For **GO-GETTERS** who spend more time **CHANGING THE WORLD** than making meals.
Relying on 12 out-of-market interviews, 14 ethnographic studies, 20 focus group participants and 1,062 national survey respondents, as well as background research provided by the client, insights and challenges facing the Tai Pei brand were identified.

The initial challenge the research uncovered was that Tai Pei struggles to connect with the target audience because of its frozen food categorization and the negative perceptions attached to that category.

With this challenge in mind, several key insights are the driving force behind the campaign. The first insight—**you can’t fool millennials**—comes from finding that, in having access to endless information, millennials can see through inauthentic claims. Millennials cannot be told what to think.

**Millennials want to communicate with honest brand voices.** They want to connect with real people and stories. They don’t want brands that say they’re authentic, they want brands to be authentic.

Finally, **there is a time and a place for frozen food.** Research shows that the convenience of frozen food makes it optimal for busy millennial lives. Millennials know that frozen food is eaten when they’re exhausted at 11:30 p.m. or taking a quick break at work.

These insights are the inspiration behind every campaign execution. Each message created is carefully tailored to fit the big idea:

**TAI PEI IS FOR GO-GETTERS WITH A LOT ON THEIR PLATE.**

With these insights in mind, an honest, transparent brand voice shows that Tai Pei fits seamlessly into millennial lifestyles. To convey this message, traditional media, direct mail, out-of-home executions, guerrilla marketing and social media are used.
Due to a lack of brand engagement and overall negative perception of the category, frozen food lacks appeal to younger audiences. As a result, a disconnect exists between millennials and the Tai Pei brand. The goal of this fully integrated marketing and retail campaign is to make the Tai Pei brand and products relevant to the lives of younger millennial consumers.

The Unknown

Research Questions

- How do millennials feel about frozen food and for what occasions would they consider frozen food?
- How can Tai Pei become the preferred brand of frozen Asian food?
- What is the purchase decision-making process for this target? On which purchase factors do they place importance?
1. **MILLENIALS WANT TO COMMUNICATE WITH HONEST BRAND VOICES.**
   They pay more attention to social callouts. In the minds of the target audience, the frozen category is lacking in quality and authenticity more than flavor and taste.

2. **THERE’S A TIME AND A PLACE FOR FROZEN FOOD.**
   Focus groups revealed that frozen food is often purchased for its convenience. Consumers know that it will be good in a hurry.

3. **MILLENIALS ARE BUSY WITH LITTLE FREE TIME.**
   Between balancing work, school, a social life, starting a family, maintaining a healthy lifestyle and more, millennials struggle with finding time to take a break and enjoy a satisfying meal.

4. **THERE’S A NEGATIVE PERCEPTION OF THE FROZEN FOOD CATEGORY.**
   Frozen food has a negative reputation with millennials. They have a fear of the unhealthy, lazy lifestyles commonly associated with frozen-food eaters.

   “IT’S ELEVEN O’CLOCK AT NIGHT AND I’VE JUST GOTTEN BACK AFTER A LONG DAY... BUT I WANT A HOT, FAST AND CONVENIENT MEAL.”
   - Zach
   Focus group participant
PURCHASE FINDINGS

WHY MILLENNIALS PURCHASE FROZEN FOOD:

- 80% Easy to Prepare
- 39% Flavor
- 29% Stores Easily
- 83% Fast
- 46% Value
- 23% Quality of Ingredients

WHAT IS IMPORTANT TO MILLENNIAL CONSUMERS RELATIVE TO FOOD AND MEAL CHOICES?

1. Convenience.
2. Are my friends eating this?
4. Where the food is coming from?
5. Quality of ingredients.

Convenience is valued over price and taste.
The Big Idea

The coveted millennial consumer is **busier than ever**. Whether physically on the go or preoccupied in one place, millennials are always doing something. They **actively seek brands that recognize and align with their lifestyle**. Moreover, millennials crave authenticity from brands in all categories and know when they're not seeing it. Fortunately, Tai Pei has thoughtfully taken steps to exceed this millennial wishlist.

With a new-and-improved line of Asian-inspired flavors free of artificial, processed ingredients, **Tai Pei is positioned better than ever to appeal to their keen sense of authenticity**.

Through the bold packaging redesign, which improves on cook time, as well as the added layer of convenience in the form of a resealable lid, millennials will discover how Tai Pei keeps pace with their lives. This makes Tai Pei the perfect pairing . . .

For go-getters with a lot on their plate.
Tai Pei is a savvy, reliable food company that aligns itself with a sense of adventure by providing products that keep pace with millennials.

Young millennials are self-starters who see opportunity in every moment. They need products that fit seamlessly into their busy lives. They value convenience and authentic brand voices.

