

Less Stress
More Full



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URLs: <https://www.lessstressmorefull.com/the-big-insight>
<https://www.lessstressmorefull.com/paycheck-to-paycheck>
<https://www.lessstressmorefull.com/rhythm>
<https://www.lessstressmorefull.com/finals>
<https://www.lessstressmorefull.com/radio>

PASSWORD: agency667

Executive Summary

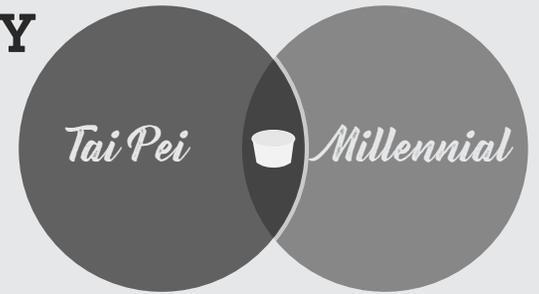
Agency 667 explored the young millennials' frantic lifestyle to determine the perfect niche for Tai Pei. The young millennial is in the most transitional stage of their lives, leaving them feeling overwhelmed and stressed out. They are extremely driven to accomplish their personal and professional goals, making sacrifice a staple in their lives. They feel their time is limited, their wallets are empty, and they often forgo eating a meal at all, let alone a healthy meal.

This presents an opportunity for Tai Pei to emerge as an affordable solution to the young millennial's lack of time and desire to be healthy. Agency 667 will not only position the Tai Pei product to fit easily into the young millennial life, but also as a brand that relates to them and is determined to help them feel a little less stressed, and a lot more full. By implementing a two-phase strategy, the "Less Stress, More Full" campaign will increase brand awareness and allow Tai Pei to connect with the target audience. After the initial connection is made, Tai Pei will develop a lasting relationship with the young millennial that will establish brand loyalty beyond the campaign duration.

Research

RESEARCH METHODOLOGY

Over a seven-month period, Agency 667 conducted extensive research to find a way to develop a relationship between Tai Pei Frozen Asian Food and the young millennial consumer. Primary and secondary sources revealed key insights regarding brand recognition, engagement, and social relevancy. Various research methods were applied to answer the following:



WHAT IS TAI PEI'S PROBLEM?

- Lack of brand awareness among the millennial target audience
- Inability to connect with the consumer due to the absence of relevant brand personality

HOW DO YOUNG MILLENNIALS INTERACT WITH FROZEN FOOD?

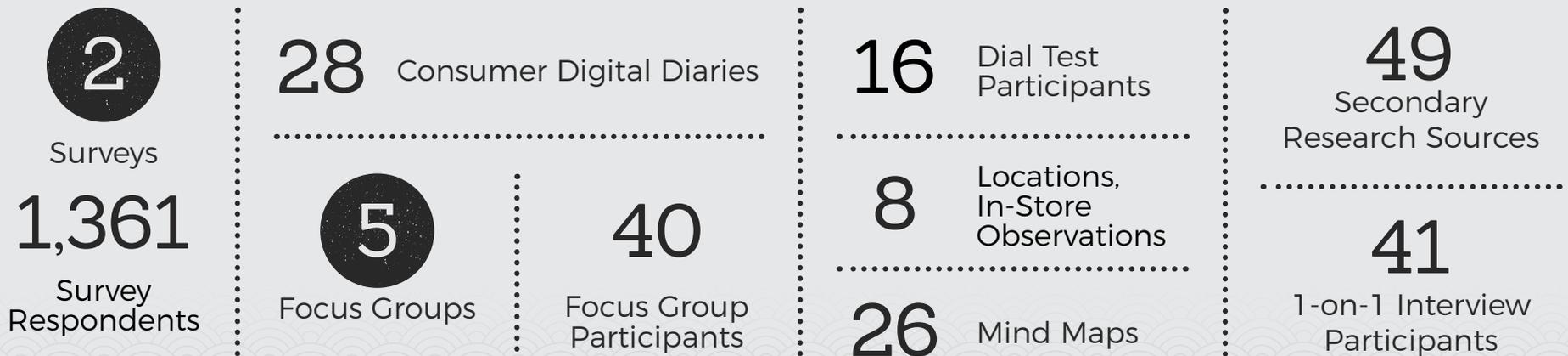
- They perceive frozen food as unhealthy due to trends that favor fresh and natural products
- They still purchase frozen food because of constraints on time, money, and resources

WHO ARE YOUNG MILLENNIALS, AND HOW CAN THEY BE CONNECTED TO TAI PEI?

- They are young adults, 18-25, who are experiencing transitional stages in their lives
- To connect with this younger market, Tai Pei must first understand the underlying causes behind their stressful lifestyle

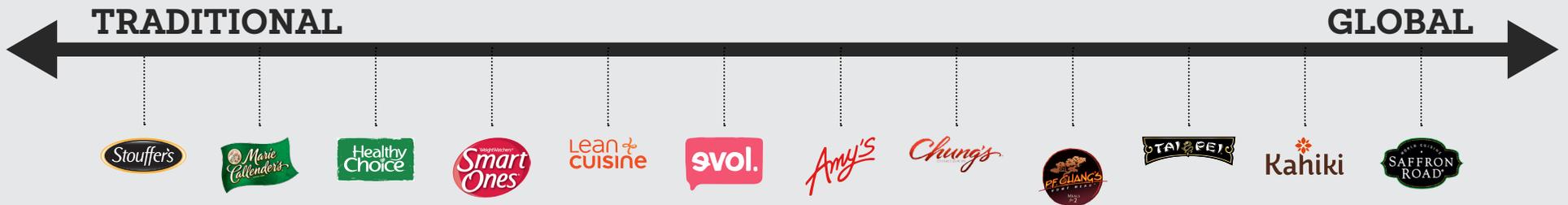
RESEARCH TACTICS & IMPRESSIONS

1,569 Total Research Impressions



COMPETITIVE ANALYSIS

While interest in typical frozen food choices has been declining, a shift in consumer perceptions has created a desire for more global and international cuisine options. The scale below compares the wide variety of frozen food brands, ranging from traditional to global.



