

TAI PEI
CREATIVE STRATEGY

Hats Off: Bryan Dawson, Bethany Frink, Shelby Paine

ROADMAP

- Critical factors & problem
- Objective, strategies, and tactics
- Our solution
- Expected outcomes

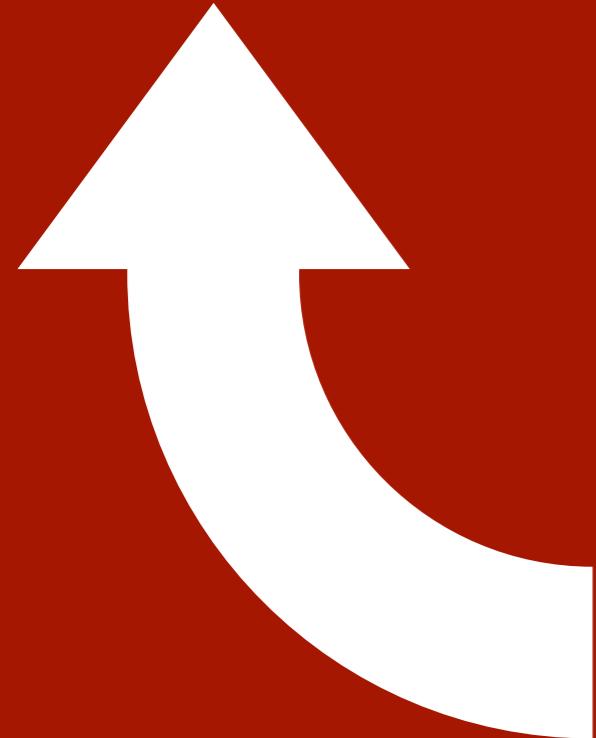


PROBLEM

- Lack of originality
- Does not stand out among competitors
- Not relevant or memorable to target market