Tai Pei can gain brand recognition by saying what has not been said by other frozen food companies: frozen food is for the busy, not the lazy. The brand challenges the frozen-food stigma by aligning itself as the meal of choice for motivated millennials.

Through a dynamic product and packaging redesign, Tai Pei demonstrates its commitment to being a part of its audience’s busy lifestyle.
PRINT + VIDEO

What better way to relate to busy millennials than incorporating their lifestyles into executions? These stories highlight three individuals to show the **diversity of doing**. Using **real people** in these spots aligns Tai Pei as an authentic brand that recognizes, celebrates and rewards the motivated millennial. These print executions mirror breakout video spots that are placed on targeted pre-roll advertisements to ensure that viewers relate to the individual stories as much as possible. A compilation of the stories is used for traditional TV. Watch the video at TaiPeiAsianFood.com with password Team718.

REBOOT

A traditional workspace doesn’t cut it for the motivated millennial. Carson does what it takes to get the job done, and he does it without holding back. After putting in long hours, he needs a moment of escape—then it’s back to the latest project. Watch Carson’s story at TaiPeiAsianFood.com/carson with password Team718.
REVITALIZE

Between clinicals and school, the nursing student has little down time. No one said it was an easy career choice, but Leila knows the reward of helping people is worth her effort. In the meantime, she treats herself to a quick lunch break before studying for the next big test. Watch Leila’s story at TaiPeiAsianFood.com/leila with password Team718.

RECHARGE

“Freelancer” is a proud title for the photographer. John embraces the hustle of being his own boss and will do anything for the perfect shot. His work day starts at dawn and ends after hours of editing. When he gets a moment, he grabs Tai Pei to recharge. Watch John’s story at TaiPeiAsianFood.com/john with password Team718.
These advertisements are placed on technologies, such as escalators and moving walkways, that keep pace with busy millennials. They emphasize the similar way Tai Pei products fit into busy schedules.
MOBILE

The growth of smartphone usage has naturally resulted in a rise of mobile activity, especially for millennials. Snapchat and Venmo are active mobile platforms used by the target audience. By hosting activations on these channels, Tai Pei finds millennials on their home turf instead of seeking them out in other crowded mobile spaces.

SNAPCHAT

Snapchat Geofilters provide a seamless outlet for Tai Pei to engage with the target audience. For instance, while visitors are enjoying their Tai Pei Lunch Break and having fun with custom filters, they will spread Tai Pei brand awareness. Millennial-to-millennial word-of-mouth is the most effective way to gain brand trust.

VENMO

Venmo is a digital wallet that lets users make and share payments with friends, allowing them to split dinner, send a birthday gift or just say hello. It features a social network that links to their Facebook or Twitter account. Millennials are active on Venmo and use it most for food purchases.

1. Tai Pei finds users who are paying for Asian cuisine by monitoring keywords and related emojis.
2. Tai Pei sends a Venmo payment to those users for the amount of a single-serve entrée, driving product trial and top-of-mind awareness.
3. The payment shows up on their extended network and potentially on Venmo’s global feed. This provides the recipient and their feed with a newsworthy and entertaining experience from Tai Pei.

The first day of the month is generally Venmo’s most active day, so this activation takes place on July 1, 2017. This allows Tai Pei to receive maximum impressions and engagements.
IN-STORE

TAI PEI SAMPLE STATION

Since negative perceptions and declining sales plague the frozen food aisle, this presents a valuable opportunity to bring value, excitement and innovation to millennial shoppers. From Tai Pei’s research, it is known that millennials love Wal-Mart, entertainment, coupons and discovering new, global flavors. Placed in Wal-Marts nationwide, the Tai Pei Sample Station allows shoppers to have an entertaining, informative experience before being rewarded with a coupon for a BOGO Tai Pei offer.

The station includes small samples of three top-performing products from the brand’s renovated line. Tai Pei kiosks surround the station and are integrated with a "Find Your Flavor" digital quiz, providing customers with the best-suited Tai Pei entrée for them. This is an entertaining opportunity to remove the uncertainty from discovering new flavors. After the quiz, the kiosk immediately prints a BOGO coupon for the matched flavor, encouraging customers to purchase Tai Pei and driving foot traffic to the frozen food aisle.

BUSY MILLENNIALS DON’T HAVE THE TIME OR MONEY TO WASTE ON FOOD THEY DON’T KNOW THEY LOVE.
Tai Pei Lunch Break is a nationwide pop-up shop tour serving busy millennials free Tai Pei over their lunch hour. The event will further emphasize Tai Pei as the meal for the go-getters, offer effortless product trial and increase Tai Pei’s social buzz.

Tai Pei Lunch Break inspires product trial by meeting millennials where they already are—in bustling corporate and college centers in 10 U.S. cities. By appearing for just two days, Tai Pei surprises millennials on their way to a habitual lunch spot and correlates the brand with discovery and reward.

