

# TAI PEI CREATIVE STRATEGY

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# ROADMAP

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

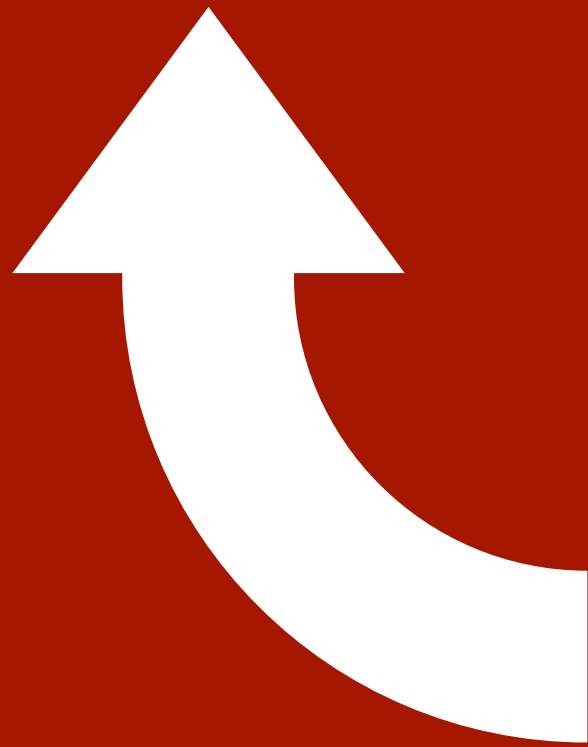


# PROBLEM

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

