



MUST BE MAGIC

Shelby Holmes	Account Manager
Teddy Crimmins	Account Planner
Jennifer Becan	Art Director
Charlie Haskell	Copywriter
Michael Vu	Media Buyer



Table of Contents

Executive Summary	03
Objective / Challenge	05
Research - Incl. Target Market	06
Research - Secondary	10
Creative	16
Evaluation	24



Executive Summary

Objective

This campaign focuses on how Tai Pei can increase their sales and awareness among millennials. Our goal is to increase sales by 6% from May 2017 – December 2017. Once our team discovers any relevant findings to Tai Pei or frozen food, we can take that information to better target young adults.

Research

Our team conducted two sections of research consisting of, Consumer Data and Industry Data. For our primary research and consumer data, we conducted an online survey of 20 questions with a total of 311 respondents. For our Industry data and secondary research, we held a blind taste-test focus group for 7 people. Based on the feedback from our survey and focus group, we believe we have the necessary tools to increase sales and awareness of Tai Pei.

Target Profile

Our target market consists of college-aged millennials between the ages of 18-25. With most of this profile being college students with hourly wage jobs, we will not apply the household income. These college students are busy. They have long days, filled with a full-time class schedule, jobs, significant others, memberships, you name it. These guys can hardly squeeze in time to eat, much less cook. If these students are in a hurry, it's common for them to grab the frozen food that looks the best, since it's convenient.

Findings

For the consumer data, we found that most of our respondents are often in a hurry and want the best quality possible for the cheapest price. We also found that most guys in our target market aren't as health conscience as the women.

For the industry data, we found that not many people have heard of Tai Pei, but once they tried it, they would be willing to purchase again. Most people had heard of other frozen foods but not Tai Pei

Creative Strategy

We plan to reach our target market and generate awareness by starting a "food truck tour." This tour will have a Tai Pei food truck travel across the United States to bar strips in large college towns. After a long night of drinking when everything is closed down, our target wants quality tasting food and they want it fast. We want this experience to be a fun, and attention grabbing event that will leave a lasting impression of Tai Pei in our target markets mind. Before the launch of the tour, we plan to roll out a web series based on the legend of Tai Pei. This will start catching people's attention, that way when the food truck reaches their city, they're eager to go out and try it. With the web series will be accompanied by a social media campaign, allowing people to post updates and photos of their Tai Pei experience using the hashtag, #TaiPeifast. Throughout our digital and ambient campaign, we will also be featuring different radio ads for websites such as Hulu or Spotify.

Media

As mentioned in our creative strategy, we propose using the hashtag #TaiPeifast as a promotional and interactive campaign through Facebook, Instagram, Snapchat, and Twitter. There will also be a web series of videos on each of these social platforms, as well as radio ads for digital streaming hosts. With most of our target market being millennials, we wanted to stick with everything being digital to be able to directly target them in a more efficient manner.

Evaluation

In order to track the success of the campaign, we will monitor it by tracking through social media and digital, the outcome of our testing sites, and ROI. By testing once a month throughout the campaign, we expect to see substantial increases in sales surrounding major college campuses.



Objective / Challenge

Our objective is to raise overall sales of Tai Pei by **6%** between May 2017 – December 2017.

Research

INCL. Target Market

First, we conducted an online survey as well as a focus group to gather primary data about our consumers and their habits.