For every meal that leaves Tai Pei Lunch Break’s freezer, the amount equivalent to Tai Pei’s retail price is donated to Share Our Strength’s No Kid Hungry campaign, a national non-profit organization, whose goal is to end child hunger in America.

Tai Pei hires four enthusiastic millennials as brand representatives to travel to each city with the pop-up shop. These representatives post engaging content throughout the all-expenses-paid Tai Pei road trip to build social buzz for the event and push traffic to Tai Pei’s social media channels. They are also responsible for running each pop-up shop, encouraging visitors to try Tai Pei and informing them of Tai Pei’s non-profit partnership.

Anticipation and newsworthiness build as the four representatives post on social media throughout the tours using #TaiPeiLunchBreak.

**HOW IT WORKS**

1. Visitors are greeted and directed to choose a meal.
2. Brand representatives explain the cooking process, and visitors place their meal in a microwave.
3. While waiting, visitors watch a short video on the non-profit partnership that is benefiting from today’s event.
4. Visitors take their meal, pick up coupons and are encouraged to take photos with the outdoor mural and post on social media.

Tai Pei prides itself on corporate social responsibility, and millennials pay more attention to companies with strong social callouts.
TAI PEI LUNCH BREAK

POP-UP SHOP Tai Pei’s unique pop-up shop design provides consumers an unexpected surprise in their usual corporate and college lunch-break areas. As they are guided in by brand representatives, they learn about Tai Pei and receive a free meal.

BRANDED MURAL A colorful Tai Pei-branded mural decorates the outside wall of the pop-up shop to encourage customers to take and post a picture on social media, generating more buzz.

SANDWICH BOARD Sandwich boards serve as an easy way of promoting Tai Pei Lunch Break by guiding curious customers to the location. Additionally, radio spots are used to spread awareness.

TOUR A 3-D RENDERING OF THE MOBILE POP-UP SHOP AT TaiPeiAsianFood.com/tai-pei-d-lunch-break  Password: Team718
OBJECTIVES

Establish **75 percent** reach with a nationwide average frequency of 3.

Achieve **80 percent** reach and an average frequency of 3 during the months between fall and spring.

Cultivate impressions primarily within the target market using a strategic multimedia mix.

BUDGET RATIONALE

The following media buys run throughout Tai Pei’s fiscal year (April 1, 2017-March 31, 2018). This plan includes all media fees and production costs under a $10 million budget.

Should the budget be increased to $15 million, a strategic PR execution has been developed to solidify the relevance and enthusiasm created by this $10 million plan. More details about this execution can be found later in this book (see page 19).

STRATEGY AND TACTICS

This campaign uses a mix of digital, traditional and non-traditional media to reach the target audience. It also has a year-long, national presence while implementing a pulsing media schedule with strategic emphasis on specific months.

Research shows that Tai Pei brand awareness is low among millennials. In order to share this campaign with the widest audience possible, it implements a high-reach rather than high-frequency strategy.

HOOTSUITE

Team 718 used Hootsuite to conduct a two-month-long social media listening exercise. This effort showed the social media presence and effective tactics of both Tai Pei and competitors. Despite entertaining and relevant content, Tai Pei had little engagement. Competitors, on the other hand, had significant following and engagement. After comparing the two, it was discovered that recurring hashtags and giveaways were catalysts for boosting followership. By strategically integrating public relations executions with social media tactics, Tai Pei has the opportunity to create significant social buzz.
TRADITIONAL MEDIA

OUT-OF-HOME

COST: $690,000   IMPRESSIONS: 226,061,220

Out-of-home advertisements are ever present, innovative and interactive. Placing ambient advertisements on escalators and moving walkways in the top 10 designated market areas is a great way to target millennials in motion. These ads have excellent reach potential, guaranteed to build strong brand awareness.

MAGAZINE

COST: $984,000   IMPRESSIONS: 20,754,225

Full-page, color magazine ads further attract the attention of the target audience and increase brand awareness. Based on millennial readership and above-average index numbers, the print ads run in National Geographic Traveler and Game Informer.

Game Informer has over 6.3 million subscribers, with 30 million total in reach. This magazine is viewed by more 18–34 year old men than other publications. According to its website, its readers are active, career professionals who travel regularly. This magazine is utilized for the photographer and business print advertisements.

Reaching the youngest audience (32 percent of readers between the ages of 18–34) of any travel title, National Geographic Traveler is read by millions with the means and mindset to explore. This magazine also has a close balance of readership between males (55 percent) and females (45 percent) and is best paired with the photographer and nurse print advertisements. Its overall reach is 9.6 million with 1.5 million readers.

TELEVISION

COST: $1,407,000   IMPRESSIONS: 86,740,000

As the highest-reaching medium, television is a multi-sensory platform that delivers more complex and memorable messages.