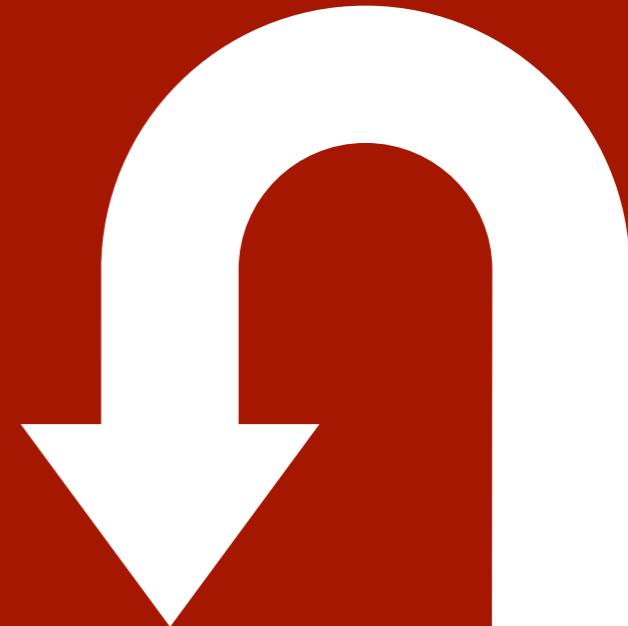


OBJECTIVE

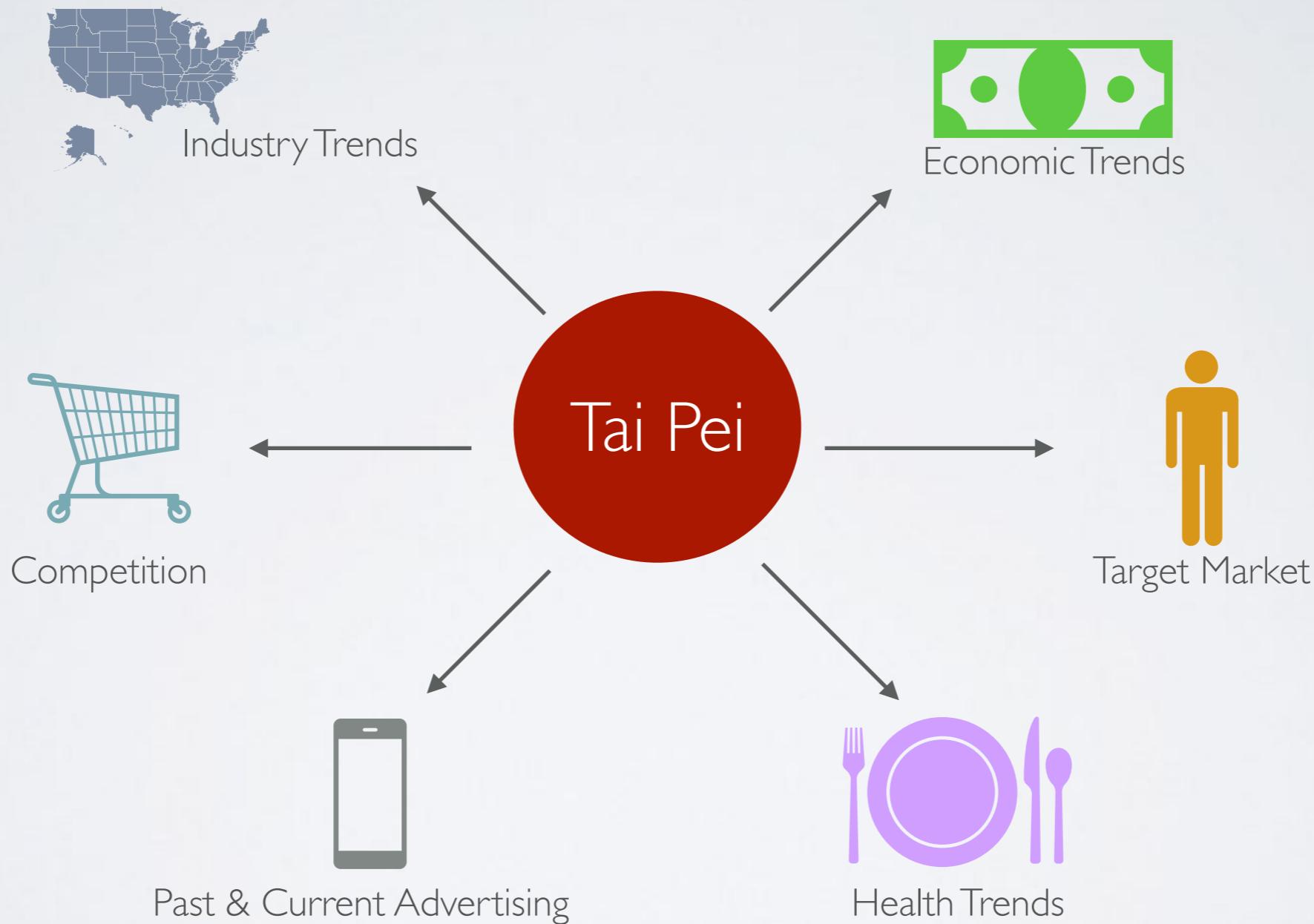


Increase brand awareness

Attitude change among
new target audience



CRITICAL FACTORS

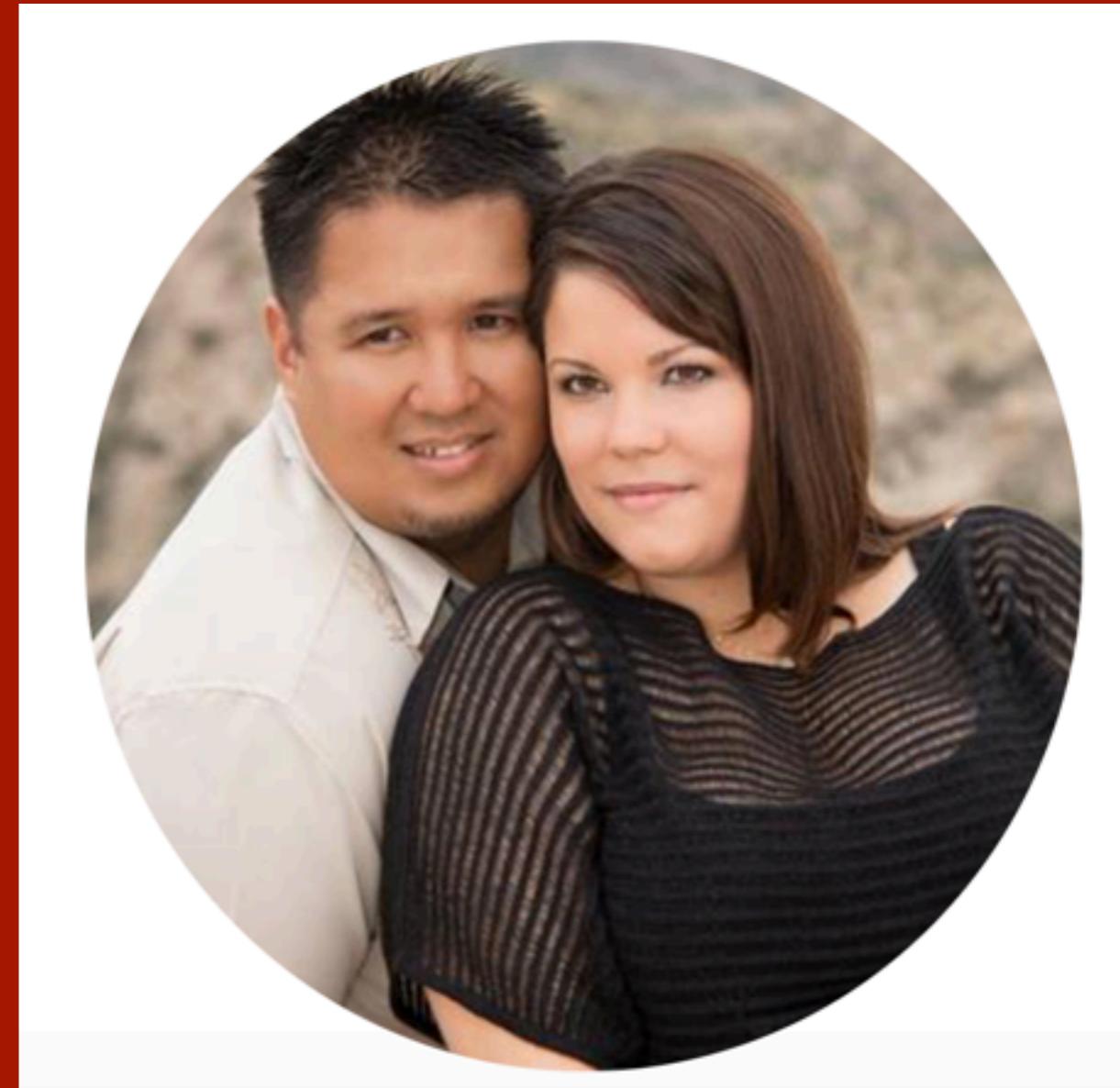


CRITICAL FACTORS:

Target Market
(Old)



- Married, 30s-40s
- Middle class with children
- Eats lunch at work
- Uses Facebook & Pinterest
- Uses coupons to save at grocery stores



CRITICAL FACTORS:

Target Market
(New)

