive Summary

Tai Pei has fallen victim to the current wave of declining purchasing within frozen foods. Poor brand awareness is following this trend which is the problem that we, Hat's Off, will solve by following our creative strategy. Millennials, people aged 18-25, in particular are not aware of Tai Pei which is unfortunate because as the dominate generation today, millennials control much of the purchasing power in the market. Focusing on increasing brand awareness with this younger generation is the key to improving Tai Pei as a brand.

In evaluating the situation we discovered three key critical factors that directly relate to solving the problem. These factors include the target audience, industry trends, and competition. With the target audience we have to shift from focusing on late 30 year old moms to the millennial generation. The major industry trends now include declining frozen food sales across the board as well as brands creating a more diverse line of products as opposed to the customary few. Lastly, the competition within the frozen food market is fierce and is a major reason why the entire industry is facing issues. The amount of clutter down the frozen food aisle does nothing but confuse and frustrate consumers, something that millennials in particular do not like.

After carefully reviewing the findings from our focus groups, primary research and the background information, we developed a creative concept which we call, 6 Minutes to Save the World. This concept revolves around the idea that Tai Pei is extremely easy to use compared to the other frozen food brands that consumers literally save so much more time with Tai Pei as opposed to cooking another brand. It also incorporates the earth friendly aspect of the brand which significantly appeals to our target audience. Among the concept we created a social media campaign, a guerilla marketing portion, and a mobile app among other smaller campaigns. Through these concepts, millennials will be exposed to Tai Pei more than ever before and hopefully it will be inviting and interesting enough for them to connect with the brand and make them become brand loyal and in turn brand evangelists.

After running this campaign, we expect several things to occur and affect Tai Pei not only as a frozen food producer but as a globally known brand. First, we expect millennials to become significantly more aware of Tai Pei even if they weren't directly involved with any aspect of the campaign. Also, we hope to convince millennials that Tai Pei is a brand they can trust by having them understand that Tai Pei is natural, convenient, and safe for the environment. The best way to measure the success of this campaign will be through social media, in particular brand mentions, likes, increase in followers, and impressions among the millennial generation.

# The Problem

Tai Pei has had difficulty connecting to millennials because they are unaware of the current creative concepts. In a recent study, we found that their current campaign lacks originality and does not stand out to the target market. We have also found that Tai Pei has a lack of social media presence and does not utilize all the available media.

This is significant because Tai Pei is a brand that has potential to be the favorite among millennials in the frozen food category, however, their concepts aren't relevant to 18-15 year olds.

# The Objective

The advertising objective of our proposed solutions will be to increase brand awareness and facilitate an attitude change among our desired target market. Through two focus groups with our target market and our secondary research, we found that our target audience has little-to-no interaction with the products or the brand. Our goal is to change millennial's attitudes toward Tai Pei, and help them view it as environmentally friendly, easy to use, and naturally produced. We aim to educate the consumer about our product through a new creative concept.

# Creative Brief

## Objective:

Our objective is to increase brand awareness and more importantly to increase awareness of the benefits of Tai Pei. By getting the message out that Tai Pei is eco friendly, convenient and easy to use consumers can become better educated about our product and brand. In doing so, our brand awareness will increase and Tai Pei will become a better brand overall.

## Target Audience:

The target audience is millennials aged 18-25

## Insights:

Our target audience typically work at least part time and do not like to spend a lot of time making food. They like to experiment and try different foods from different cultures and become connected with the globe. They are very environmentally conscience and are always looking for different ways to save the planet. The target audience like straight forward instructions and especially appreciate products that don't require much preparation.

## Message Theme:

6 Minutes to Save the World

## Support:

The millennial generation wants to leave this world a better place than they found it. Tai Pei does too. In this creative campaign, Tai Pei wants to show millennials how Tai Pei challenges the frozen food status quo. The single-serve entree only takes six minutes to make in the microwave, and this concept challenges its audience to make the most out of every moment of life (even just waiting for your food to cook) while highlighting the world-saving benefits of our products. This creative concept will take place on social media and guerilla marketing tactics.