We received **311** responses to our survey and here is what we found:

- The majority of millennials shop from **4-10pm**
- The majority of millennials shop for groceries at least **twice** a week
- The most popular day for millennial grocery shopping is **Sunday** (followed by Saturday, then Monday)
- Millennials consider **price** to be the most important factor when purchasing frozen foods
- More millennials, than any other demographic, had heard of Tai Pei (46%)
- Millennials also held the largest percentage for already having tried Tai Pei (20%)
- Millennials say that they would be most likely to try Tai Pei as an **impulse buy**, or if **new flavors** were offered

Information about our respondents:

Gender:

- Female - 239 (77%)
- Male - 72 (23%)

Age:

- 18-24 - 96 (30%)
- 25-34 - 36 (12%)
- 35-50 - 118 (38%)
- 50+ - 61 (20%)

Race/Ethnicity:

- Black or African American - 1%
- Asian/Pacific Islander - 2%
- White/Caucasian - 82%
- Hispanic - 8%
- American Indian or Alaskan Native - 1%
- Multiple Ethnicity - 3%
- Other - 2%

Household income

- The majority of our respondents (70%) answered with >\$50,000.

Focus Group:

Then, we conducted a blind taste test focus group using Tai Pei and other known Asian cuisines.

This is what we found:

- Older ladies emphasize on it being more of an impulsive buy, something that will taste good and can be made quickly.
- Older men didn't care how cheap Tai Pei was, they'd rather look at the health factors and pay more IF they have to purchase frozen food
- Younger males tend to prefer taste and price over brand recognition, they don't particularly pay attention to the ingredients as much as the younger females do.
- One college aged female noted the freshness of the vegetables in the meal, noting they seemed more fresh than the other brands that included veggies and rice.
- Convenience is the overall theme for buying frozen foods.
- Frozen meals and snacks are usually an impulse buy.
- Respondents thought Tai Pei had a more genuine Asian taste than the other brands used.
- Younger college guys don't care about health factors like the older males do.
- College guys would eat it again because it's cheap and "not the worst thing they've ever tasted."
- College females weren't fond of the idea of eating it again unless it was an impulse buy.



Meet Jason

Jason Tray, a 21-year-old African American and sophomore in college, is a fan of sports on the field and on the screen. He is always on the go between classes, his part-time job, and his “crew.” He doesn’t have time to cook himself quality meals and doesn’t have the money to go out to eat all the time. When he is not throwing his football with his friends, he works on getting to know his female co-eds and planning what weekend party to go. Jason could not live without his phone, and has a habit of tweeting during class. He is very vocal. He loves to discover new things whether if it’s a new game or a new restaurant down the street. He strives for authenticity in all things: relationships, education and even his food.

Research

Secondary

Company Analysis

Tai Pei first began in 1996 when their frozen, Asian style foods were brought into view by VIP foods. The first frozen entree was Sweet & Sour Chicken and it was packaged in a to-go style box to mimic the experience of Chinese takeout. Tai Pei has grown from one entree to over a dozen varieties. The Tai Pei brand is owned by Ajinomoto Windsor, Inc., and is one of several brands in its portfolio. Tai Pei is a national grocery and mass merchandiser brand, offering an extensive line of Asian single serve frozen entrees, snacks and appetizers.

Rooted in Chinese cuisine, Tai Pei has a range of familiar and approachable restaurant inspired Asian dishes including General Tso's Chicken, Beef and Broccoli, Chicken Chow Mein and Chicken Fried



Rice In 2017, the product line will be reformulated with greatly improved flavor and ingredients. All Tai Pei products will be free of preservatives, artificial colors and flavors.

Newly designed and easy to use packaging will also be featured in the restage of this product line. Tai Pei is positioned as “frozen Asian food brand (in Single Serve Entrees) delivering a full range of great tasting, Asian dishes made with real, clean ingredients at an unmatched value. We are the Asian experts, delivering exceptional choice and flavor, at an affordable price.”

Tai Pei is now part of the Ajinomoto Windsor family (as of 2014) and benefits from the organization’s focus on innovation, technology and creating products that allow consumers to live better lives.

Sector Analysis

Millennials are always on the go and looking for the best bang for their buck while still satisfying their taste buds. So much, that “frozen meal household penetration is still strong at 73%” (Tai Pei Case Study). This means that nearly $\frac{3}{4}$ of American households purchase frozen meals. Additionally, US product shipments of frozen specialty foods is valued at \$19.61 billion (crossroadstoday.com) **The problem doesn't lay in American's awareness or need for frozen products, but in their awareness and perception of Tai Pei.** What we want to do is to illuminate the benefits and convenience of the products that Tai Pei has to offer.