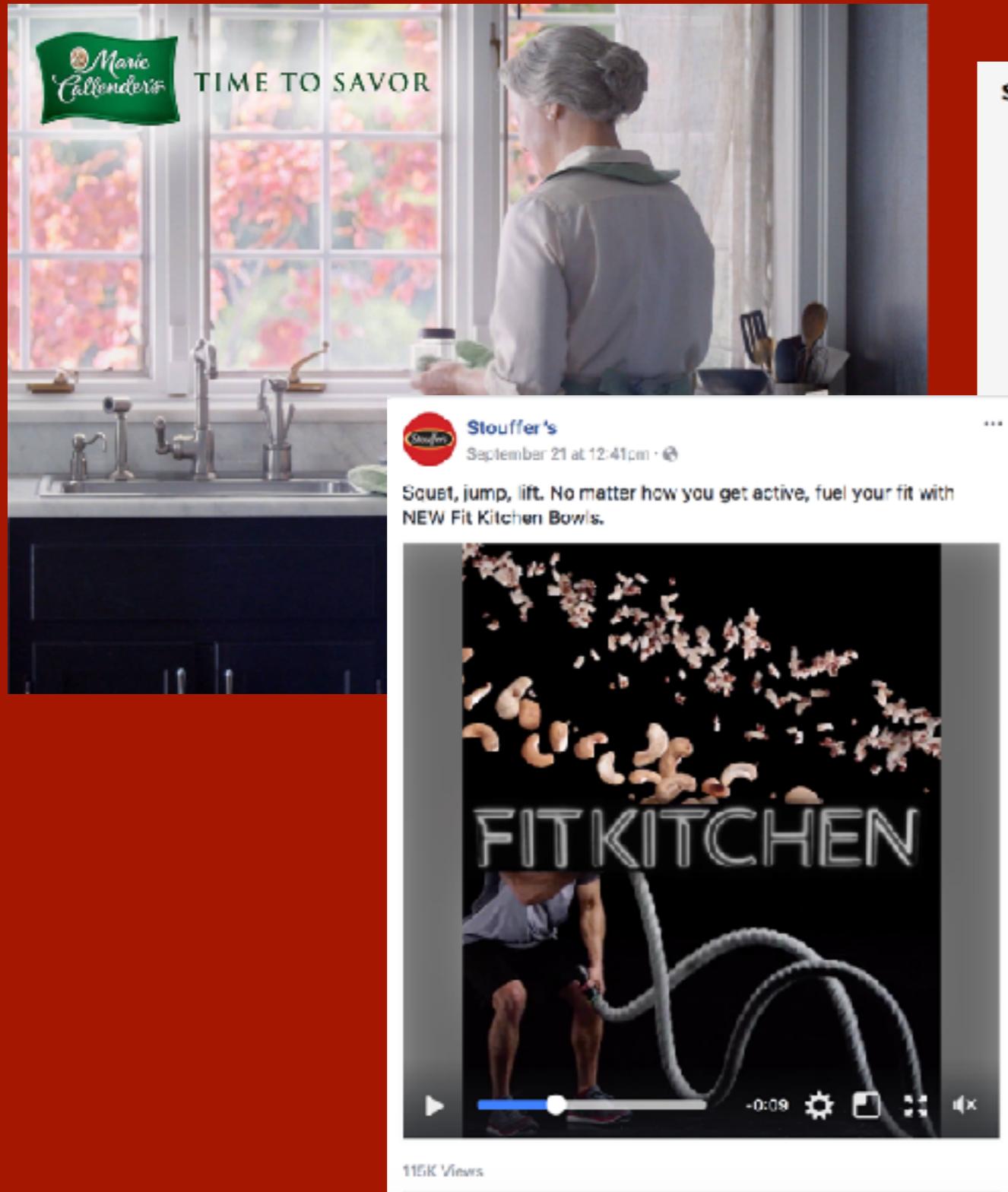


- 18-25
- College students, recent grads, young professionals
- Mostly digital lives
- Value clean eating, eco-friendly products, and saving money
- Discovery & adventure in their blood