## Regional and seasonal guides:

Our message will be communicated primarily during the warmer summer months in the South. We will use Facebook, Twitter and Youtube primarily for the social media portion. The overall campaign will be using a pulsing strategy with the biggest portion during the summer months due to the increase of frozen food consumption during the warmer climate.

# Critical Factors

## Target Market

The current target market of Tai Pei is middle class, married individuals in their 30s-40s. Working moms who bring their lunch to work and have a household income of approximately \$60,000. The current market primarily uses Facebook and Pinterest and shops at Walmart frequently.

Our desired target market is millennials, ages 18-25, who are in college, recently graduated, or working. This age group like trying new things, communicate digitally, and have busy daily lives. They value sustainability, clean ingredients, and the ability to customize life experiences— especially food. The most diverse generation yet, millennials look for bold, global flavors that won't break the bank. Millennials are cultural pioneers who value advocacy, social awareness, and understand the collective impact they can make on the earth.



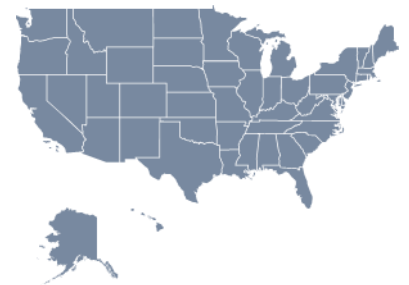
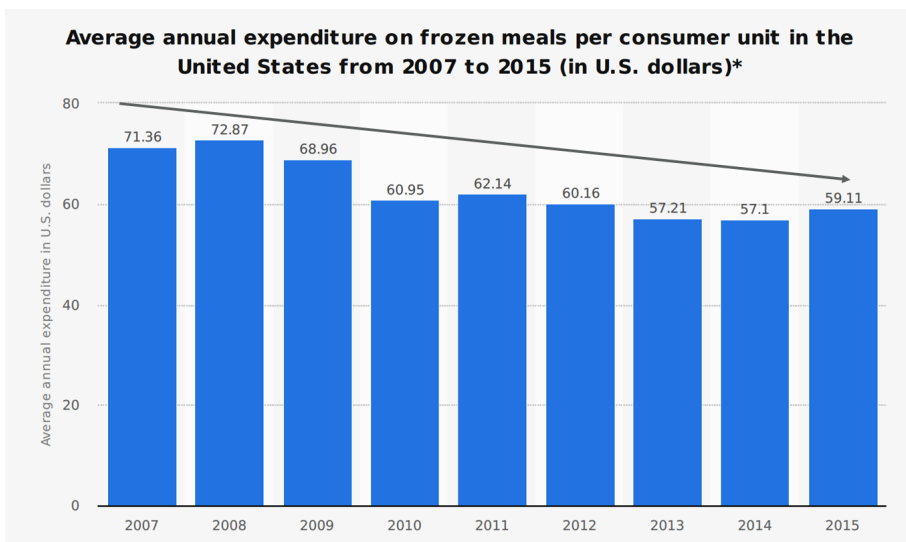
# Critical Factors

## Industry Trends

The frozen aisle as a whole has been experiencing flat or declining sales for several years. Based on our research, declining sales can be attributed to a shift in health trends toward fresh produce, preservative-free products, and organic food. The aisle itself is uninviting, cluttered, and cold. In a focus group, a member of our desired target called it “just overwhelming”.

Frozen food brands experiencing growth, despite the overall decline, offer their consumers products with no preservatives, no artificial flavors, and are generally healthier than competitors. Frozen food brands that offer authentic global flavors have also seen growth.

Tai Pei is in a unique position because not only do they offer Asian food, they’re also committed to using clean, natural ingredients with no additives, preservatives, artificial flavors or colors.





# Critical Factors

## Competition

Our primary competitors are Stouffer's, Marie Callender's, and Lean Cuisine, among many other single-serving frozen food brands. Based on past advertising efforts of our competitors, we found that their creative concepts differ greatly based on the consumer need they fulfill.