Strengths

- Distinctive new packaging
- Exclusively authentic Asian meals
- Healthy ingredients
- High-quality meal at an affordable price

Weaknesses

- Lack of strong brand personality
- Little to no relevance in young millennial culture
- Low recognition results in decreased purchase consideration

Opportunities

- Take advantage of growing interest in the global frozen food category
- Update brand identity to appeal to a new target audience
- Capitalize on increasing popularity of Asian food among millennials

Threats

- Cluttered market dominated by large, well-recognized brands
- Misperception that frozen food cannot be fresh

TARGET AUDIENCE

The Young Millennial

AGE GROUP: 18-25



Young millennials have limitless opportunities, are always connected, and are under pressure to find themselves.

DEMOGRAPHICS

The majority of young millennials are single students who rent or live at home. Many work part-time, rather than full-time, and make less than \$35,000 per year. Although most are unsatisfied with their current position, they are willing to work hard to reach their career goals. They live on-the-go and utilize public transportation for its cost efficiency. Due to widespread diversity, they are more open to multicultural customs than previous generations. Young millennials are constantly plugged into the digital sphere, with 98% using their smartphone daily.

PSYCHOGRAPHICS

Being in the most transitional phase of their lives, young millennials are taking actions that will heavily impact their future. These include pursuing a higher education, expanding their interests, and preparing for a career. They are learning to prioritize their responsibilities in an effort to balance school, work, and hobbies while maintaining a healthy lifestyle and an active social life. As a result, they are overwhelmed and need a break from their stressful schedules. They fear being surpassed by other millennials in learning how to be a successful adult, when in reality they all struggle with the same mindset.

PURCHASING BEHAVIOR

Young millennials do not think that frozen food is a healthy choice, but still purchase it when they do not have time to prepare a meal. They are on a budget, yet frequently grab take-out because of time constraints. When shopping, the young millennial seeks out the best value by comparing prices, using coupons, and taking suggestions from friends. They desire to be healthy in their daily choices but often fall short due to lack of time, money, and resources. Our target audience likes to eat food that they can feel good about, with fresh ingredients and fewer artificial additives. Additionally, they are more likely to choose global foods over more traditional offerings.

The Big Insight



Young millennials pack their schedules full of school, work, and extracurricular activities with the hopes of one day reaching their personal and professional goals. A lack of time and money means sacrifice is a regular part of their lives. This affects their sleep schedule, eating habits, and social life, leaving them overworked and **STRESSED OUT**.

“There’s not enough hours in the day, to be honest. Whenever you’re trying to logistically figure out how you’re going to be moving after graduation, go to school, work your job, be in organizations, get your homework done, the *hours just don’t add up.*”

— AMELIA, 24

“Being in college, you don’t always have a steady income, so you have to *be careful with budget* and not spending too much every week.”

— HUNTER, 19

“I would eat healthier, but I don’t have time to make *healthy meals.*”

— NATALY, 25

“You spend your whole life planning for a career that will be set in stone, but when you get here you realize that nothing is a guarantee and you’re just always trying to *figure things out.*”

— ELIJAH, 22

“*My future is very uncertain.* and I don’t know if I’m going to be able to get an internship in a field that I want to be in, and I’m afraid I won’t have any good experience coming out of college.”

—MALIA, 18

“It’s really *hard to balance* a social life and school, I get so busy that I don’t really have a social life.”

— JULIAN, 20



URL: <https://www.lessstressmorefull.com/the-big-insight>
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POSITIONING RECOMMENDATION

PROBLEM

Tai Pei's brand personality has failed to gain the awareness it needs to be relevant in the young millennial market. The brand does not successfully engage with the consumer and because of that does not stand out among the numerous frozen food options.

POSITION

To form a connection with the target audience, Agency 667 will develop a brand personality that talks with young millennials, not at them. The brand will empathize with their overloaded lifestyle, making sure to keep a genuine and relatable tone. After a connection is made, Tai Pei will position itself within the young millennial life as an affordable solution to their lack of time and desire for health.

“

In order to successfully market to millennials you need to be uncomfortably open and honest. Millennials as well as other consumers of today are incredibly good at identifying lies and external motives.

— Danny Dover,
Millennial Influencer

“

Stress and anxiety seem to be plaguing Generation Y. A recent survey by the American Psychological Association and Harris Interactive found millennials to be the most stressed generation in the United States.

— A.P.A / Harris Interactive

“

Millennials also want to be heard. These days, marketing has to do more than just talk at you -- it has to involve you in some way and evoke genuine emotion.

— Shauna Haider,
Millennial Influencer

STRATEGY

Agency 667 has created a campaign strategy that includes a two-step phasing calendar and customizable budget to optimize every dollar spent. Media placements will remain constant throughout the campaign, while the messaging within each medium will adapt to the goal of each phase.



APRIL - JULY

GOAL: CREATE AWARENESS

This phase will serve to establish brand recognition, highlight product benefits, and create an initial connection with the young millennial.

MESSAGING: INFORM

The message will introduce the brand and feature specific product attributes while also emphasizing stress as the connection to young millennials. Tai Pei will be presented as the solution to their top stressors: time, money, and health.

ENGAGEMENT: CONNECT

Engagement with the target audience will drive consumers to seek out Tai Pei in the frozen food aisle. In-store activations will be a major factor in raising awareness and increasing brand recognition.



AUGUST - MARCH

GOAL: BUILD RELATIONSHIP

This phase will further develop Tai Pei brand interactions as well as create experiences that are relatable to young millennials. Connections formed in the first phase will also be expanded into long-lasting relationships with the consumer.

MESSAGING: RELATE

Because Tai Pei understands the young millennial lifestyle, campaign messaging will present various ways that young millennials can use the product to ease their stressful schedules. Future, education, and social stressors will be added into the messaging during this phase.