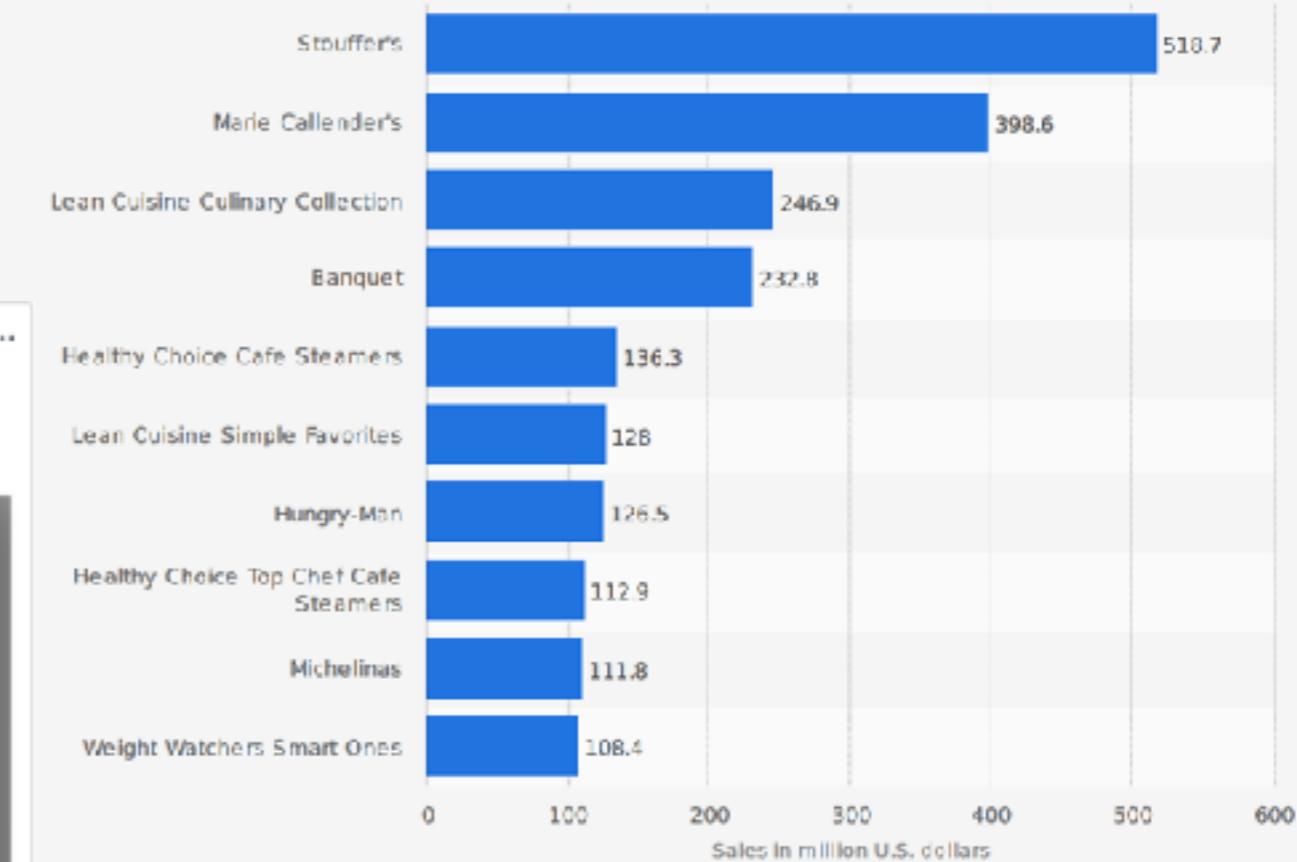


CRITICAL FACTORS:

Competition

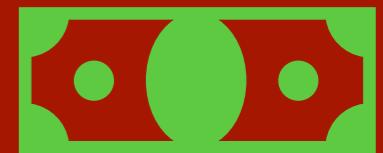


Sales of the leading single-serve frozen dinner brands of the United States in 2017 (in million U.S. dollars)

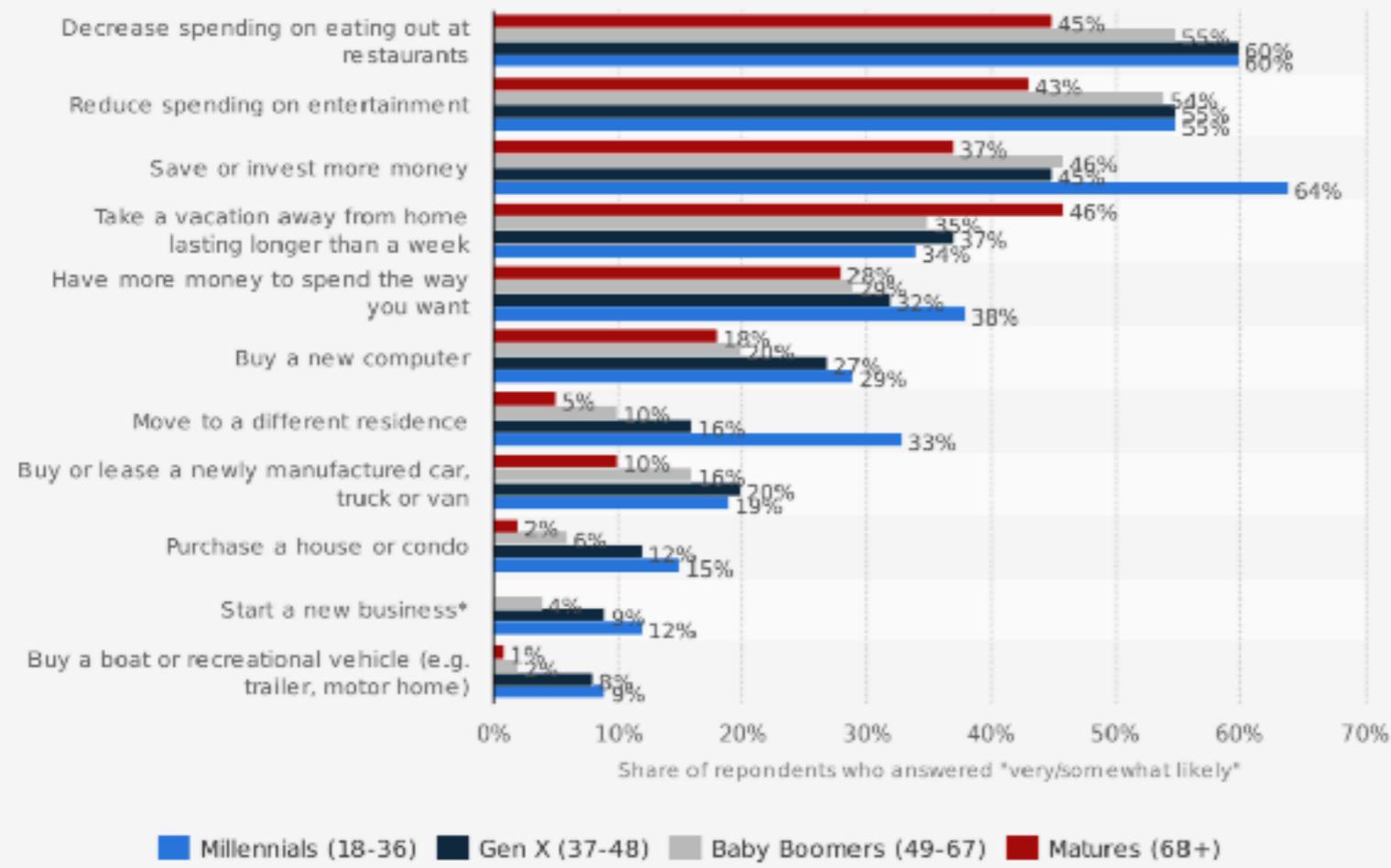


CRITICAL FACTORS:

