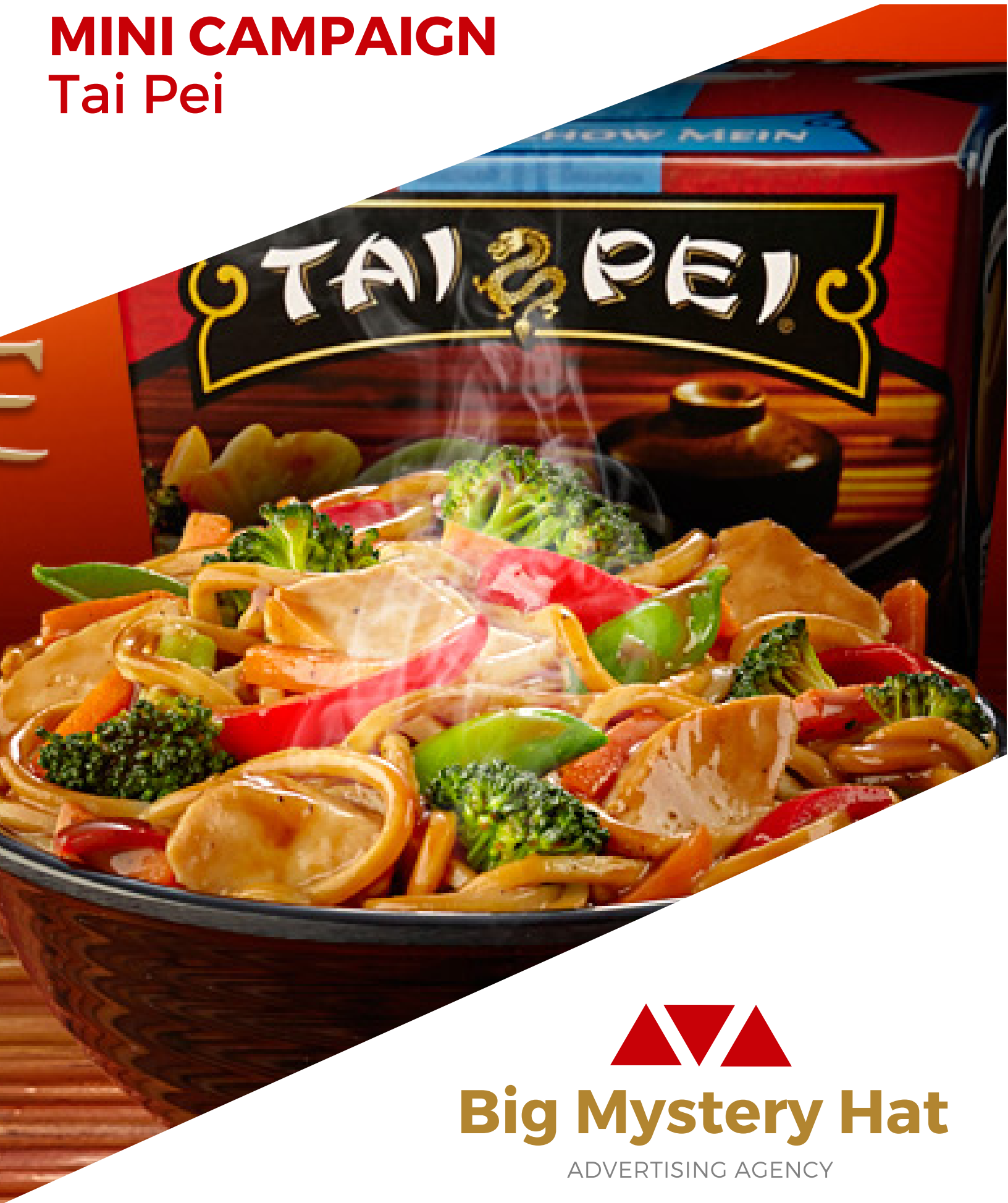


MINI CAMPAIGN

Tai Pei



Big Mystery Hat

ADVERTISING AGENCY

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
SITUATION ANALYSIS	3-10
CAMPAIGN CONCEPT	11
CREATIVE STRATEGY	12-16
PROMOTION STRATEGY & IMC	17
MEDIA OBJECTIVE, STRATEGY & TACTICS	18-21
CAMPAIGN FLOWCHART	22
COPYTESTING / EVALUATION	23-25
REFERENCE	26

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, Big Mystery Hat, 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 dominant 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.

