Welcome to Agency 436, where creativity and strategy live in perfect harmony, kind of like...steamed rice and fresh veggies.

Tai Pei is a 20-year-old brand with a fresh take on “take-out” that combines clean ingredients with bold flavors. We are excited to have the opportunity to present a campaign that will satisfy your craving for strategic and creative solutions to Tai Pei’s marketing challenges.

We have created a fully integrated marketing campaign that will generate renewed excitement for Tai Pei’s frozen entrées and appetizers. As a result, we will reposition Tai Pei’s frozen meals as an appealing solution geared especially to Millennials with tastes as varied as their personalities and lifestyles.

To accomplish this, we have created a flavorful media blend that includes digital, social and traditional media, along with unique promotions that deliver our Tai Pei message right to the intended audience. We have refined the audience into three distinct Millennial segments – each with its own unique media consumption, purchasing habits and “take” on life.

So stop fumbling with your chopsticks and prepare for good fortune as we show you how Agency 436 will get Tai Pei into the microwaves of Millennials all across the country.
Kung Pao Kenny: Up & Comer

Kenny is a 24-year-old living in a large city and working full time. He goes to the gym regularly and doesn’t own a car. He bikes to and from work, where he is casual yet professional, and uses public transportation and Lyft or Uber as needed. Kenny relies on online content written by trusted peers for a look at what’s going on in the world. He loves the memories he creates when attending events like Comic-Con.

Kenny is always on the move – going out with friends, watching his favorite team take on their rival, or enjoying nearby outdoor recreation on the weekends. With his busy lifestyle, Kenny eats out a lot and shops only as needed for the essentials. He does like to have some convenience foods on hand. Deep down Kenny knows he needs his vegetables, but he just can’t get around to cooking them in an appealing way.

Staying connected with his family and friends is important to Kenny and he spends considerable time on Facebook. This young Millennial participates in brand contests promoted through social media. Although he’s reluctant to admit it, advertisements he sees on TV do influence him to take action. Kenny tends to notice outdoor advertising. He likes to buy products that make him feel bold, powerful and sophisticated and he likes to be noticed for being different.

As a value-seeker, Kenny tends to price-compare and he feels satisfaction when he finds a great deal. He is loyal to popular brands that offer quality products and he likes it when brands attempt to engage with him in nontraditional ways. Kenny would rather purchase from brands that support his community, and he expects brands to give back to society.
Firecracker Fiona: Trendsetter

A freshman in college, Fiona’s friends describe her as the typical Millennial. She’s a social butterfly, constantly flitting from one social media platform to the next. She has lots of friends, and even more followers. Outside of her digital life, she’s often spotted at dances, football games and coffee shops. Even though she’s new on campus, everyone knows her. Her Twitter and Instagram followers keep an eye on her feed for the next big thing.

Fiona keeps her technology current, getting the newest iPhone as soon as it comes out. She loves watching beauty tutorials and keeps up to date on trends in cosmetics and fashion.

She’s even started a trend or two of her own. She knows her buying power and appreciates interesting and stimulating in-store communication.

Fiona enjoys trying cuisine from around the globe, and while she’s concerned with living a healthy lifestyle, she’s never met a caramel macchiato she didn’t like. She’ll just work it off at the gym tomorrow.

Sally is a married working mother of two elementary-age kids, and a close friend of Katy, Tai Pei’s original target audience. She lives in a growing suburb with lots of chain stores and she does most of the grocery shopping for the household.

Each week Sally writes a menu and shopping list, using online coupons to help create her list. She feels accomplished when she can make it through the week with just one trip to Walmart, her preferred one-stop shop for household goods and groceries. Sally is always on the lookout for a great deal – sales and discount offers regularly influence her purchase decisions.

Sally is active on Facebook and YouTube. She often shares her positive shopping and product experiences with her friends on social media. She frequently reads online reviews about items she is considering. She looks to her smartphone for tips and product recommendations when she is out shopping. The family enjoys the outdoors, tailgating at sports events, and going to the zoo or aquarium on her days off. She even fits in time to volunteer at her local food bank once a month.