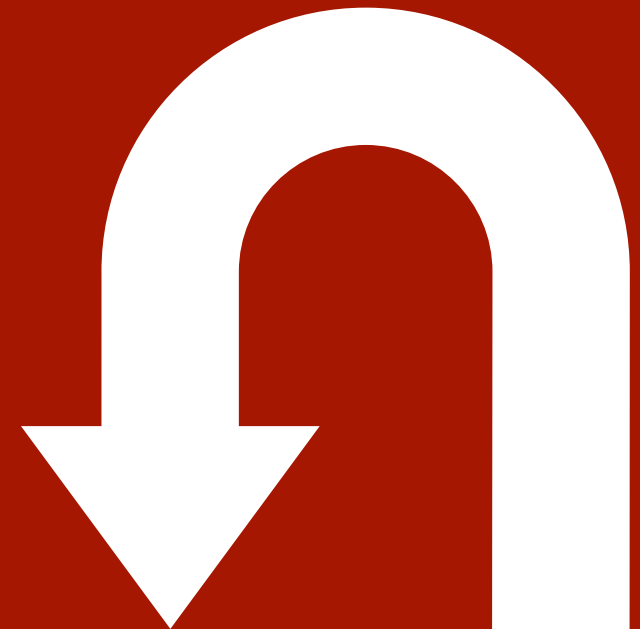


# OBJECTIVE

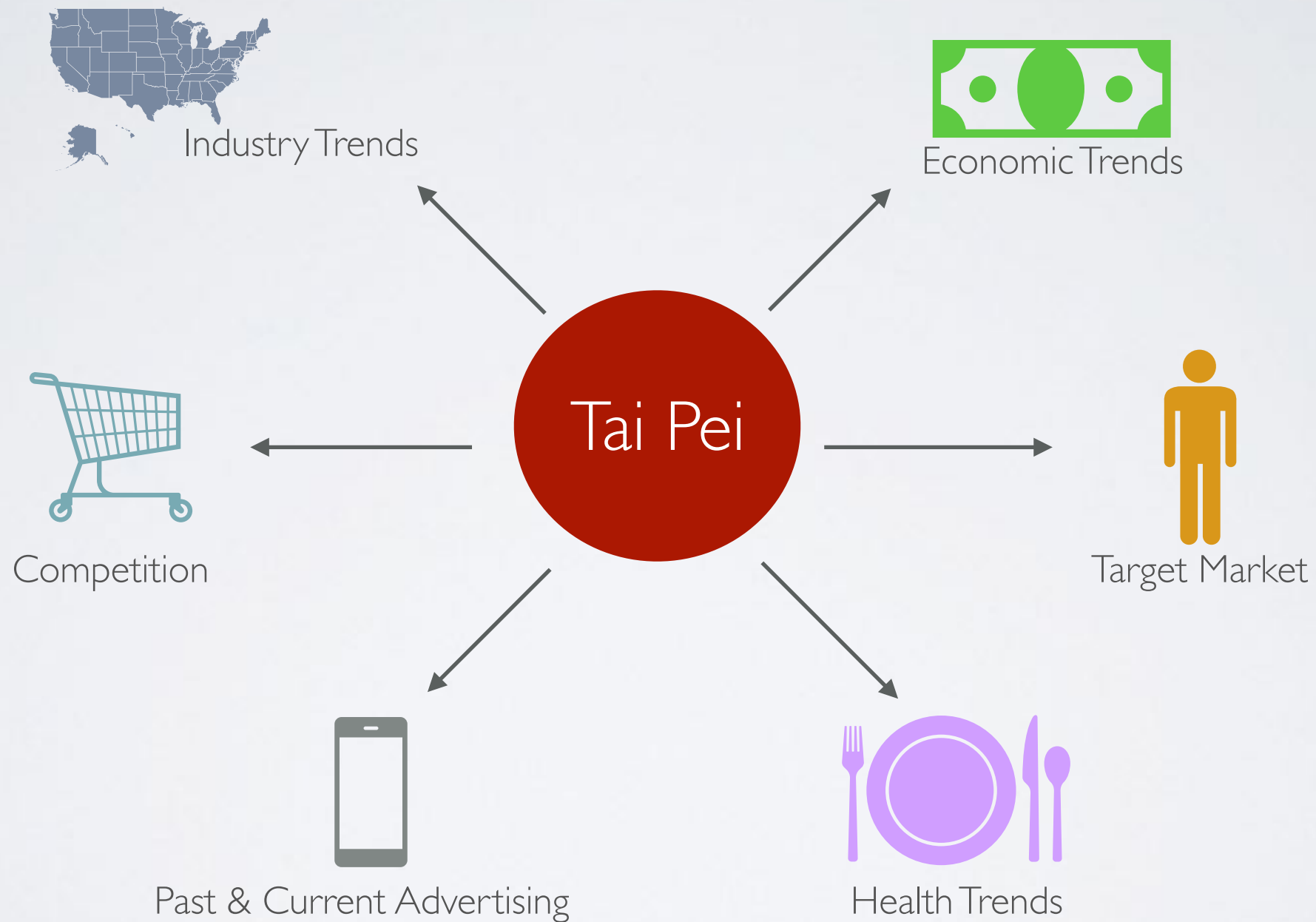


Increase brand awareness

Attitude change among  
new target audience



# CRITICAL FACTORS

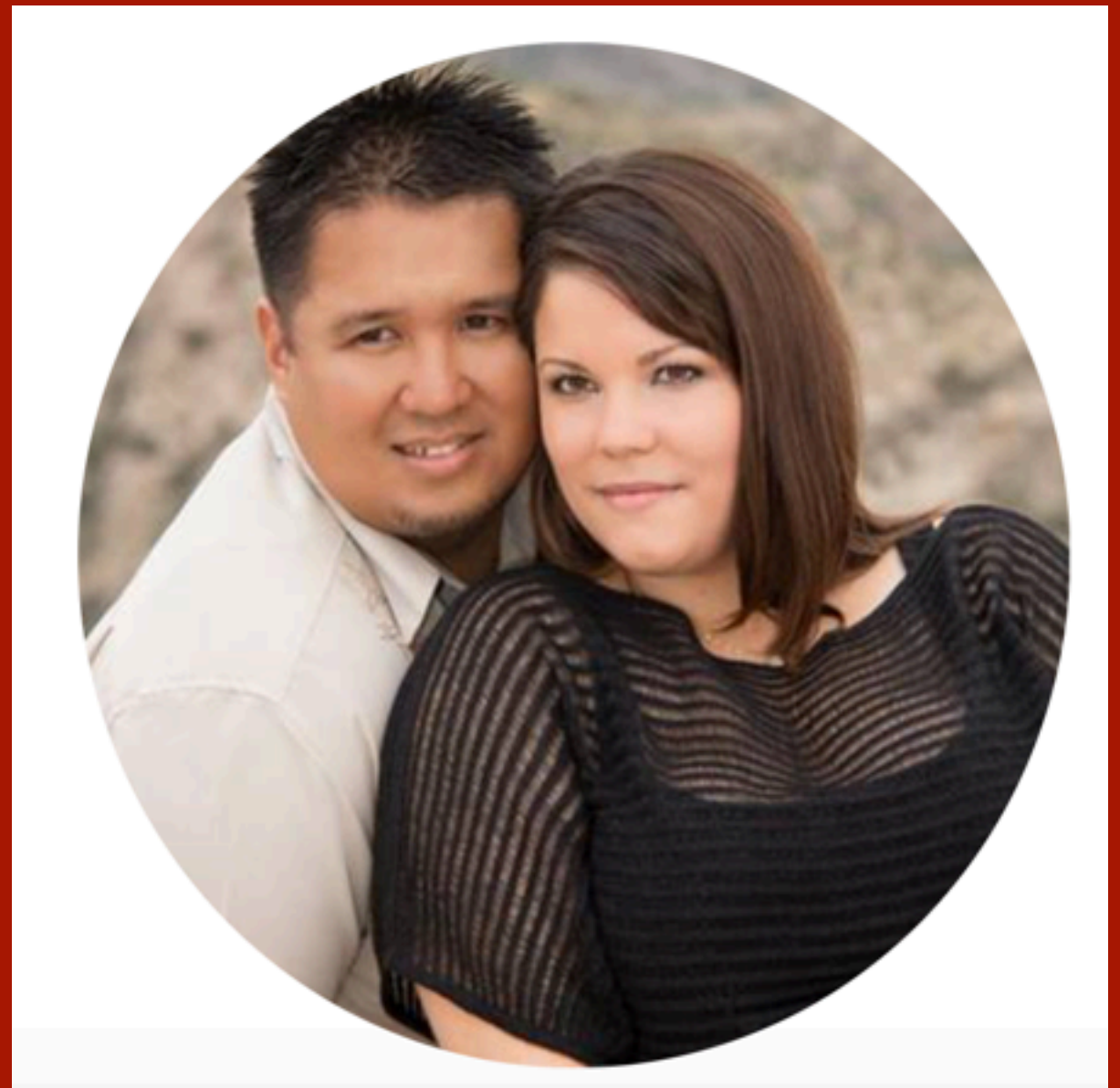


# CRITICAL FACTORS:

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)