As we contemplated our creative strategy, we decided to use our findings from our focus groups and surveys to create our concept, Savor Your Six Minutes. In the fast paced world of modern day millennials there's no time to waste. A healthy, delicious and nutritious Tai Pei meal is only 6 minutes away, but what will you do while you wait? It's not very long, but every minute counts! Will you break your push-up record, sing a Beyonce medley, paint a picture of a dragon? Tai Pei wants to see what you can do. Savor your 6 minutes. This is based off of the idea that Tai Pei is much more flavorful and convenient than other frozen foods. It is so much easier to make that it gives you more time to accomplish other goals or tasks that you wouldn't be able to do if more cooking effort and time was required. Among the concept we created a social media campaign, an outdoor portion, and an online streaming commercial 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 hope to see an increase in brand awareness through various earned media aspects. We also hope to connect millennials to Tai Pei more effectively by reaching them in more unique and creative ways than Tai Pei is currently using.

THE PROBLEM



Tai Pei has had difficulty connecting to millennials because they are unaware of the current relevant 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 cohesive or relevant to 18-15 year olds.

SITUATION ANALYSIS

MARKETING OBJECTIVE

The marketing goal of this creative campaign is to increase market share by 7%. If our creative solutions are effective, we know that Tai Pei will gain revenue and hold a larger percentage of the frozen food market. Also, product recognition will be increased in our target market, with brand recall being evaluated post-campaign.

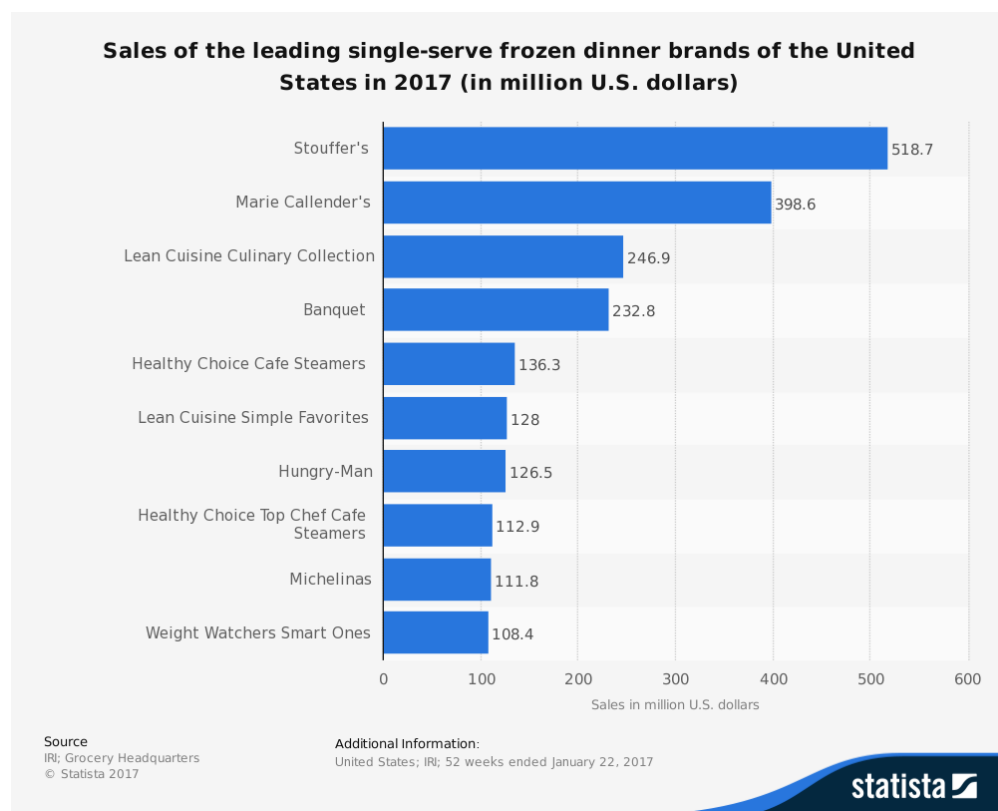
ADVERTISING OBJECTIVE

The advertising objective of our proposed solutions will be to increase brand awareness by 80% 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 time-saving, easy to use, and flavorful. We aim to educate the consumer about our product through a new creative concept.

SITUATION ANALYSIS

COMPETITION ANALYSIS

Our primary competitors are Stouffer's, Marie Callenders, 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. In our research, we found that bigger competitors (found in the 2017 Grocery Headquarters study below) have higher sales and market share than Tai Pei.



COMPETITION ANALYSIS

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 spend time with their children but still enjoy a nice family dinner.



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?”