Economic Trends



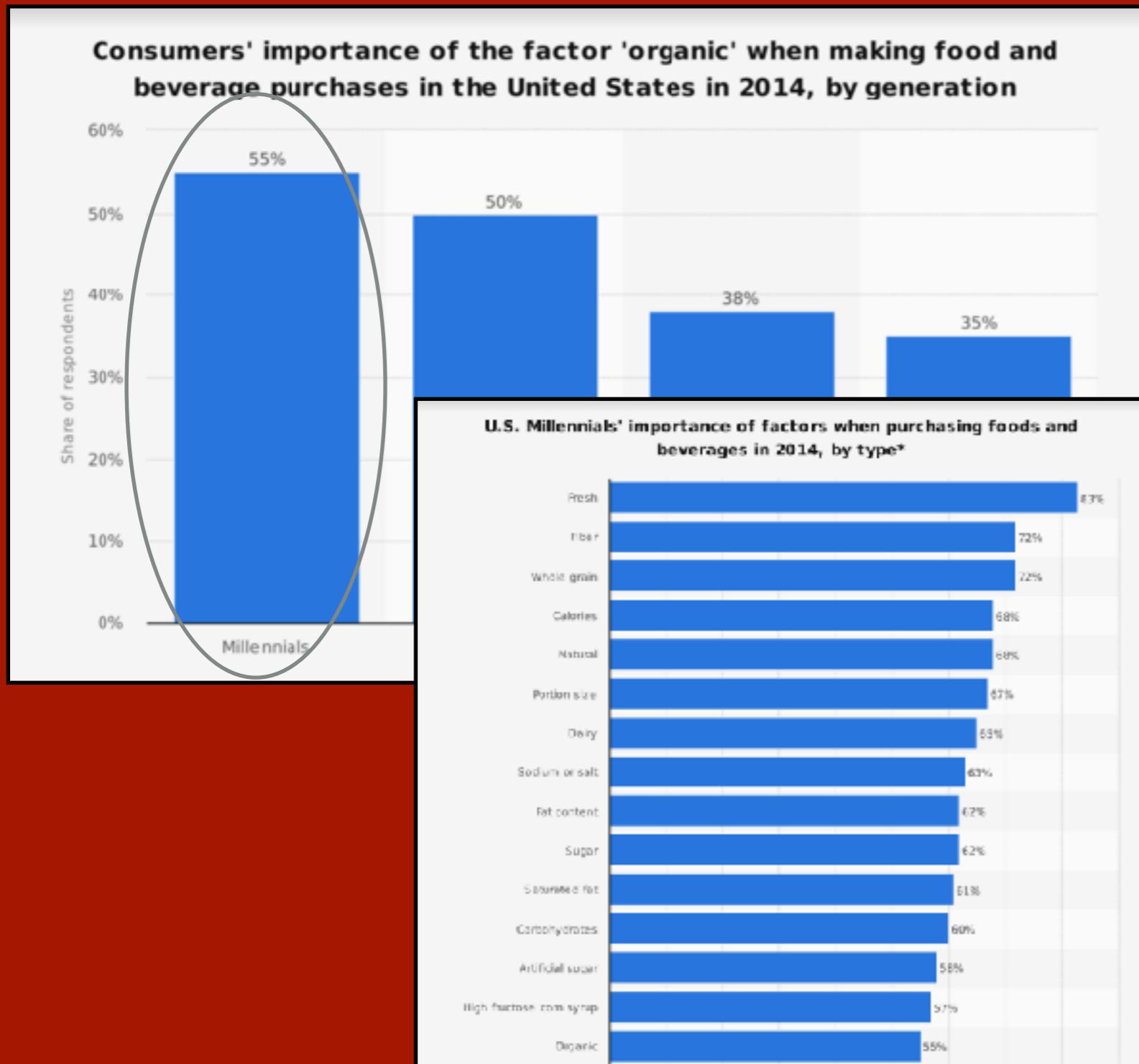
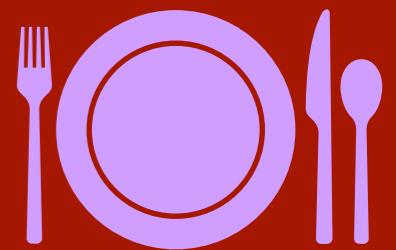
How likely will you be to do the following within the next 6 months?



- 64% students in loan debt
- Digital couponing
- Want values of company to be shared
- 25% of millennials live with family/friends and pay rent

CRITICAL FACTORS:

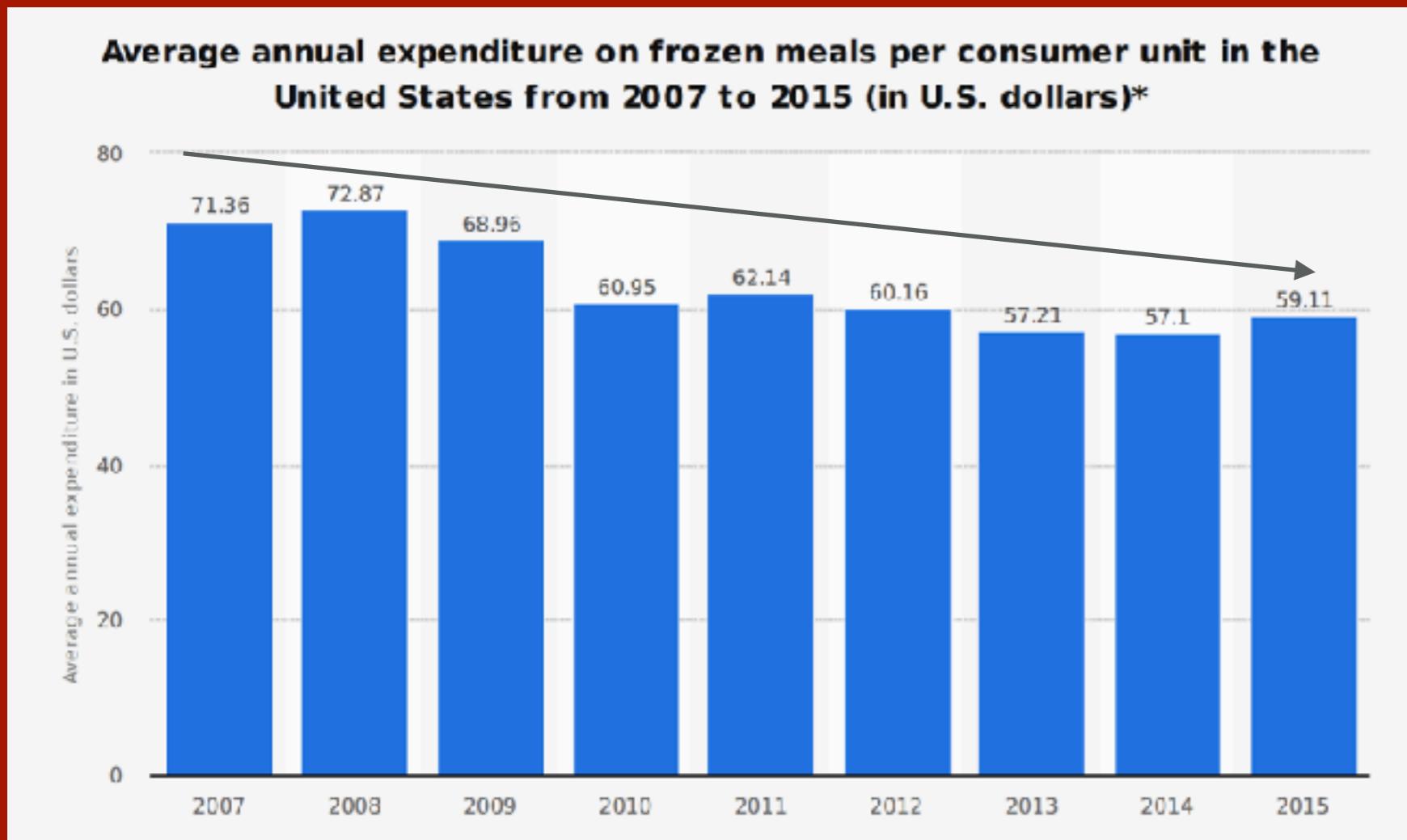
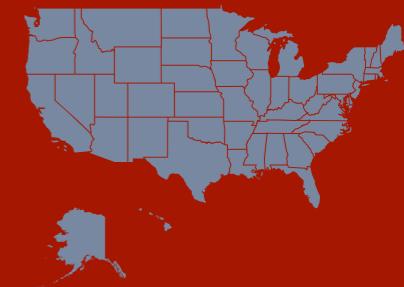
Health Trends