While Sally prefers to feed her family fresh, healthy foods, once or twice a week she serves fast, convenient meals. This helps when she is shuttling the kids to and from their activities. Even when planning for these quick meals, she looks for ways to get her kids the veggies she knows they need.
GETTING OUT OF THE BOX

What makes Tai Pei a great food option for Millennials is its ability to solve their healthy mealtime dilemma. The brand’s signature Asian theme appeals to not only the target audience of Millennials 18 to 24, but also the higher range of 30-plus. This finding is supported by our primary qualitative research, which showed that the target market prefers to buy “foreign style” frozen cuisine, as it represents a “unique or different” experience. Whether grab and go or sit and dine, Tai Pei has a distinct meal solution our Millennial consumer can feel good about.

With a new look and new recipes, Tai Pei is ready to break out of the box...literally. At Agency 436 we know that the key to achieving our objectives lies in solid research that gives us a deeper understanding of the brand, the category, and the consumer. Both primary and secondary research methods were critical to our plan development.

The primary research we conducted included online surveys, intercept interviews and in-store research in several states. Gathering and synthesizing Simmons, AudienceScan, AdMall, and Nielsen data, along with industry articles, contributed greatly to our strategic planning to move Tai Pei from the freezer case into the microwaves of Millennials.
Industry data and articles provided a starting point for our research methodology. In addition to secondary sources, interviews and survey questionnaires provided the additional insights needed to develop our communication strategies and executions. Between the survey and intercept interviews, we reached nearly 350 consumers. Here’s what we learned about the marketing mix and our strategic triangle: the product, the target audience, and the competition.

**How do consumers use frozen foods?**
They prefer fresh ingredients, but when they do eat frozen, it is usually alone or when they are in a rush. Frozen food is purchased for convenience.

**Do consumers purchase frozen meals for lunch or for dinner?**
They generally purchase frozen meals for lunches, but when they do purchase for dinner it’s because they don’t cook fresh food in general.

**How important is nutritional information?**
They don’t expect great nutrition from frozen food, but they do feel better when the calories are lower. Price is more important than nutrition for some consumers.

**Do they like foreign style frozen meals?**
Yes! And Asian flavors are a favorite of consumers when it comes to frozen meals. One reason is that they like Asian food, but they don’t know how to cook it. So, they pick up frozen or takeout when they have a craving.

**How often do they eat Asian food?**
Occasionally - four or more times monthly.

**What is the first thing they think of when hearing Asian cuisine?**
The most common responses were: soy sauce, fried rice, orange chicken, potstickers, chopsticks, egg rolls, noodles and dumplings.

**What do they think about Tai Pei frozen foods?**
They think the packaging is interesting, but don’t love the taste. They like the product photos and eye-catching colors on the packaging. For a majority of our respondents, product/taste didn’t live up to the packaging promise.

**What Asian frozen food brands are most familiar?**
P.F. Chang’s and Ling Ling were most cited.
Throughout our research, we kept in mind the questions that Tai Pei challenged us to answer. The answers to these questions provided extensive Millennial insights – insights that drove everything from our creative strategy and promotions to our public relations initiative and media plan.

What is the relative importance and value of product benefits like convenience and cooking time, and of coupons and discount offers?

- Millennials value a deal whether in the form of coupons or loyalty rewards programs.
- While Millennials understand the importance of nutrition, many of them do not eat as healthy as they would like.

What is important to Millennials relative to food and meal choice?

- Flavors and ingredients linked to global cuisine are important to this target.
- They rarely eat three meals a day, are spontaneous about their choices and enjoy food in small doses with friends.

What is the purchase decision-making process for Millennials?

- Millennials’ purchase-making decisions are influenced by five people, whereas previous generations were only influenced by three people.
- They are three times more likely to reference social media when making a purchase.

What will make Millennials more interested in frozen food offerings and Asian food in general?