Lean Cuisine

# Stouffer's

Launched “It’s what’s on the inside that counts.” campaign at the beginning of 2017. Their campaign focuses on emotional connection as well as taste appeal. They focus their campaign on consumer lifestyle and their priorities which is family. Stouffer’s creative concept is all about family and making families a stronger unit. They’re targeting busy parents who want to



# Marie Callender

Marie Callender launched the ad campaign “time to savor” in 2010 and has stuck to that concept since. Marie Callender’s creative concept centered around saving time so that you have more time to spend with family. Their advertising appeals to older generations and feels nostalgic for “the good old days” as well as all their products being hand crafted to perfection.





# Lean Cuisine

In 2015, Lean Cuisine launched their “#WeighThis” campaign center on how women feel about stepping on the scale. They asked women what they want to be “weighed” on, in terms of all aspects of their lives. Lean Cuisine’s creative strategy is making an emotional connection with the audience about living a healthy life style and overcoming obstacles, “How do you weigh yourself?”

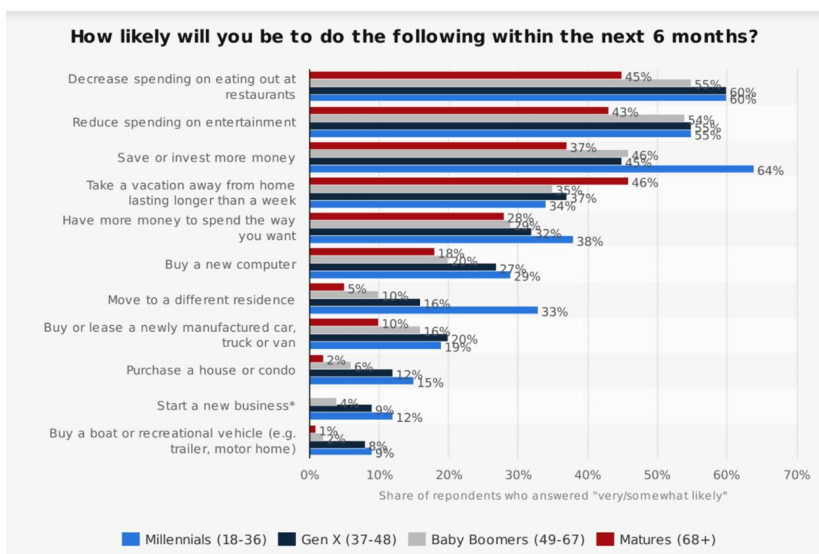


# Critical Factors

## Economic Trends

The economic trends of millennials are the most important to note. The desired target audience of Tai Pei's creative messages happen to be in debt, more so than any previous generation. This factor, plus a nation-wide increase in rent and cost of living has challenged millennials to be deal-seekers and budgeters. This generation uses more coupons than their parents, and those coupons are more digital than print.

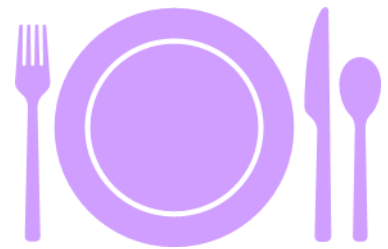
Based on our research, we found that millennials, who were raised with internet access, strive to find out the truth of what they are buying— and who they are buying it from. Millennials generally want to purchase from companies who hold their same values or show how they are connected to the world.



# Critical Factors

## Health Trends

Consumers of all age groups are shifting toward a “clean and simple” way of eating, and this trend is especially prevalent among younger consumers who focus on holistic health and wellness. Unlike their parents, millennials generally care more about the source and realness of their food, instead of calories and sodium.



## Past & Current Advertising

Tai Pei’s past and current efforts have failed to effectively reach the target audience. Through our focus groups, we found that there is little to no brand recall, and not a single participant had seen Tai Pei’s social media ads. Tai Pei’s creative concept right now is inconsistent and boring, and while they have increased interactions on Facebook, the brand must focus on building connections with consumers in other ways.



# Campaign

## **Six Minutes to Save the World.**

After carefully reviewing the findings from our focus groups, primary research and the background information, we developed a creative concept which we call, 6 Minutes to Save the World. The basis for this concept is formulated around the idea that Tai Pei is easy to use, convenient and environmentally conscience; this is demonstrated within the packaging of the products. Within this concept are several different methods to demonstrate both how it is integrated within several different platforms and also how it all is connected to our target audience.