ENGAGEMENT: INTERACT

Engagement for this phase will capitalize on organic social media and interactive events that promote synergy between young millennials and Tai Pei.



BUDGET STRATEGY:

Established campaign goals will be accomplished within a 10 million dollar budget. An additional boosted 5 million dollar spending strategy has also been created in order to give the campaign room for customization, opportunities for more meaningful impressions, and the chance to gain greater social influence. These boosts consist of additional media buys, promotions, and promotional extensions, and have been denoted by the boost icon.



**BIG
IDEA**

During a time of exploration and opportunity, young millennials balance jam-packed schedules on bite-sized budgets, leaving them with **less** time for rest in their day and more chances for **stress** to take over.

Tai Pei recognizes that young millennials need **more** than just food. They need a meal that keeps them balanced and on budget, without sacrificing their adventurous palate or craving for health. They need a brand that works hard to make food less stressful and serves products that leave their stomach, and wallet, more **full**.

Less Stress, More Full

You won't be able to eat for another 8 hours Good thing we've got enough protein for 10.

There's only \$9.82 left in your checking account Don't worry. We're a cheap date.

You wish fast didn't have to mean fried We have just the bowl for you.

You wish finding food with global flavors wasn't so complicated Good thing it's not. Just take a trip down the freezer aisle.

BRAND PERSONALITY

RELATABLE
Understand **WHY** they're so stressed

INSPIRED
Use **REAL** stories from their everyday lives

CONVERSATIONAL
Speak with them, not at them

All campaign executions will feature an authentic, handwritten tagline and the Tai Pei logo. When appropriate, tactics will feature the campaign hashtag #LessStressMoreFull and drive consumers to visit Tai Pei's social media pages.

CABLE TV



[NATIONAL]

STORYBOARD

To engage young millennials, Agency 667 will purchase 30-second spots on the top five most-watched cable channels according to Nielsen: ESPN, Adult Swim, AMC, FX, and Freeform. Purchased ad space will be utilized during peak premiere season.



Kelsey frantically searches her wallet, trying to pay for her groceries on a tight budget.



V.O. : Paycheck to paycheck is stressful, we don't think your food should be.



Fresh ingredients fill Tai Pei bowls in a stop motion sequence.
V.O. : At Tai Pei, we believe in protein packed meals, filled with clean ingredients and bold flavors.



Ruler slams onto a map, highlighting Asia as the inspiration behind Tai Pei's global recipes.
V.O. : Inspired by places like here.



V.O. : We serve our food in an easy-to-heat bowl, that goes from your freezer to fork, in less than five minutes.



A scenario-specific scene, featuring the tagline "Less Stress, More Full," fades out into the Tai Pei logo.
V.O. : So you can spend less time stressed and more time full.



URL: <https://www.lessstressmorefull.com/paycheck-to-paycheck>
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DIGITAL



Paid digital advertising will depict relatable, stressful moments specific to each social platform to maintain interest and relevance among consumers.

MANDATORIES

Commercials:

A title card featuring a scenario-based scene will include:

- Tai Pei
- Handwritten tagline
- An Asian-inspired item
- Personal items

Digital:

- Phase 1: Bowl with tagline
- Phase 2: Tai Pei logo with tagline

YOUTUBE

YouTube is the premier platform for shared video content. With 85% of young millennials using the site each month, Tai Pei is sure to see an impressive return on their investment. 5 to 15-second ads will be placed pre-roll and mid-roll.



URL: <https://www.lessstressmorefull.com/finals>
PASSWORD: agency667

ONLINE RADIO

Mobile streaming has become the primary way for listeners to enjoy a wide variety of audio content. By creating memorable audio and visual ads on Spotify, Pandora, and SoundCloud, Tai Pei will reach over 490 million monthly listeners - the majority being young millennials. Ads will consist of 15-second audio and video spots as well as static ads.



URL: <https://www.lessstressmorefull.com/radio>
PASSWORD: agency667

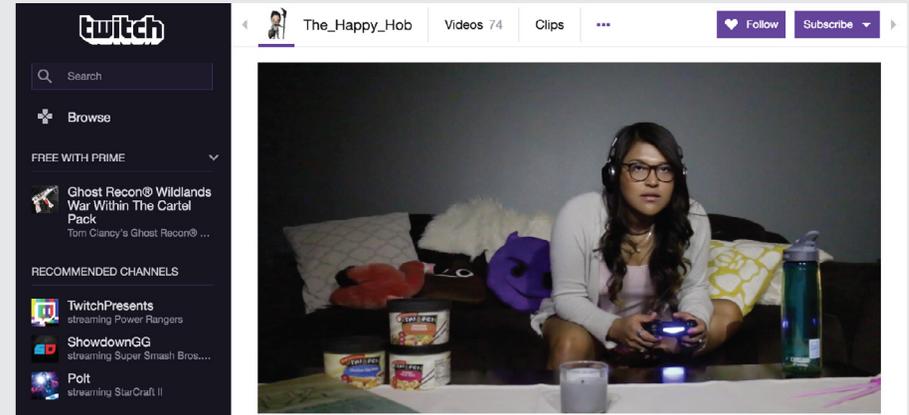


HULU

Online streaming is the most popular way to watch movies and television among young millennials. Hulu's platform reaches 12 million subscribers - 37% being young millennials. 30-second ads will be placed pre-roll and mid-roll.



URL: <https://www.lessstressmorefull.com/rhythm>
PASSWORD: agency667



TWITCH

This livestreaming platform has a consistent user base among young millennials and caters specifically to gamers - a demographic that is likely to seek out food that they can eat without leaving their screens. Twitch accounts for approximately 40% of live streaming traffic, falling behind only Google, Netflix, and Apple streaming services. The service reaches about 75% of millennial males in the US. 5 to 15-second ads will be placed pre-roll and mid-roll.