- Advertising that highlights the health benefits of the frozen food offering will appeal to Millennials.
- Millennials who sample are more likely to buy.
Strengths
- Complete meal in one serving
- Clean ingredients
- Infusion process enhances flavor
- Specialize in Asian flavors
- Asian cuisine is popular among Millennials
- Distinctive packaging

Weaknesses
- Negative image of frozen food in general
- Minimal social media presence
- Negative consumer feedback
- Static website
- Low brand awareness and engagement
- High sodium content

Opportunities
- Promotional offerings/events
- Revamp social media
- Millennials want meals to be social events
- Adventurous appeal
- Veggies enhanced by sauce
- Relevant holidays
- Cause marketing

Threats
- Crowded product category
- Poor shelf position
- Low visibility in glass cases
- Well-known competitors
- Loyalty to other brands
- The freezer aisle is cold

Competition

Large, real vegetables and a variety of entrées give Tai Pei an edge over competitors in a crowded market. However, Tai Pei currently sits at 11th place in the single serve frozen entrée category and third place in Asian single serve entrées. Its major competitors in the category are Lean Cuisine, Healthy Choice, Stouffer’s and Marie Callender’s.

The frozen food category is experiencing a flatline in sales, and things aren’t expected to change anytime soon. At-home food preparation services like Blue Apron, Plated and HelloFresh are quickly becoming a popular alternative to quick, at-home meals.

Several leading frozen food brands spearheaded a $90 million, three-year campaign starting in 2014 addressing the negative connotations and declining sales associated with frozen food. Starting in 2017, we intend to review and analyze the campaign’s potential impact to leverage our strategy.

Competitors are swiftly making adjustments. Lean Cuisine reported a 20 percent drop in revenue in two years prior to June 2015. An overhaul similar to what Tai Pei is undergoing is showing positive results. Lean Cuisine’s new packaging and focus on preservative-free, protein-rich food translated into a seven percent increase in sales. This shows consumers are ready to embrace healthier frozen food products.
In a world of cat people and dog people, of lovers and fighters, of yin and yang, Tai Pei has an option for Millennials, and here at Agency 436 we have the perfect option for you.

The Either Way, It’s Tai Pei creative platform embraces the dichotomy between the hectic grab-and-go lives of Millennials and their desire to sit down and have a wholesome meal.

This unique creative strategy will increase top-of-mind awareness and encourage trial of Tai Pei’s new line of products among our target audience. Our research revealed that many Millennials were altogether unacquainted with the brand. To address this low brand awareness challenge, we’ve developed a campaign that will engage and excite a large spectrum of Millennials, both those familiar and unfamiliar with the brand.

In the cluttered frozen entrée category, Tai Pei needs to position itself to stand out against the competition. We found that a key differentiator is the brand’s versatility. There are different ways to eat the product (from fancy and plated to quick and in the bowl) and different flavors for broad appeal. It can be enjoyed on different occasions (date night to a quick snack) with different eating utensils (forks to chopsticks).

The key creative insight for us is that Millennials come in all different shapes and sizes and cannot be put into one box. Our media mix and creative executions embrace this individuality by reaching our audience in their own environments. Whether on social media, music streaming services, couponing apps or traditional media, our strategy will find the mark. No matter their differences, food has a way of bringing people together. After all, it doesn’t matter if you’re in a rock band or the marching band, Either Way, It’s Tai Pei!
The spot begins in a couples counseling office. Kenny and Fiona are seated across from the counselor. The counselor tells the couple to describe their “first time.”

In her flashback, Kenny is nervous and awkward and can’t get the hang of it. The camera pulls back to show the couple eating Tai Pei and Kenny struggling to use chopsticks. Fiona hands him a fork, the flashback ends.

Kenny explains how he remembers their “first time” in a flashback. The flashback shows them close at Kenny’s apartment. He describes how smooth he was until Fiona cuts him off to explain how she remembers it.

The counselor asks if it was good for them. Kenny and Fiona both agree that either way, it was still good for them. The spot ends with a product shot and a motion graphic that says “Either Way, it’s Tai Pei.”
ANNCR: IT DOESN'T MATTER...

GIRL: (VO-DRAMATICALLY ROMANTIC, SFX-WEDDING MARCH UNDER) IF YOU'RE A NEWLYWED

GUY: (VO-SARCASTICALLY, SFX-RECORD SCRATCH UNDER) OR A NEVER-GONNA-BE-WED

ANNCR: WHETHER YOU'RE...