Tai Pei's competitors in the frozen food category include Lean Cuisine, Stouffers, Marie Callender's, Healthy Choice, Weight Watchers Smart Ones, Bird's Eye, PF Changs Home Menu, Innovasian, and Pagoda Express. However, they also find competitors among Chinese restaurants, buffets, take-out and fast food places like Pei Wei and Panda Express.

Tai Pei sales are currently being affected by several different factors. For one, there is a sluggish growth in frozen foods. The frozen category is “showing flat or declining sales and is projected to continue to be flat or decline” (Tai Pei Case Study). However, even with the decline, as we previously mentioned, “frozen meal household penetration is still strong at 73%” (Tai Pei Case Study).

Certain factors do drive frozen food sales though. Things like ease and convenience, versatility, low price, and deals make frozen foods like Tai Pei more appealing. In addition to this, most consumers state they would consider purchasing frozen foods if they had “nutrition claims, natural or organic ingredients, high protein, whole grain, high quality gourmet ingredients, and were gluten and dairy free” (Tai Pei Case Study). Consumers place a high importance on health benefits and concerns.

Environmental Factors

A major and obvious environmental factor that drives Tai Pei's sales is the consumer's need for **convenience**. This is especially true among millennials, who are always on-the-go from part-time jobs, to school, and social activities. As long as people are in need of easy and convenient meals, frozen foods will continue to sell.

Unfortunately, there are also many factors that negatively affect Tai Pei's sales. According to the Tai Pei Case Study, there is currently a trend for purity and simplicity in the food and drink market. It will continue to be a trend over the next few years. There is also a trend of authenticity in the food market, as consumers “have grown weary of being told what they want” (Tai Pei Case Study). Both of these trends point to consumer's need for open and pure brands. These are generally not traits assigned to frozen foods.

Along with these trends, there is also the current health craze that values organic and natural products. This is especially prevalent and valued among millennials.

As frozen and Chinese food isn't generally thought of as "healthy," this undoubtedly negatively affects Tai Pei's sales.

Another trend that Tai Pei must acknowledge is a sharing society. "Most peer to peer recommendations are based on experience," (Tai Pei Case Study) and consumers would rather get endorsements from friends or peers than from advertising or marketing driven messages. In 2006 less than 10% of people created and shared content online. Now that figure is at 77% (Tai Pei Case Study). According to our survey (see below), most consumers have never tried Tai Pei; therefore, most consumers wouldn't be able to recommend Tai Pei to a friend. This trend currently has a negative effect on Tai Pei's sales, but could be used to their advantage through things like sampling booths at grocery stores, that would get more people to try it.

Current Users

The current target market that is buying the Tai Pei frozen products are for families with an HHI of \$60,000. The family usually is a smaller one with one or two children at most, with the husband working to support the family and the mother staying at home to support the kids. There is a bit of a gender bias especially with a younger crowd since males are less inclined to view nutritional facts and just on convenience and taste. They live in a house, and gets most of their advertisements from cable TV. In the current campaign, our goal is to aim towards another target market of males ages 17-25. Especially when it comes to frozen Chinese food, HHI does not really factor much as people who want to buy Tai Pei can be either a broke college student or a middle class family. With the new information for the new target market, we can increase attention and sales with Tai Pei products and their new line of products.

Geographical Emphasis

We do not have a geographical emphasis on our product. There is no specific location where Chinese food is more or less prominent, as it has been Americanized and is now a common dish within U.S. culture.

Seasonality

Frozen food and Chinese food do not necessarily have a season. Therefore, our campaign will not focus on a particular time of the year.