- Clean & simple
- Locally & sustainably sourced
- Larger focus on wholistic health, not calorie counting
- Consumers need recognizable ingredients

CRITICAL FACTORS:

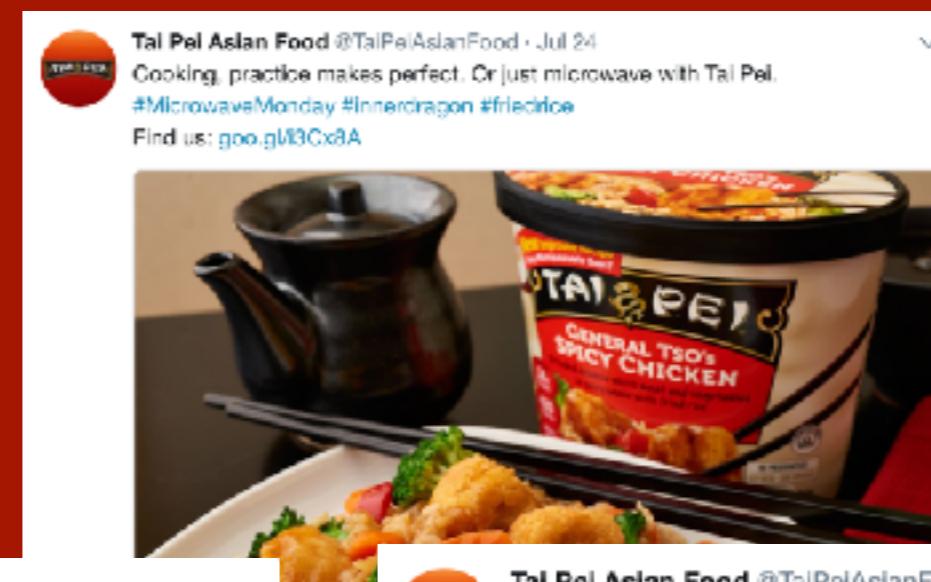
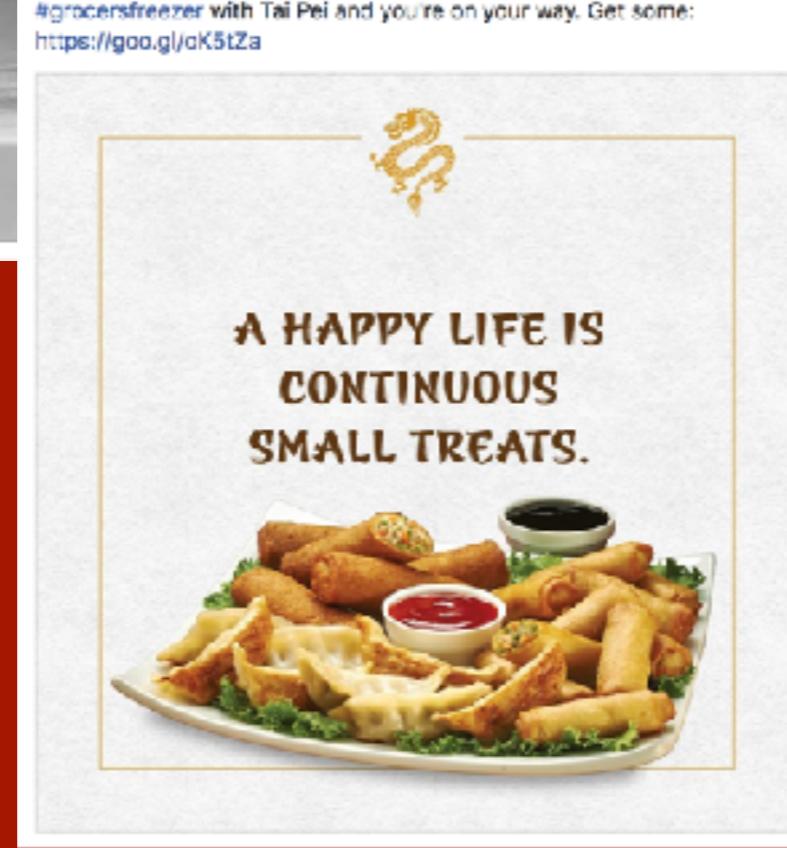
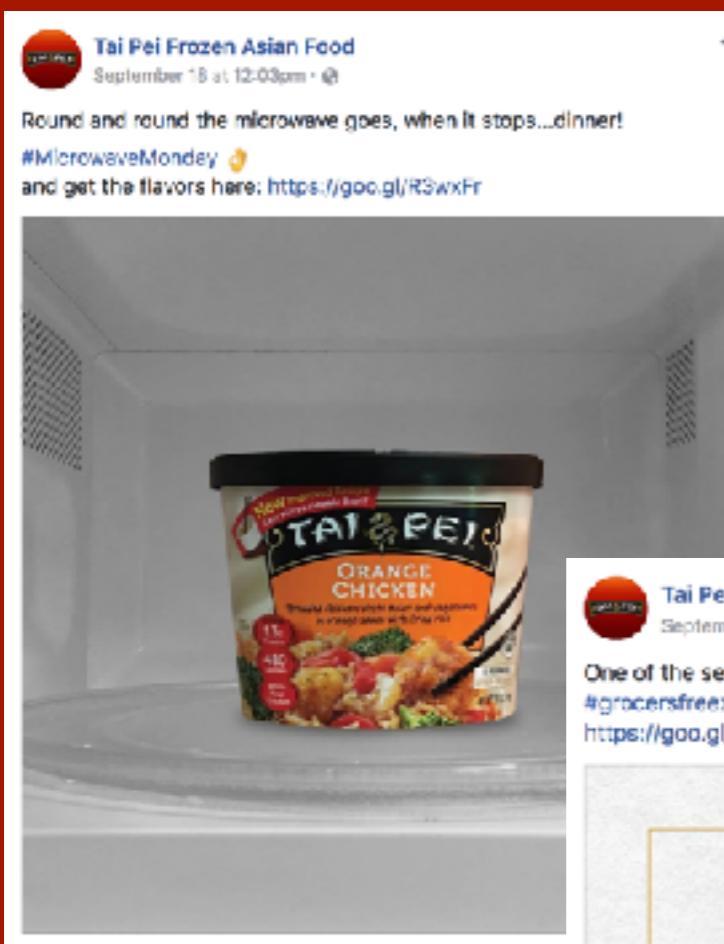
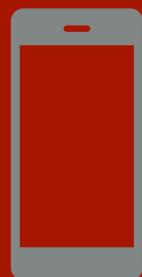
Industry Trends