GIRL: (VO-SAD, UPSET) TOTALLY BUMMED ABOUT THAT MINUS

GUY: (VO-OVERLY EXCITED) OR SUPER STOKED ABOUT THAT MINUS

ANNCR: WHETHER YOU'RE...

GUY: (VO-LOUD VOICE TRAILS OFF, SFX-AIRPLANE FLYING UNDER) SEARCHING FOR ADVENTUUURREEEEEE

GIRL: (VO-FRUSTRATED, OUT OF BREATH, SFX-FAMILY ROOM NOISE UNDER) OR JUST SEARCHING FOR THE TV REMOTE

ANNCR: EITHER WAY, IT'S TAI PEI (SFX-MICROWAVE DING)
Because of the diverse media habits of Millennials, it is important to integrate a broad media mix for the Tai Pei message to reach them in the appropriate environments. Our research shows that brands that advertised on multiple media (5+ platforms) have reported an ROI 35 percent higher than those who only advertised on one medium.

As a secondary medium, we recommend outdoor/out-of-home advertising (billboards and bus shelters), placing a 25# showing in four to eight spot markets supporting our primary traditional medium of cable television. Studies show that 43 percent of Millennials ride public transit at least once a week, and they are receptive to out-of-home advertising.

Creative will continue to leverage the truly varied personalities that Millennials recognize within their demographic, or their “tribe,” driving home our strategy that no matter your personality type or lifestyle, Tai Pei enhances it with a healthy meal solution, Either Way, It’s Tai Pei!
In a world where technology is a daily part of life, social media is an integral part of any advertising campaign. Companies that use social media effectively reap benefits such as higher brand loyalty and humanization of the brand.

Our campaign uses several platforms that optimize consumer interaction and engagement. Our social media mix will increase brand awareness and alert target consumers about new products, events and promotions.

Facebook is the most popular social vehicle among both Millennials and working parents, with users spending an average of 40 minutes a day on the platform. This makes it an obvious choice for interacting with consumers.

Tai Pei has the most followers on Facebook, and we will build on this by taking things a step further. Posting consistently fun and relevant content and interactive opportunities will bolster the likability of the Tai Pei persona. Facebook will also direct followers to the brand’s Twitter and Instagram accounts.

A combination of organic and sponsored posts will reach our intended audience segments.

- 1.8 billion monthly active users
- 50 percent of 18-24 year-olds go on Facebook when they wake up
- Ages 25-34 are the most common demographic on Facebook

Twitter is a versatile platform that allows users to share and document their lives in real time, and 80 percent of Millennials access Twitter on their phones at least once a day.

The first campaign we will implement is a hashtag campaign using #EitherWayItsTaiPei. The purpose of this initiative is to promote brand awareness and engagement. This campaign allows content to be versatile and easily integrated into other social media platforms.

The second Twitter campaign will focus on growing followers. Tai Pei will tweet out a daily fortune to its followers. A gif of a fortune cookie cracking open and the little paper strip unrolling to reveal a fortune coupled with relevant hashtags will capture attention and keep the audience checking back for the latest fortunes. This strategy is sure to generate brand affinity and sharing.

- 15 percent of Millennial users access Twitter more than 10 times a day
- 60 percent of users say they tweet at least once a day

http://www.adfed.net/fortune-cookie-gif/   Password: TaiPei436
May 6 is National Frozen Food Day. On this date, Tai Pei will sponsor an interactive Snapchat lens. Snapchatters are known to play with a lens for 20 seconds before sending it to their friends.

The high number of views, level of interaction and great pass-along makes the one-day lens worth the investment. For example, Taco Bell’s Cinco de Mayo lens was viewed 224 million times in a single day.

- **2.8 billion Snaps are created every day**

- **37 percent of users are between the ages of 18 and 24**

Currently, Tai Pei only showcases its product on Instagram. Instead, the company needs to focus on the solutions it provides for consumers. Millennials don’t want to feel like they’re being advertised to on Instagram, and doing so in an obvious manner can be off-putting. We believe the company should post high-quality, authentic photos and repost ‘grams from fans. Consistent, relevant and authentic-feeling posts are a must. They will be accompanied by five to 10 relatable hashtags.