Purchase Cycle

Tai Pei's products have a short purchase cycle because consumers do not spend a long amount of time deciding whether or not to buy one frozen meal or the other. Their products are often impulse buys or situational purchases that don't require a lot of research beforehand.

Creative Requirements

We will incorporate Tai Pei's logo as well as the brand's colors: red, black and gold. We'll stick to fonts that are simple or nearly identical to the ones on their website.

Perceptual Map



Competitive Media

In this grid we take a look at the number of followers Tai Pei and its competitors have on different media. Following, we provide an analysis.

Competitor	Facebook	Twitter	Instagram
Amy's	307,803	2,853	14,900
Birds Eye	840,866	15,100	NA
El Monterey	236,241	1,199	217
Healthy Choice	478,902	13,500	1,126
Innovasian	17,418	170	NA
Lean Cuisine	575,121	10,100	3,154
Lemon Grass Kitchen	1,099	NA	NA
Marie Callendar's	36,345	NA	NA
PF Chang's	897,097	10,200	NA
Stouffer's	850,683	65,455	1,070
Tai Pei	122,410	903	NA

Social Media Analysis

Tai Pei's social media is pretty good. They're consistent with their posts and their accounts are aesthetically pleasing.



Facebook

Tai Pei's Facebook account was nicer than we expected. They could probably tailor their posts more to their target audience though, and share more content that would interest their target audience. After looking at two of their big competitors, Lean Cuisine and Marie Callender's, Facebook pages, it seems that most frozen food competitors post the same type of content. They show incredibly nice looking meals that had supposedly just been cooked in the microwave. While the posts make the food look nice, they won't interest or attract new followers. Tai Pei could be the first to break from this pattern and do something different with their social media.



Twitter

Tai Pei's Twitter is okay. They share pretty much the same posts that they do on Facebook. They could benefit from sharing more content that would interest their target audience (like with Facebook). Their big competitors, Marie Callender's and Lean Cuisine, post the same type of tweets. However, Marie Callender's makes a much better effort to interact with their followers. They retweet and reply to others' tweets. Tai Pei could benefit from interacting with its audience more in this way.



Instagram

Tai Pei doesn't have an Instagram. However, neither does most of their competition. Lean Cuisine has a nice Instagram with a decent amount of followers, but they really just post the same content that they do to Facebook and Twitter. Marie Callender's doesn't have an Instagram. Tai Pei could really capture people's attention by being the first in their category to use it well.



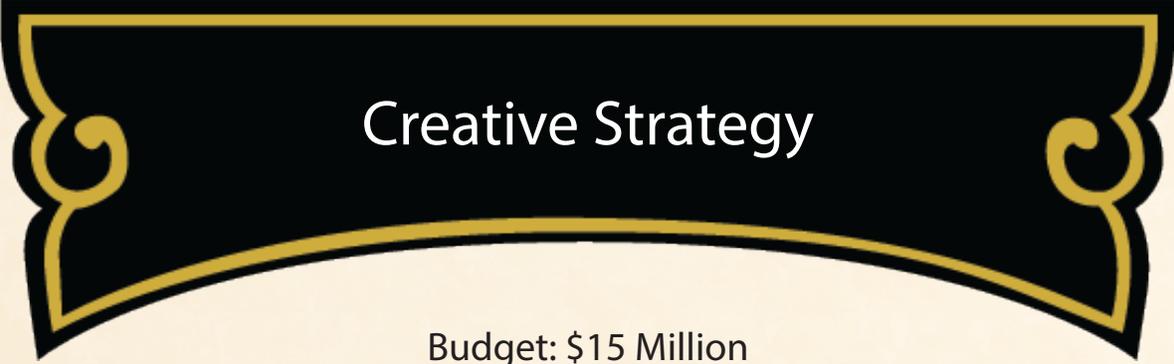
Traditional Media

As far as traditional media goes, Tai Pei really only does television commercials. Their commercials have are somewhat odd, and their tagline in the spots is "discover good fortune in your grocer's freezer." They were clearly made on a small budget, and only feature the product. Other frozen food competitors seem to have better commercials, but none of them are incredibly memorable. Marie Callender's commercials really emphasize a home-cooked taste, and they're probably the most memorable in the category. Tai Pei should take a note from this brand.