DIGITAL

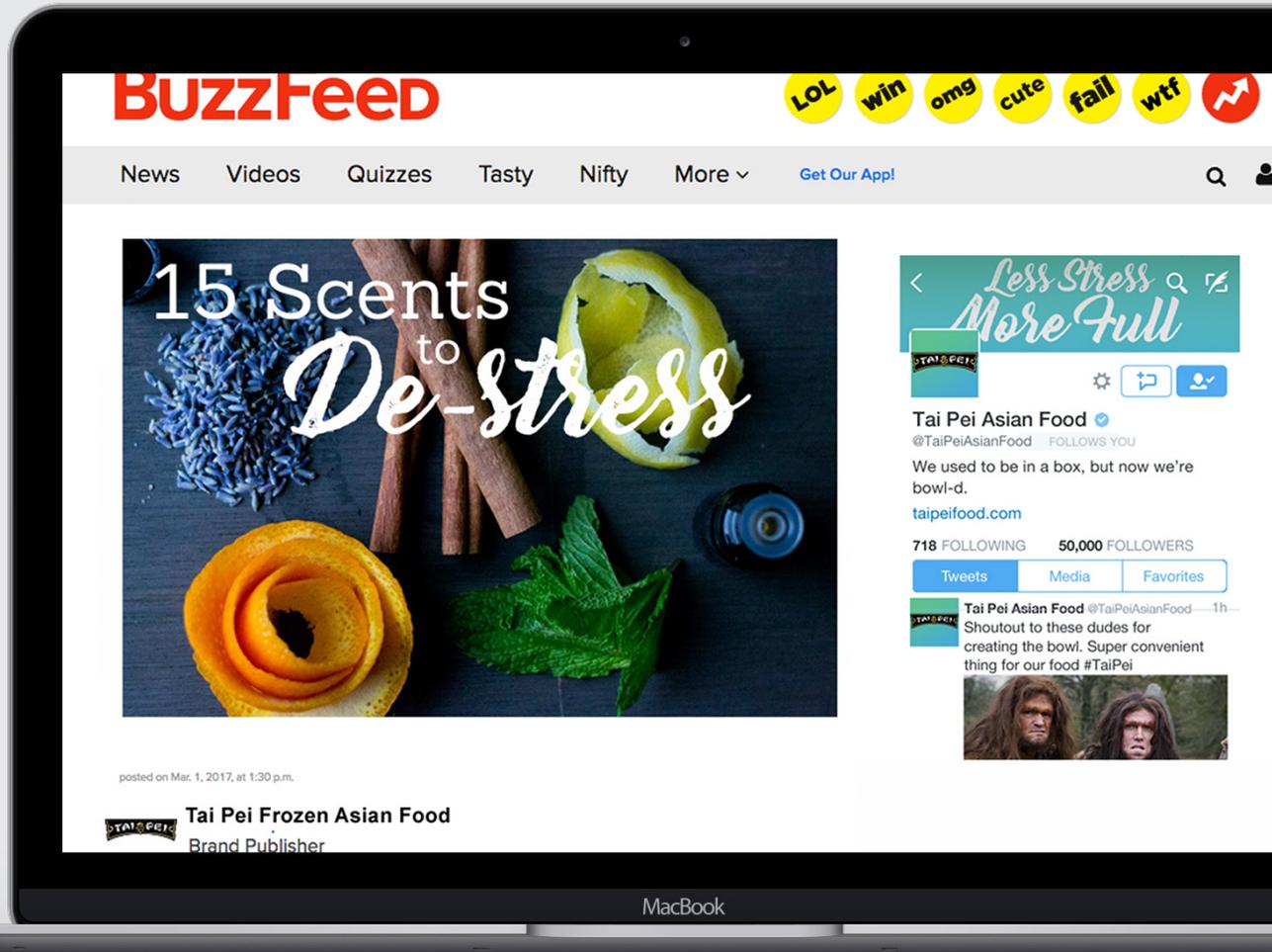
BUZZFEED

BuzzFeed consistently reports high levels of user engagement post-impression. This is an important factor when targeting an easily-distracted young millennial audience. Agency 667 will give Tai Pei the opportunity to be featured organically within BuzzFeed's content through sponsored articles, and "listicles."



BUZZFEED BOOST

Additionally, customized videos can be created in conjunction with BuzzFeed to integrate Tai Pei seamlessly across all of BuzzFeed's social channels. With BuzzFeed recording 7 billion video views monthly and 60% of this audience being young millennials, this medium is an excellent opportunity for Tai Pei to connect with the target market.



ADWORDS

Through the implementation of a demographically driven Google AdWords campaign, Tai Pei will be the primary brand featured when consumers search for Tai Pei related terms such as "Asian frozen food" or "global food varieties."

PAID SOCIAL



INSTAGRAM

Instagram has over 500 million monthly users and is a popular platform among young millennials. By creating content that matches the image-heavy, highly aesthetic style of Instagram, Tai Pei's sponsored posts will build a strong follower base. Secondary research indicates that after users see a sponsored Instagram post, 75% interact with the post further by taking action such as visiting a linked website. Mid-roll ads will be placed in Instagram Stories.

DIGITAL COUPON

To increase purchase consideration, coupons with unique codes will be promoted on Instagram and Facebook. Consumers can take a screenshot of the ad on their mobile devices and easily redeem it in-store.

FACEBOOK

Agency 667 will create images, 360° videos, and .gifs that engage young millennials and direct them to Tai Pei's Facebook page. Geographic and demographic targeting tools will ensure content effectively reaches young millennials.



SNAPCHAT BOOST



Over 66 million millennials use Snapchat every month. The platform allows brands to publish custom Snapchat lenses designed to connect the brand and the user through a unique, interactive format. Purchasing lenses on two selected dates means Tai Pei can expect more than 120 million impressions and for each user to interact with each lens for 20 seconds on average.

ORGANIC SOCIAL

Agency 667 will ensure that Tai Pei stands out among the competitive set by producing organic social content that is relatable to young millennials. They are media literate and interact with brands on a more regular basis than previous generations. Agency 667 wants to use this insight to begin a conversation with consumers online, focusing on talking *with* them, not *at* them. To achieve this, Tai Pei's presence on each platform will mirror the way consumers interact with one another on each site. Posts will adopt a humorous, genuine, and relatable tone to engage with young millennials and reflect Tai Pei's updated brand personality.