Tai Pei’s Instagram hashtags will encourage direct interaction by asking users to share photos with the hashtag #EitherWayItsTaiPei. We recommend the brand interact with as many of these posts as possible through comments, “likes” and re-grams.

This engagement will drive brand mentions and increase Tai Pei’s follower count.

- **4.2 percent engagement**

- **Users see ads on Instagram as less intrusive**

- **600 million monthly active users**

#EarlyBirdOrNightOwl

#TaiPeiTypeDay
Promotions

Food Truck

Our custom Tai Pei Truck will travel to four of our spot markets to represent the brand at events tailored to our ideal target demographic. We’ve selected unique and off-the-wall events that are already drawing in our consumers, and positioning the Tai Pei Truck at these events will result in directly hitting our primary and secondary target consumers. Millennials enjoy social gatherings like tailgating, so we will bring that experience to four popular events across America.

The Tai Pei Truck will hand out samples from the new product line to introduce experiences and flavors to attendees. In addition, Tai Pei freebies such as T-shirts, reusable, branded chopsticks and sunglasses will be distributed. These products will keep the brand in the mind of the consumer long after the event is over, associating the unique experience with Tai Pei.

Philadelphia: Rittenhouse Row Spring Festival (50,000 attendees)
Chicago: Country LakeShake (40,000 attendees)
Seattle: Night Ride (1,000 riders and 30,000 spectators)
Los Angeles: Comic Con (91,000 attendees)

Coupon Incentives

Our research shows that while Millennials like deals, they don’t like searching for them. We recommend Tai Pei team up with two popular coupon apps to offer an incentive for purchase. This will drive sales and increase repeat purchase. Whether you prefer RetailMeNot or Ibotta, it doesn’t matter, Either Way, It’s Tai Pei.

Ibotta provides the company with full consumer demographics including age, gender and location as well as information on basket size and product adjacency data. RetailMeNot offers similar analytics, tracking the coupon from the moment of discovery to redemption. These real-time insights and analytics allow us to carefully track the ROI of each of these discount incentive programs.
**Adventure Hunt**

We’ve developed an interactive promotion allowing Tai Pei to engage its experience-seeking target consumers in a search-and-discover online promotion. Participants will search for the 12 Zodiac signs of the Chinese calendar on Tai Pei’s Facebook page.

A new character will be posted twice a week for six weeks. Users who “like” all 12 characters on Facebook will be entered to win a free trip for themselves and a friend. The winner will choose between two different seven-day trips. An adventurous trip to Thailand features exciting excursions to ancient cities and up-close and personal experiences with elephants. The alternative trip, to Montego Bay, Jamaica will give the winner a chance to kick back and relax at a beautiful beachside resort for the week. It doesn’t matter if you’re an avid adventure seeker or a pro at the art of relaxation, Either Way, It’s Va-cay!

This contest will take place on Facebook, and will be promoted on Instagram and Twitter. This promotion and the social media channels we’ve selected will generate thousands of impressions and post engagements while driving repeat traffic to Tai Pei’s digital media.

**Point-of-Purchase Displays**

Colorful suction cup holders directly on the glass freezer doors will hold branded chopsticks and small forks, tying into our campaign theme. It doesn’t matter if you’re a fork or a chopsticks kinda person, Either Way, It’s Tai Pei.

Floor talkers will help direct shoppers to the correct section of the freezer aisle. These eye-catching point-of-purchase tactics will draw consumers to the product. Since entrées and appetizers may be in different parts of the freezer section, we recommend placing two of each in every Albertsons, Target and Walmart, the top three grocery stores in our spot markets.

**Parade Dragon**

Tai Pei will make an appearance in the iconic Macy’s Thanksgiving Day Parade with a float that will get people talking about the brand. As many as 54 million people view this event either on TV or in person. With its large number of relevant viewers, this event will drive brand awareness, interest and trial of Tai Pei products. It will achieve these results by involving the brand in an unexpected environment with an advertising vehicle our competitors aren’t using.
Good corporate citizenship is a vital part of brand loyalty for Millennials. Agency 436 recommends partnering with especially relevant and effective organizations in our spot markets to help provide healthy food for people who don’t have access to it. We will brand this effort, "Pei It Forward."