Perhaps the biggest demonstration of our concept is our social media campaign, What Can You Do in 6 Minutes? With this campaign we can create a series of videos that show different people doing various things during the 6 minutes that it takes for Tai Pei to become ready to eat. For instance, someone could be doing an ab workout for the duration of time it takes to cook. Or someone could clean their bedroom or fold laundry or another household task. The central idea is that there are so many productive activities which can be done during the time it takes to cook Tai Pei due to the simplistic nature of the process. Simply taking the package out of the freezer, removing the plastic wrap and putting the package in the microwave for 4 minutes followed by 2

# Campaign

minutes of cooling is bar none the easiest way to cook frozen food. We will broadcast this campaign on Facebook, Instagram, Youtube and Twitter. Similar to the famous ALS Ice Bucket Challenge, people can create a video completing a task and “tag” someone else to see what he or she can accomplish during the 6 minutes, with the end goal to go viral and in doing so increasing brand awareness.

Similar to the social media campaign, we will create Tai Pei an app that can have various features to improve the purchasing process with the consumer and provide different discounts and coupons. With the app, consumers can scan a package of Tai Pei and see exactly when it was made and where in order to show the natural and fresh flavors within the product. Also on the app will be a list of all the different flavors and products offered by Tai Pei as well as an option to add products to the online cart of a grocery delivery service like Walmart. By using an API that connects the app to the grocery site consumers can purchase Tai Pei and simply add it to their grocery list that will be delivered.

Another demonstration is with the use of a Tai Pei food truck in front of various grocery stores and around college campuses. This will be taste testing of sorts that will attempt to entice consumers to purchase Tai Pei when they enter the store after eating some. By driving to different college campuses it can clearly reach our target audience



# Campaign

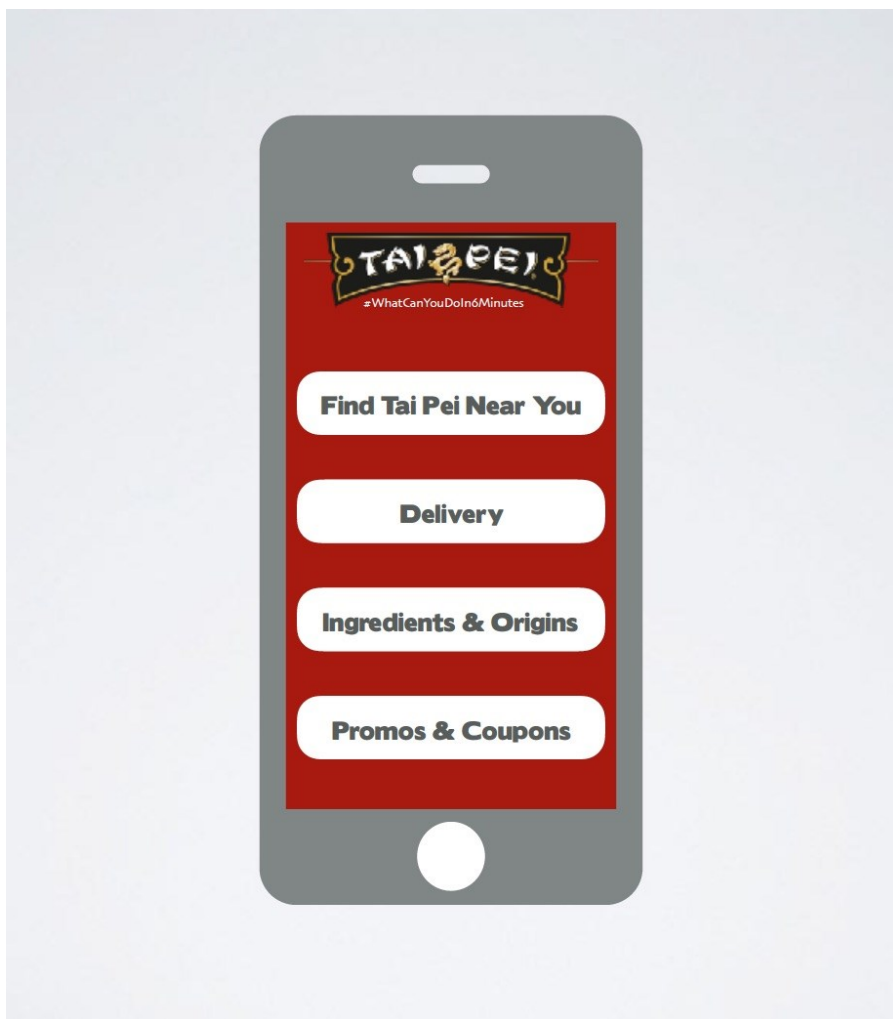
and create a buzz for the product and brand.