- Flat/declining sales in frozen category
- branching out to include more diverse cuisine and flavors
- incorporating healthier options (Aimee's)

CRITICAL FACTORS:

Past Advertising Efforts



Tai Pei Asian Food @TaiPeiAsianFood · May 25
It's #BrownBagItDay and you know what that means: Grab a Tai Pei, #chopsticks, and done.
Choose one (or several)! goo.gl/ufYdcB



CREATIVE CONCEPT TESTING

- Two focus groups
- 11 participants
- Ages 19-22
- College students

“What is the Tai Pei brand contributing to the world?”
-Tess, 22

“What is Tai Pei giving to other people’s lives? Besides food.”
-Jen, 21

“Do more than just sell us frozen food. Make us feel connected to something bigger.”
-Lucas, 22

CREATIVE CONCEPT



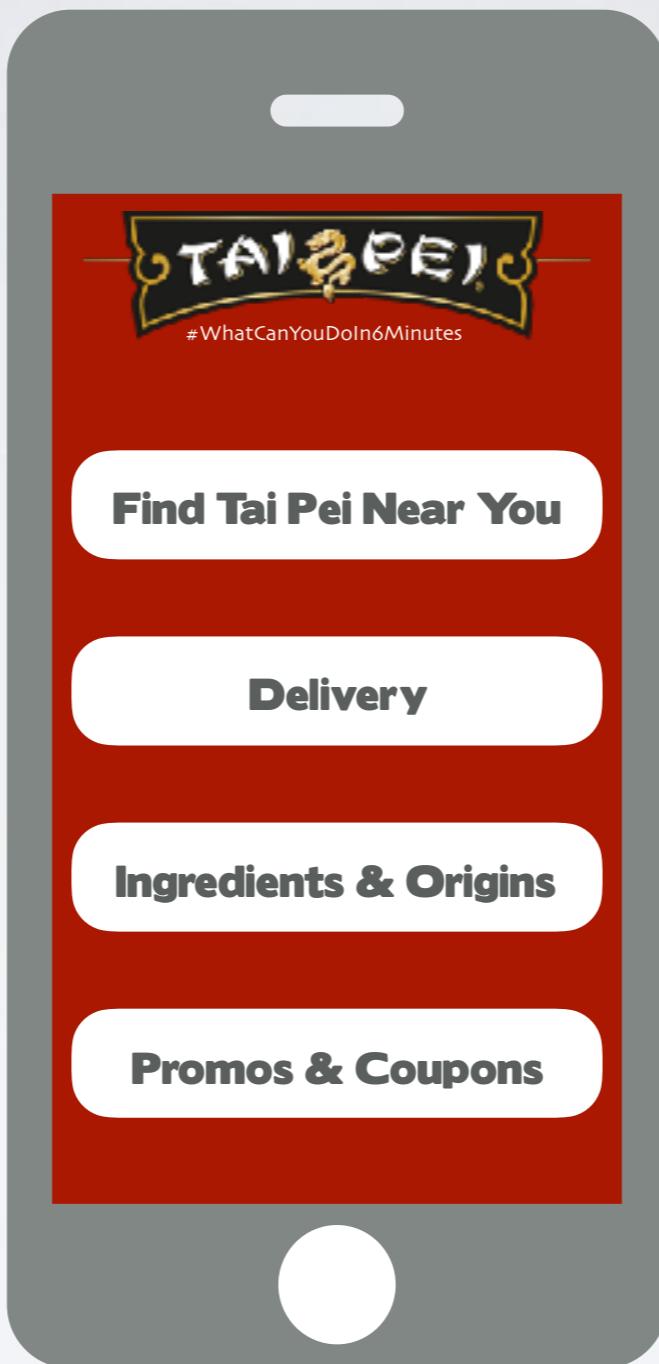
STRATEGY: HOW

6 Minutes to Save the World. Tai Pei.

Digital/Social Media Strategies:

- Tai Pei App
- Twitter & Facebook: #whatcanyoudoin6minutes
- Youtube, Instagram, Snapchat
- Sponsored Content: BuzzFeed listicle







Tai Pei Frozen Asian Food

September 19 at 11:09am ·

...