The Pei It Forward initiative will involve working with not-for-profit groups that focus on environmental stewardship in the form of neighborhood gardening and supplying communities with nutritious food. In return for our sponsorships, Tai Pei’s message will be presented in a variety of ways, including on branded items provided for volunteers and workers at the events. This will visibly connect Tai Pei with high-profile organizations that are feeding the hungry in their own communities, giving Tai Pei the opportunity to Pei It Forward.

We will generate awareness of Tai Pei’s connection to these organizations with earned media coverage in our spot markets through smart public relations planning. We will coordinate PR launches in each market and promote the events and organizations on Tai Pei’s social media platforms, boosting community participation and highlighting the Pei It Forward initiative. Whether our target audience gets out and volunteers with Tai Pei or just appreciates Tai Pei’s commitment to their community, Either Way, It’s Tai Pei!

Tai Pei employees can Pei It Forward, too. At Agency 436 we know that connecting with our internal audience is just as important as the external audience. With this perspective, we encourage Tai Pei to create a volunteer initiative for employees to get involved in similar programs in their own communities. Every year, employees will be encouraged to volunteer without having to take vacation time. Tai Pei will supply employees with a list of organizations in their community that align with the ideals of the Pei It Forward initiative and provide a Pei It Forward T-shirt to be worn while volunteering. This will be a powerful opportunity for employees to become involved with organizations that need help, while building stronger community connections with Tai Pei employees and the brand. With enough employees working in a coordinated manner, positive earned media coverage can be realized for these events as well.
Grow NYC is a community gardening program that lends tools and supplies plant materials, garden furniture and technical expertise to groups whose main goal is to keep the environment clean. Grow Trucks serve 150 neighborhood projects around New York City every year in the areas that need it most.

Grow Trucks with the Pei It Forward logo will be seen around the Big Apple. Grow NYC sponsorship also includes promotions at Greenmarkets, highlights on their website, newsletters and social media outlets, listings in print and online annual reports, visibility at special events, staff volunteer workdays, and free and favorable press coverage.

In addition to the sponsorship, we recommend supplying the Grow NYC workers with gardening aprons branded with the Pei It Forward message that they can use while working in the gardens.

The Food Trust holds the largest outdoor markets in Philadelphia. It works in neighborhoods and schools that lack access to healthy food, and accept food stamps for fresh produce.

We recommend a sponsorship at the Presenting Sponsor level with brand visibility at 22 markets each week. This brand visibility will include the Pei It Forward logo on multiple headline banners, opportunities to hang promotional banners, logos on marketing materials and the opportunity to provide potential customers with co-branded giveaway items such as reusable shopping bags and T-shirts.

In addition to sponsor recognition at the markets across the city and mentions in regular media releases, Tai Pei representatives will have the opportunity to speak at events and receive recognition in the weekly farmers’ market e-newsletter, Fresh Times. Tai Pei will also have mentions on the Food Trust’s website and social media outlets.

In Dallas, the annual No Kid Hungry Dinner fundraiser for Share Our Strength’s No Kid Hungry campaign combats childhood hunger. With a sponsorship at the School Meal Heroes level the Pei It Forward name and logo will appear in all media releases as well as a full-page ad in the printed event program. Formal recognition during the event is also included.

Support at this level will help two schools launch an in-classroom breakfast program, which will be acknowledged and promoted through Tai Pei’s various social media platforms.

The Food Rescue project delivers surplus food from grocery stores to low-income families and neighborhoods in Denver. The deliveries are taken by people on bicycles pulling trailers with fresh fruits and vegetables that may not be available in traditional food banks.

Sponsors are highlighted in the organization’s social media platforms and the Pei It Forward logo will be on 36 eye-catching trailers traveling throughout Denver’s urban core.

In addition to the sponsorship, we recommend supplying the Grow NYC workers with gardening aprons branded with the Pei It Forward message that they can use while working in the gardens.
Oodels of Noodles

Media Strategy

A great campaign encompasses more than just great creative. At Agency 436, we know it takes a strong media plan to propel that creative into the minds of the consumer. This campaign for Tai Pei Frozen Foods dedicates 90 percent of the $15 million budget and 80 percent of the $10 million budget to talking to our audience (right media, right place, right time). With eight key spot markets that hit metropolitan areas high in Millennial population, Tai Pei’s brand and messaging will be recognized nationwide through television, digital media, out-of-home, company outreach and couponing websites.