SITUATION ANALYSIS

SWOT ANALYSIS - TAI PEI

Strengths

Easy Access
Natural ingredients
Wide variety
No wasting
Ease and convenience
Affordable

Weaknesses

Low awareness
Low market share
Low brand loyalty

Opportunities

Serving size
Household penetration
Quest for real
Bold flavors

Threats

Declining market
Cluttered market
Intense competition
Secondary competition

SWOT ANALYSIS - STOUFFERS

Strengths

High brand recognition
High brand loyalty
Large Market Share
Value: Most dishes <\$10
Variety: Variety of different recipes and portions

Weaknesses

Weak social media presence and low post frequency

Opportunities

More engagement on social media
New products

Threats

Declining market
Cluttered market

SITUATION ANALYSIS

TARGET PROFILE

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



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.



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.

CRITICAL FACTORS

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.

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.

CONCEPT TESTING

FOCUS GROUPS

Focus groups were used to further understand millennials' thoughts, feelings and motivations towards buying frozen food. In total 14 people, 7 boys and 7 girls, ranging in age from 20-22 gave us insight into their day to day lives, including how their schedules impact their food choices. The majority of our participants were students, and several of them also had part-time jobs, so there was a strong consensus that millennials are extremely busy. One participant even stated, "I'm always busy, sometimes I forget to eat because I don't even have time to slow down." Other insights showed that in addition to convenience, they also value good flavors and health when it comes to their food. Next, we tested three concepts among our participants: "Six Minutes to Save the World," "Health Made Simple," and "Explore What's Inside." They enjoyed all three, but the favorite among the group was "Six Minutes to Save the World." However, they thought saving the world was a bit of stretch for a frozen food brand. They did, however, relate to the idea that Tai Pei can be a quick and easy meal when they are on the go. Everyone also enjoyed the idea of a six minute challenge that really allows them to make the most of their time.

QUALTRICS SURVEY

We created a Qualtrics survey in order to get information about our potential target audience and their consumer behaviors in relation to health, food habits and other insights. We received over 300 responses with about 65% of them being people in our target audience, 18-25 and mainly students. We found out that a 30% of the people eat frozen food multiple times a week and they choose which foods to eat based on flavor and convenience. Lastly, we also found that social media usage is very high among these people and that Tai Pei is a brand that very few people are aware of.

CAMPAIGN CONCEPT

"SAVOR YOUR SIX MINUTES"

In the fast paced world of modern day millennials there's no time to waste. A healthy, delicious, and nutritious Tai Pei meal is only 6 minutes away, but what will you do while you wait? It's not very long, but every minute counts! Will you break your push-up record, sing a Beyonce medley, paint a picture of a dragon? Tai Pei wants to see what you can do. Savour your 6 minutes.

Savor you 6 minutes ties convenience, health, and flavor all together to effectively reach millennials by appealing to their busy lifestyle. Even though millennials do not have much free time, they still care about making health conscious but time efficient decisions when it comes to their meals. Savor your 6 minutes says you can still experience flavor-intensive, culturally diverse food within a short time frame to accommodate a hectic lifestyle.



CREATIVE BRIEF

OBJECTIVE

Our objective is to increase brand awareness 80%, especially in terms of the benefits and important attributes of TaiPei.

TARGET AUDIENCE

Our primary target audience are millennials aged 18-24

TARGET INSIGHTS

The target audience are either in school or working full time. They are very health conscious and like to be active to stay in good health. The target audience lives a busy lifestyle due to the hectic work and school schedule. They typically eat quick and convenient meals and like to eat frozen and quick meals two or three times a week. Since the audience are considered millennials, they are immersed in the current digital era and are significantly involved on both social media and the Internet in general.

GOAL

Our creative goal is to make Tai Pei the preferred frozen food option among our target audience. We want our product to be the first one to come to mind when millennials are searching for frozen meals.

MESSAGE THEME

“Savor Your Six Minutes”

SUPPORT

We want to emphasize flavor, convenience, and meaningful use of time with our theme. Since Tai Pei cooks in six minutes, this allows our target to spend that time doing other activities that can benefit themselves or others. Because they live busy lifestyles, millennials like to make the most out of their time.