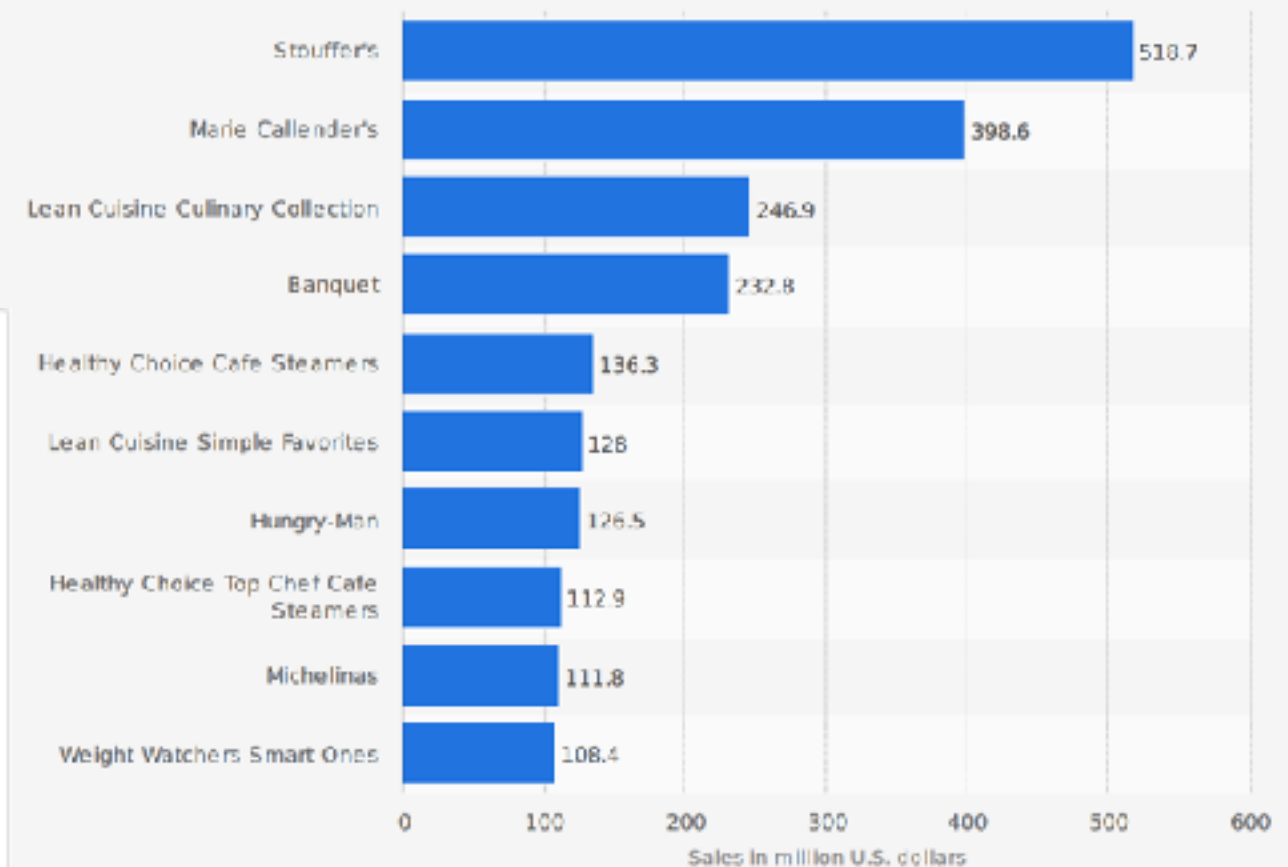
- 18-25
- College students, recent grads, young professionals
- Mostly digital lives
- Value clean eating, eco-friendly products, and saving money
- Discovery & adventure in their blood