INSTAGRAM

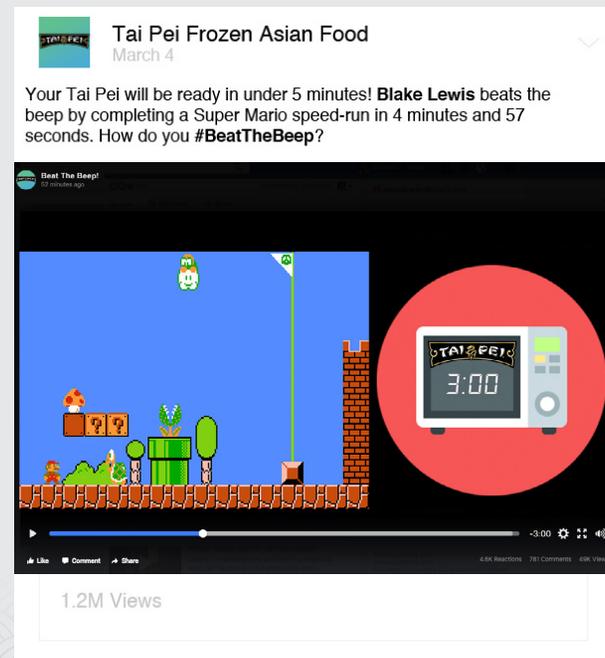
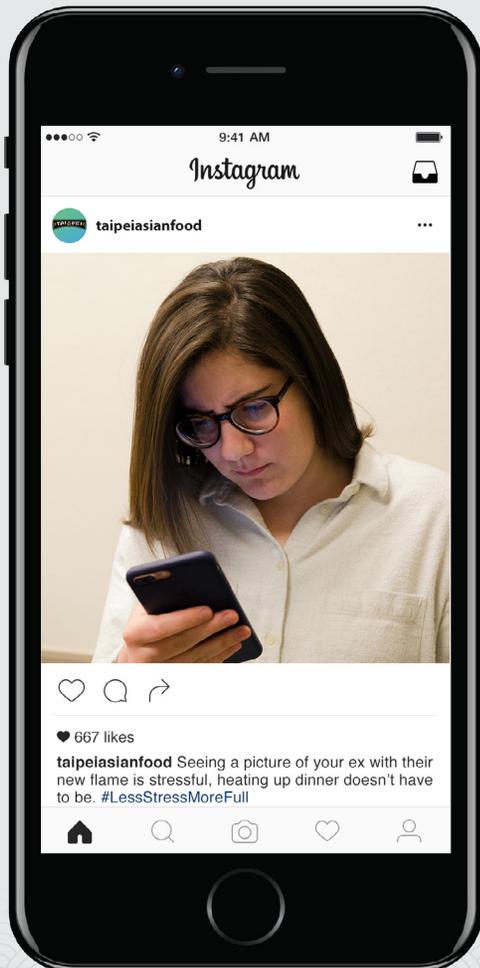
On Instagram, intriguing photography of Tai Pei will complement slightly humorous posts featuring the product being used in interesting ways to promote the brand personality.

FACEBOOK

Organic content on Facebook will emphasize product features and benefits as well as highlight promotional events. Posts will primarily be informative and help circulate campaign content.

TWITTER

On Twitter the brand will be able to engage with young millennials and start real-time conversations. Organic tweets will show off how humorous and relatable Tai Pei can be.



IN-STORE

TAI PEI + GT'S KOMBUCHA BENTO BOWLS

Phase 1 [SPOT]



GT's Kombucha prides themselves on being a natural, fermented tea full of probiotics. Tai Pei will partner with GT's Kombucha to encourage consumers to experience the best of both products. Grocery stores will hand out small bento bowls and allow consumers to choose their Tai Pei flavor and GT's Kombucha flavor. This customizable food sample will show consumers how the products work together to form a convenient, healthy meal.

FORTUNE COOKIE COUPON DISPENSER

Phase 1 [SPOT]



Fortune cookie shaped coupon dispensers will prompt intrigued shoppers to take a paper slip. On one side, the slip will display a buy-one-get-one-free coupon, and on the other, a message will direct consumers to the frozen food aisle in search of a golden door. Consumers will then be instructed to hold their slip against the cold glass where temperature-activated ink will reveal their fortune. In-store placement will rotate between the frozen food aisle, the international product aisle, and the produce section. This will increase awareness of the new product and drive impulse buys for Tai Pei.

IN-STORE

DIGITAL ENDCAPS

Phase 1 [SPOT]

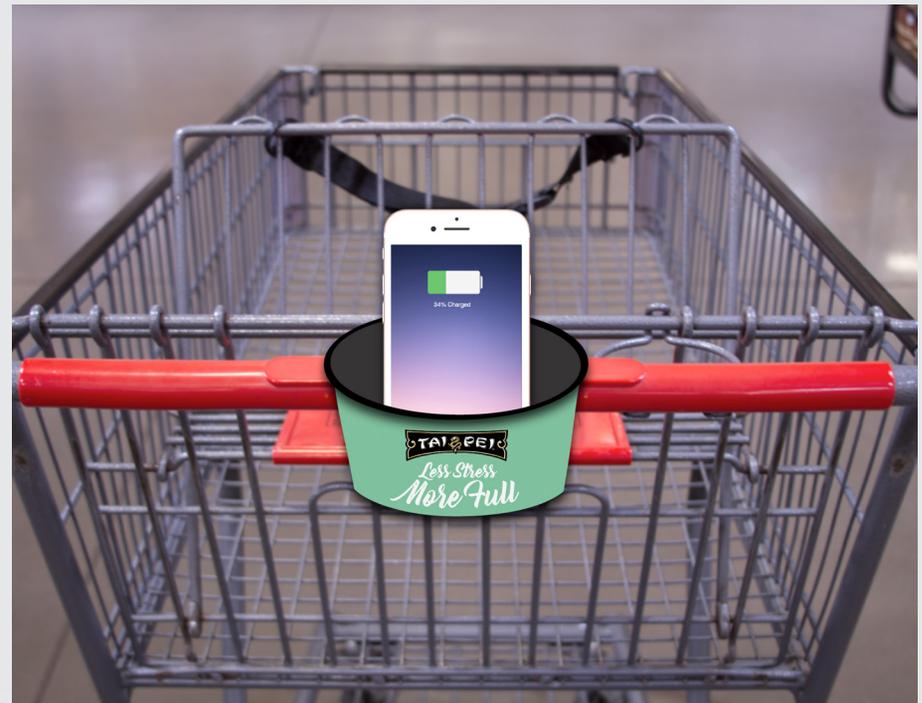
In spot market grocery stores, select endcaps will feature digital screens to display branded entertainment and showcase pairings for Tai Pei's appetizers and single-serve entrees, such as Sriracha and soy sauce. This provides consumers an opportunity to enjoy Tai Pei in a new way.