From all of our research...

we determined that a strategy focusing on **convenience** would be best for Tai Pei. Continue to see our campaign:

Tai Pei: MUST BE MAGIC



Creative Strategy

Budget: \$15 Million

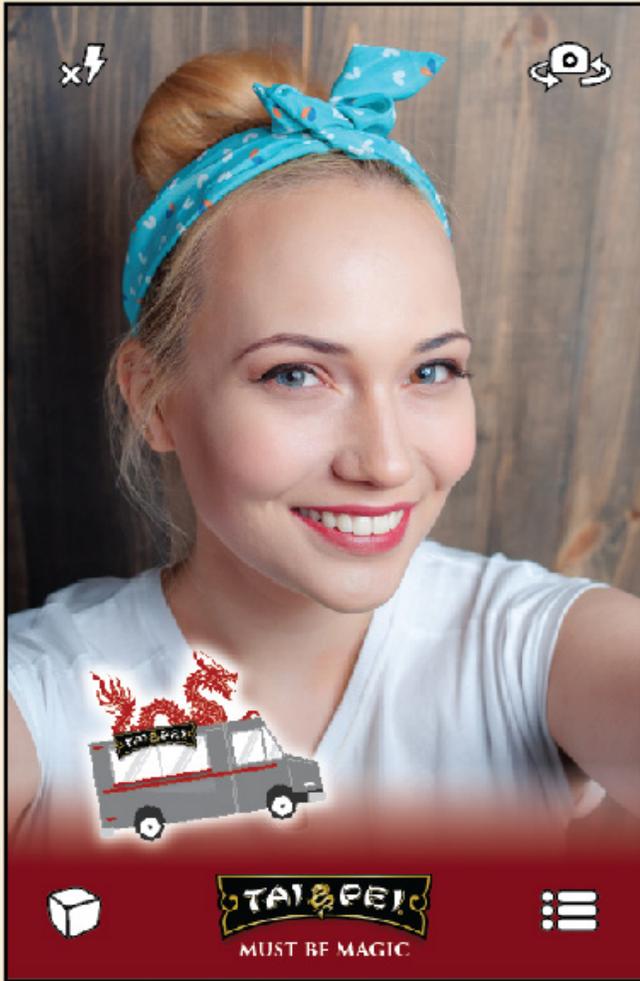
Our Idea:

We knew a campaign for Tai Pei had to focus on convenience, but we wanted to make it a little more fun. To do this, we wanted to make it seem as if Tai Pei could only be so convenient through magic. Hence, Tai Pei: Must be Magic. To tap in to the magic of Tai Pei, we created the characters Tai and Pei, two dragons who are always on the go and love the frozen asain food. Our creative strategy revolves around them, and how they showcase the convenience of Tai Pei.

Digital: 50%

- Web series featuring the characters Tai and Pei in college.

- Before videos and shows start on YouTube, Hulu and some videos on Amazon Prime.
- Targeted ads on social media platforms as followed:
 1. Video ads
 2. Featured ads on Instagram, Facebook, Twitter.
 3. Possibly hire a social media manager to post, tweet and keep track of trends and themes in popular culture.
 4. A sponsored filter with the theme of Tai Pei on Snapchat
 5. Promote challenges to get the target market engaged



Tai Pei Frozen Asian Food
Yesterday at 2:55pm · 🌐

Finals are crazy, we know. For the days when it seems like you have no time to eat, Tai and Pei have you covered. #MustBeMagic

Like · Comment · Share

👍 102 people like this.