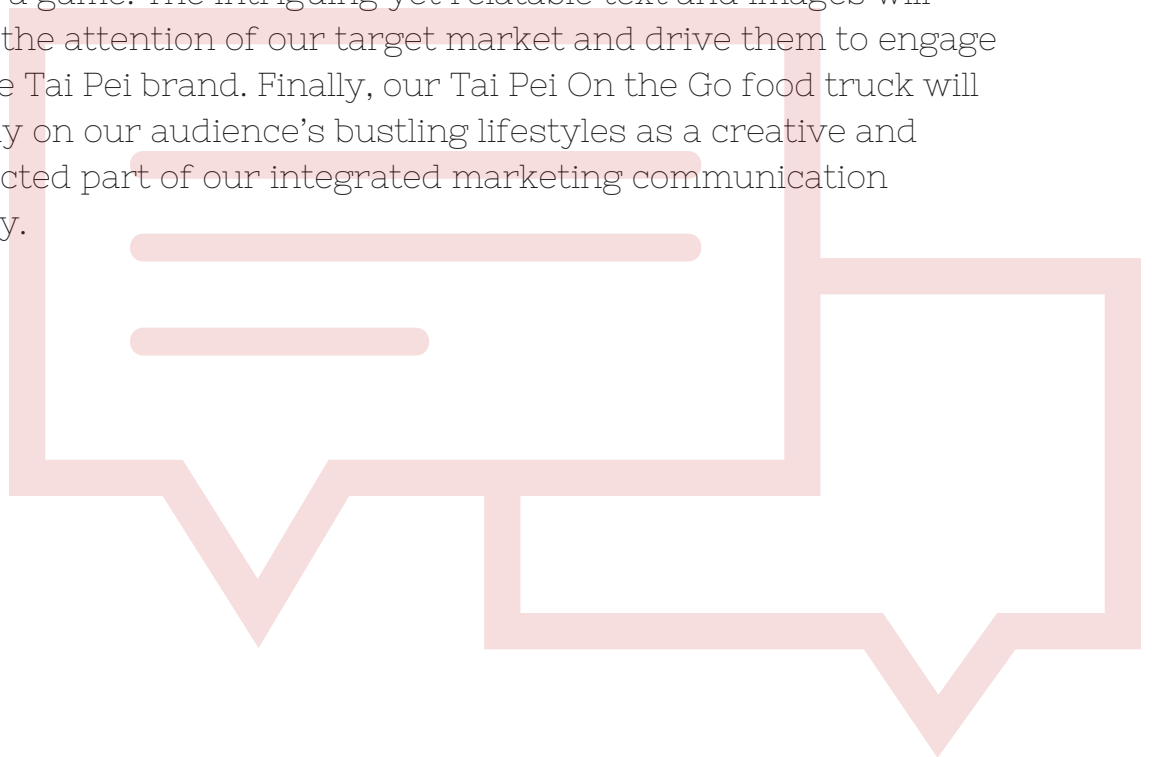
REGIONAL & SEASONAL GUIDES

Our message will be communicated nation wide with a primary focus in the South and West regions.

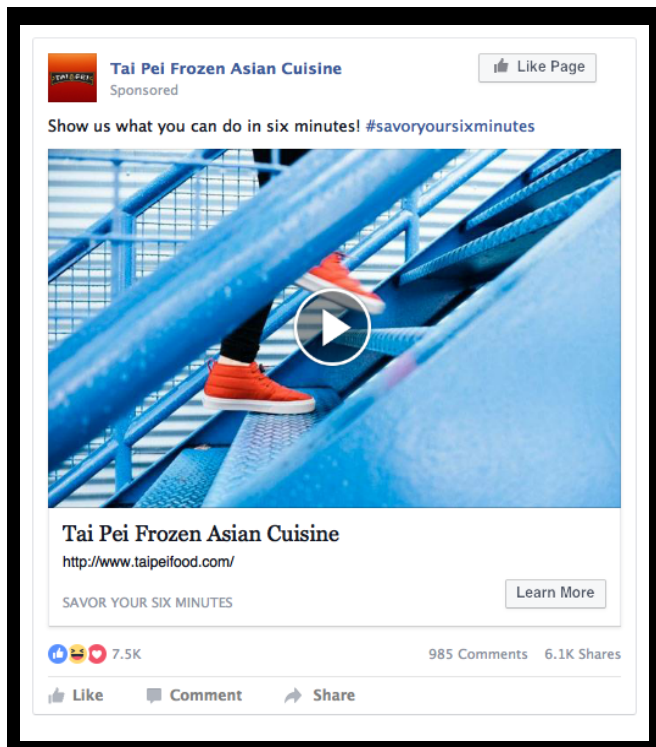
CREATIVE STRATEGY

Because millennials spend an ample amount of time using digital platforms, the Savor Your Six Minutes campaign will have a heavy digital influence. All of the chosen digital platforms, along with traditional radio spots, can target our busy audience while they are out and on the go or just hanging out at home. Either way, our theme and copy challenges our audience to make the most of their precious time.

The images in our ads will be snapshots of the various activities millennials do as part of their hectic schedules, whether that be working out, doing homework, painting a picture or even just playing a game. The intriguing yet relatable text and images will attract the attention of our target market and drive them to engage with the Tai Pei brand. Finally, our Tai Pei On the Go food truck will also play on our audience's bustling lifestyles as a creative and unexpected part of our integrated marketing communication strategy.