CHARGING CART

Phase 2 [SPOT]

Select grocery stores in spot markets will feature shopping carts equipped with Tai Pei branded phone chargers. According to research, over 59% of consumers use their mobile device while shopping. This high-powered battery pack and bowl-shaped charging station will provide shoppers with a more convenient in-store experience while reminding them of the Tai Pei product.



OUT-OF-HOME

BROCCOLI SHADE SEATING

Phase 1 [SPOT]



Custom street furniture will be placed in high traffic areas for passers-by to relax on. The seating will replicate a Tai Pei bowl, with a faux stalk of broccoli providing shade from above. Young millennials will be drawn in by the quirky design and unique photo opportunity, increasing Tai Pei's social brand presence in the process.



TAI PEI TIMES SQUARE TAKEOVER



Agency 667 can kick off the campaign on April 1st by purchasing all 11 advertising placements on the billboards in Times Square. Visuals would include soothing images such as serene beaches, peaceful forests, and zen gardens to immerse the crowd in a relaxing 360° scene.

OUT-OF-HOME

DIGITAL POSTERS

Phase 1 [SPOT]

Digital posters are a compelling platform for displaying interactive and creative message content. When placed in high traffic areas such as transit zones and outdoor shopping locales, they promote a high return on brand recall and awareness among consumers.

HEAT AND EAT VENDING MACHINE

Phase 1

Phase 2 [SPOT]



The Heat & Eat Vending Machine is designed for on-the-go interns and late-night dorm-snackers. Customers will use a digital menu to select a bowl of their choice, followed by the option to watch entertaining Tai Pei videos or play a branded game while they wait for their meal. Once their food is ready, a small door will open revealing their bowl of Tai Pei, complete with a “boozie” (bowl koozie) and “chork” (chopstick fork).

BUS SHELTERS

Phase 2 [SPOT]



Throughout the winter and summer months, certain bus shelters in spot markets will be wrapped to resemble either microwaves or freezers. Microwave-themed shelters will be equipped with heaters, while the freezer-themed shelters will be outfitted with fans. These one-of-a-kind bus shelters will create positive brand affinity between Tai Pei and consumers on their everyday commutes.

GLOBAL EXPERIENCES

STUDY ABROAD SCHOLARSHIP



[NATIONAL]



Millennials love posting pictures of food. To encourage them to post about Tai Pei, a study abroad scholarship contest will be created exclusively for Instagram. Users will upload pictures depicting where they eat their Tai Pei. Each original picture must have a caption describing where they want to go and how studying abroad will benefit their education. The use of #LessStressMoreTravel will connect all entries to Tai Pei and create word of mouth impressions within young millennial social circles. Five winners will be chosen for a fully paid study abroad experience for one semester.

HOW IT WORKS

- 1 CONSUMERS UPLOAD A PICTURE OF WHERE THEY EAT THEIR TAI PEI
- 2 CAPTION DESCRIBES WHERE THEY WANT TO GO AND HOW STUDYING ABROAD WILL BENEFIT THEIR EDUCATION.
- 3 THE USE OF #LessStressMoreTravel WILL CONNECT ALL ENTRIES TO TAI PEI
- 4 FIVE WINNERS WILL BE CHOSEN FOR A FULLY PAID STUDY ABROAD EXPERIENCE FOR ONE SEMESTER



SPECTACLES AROUND THE WORLD



Tai Pei can travel the world through the eyes of eight video bloggers, with each “vlogger” receiving a pair of Snapchat Spectacles to document their adventures. To allow young millennials to travel along, Tai Pei can sponsor a Snapchat “Discover Story” once a week for eight weeks. Each featured “vlogger” will direct viewers to Tai Pei’s organic Snapchat channel.