# CRITICAL FACTORS: Competition



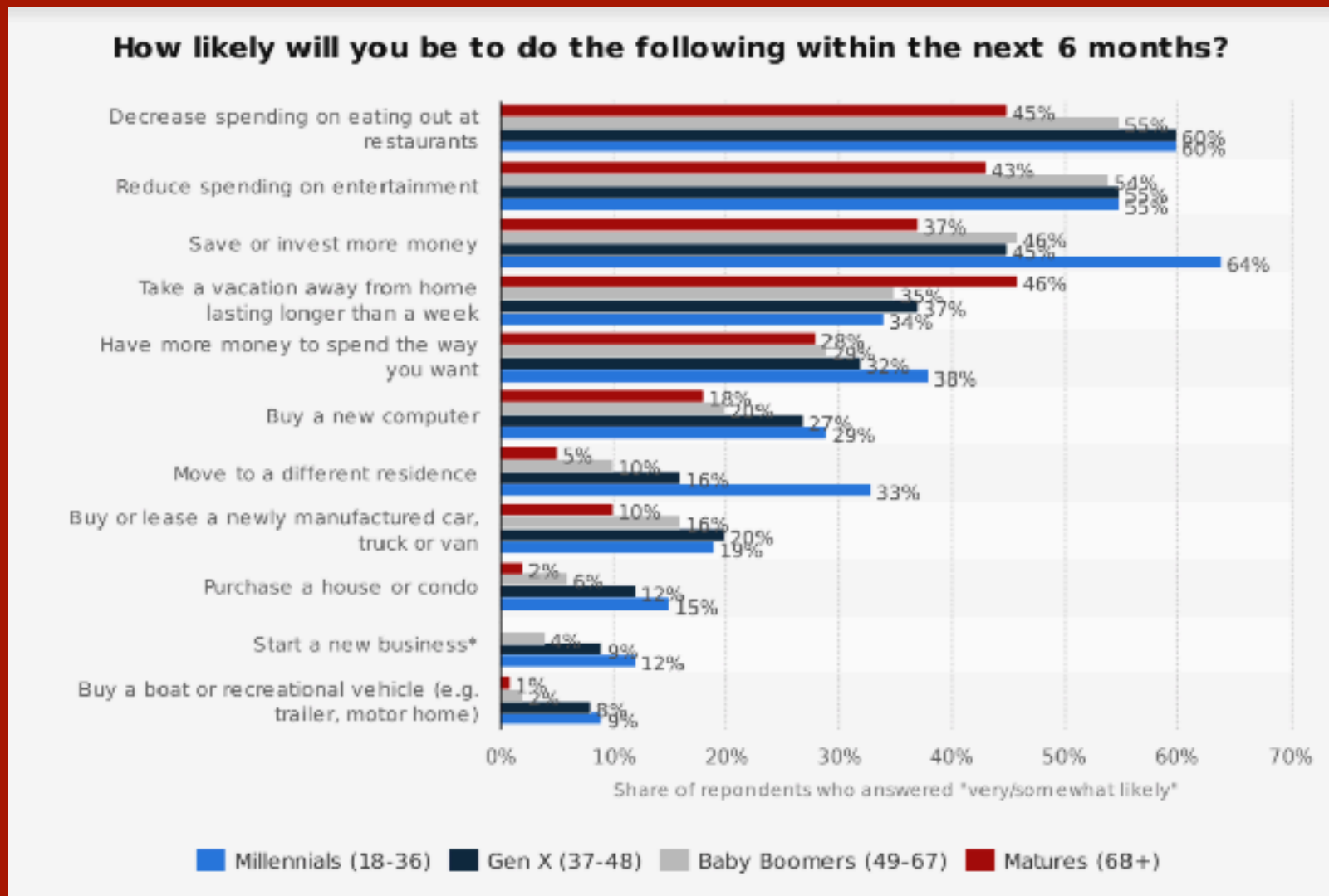
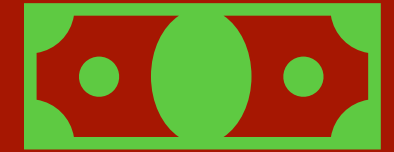
**Sales of the leading single-serve frozen dinner brands of the United States in 2017 (in million U.S. dollars)**