Due to the fact that the frozen food section is so cluttered, Tai Pei can separate themselves by including edible/biodegradable forks and chopsticks within the packaging for a limited time. This can increase the awareness with the consumer that Tai Pei is eco friendly. Also, wrapped around the chopsticks will be a coupon with a code to enter on the Tai Pei app in order to win a discounted package.

Final Thought: The millennial generation wants to leave this world a better place than they found it. Tai Pei does too.

# Campaign

Our Mobile App will be accessible to all smartphones. Our consumers will be able to look at the different flavors of Tai Pei frozen entrees as well as the ingredients in them. They will be able to see where the ingredients come from, whether it is local or imported. There will be a delivery option so that our target audience can choose to have Tai Pei delivered to their door or they can add Tai Pei to an online grocery delivery site, such as Costco, from the app. The app will transfer their Tai Pei request to said company through an API. Consumers will also be able to redeem and retrieve coupons on this app.



# Campaign

We will release a social media campaign with the hashtag #WhatCanYouDoIn6Minutes to create dialogue and interaction with millennials. This will be posted throughout all media such as Twitter, Facebook, Instagram, YouTube, and so on. We will ask our audience to utilize the 6 minutes it takes to cook Tai Pei by doing something crazy and/or something they love. This will turn into a competition with a prize for the grand winner. This concept will boost Tai Pei's social media presence as well as connect to millennials.



# Campaign

One of our guerilla marketing tactics will be a food truck. This concept stems from the research that millennials eat less than 25% of their meals at home. They eat out, they eat on the go, and most of the time they do not cook. Tai Pei will have a food truck drive to different college campuses and serve college students samplings of Tai Pei for free. This will create face-to-face interaction with our target market and raise brand awareness. This concept will also help change the attitude that millennials have of Tai Pei since they will be able to eat the product without buying it and they will see that Tai Pei uses all natural ingredients. The food truck will focus on southern campuses, since they consume the highest amount of frozen food in the nation, but we will also go to other major universities throughout the country.





# Campaign

A second guerilla marketing tactic will be installing energy-efficient microwaves on college campuses. Sometimes, the lines can get long to heat up frozen food and college students have to wait an excessive amount of time before they can eat their lunch/dinner. By installing these microwaves, Tai Pei will be showing millennials that they care about using time efficiently. Instead of waiting in line, the target market will be able to utilize their time for something better, something they care about, or something more useful. We will focus on the same areas that the food truck will be implemented.



# Expected outcomes

Through contact with the Six Minutes to Save the World creative concept, we expect that millennials will change their attitude on the brand and feel more connected to Tai Pei. This campaign establishes Tai Pei as being good for the environment, being good for their bodies, mind, and self-conscious. Also, they will realize that Tai Pei is affordable, but not cheap.

Through our social media campaign and guerilla marketing tactics, we expect to raise more brand awareness. By seeing Tai Pei on social media and on their campuses, millennials will know what the brand is. The creative concepts are relatable to our target market's lifestyle so they will most likely understand the creative concepts behind the ads. We also expect to increase brand recall through by creating dialogue and competitions on social media.

# Evaluation

We will evaluate the effectiveness of this creative strategy by doing focus groups on brand recall to see if millennials can recall seeing guerilla marketing and our social media campaigns.

We will evaluate the success of increasing brand awareness by monitoring the number of likes, shares, replies, retweets, hashtags, and any form of interaction on social media regarding the new campaign.

For our guerilla marketing tactics we will measure the effectiveness based on physical participation as well as mentions on social media platforms about our guerilla marketing.

We will also monitor how many people are downloading our app and send out surveys to learn why they downloaded the app.

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