↪️ 7 shares

👤 Write a comment ... 📷 😊



 **Tai Pei Asian Food** @TaiPeiAsianFood ⚙️ Following

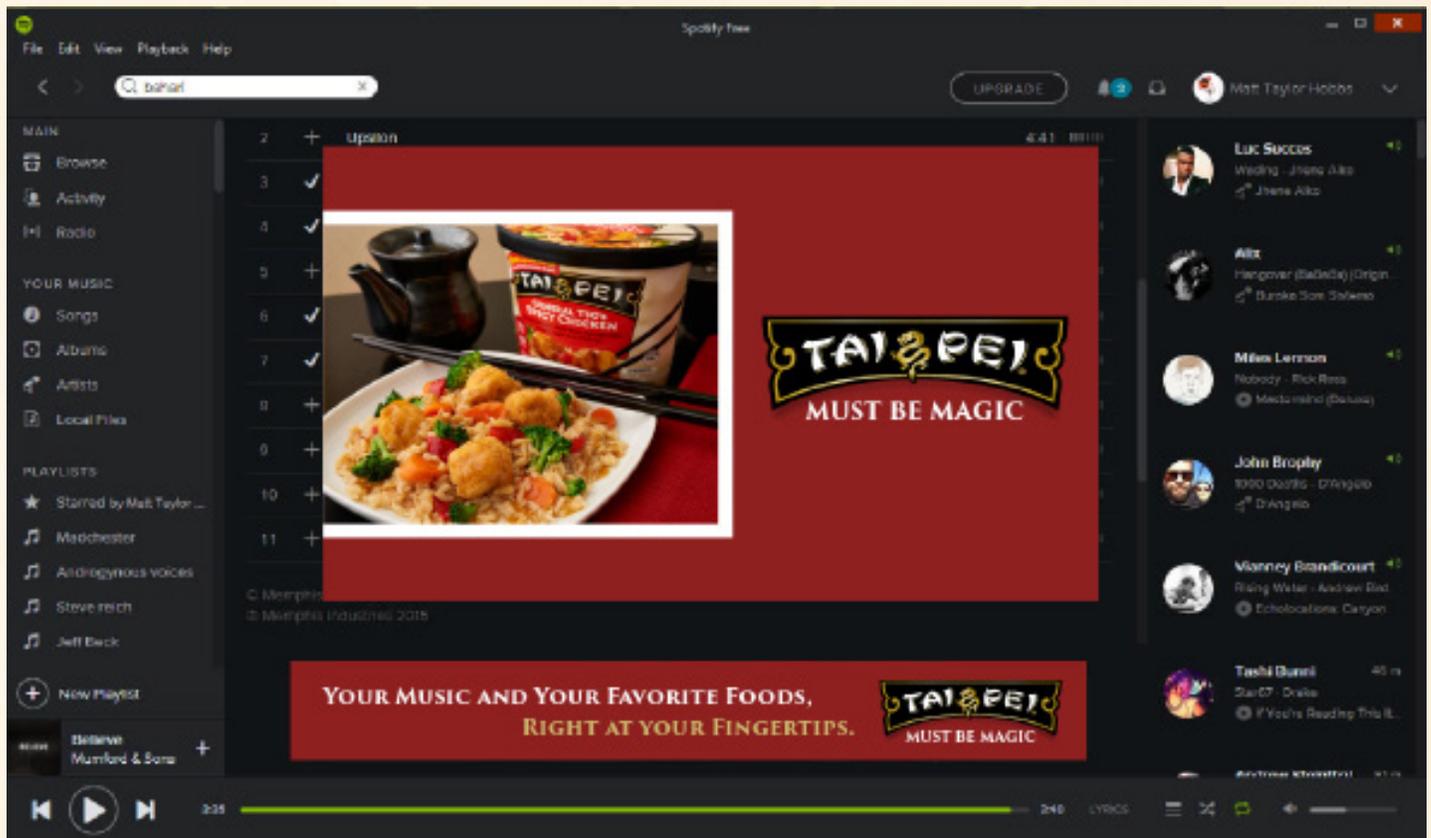
A new episode of **The Adventures of Tai and Pei** is available now! Check it out on taipeifood.com #MustBeMagic

👤 🔄 ⭐ 👤 ⋮

2:48 PM - 6 May 2015

Music Platforms: 20%

- Banner-ads for Spotify and Pandora



Television: 15%

- 45-second to 30-second advertisements to the target market specifically on Adult Swim, FX Network, and Comedy Central.