EVENTS

BLOW OFF STEAM EVENTS



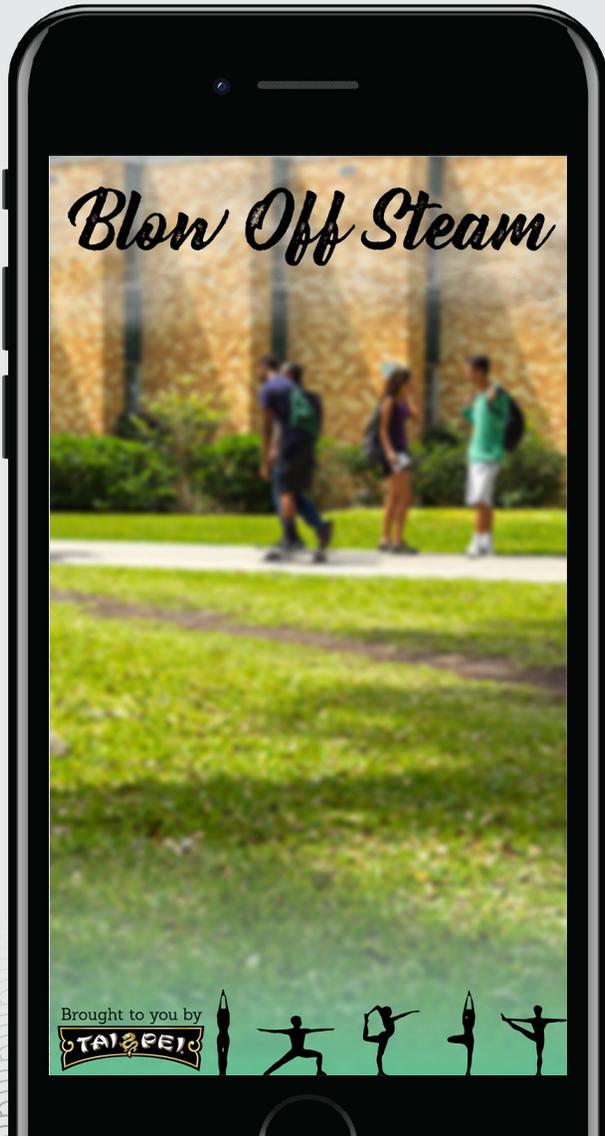
To promote its product on college campuses, Tai Pei will provide an escape for young millennial students during their most stressful time of the year: finals. "Blow Off Steam" events will be held during the month of May at universities in spot markets. Tai Pei will provide product samples, takeaways, and stress-relieving activities to help students get through the week.

ACTIVITIES:

- Beginner's yoga
- Human hamster ball races
- Oxygen bar
- Chair massages

TAKEAWAYS:

- Tai Pei samples
- Stress balls
- USB filled with test-taking tips, and a study playlist.
- Chopstick pen & "Boozie"
- GIF Booth



IBM WATSON

IBM's Watson is a revolutionary AI program that solves complex problems instantaneously. To boost social engagement at the event, Tai Pei can integrate this technology into their Twitter account. This will encourage young millennials to tweet out their homework questions to receive a quick reply with the correct answer.

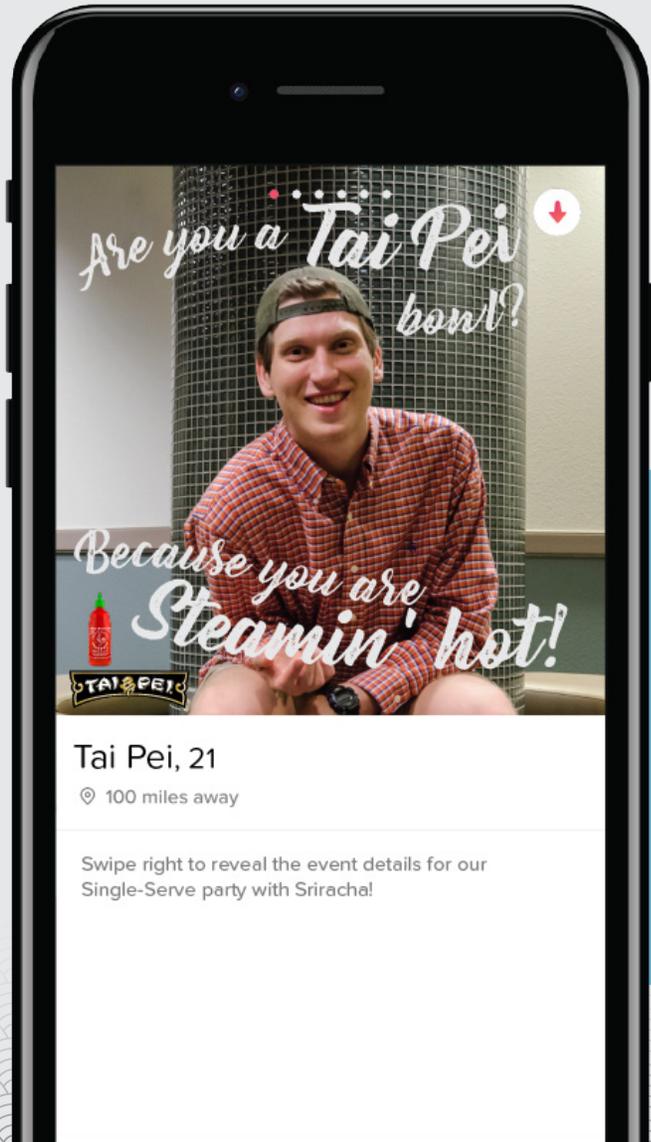


EVENTS

SRIRACHA SINGLE-SERVE PARTY

Phase 2 [10 SPOTS]

Tai Pei will partner with Sriracha to co-host Valentine's Day singles parties in select spot markets. This event would not only promote Tai Pei's single-serve meals but also showcase the perfect match between Tai Pei and Sriracha. The party will be promoted through Tinder in the week leading up to Valentine's Day, with details specific to each spot market revealed when users swipe right on the advertisement. Elements will include a GIF Booth, DJs, bowls of Tai Pei, and mini bottles of Sriracha. Tai Pei will also provide wristbands and coasters with witty pick-up lines to spice up conversations between singles.



GIF BOOTH

In the GIF booth, participants will take short, segmented videos with their friends and receive a personalized flipbook along with a link to a digital version that they can download and share on social media. The booth will be present at "Blow Off Steam" and "Sriracha Single-Serve" events.



EVENTS

LANTERN FESTIVAL



[4 SPOTS]

- SAN FRANCISCO
- DENVER
- DALLAS
- PHILADELPHIA



To celebrate Tai Pei's cultural roots, a floating lantern festival will be held on the 15th day after the Chinese New Year. This traditional Asian festival is a celebration of hope, and the release of lanterns into the night sky symbolizes letting go of the stresses in life. During the festival, communities will join together for music from local musicians, and single-serve meals, courtesy of Tai Pei. A nationwide Snapchat filter will celebrate the holiday and promote the event outside of selected spot markets.