# CRITICAL FACTORS:

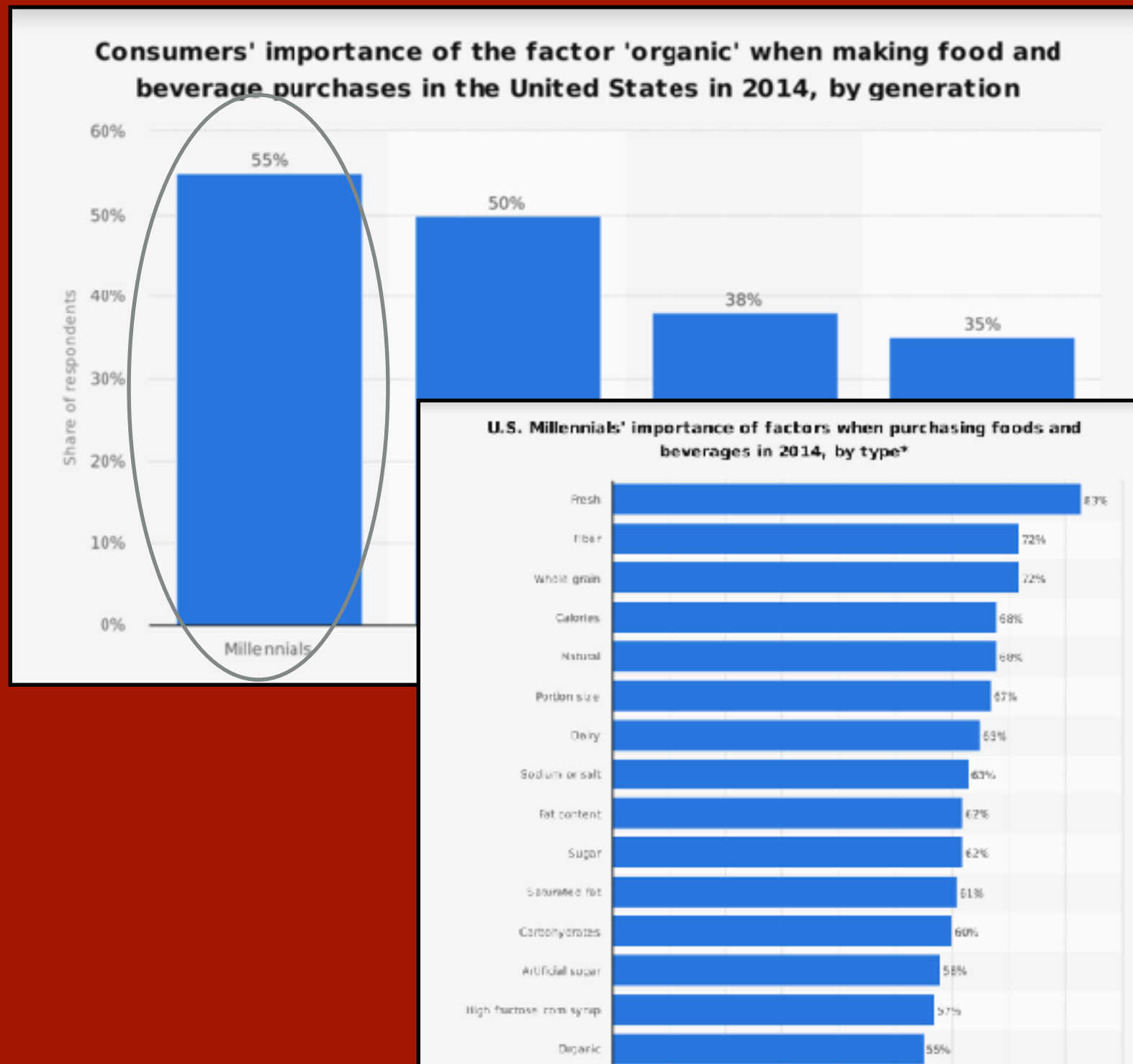
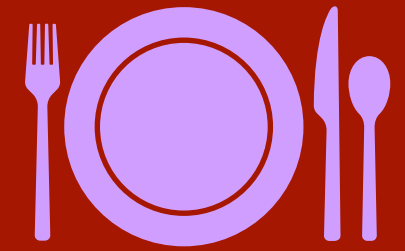
Economic  
Trends