With our fully integrated marketing campaign, Tai Pei will stand out in the mind of consumers through our consistent stream of content on Facebook, Instagram, Twitter and YouTube. We will utilize spot market cable television, Hulu slates, video commercials and YouTube advertising to catch Millennials online. Out-of-home advertising will reach them on the go. Our interactive promotions and dedicated public relations objectives will show our target consumers why Tai Pei’s brand loyalty is so much more than simply heating and eating a meal.

Media Mix

Our media mix includes vehicles such as spot cable television, Internet radio, social and digital media, out-of-home and sponsored digital content.

Media Objectives

- Reach Millennials where they are most — TV, outdoor, social, and digital media.
- Drive trial through peaked interest in the brand and the flavors.
- Engage with our target audience through corporate outreach programs and entertaining promotions across the country.
- Accomplish a reach/frequency of 70%/20x during pinnacle moments during the campaign.

Spot Markets

- **New York City**
  - 6.5% of U.S. Cable T.V. Market
  - 36% of the population is Millennials
- **Los Angeles**
  - 4.8% of U.S. Cable T.V. Market
  - 30% population is Millennials
- **Chicago**
  - 3% of the U.S. Cable T.V. Market
  - 30.3% population is Millennials
- **Philadelphia**
  - 2.6% of the U.S. Cable T.V. Market
  - 31% population is Millennials
- **Dallas**
  - 2.3% of U.S. Cable T.V. Market
  - 27% of population is Millennials
- **Miami**
  - 1.5% of the U.S. Cable T.V. Market
  - 25.5% of population is Millennials
- **Seattle**
  - 1.58% of the U.S. Cable T.V. Market
  - 35% of population is Millennials
- **Denver**
  - 1.3% of the U.S. Cable T.V. Market
  - 31% of population is Millennials
The hyperlocal digital advertising option uses GPS coordinates to target a specific location, narrowed down to 100 yards if desired. Customers in the target areas will be served advertising content on their mobile devices.

Since Millennials check their smartphones an average of 45 times per day, we will have ads served to them once they enter the pin-pointed areas — parking lots of grocery stores carrying Tai Pei — while using their smartphones or tablets. They will see discount advertisements for Tai Pei appear in an app or mobile website.

Digital advertisements will appear in the following locations in addition to all college campuses in our spot markets:

### Grocery Stores

- Albertsons
- Target
- Publix
- Jewel-Osco
- Safeway

### Events

- Denver Food Rescue: 300,000 attendees
- Philadelphia Food Trust: 459,000 attendees
- Dallas No Kid Hungry Dinner: 58,000 attendees
- New York Grow Truck: 1,300,000 attendees
- Philadelphia Rittenhouse Row Spring Festival: 50,000 attendees
- Chicago Country LakeShake: 40,000 attendees
- Seattle Night Ride: 31,000 attendees
- Los Angeles Comic-Con: 91,000 attendees
Sponsored Digital Media

Buzzfeed
As a popular content sharing website, Buzzfeed acts as the perfect platform to engage with Millennials in fun and different ways. Using entertaining articles, quizzes and videos, Buzzfeed will help the Tai Pei brand branch out to even more of the target audience.

- Over 200 million visitors
- 6 different YouTube channels
- 19 million YouTube subscribers
- 4.83 million followers on Twitter
- 9.6 million Facebook likes
- 2.5 millions followers on Instagram

Mashable
Similar to Buzzfeed, Mashable provides articles and videos on entertainment, technology, business, the world and more.

- 45 million monthly visitors
- 453,000 YouTube subscribers
- 5.3 million likes on Facebook
- 8.5 million followers on Twitter
- 437,000 followers on Instagram

Upworthy
Upworthy provides share-worthy content about being well, culture, breakthroughs, real life and conversation.