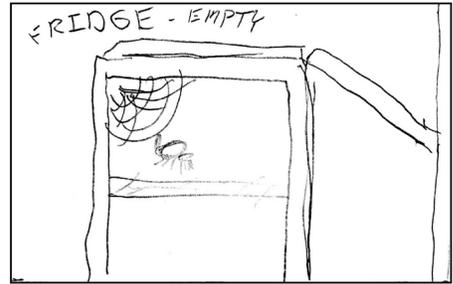


INT. DORM ROOM - MORNING, MAYBE AFTERNOON

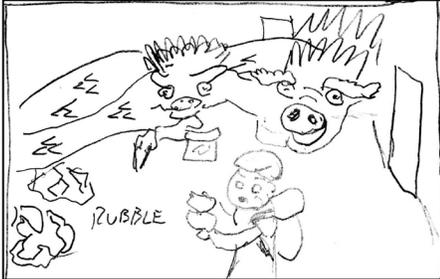
We open up to STUDENT 1, he's just waking up probably from a long night of "studying." He looks up at the alarm clock and it zooms in on it to see that it's noon.



STUDENT 1 flops out of bed, hastily prepares for his day, while his roommate, STUDENT 2 walks in, glances at him with content and walks to the bathroom.



Student 1 looks into the fridge. There's nothing to eat.



Suddenly, a voice appears out of nowhere.
TAI-Need something quick and delicious?
PEI-He seems to be in dire need for TAI PEI.
The two dragons fly crashing into everything in sight, knocking down shelves, chairs, pets and just causing a whole bunch of mayhem. Handing STUDENT 1 a bowl of TAI PEI. He then eats.