- 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:

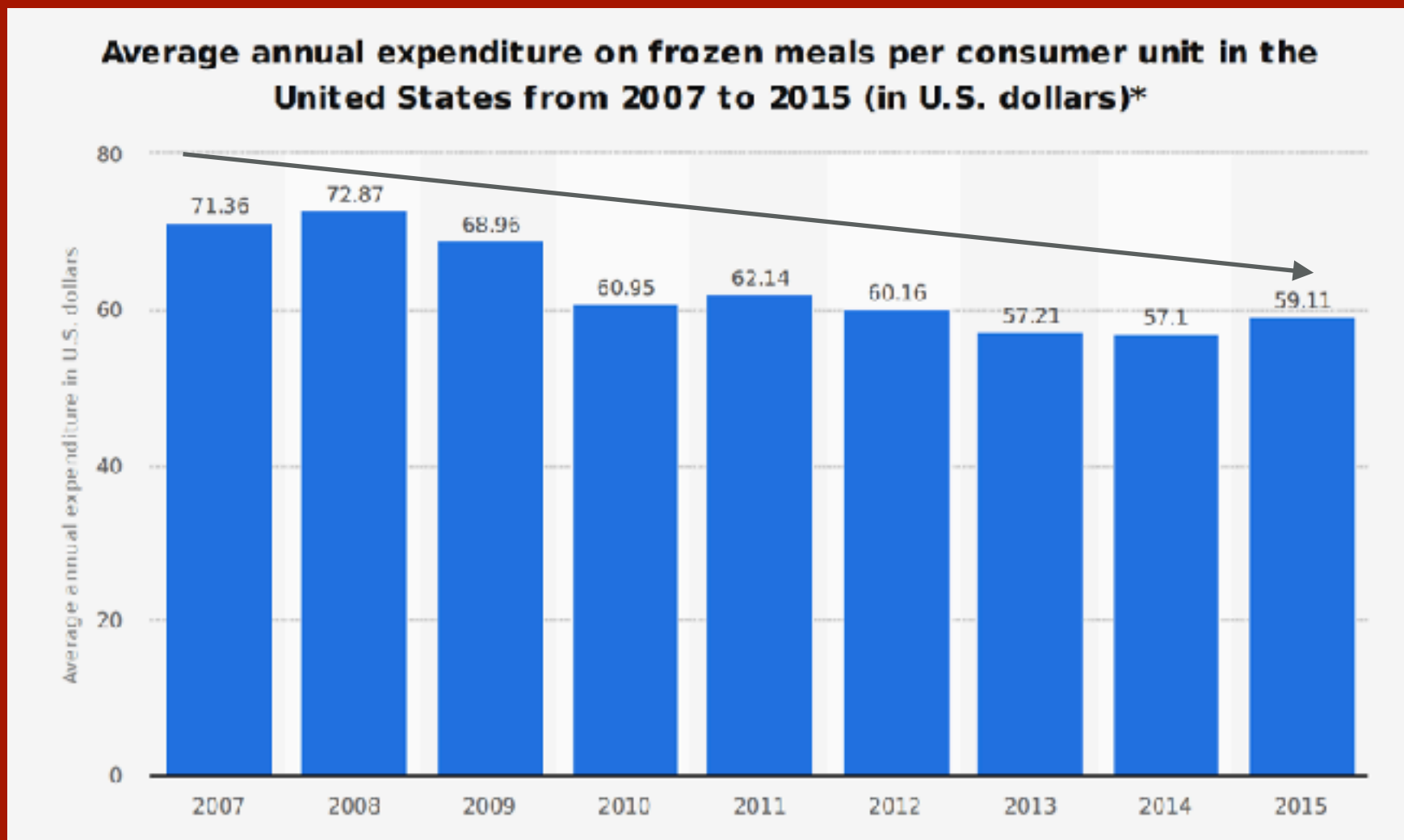
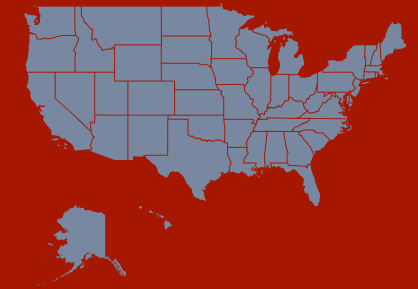
Health  
Trends