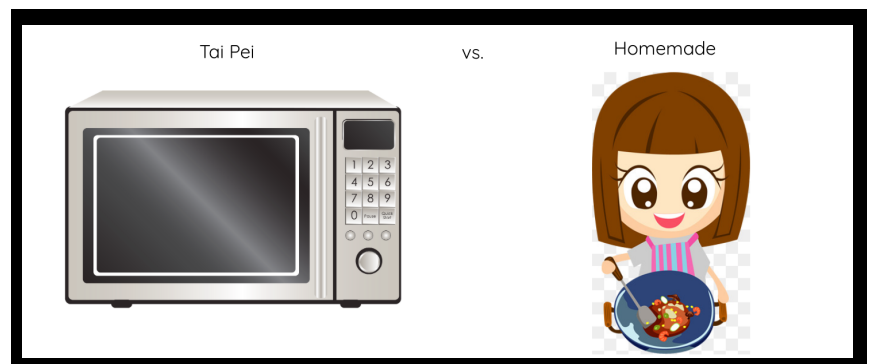


CREATIVE STRATEGY



This year round campaign allows our consumers to show us first hand how they utilize their six minutes. By uploading a video to either Facebook or Instagram the person is instantly entered in the savor your six minutes competition where they have the chance to win a giftcard to Walmart for a value of \$10k, \$5k, or \$3k.

Two contestants are cooking chinese food: one is homemade and one is Tai Pei. A blindfolded judge chooses a winner based on authenticity and flavor. Of course, Tai Pei is the winner. This video will run on social media and Hulu.



CREATIVE STRATEGY

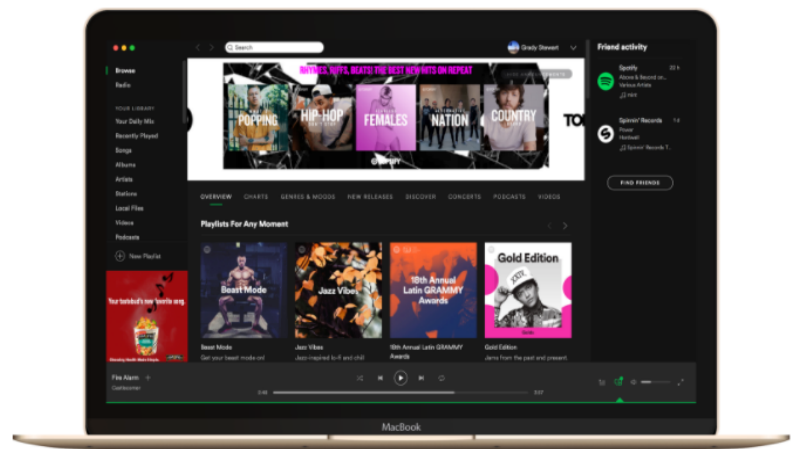


This interactive bus stop will be featured in major cities next to college campuses and fast food restaurants. Users will be challenged to a short workout, and will be given a coupon upon completion.

College campuses in the cities we chose in the south and west during the fall and spring semesters and handing out free samples of Tai Pei. Customers will have the option to take and post pictures with the Tai Pei dragon. According to research from our focus group a mascot to go along with the food truck was very important and appealing to them.



CREATIVE STRATEGY



Millennials love listening to music and the fact that music is available basically everywhere makes it even better. By advertising through Spotify and Pandora year round, we're able to reach these millennials wherever they may be.

We know millennials really like the idea of digital and are usually on a budget. Using geofencing our audience would get a notification from Facebook and Instagram with a digital coupon that they can use at their near by Walmart. Distributed through social media and would run during the peak months of the campaign.

PROMOTION & IMC STRATEGY

SOCIAL MEDIA

- Facebook, Instagram
Following continuous pattern for maintaining social media presence.
- #WhatCanYouDoIn6Minutes competition
Potential prize: semester's worth of groceries via Walmart, Target, Trader Joe's or Whole Foods

FOOD TRUCK

- College campuses in the south and west regions of the U.S.
- Focus groups said they want mascot with food truck
- Focus groups and research showed food trucks with free samples to be highly effective