LANTERN FESTIVAL MUSICAL PERFORMANCE

To make the night even more unforgettable, Tai Pei could invite a big-name artist such as Ed Sheeran, The Lumineers, Hozier, or Jack Garrett to perform at each event. Toward the end of the night, the artist will conclude the evening on a serene note as lanterns float along to a peaceful melody.



The "Less Stress, More Full" campaign will be successful because it focuses on positioning Tai Pei as a solution to a challenge every young millennial faces. Agency 667 investigated the habits and lifestyle of our target audience and found they are stressed out. This insight led Agency 667 to develop a campaign where Tai Pei could minimize their stress. The "Less Stress, More Full" campaign's purpose is to bridge the gap between Tai Pei and the young millennial. Through a two-phase campaign strategy, Tai Pei will create opportunities to build relationships with young millennials that stem from an honest understanding of their day-to-day challenges. Media and promotional experiences are designed to directly relate to the consumer and help them engage with the brand in a way that is genuine and memorable.

Agency 667 is confident that the "Less Stress, More Full" campaign will deliver exactly what Tai Pei needs to build brand awareness and establish high relevance in young millennial culture. Don't stress. We are devoted to your brand and would be proud to earn your business.

MEASUREMENT & EVALUATION

Through the implementation of advanced digital listening, focus groups, geographic traffic and sales conversion tools, Agency 667 will create a customized tracking system that will allow Tai Pei to accurately target and engage with its young millennial audience. This system will be integral in the development of primary and secondary key performance indicators (KPIs) including brand awareness, engagement, affinity, and sales conversions.

TRACKING TOOLS & RESOURCES

ADOBE MARKETING CLOUD

- Social Media Analytics & Management
- Real-Time Engagement Optimization
- Cross-Platform Media Planning
- Consumer Purchase Funnel Creation
- Digital Coupon Tracking

PROMOTIONAL EVENT TRACKING

- On-Site Social Media Driven Admissions
- Post Event Direct Message Surveys
- Brand Affinity Development

PHYSICAL COUPON TRACKING

- In-Store Purchase Conversion Tracking
- Brand Activation Analytics
- Consumer Affinity Metrics

GEOPATH & STREETLYTICS

- Geographic Traffic Volume Data
- OOH Placement Optimization
- Market Specific Demographic Data
- Audience GPS Tracking

MEASUREMENT

Tai Pei will be entering a market primed for success and expansion. Due to low barriers to entry, the brand will have the opportunity to featured as a primary contender within this category. To take advantage of this positioning, Agency 667 will monitor all primary and secondary KPI data in phase one, allowing Tai Pei to optimize its media placement throughout the rest of the campaign. Finally, a year end brand report will provide Tai Pei with valuable consumer data that will support further market expansion and sales conversion rates.

SOCIAL MEDIA GOALS



255,806
Followers



403,464
Followers

ROI

According to sales data provided by Ajinomoto Windsor, Tai Pei saw a decrease in total sales by 6.1% in 2016. After evaluating the current market in correlation with Agency 667's proposed campaign strategy, Tai Pei can expect to see a 30% increase in sales during the 2017 fiscal year.

Apr. | May | June | July | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. | Feb. | Mar.

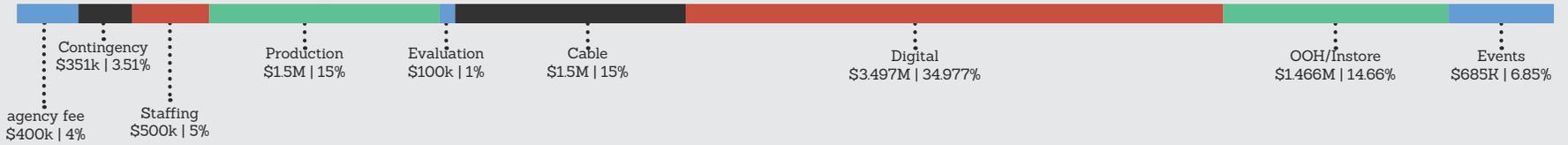
Market Data
Gathering

Analysis

Data Driven
Placement

BUDGET & FLOWCHART

Campaign Budget | \$10M



	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	
	Phase 1				Phase 2								
Television													
Spot Cable													\$ 1500.000 115.38 M
Digital & Social													
Twitch													\$ 316.000 45.14 M
Hulu													\$ 542.200 15.5 M
Instagram													\$ 344.000 4.3 M
Facebook													\$ 582.200 72.77 M
YouTube													\$ 582.200 72.77 M
BuzzFeed													\$ 463.100 46.31 M
Spotify													\$ 344.000 17.2 M
Pandora													\$ 158.000 7.9 M
Soundcloud													\$ 108.000 7.2 M
Google AdWords													\$ 58.000 7.6 M
OOH & Instore													Estimated IMP
Digital Posters													\$ 140.000 4.6 M
Bus Shelters													\$ 85.000 2.2 M
Broccoli Shade Seating													\$ 126.500 8.43 M
Digital Endcaps													\$ 180.300 10.5 M
Tai Pei - GT's Kombucha Sampling													\$ 90.500 4.15 M
Charging Cart													\$ 166.500 4.8 M
Digital & Physical Coupon Dispenser													\$ 177.500 6.83 M
Heat and Eat Vending Machine													\$ 500.000 16 M
Promotions													HQ IMP
Study Abroad Scholarship													\$ 100.000 750,000+
GIF Booth													\$ 30.000 250,000+
Blow Off Steam Event													\$ 135.000 1.25 M+
Lantern Festival													\$ 120.000 1 M+
Sriracha Single-Serve Party													\$ 300.000 750,000+
Boosted Budget \$5M													
Snapchat Lens													\$ 1300.000 120 M+
Snapchat Spectacles													\$ 1000.000 40 M+
IBM Watson Twitter Bot													\$ 500.000 3.8 M+
BuzzFeed													\$ 500.000 13.5 M+
Times Square Takeover													\$ 1000.000 1 M+
Lantern Festival-Musicians													\$ 700.000 1 M+

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