- 20 million monthly visitors
- 160,000 YouTube subscribers
- 10.9 million likes on Facebook
- 536,000 followers on Twitter
- 193,000 followers on Instagram
With an expanding brand, we will utilize advertising through YouTube videos to showcase Tai Pei with 30 second television commercials.

- 1 billion monthly active users
- 72 percent will pay for higher quality on most products
- YouTube reaches more Millennials than any cable network in the United States
- 81 percent of Millennials use YouTube

On Hulu, we will utilize two forms of their offered advertising for Tai Pei: Slates and Commercials. A Slate will include Tai Pei’s brand logo for five to seven seconds on an animated screen with a standard “presented by” intro text and Hulu-provided male or female voiceover. Slates last 10 business days upon receipt of the asset. Commercials include insertion of Tai Pei’s 30 second television commercials into one of Hulu’s standard long-form content commercial breaks.

- 12 million active users
- 37 percent of U.S. Millennials use Hulu
# Media Flowchart

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*Facebook, Instagram, and Twitter are 6 months paid and 6 months organic. Billboards and bus shelters in the 10 million budget will only be in 4 spot markets.
# BUDGET

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<th>Medium</th>
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*Agency compensation is derived from both production fees and media commissions. All outside services are passed-through at net cost to client.
BOWL WITH A GOAL

We are in a creative business, a business of ideas. However, ideas alone are not enough. Even the best ideas are nothing without strategy and good execution. We have created a campaign that will build brand awareness among Millennials, increase trial, and ultimately develop loyalty to the Tai Pei brand over other frozen food offerings. We will do this by focusing 90 percent of the $15 million budget and 80 percent of the $10 million budget where it matters most, in talking to the target audience through a strategically balanced media mix.

At Agency 436 we welcome accountability. We are confident that by accomplishing our objectives, we will grow Tai Pei retail sales by three percent among Millennials in our spot markets. To monitor the success of the effort, we will use multiple metrics of performance to let the agency, and Tai Pei, know if adjustments are needed during the year-long campaign.

We will actively seek feedback from our consumers, as well as assess brand engagement and event participation. Our evaluation plan will report on quarterly measures of quantified results from electronic media and sales reports (passive data collection of digital traffic, click-through rates of banner ads, and client sales-income reports), as well as interim and final survey administration. In-depth social media analytics will track post engagements across all platforms, while data provided by RetailMeNot and Ibotta will provide insight on consumer demographics, redemption rates and product adjacency.

We have developed a creative strategy that honors the differences among our target audience members. We have shown Tai Pei the most effective ways to reach Millennials while highlighting product benefits. Our metrics of performance will prove it.

So, whether you love a clever creative strategy or an aggressive media plan, Either Way, It’s Agency 436!

Either Way, it’s TAI PEI
INGREDIENTS

AdMall
Adweek.com
Awgadvertising.com
Affirm.com
Alibaba.com
Alstonink.com
AudienceScan
Billboard.com
Blog.techimpact.org
Bloomberg.com
Business.com
Business2community.com
Businessinsider.com
Buzzfeed.com/advertise
Cascade.org
Citylab.com
Earlmich.com
Cityofchicago.org
Denverfoodrescue.org
Ebates.com
Expandedramblings.com
Expedia.com
Facebook.com/TaiPeiAsianFood
Flickr.com
Foodbusinessnews.net
Fooddivecom
Foodinsight.org
Foodtruckempire.com
Thefoodtrust.org
Forbes.com
Gigaom.com
Grownyc.org
Guided-selling.org
Ibotta.com
Ignitevisibility.com
Inc.com
Infoscout.co
Interbrand Design Forum
Kingcounty.gov
Lakeshakefestival.com
Luxevoyageasia.com
Millennialmarketing.com
The Nielsen Company
Nokidhungry.org
Progressivegrocer.com
Publichealth.lacounty.gov
Refrigeratedfrozenfood.com
Retailmenot.com
Rhysspoor.com
Rittenhouserow.org
Simmons Market Research Bureau
Stanleeslacomiccon.com
Statista.com
Stock.adobe.com
Supermarketnews.com
Tai Pei RFP Case Study
Taipeifood.com
Trendingallday.com
The Nielsen Company
V12data.com
Wallaroomedia.com
Zephoria.com