DIGITAL PROMOTIONS

- Spotify, Pandora, Hulu audio and video spots

COUPONS

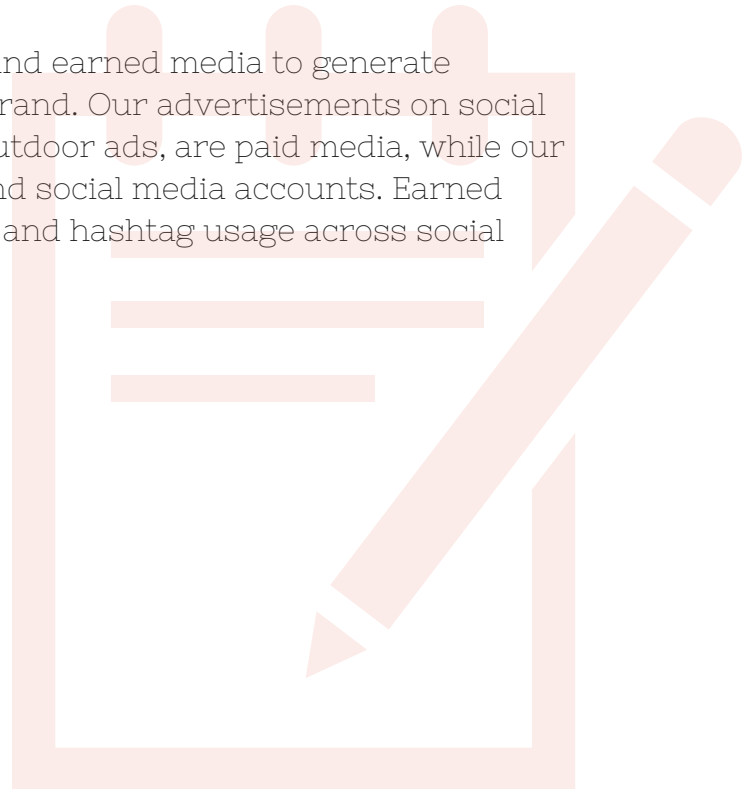
- Pulsing , nationwide
- Buy one get one free
- Geo fencing, mile radius of store, coupon QR coupon

MEDIA OBJECTIVE, STRATEGY & TACTIC

The southern and western DMA regions show higher than average sales in the frozen food category among millennials ages 18-24 with index numbers of 105 and 122, respectively. For this reason we chose to allocate about 53% of our budget to these regions specifically. The spot radio ads, bus stops, food trucks and geo-coupons will be exclusive to these areas. The remainder of our budget will be spent on national digital advertisements on social media, online radio and video streaming services.

A pulsing pattern will allow Tai Pei to capitalize on seasonal trends and consumer habits such as the fall and spring when college students are in school. The Savor Your Six Minutes campaign resonates with busy millennials as way to get a filling, flavorful meal without spending a lot of time having to make it when they are busy with school, work and many other activities.

We will use a combination of paid, owned and earned media to generate impressions and buzz around the Tai Pei brand. Our advertisements on social media, hulu and the radio, as well as our outdoor ads, are paid media, while our owned media will consist of our website and social media accounts. Earned media will be generated from likes, shares and hashtag usage across social media.



MEDIA OBJECTIVE

CAMPAIGN PERIOD: APRIL 1, 2018- MARCH 31, 2019

- In heavy advertising months, reach is 80 and frequency is 5
April, September, October, November, February, March
- In lighter advertising months, reach is 65 and frequency is 3
May, June, July, August, December, January
- Total GRP= 3570
- Total Gross Impressions= 583,242,859

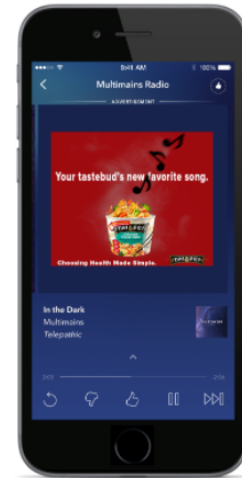
MEDIA STRATEGY

REGIONALITY

Our message will be communicated nationwide with a focus in the South and West regions. Food trucks will be located on college campuses and big the following Southern and Western cities:

Tallahassee, FL (Florida State University)
Baton Rouge, LA (Louisiana State University)
Columbia, SC (University of South Carolina)
Austin, TX (University of Texas at Austin)
University of Washington (Seattle, WA)
Los Angeles, CA (University of California Los Angeles)
Las Vegas, NV (University of Nevada)
Tempe, AZ (University of Arizona)
Atlanta, GA (Georgia State University)
San Francisco, CA (San Francisco State University)

MEDIA TACTICS



MEDIA CLASS

By choosing media classes that are most relevant to our target audience, we can make the most effective use of our budget while still gaining maximum reach. Social media is one of the most popular classes, with 76% of millennials considered current users. Streaming services for both music and television are also rapidly on the rise. Over 60% of young adults ages 18-29 use these services as their primary way to watch television. Additionally, 80% of millennials ages 18-34 use online radio services to stream music. However that does not mean that they do not also listen to traditional radio. Edison Research reports that 89% of millennials have listened to AM/FM in the last week. Outdoor advertisements have a high index number in the second quintile and food trucks were a big hit among our focus group participants.