#MUSTBEMAGIC



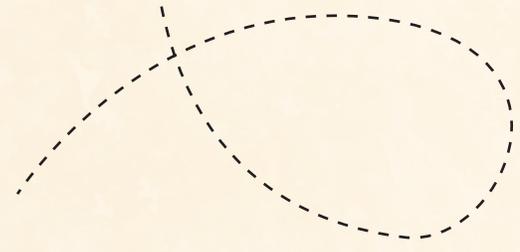
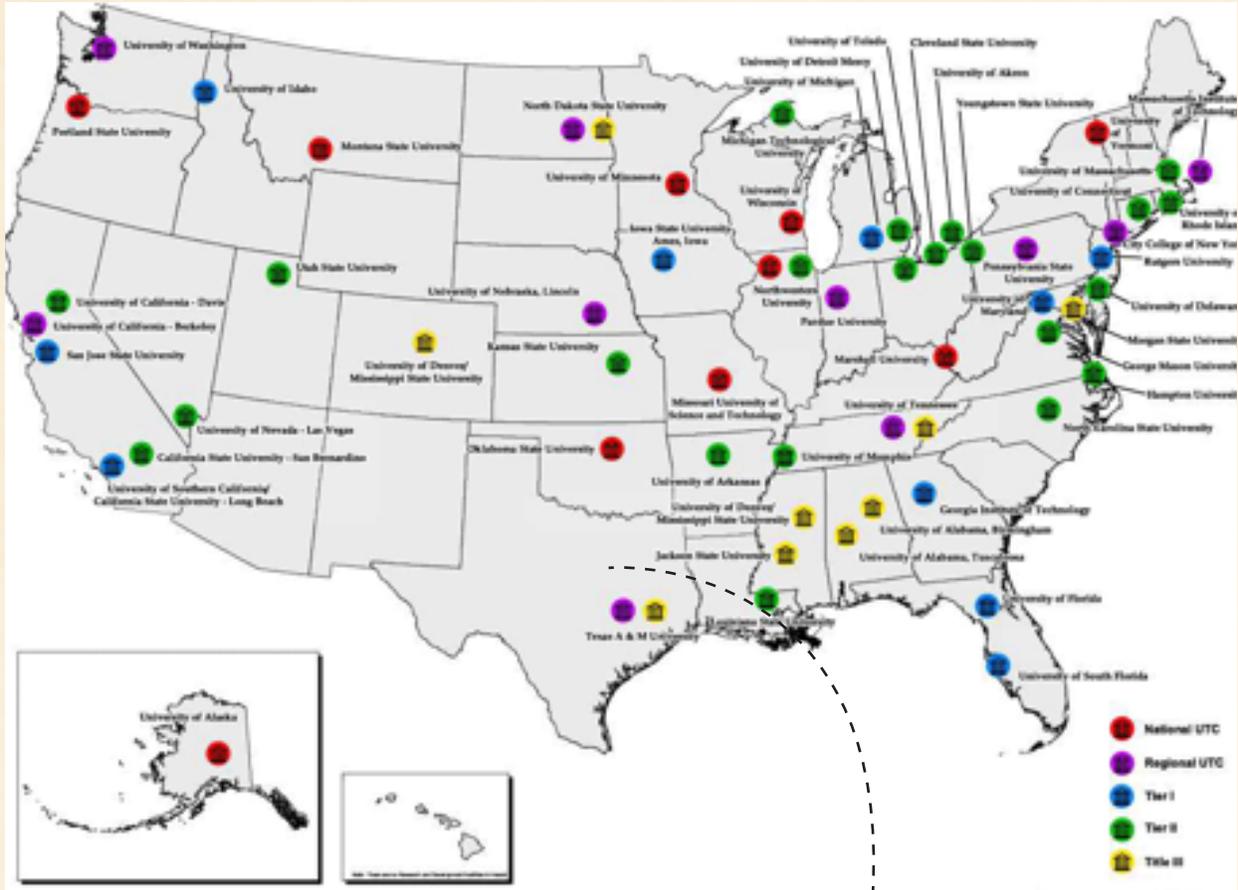
Student 2 peeks out of the bathroom door and sees the mess, then goes back inside.

Event-based promotion: 15%

- Partner with various college campuses throughout the year, particularly move-in day and finals week
- Bar streets in college towns
- Hand out coupons during sporting events
- Various music venues and festivals
- Hand out coupons at supermarkets and stores as well. Give out samples.
- Will also be covered by social media.

The biggest part of this campaign that we are rolling out is the food truck tour. After hearing how many people wanted quick and convenient food, but hadn't heard of Tai Pei, we wanted to change that and create top-of-mind awareness for Tai Pei frozen Asian Cuisine.







Evaluation

Engagement

We will measure engagement across our social media platforms using comments, likes and favorites. We'll measure amplification by looking at retweets and shares. If we have high engagement with the brand it will show that our target audience resonates with our brand and message. Amplification will show how members of our target audience are becoming brand ambassadors.

Sales

We will use Nielsen Scantrack to measure sales over the course of the campaign. We will look at spikes in sales and see if any of them align with our promotions.

Brand Awareness

Brand awareness will be measured by asking a group of millennials what convenient Chinese meal first comes to mind. After our campaign has launched, we'll conduct another test halfway through, and then again at the end of the campaign. This will help us see how effective our campaign was over time.

Brand Relevance

We'll measure brand relevance by asking millennials how likely they are to purchase Tai Pei prior to our campaign. This will be asked after brand awareness, and only if they give Tai Pei as their top-of-mind choice. We'll perform this test again at the middle and end of our campaign to measure effectiveness of brand messaging and strategy.



The End.



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