#WhatCanYouDoIn6Minutes



Like

Comment

Share



534

Top Comments ▾

28 Shares

STRATEGY: HOW

6 Minutes to Save the World. Tai Pei.

Guerilla Marketing Strategies:

- Food Truck Tour: Miami, Atlanta, College Station, Boston, Dallas, Gainesville
- Edible forks
- Energy-saving microwaves on college campuses
- Coupons



SIX MINUTES



TO SAVE THE
WORLD

TAIPEI

TAIPEI

TAIPEI

TAIPEI

ER

MEMBER.COM



#WhatCanYouDoIn6Minutes



INCREDIBLE EDIBLE CUTLERY COULD REDUCE PLASTIC GARBAGE IN INDIA BY 1 MILLION TONS

(OR MORE!)



HIGHLY
NUTRITIOUS



STRATEGY: WHY

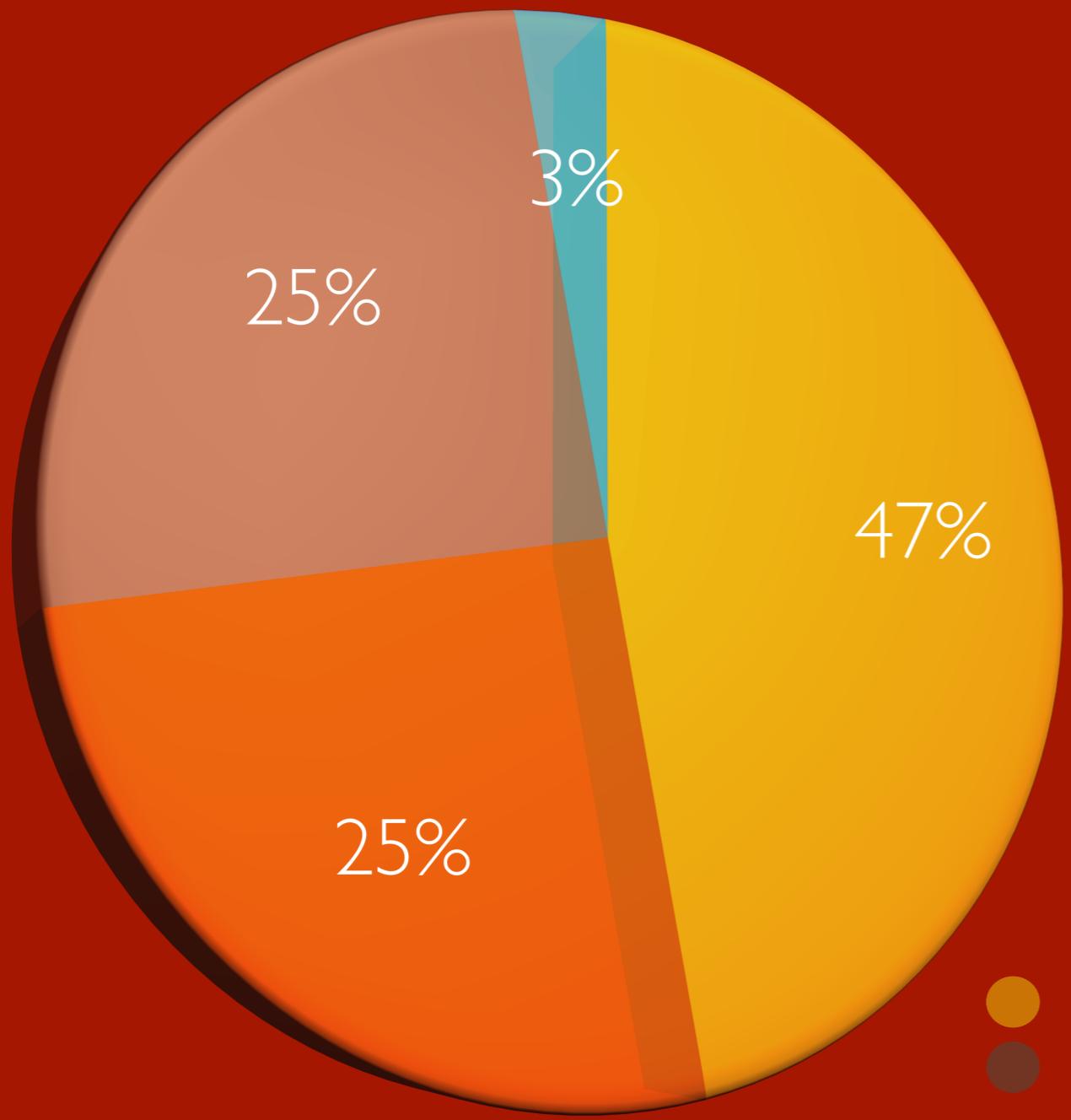
6 Minutes to Save the World. Tai Pei.

Why Save the World?

- Social Media.
- Eco-friendly.
- Efficiency.
- Save money.
- Diversity.



BUDGET



● Guerilla Marketing
● Coupons/Sponsors

● Social Media
● App

EXPECTED OUTCOMES

Increased brand awareness

- Know what Tai Pei is
- Being aware of the creative concepts behind the ads
- Being able to recall tai pei ads
- Increase social media interaction and presence

Attitude towards brand

- Good for the environment
- Good for them (body/mind)
- Affordable but not cheap
- Socially aware

THANK YOU !