MEDIA VEHICLES

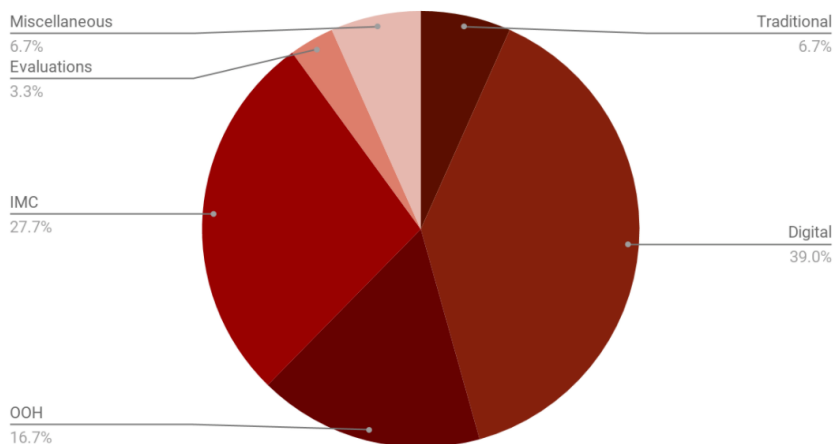
In order to obtain the maximum number of impressions within our budget, we will target the most popular media vehicles among our primary audience. Social media ads will run nationally on Facebook and Instagram, and online radio advertisements will be split between the top two leading online radio companies, Pandora and Spotify. We will use spot FM radio advertisements on the top iHeartMedia stations in each of our selected target cities, and food trucks will travel to the top universities in these areas as well. Other spot advertisements will include bus stops and coupons that are geo-fenced to retailers in our designated marketing areas.

MEDIA MIX

BUDGET ALLOCATION

The budget allocation was influenced by primary and secondary research of our target. We identified that Spotify (110), Pandora (114), Hulu (128), iHeartRadio (123), and bus stops (113 Quintile 2) all have the highest indexes within our market.

Budget



Digital	
Spotify	\$500,000
Pandora	\$500,000
Facebook	1,275,000
Instagram	\$1,525,000
Hulu	\$2,600,000
Total	\$6,400,000
Traditional	
Radio	\$1,250,000
Total	\$1,250,000
OOH	
Bus Stop	\$2,500,000
Total	\$2,500,000
IMC	
Food Truck	\$3,750,000
Coupons	\$400,000
Total	\$4,150,000
Evaluations	\$250,000
Total	\$250,000
Miscellaneous	\$450,000
Total	\$450,000
TOTAL	\$15,000,000

CAMPAIGN FLOWCHART

For promotional aspects we will follow our seasonality pattern. Evaluations will follow this pattern to keep track of our promotional efforts. We will start in April 2018, pick back up in September–November then finish with a final push from February–March of 2019. Social media (Facebook and Instagram) will follow a continuous pattern to maintain presence. Miscellaneous will also be continuous being used as needed.

	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

TEST MARKET

We will initiate the test market in two phases. Phase one will happen 6 months before launch and phase two will happen 3 months before launch. In phase one, we will pay 1,500 from our target market \$10 each to take the online survey.. The online surveys will be nationwide. Phase two will be a focus group in which we will pay 500 participants (50 people from 10 different cities) \$50 each. The focus groups will be held in big cities in the south and west such as Austin, TX; Baton Rouge, LA; Nashville, TN; Los Angeles, CA and so on.

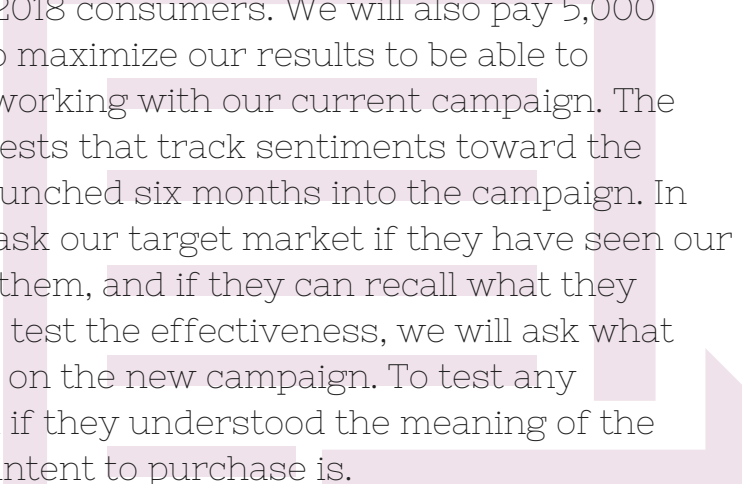
Test market will cost us \$40,000 and we will use our own team to analyze the data. Test market is important because it allows us to gather data and opinions on the current brand perceptions, brand awareness, current advertising efforts, and current purchase intent among millennials age 18-24 with Tai Pei. In order to collect this information we will ask questions in the survey that have to do with behavioral (i.e. have you purchased Tai Pei in the past? What is your intent to repurchase?), cognitive (i.e. have you seen Tai Pei's ads before? If so, do their current ads grab your attention?), and effectiveness (i.e. do you like Tai Pei's current tagline? How does their current ads make you feel and why?). We will analyze this data from the online surveys to help determine what our target market currently thinks of Tai Pei and this will help us better understand how to reach them.