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

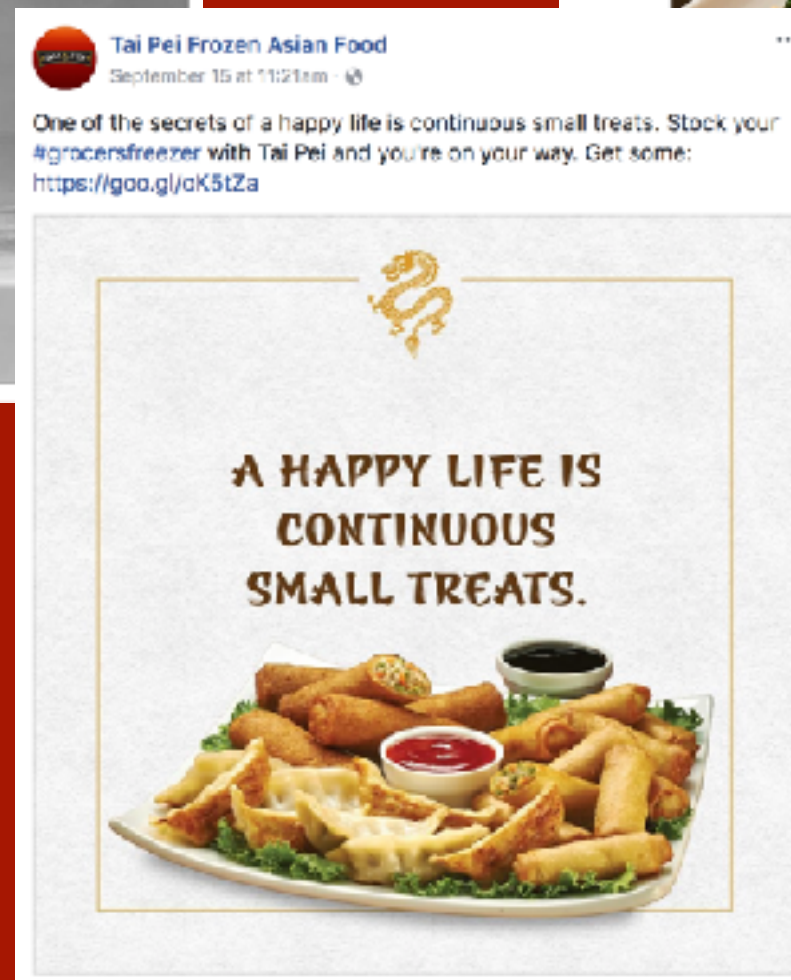
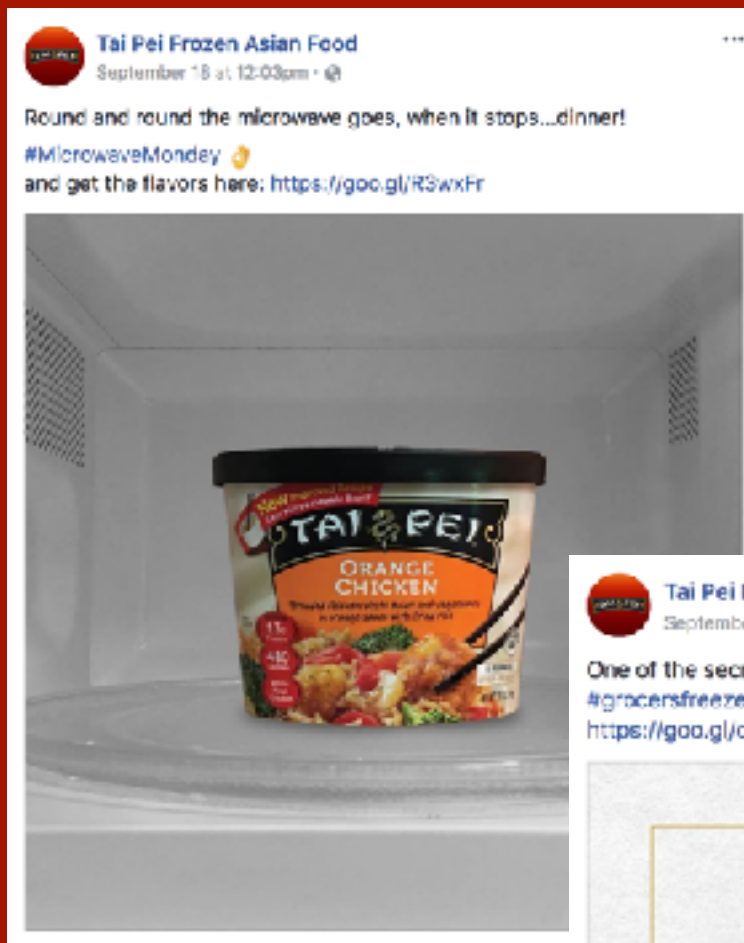
# CRITICAL FACTORS:

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



# 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





**Find Tai Pei Near You**

**Delivery**

**Ingredients & Origins**

**Promos & Coupons**



**Tai Pei Frozen Asian Food**

September 19 at 11:09am · 🌐



#WhatCanYouDoIn6Minutes



Like



Comment



Share



534

Top Comments ▾

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# 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









#WhatCanYouDoIn6Minutes



# INCREDIBLE EDIBLE CUTLERY COULD REDUCE PLASTIC GARBAGE IN INDIA BY 1 MILLION TONS (OR MORE!)



HIGHLY  
NUTRITIOUS



# STRATEGY: WHY

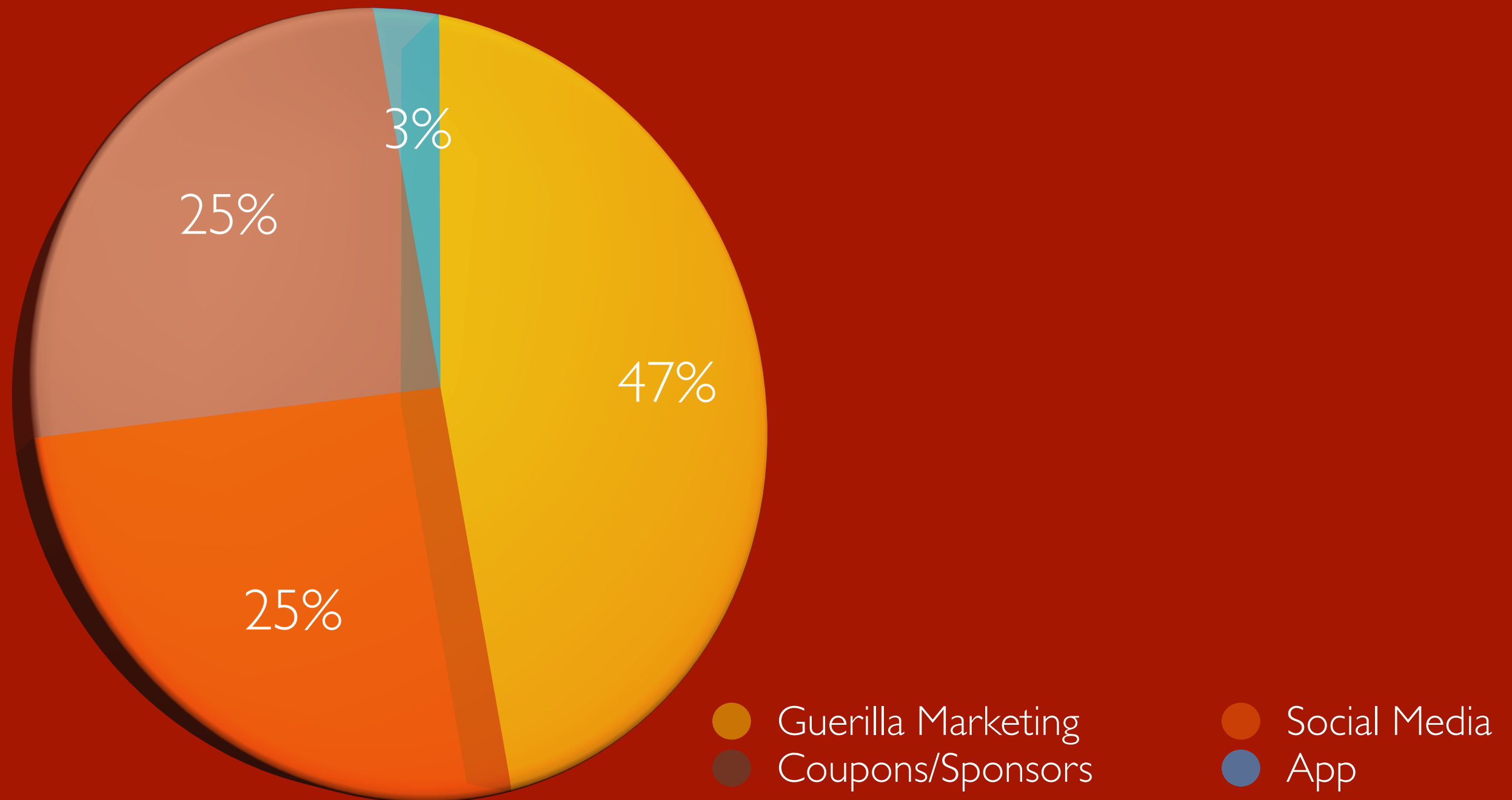
## **6 Minutes to Save the World. Tai Pei.**

### **Why Save the World?**

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



# BUDGET





# 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!