For the focus groups, we will test the attitudes of Tai Pei's 2018 campaign before it launches to minimize the risk of failure, maximize message potential, and ensure our strategies resonate with our target. We will achieve this by showing our focus group participants sample media from the 2018 campaign and we will ask them for feedback for likeability, memorability, and selected vehicles. We will also ask if they pay more attention to digital or traditional ads. For behavioral, we will ask how likely they are to participate in a sweepstakes giveaway and how regularly they interact with brands on social media and why. For effectiveness, we will ask if there perception towards a brand changes if the brand gives away free samples or not and why. We will use our own team to analyze this data and it will help better understand if our 2018 campaign is capable of obtaining our objectives for the New Year.

COPY TESTING

Once a month, data will be gathered to test immediate and long-term results of the campaign to see if we are on track for reaching our marketing objective and advertising objective. For evaluating if our marketing objective is being met or not we will collect sales data to track purchasing trends and monitor market share activity. We will also send surveys to customers who have purchased during the campaign period to gather their intent to repurchase and why or why not. For evaluating our advertising objectives, we will track how many people are participating in our #WhatCanYouDoIn6Minutes campaign. We will also monitor and track our click-through rates to our website, our hashtag usage on social media, and evaluate the effectiveness of our TV ads and brand recall.

In order to evaluate these things further, we will post a survey to Tai Pei's owned media and also send to 2018 consumers. We will also pay 5,000 people \$10 to take the survey to maximize our results to be able to understand what is and is not working with our current campaign. The survey will consist of attitude tests that track sentiments toward the campaign. The survey will be launched six months into the campaign. In order to test cognitive, we will ask our target market if they have seen our 2018 ads, if they have heard of them, and if they can recall what they said/what the message was. To test the effectiveness, we will ask what their opinion is of Tai Pei based on the new campaign. To test any behavioral changes, we will ask if they understood the meaning of the campaign and if so, what their intent to purchase is.



CAMPAIGN EVALUATION

Post-testing will be completed at year's end to compare data from the original test market to the post-campaign data. This will help us determine if our advertising and marketing objectives were met. Likability tests and emotion tests will be used to determine if our audience liked #SavorYourSixMinutes and if they enjoyed the feelings associated with Tai Pei. This is the most important testing we will conduct since it will determine if we met our goals and delivered as an ad agency.

To test whether or not we met our advertising objective we will use the data gathered from our test market to compare how our audience feels about Tai Pei now and how that has changed. We will also see how much interaction we received on social media and compare that to the previous campaign. We will evaluate how many people our TV ads reached and we will be able to use this information to determine if our audience is more likely to be brand loyal now than before. In order to see if we reached our marketing objective or not we will look at compiled sales data and denote overall success. We will use our own team to evaluate the post-testing and we will use AdTracker as well.

We will use a mixture of techniques to conduct our post-testing. The techniques will consist of online surveys, man-on-the-street interviews, and focus groups. Online surveys will be digitally sent to 1,000 consumers in our target market that we predicted were reached by our ads in 2018. We will pay each of the 1,000 people \$10 to take the survey. Man-on-the-street interviews will be conducted in cities in the south and west. We will conduct these interviews on and around college campuses and by grocery stores. We estimate this will cost \$50,000 to send agents out to conduct the interviews. Finally, we will hold focus groups. We will contact past participants of the test market to get new insight from them and see how their attitude has changed before and after the campaign has ran. We will also find new participants within the target market. These will be held in the same cities in the south and west as the test market. We will have 2,000 participants (500 from the test market, and 1,500 new participants) and we will pay each \$50.

We will ask, in our survey and focus groups, questions such as: what their attitude towards Tai Pei is and why. If they saw any of the 2018 ads and what they can recall from them. How the ads made them feel. If they like the social media challenge/participated in it. What their intent to repurchase is, etc.

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