To show that Tai Pei is for go-getters with a lot on their plate, the compilation spot uses storytelling to convey the brand’s appreciation of millennials. By airing the spot during major networks’ prime-time shows, such as Scandal, The Voice and The Big Bang Theory, this spot reaches a large number of the target demographic.

DIRECT MAIL

COST: $1,011,200   IMPRESSIONS: 1,082,000+

Even though the millennial generation is considered to be the most digital-savvy, 77 percent say they pay a great deal of attention to direct mail. Direct mail is highly targeted and likely to generate response by creating lasting impressions with the receiver. To create deeper resonance, interactive coupons give the consumer an incentive for product trial.
**DIGITAL TELEVISION**

**COST:** $1,000,000  
**IMPRESSIONS:** 72,000,000

With 50 percent of the target audience watching YouTube videos at least once per day and over **60 percent interacting with the brand** after seeing an ad on Hulu, digital television ads are important for the campaign. By implementing a 30-second video that can’t be skipped, consumers are more likely to receive the full message of the spot.

**INTERNET ADS**

**COST:** $1,800,000  
**IMPRESSIONS:** 1,722,000,000

To appeal to a digital-savvy audience, internet ads are a must. Based on high index numbers and traffic among 18-34 year olds, **BuzzFeed** and **Yahoo! Answers** are ideal websites to implement sponsored profiles and native advertisements. Each of these sites enables interaction while providing entertainment to the target audience.

In order to increase microsite traffic, incorporating paid keywords is necessary for this campaign. Research shows that 80-90 percent of consumers are searching for online reviews before a purchase. With paid keywords, consumers are driven to the microsite as part of that search.

**SPONSORED PODCAST**

**COST:** $270,000  
**IMPRESSIONS:** 300,000,000

Podcasts are the new radio and are frequently listened to by the target audience. Research shows that 35 percent of millennials age 18-34 listen to at least one podcast per month. Since 2013, the total number of monthly podcast listeners has grown 75 percent. Sponsoring a **TED Radio Hour** podcast is appropriate because the target audience consists of motivated millennials who gather inspiration from similar broadcasts.

**SOCIAL MEDIA/MICROSITE**

**COST:** $1,330,000

The target audience uses a mix of social media platforms. On average, most **18–25 year olds use about 4 different social platforms** throughout the day. The most used platforms are Facebook, Twitter, Instagram and Snapchat. By integrating these platforms, it is inevitable that millennials will come into contact with the unique stories of this campaign.

With **100 million active daily users** and 65 percent of 18-24 year olds using the app, sponsored Geofilters give Snapchat users the opportunity to add excitement to their daily Snaps. Because Snaps are **seen and sent by choice,** they provide, on average, a three and a half times higher response rate.

In order to obtain better analysis and detailed metrics, core and supplementary campaign content is available at TaiPeiAsianFood.com. All campaign executions are hosted on this site for the target audience to access more information.
NON-TRADITIONAL MEDIA

PUBLIC RELATIONS
COST: $600,000
The public relations budget is allocated to cover general fees, execution costs and miscellaneous expenditures related to any public relations execution. Tai Pei Lunch Break pop-up shops and other corporate social responsibility efforts are also funded under this budget.

Fees/Miscellaneous
COST: $57,800
A conservative portion of the budget is set aside to account for contingencies or any campaign adjustments that may be desired based on progress updates from the Adobe Experience Cloud tools.

PROMOTIONS/IN-STORE
COST: $650,000
All fees necessary to produce and implement both the Tai Pei Sample Station and Venmo activations are included in this budget.

ADOBE ANALYSIS
COST: $200,000
The cost for the Adobe Experience Cloud, the platform used to track this campaign’s performance, is next to impossible to calculate exactly, because the price for each tool within the Cloud is determined by different factors. Still, after reviewing several online sources and consulting with an Adobe representative, $50,000 is set aside for each tool being utilized within the Cloud.
**The $5 Million Idea**

**TAI PEI’D DAY OFF**

With the $5 million additional budget, there is a unique opportunity to continue recognizing and rewarding hardworking, go-getter millennials: give them a day off.

Tai Pei’d Day Off is a social media-based giveaway that rewards busy millennials. Promotional efforts start at the beginning of the campaign by using millennial influencers and Tai Pei’s own social media channels. The promotional tactics encourage people to nominate someone they believe deserves a Tai Pei’d Day Off via Tai Pei’s microsite. From May through August, 625 winners are announced each week, with a total of 10,000 winners. Each winner receives a care package that includes a free Tai Pei entrée, two coupons, a self-care tip and a $200 check.

**THE DETAILS**

The Tai Pei’d Day Off microsite prompts nominators to explain why they believe the nominee deserves a day off. Once submitted, the nominators receive a Tai Pei coupon and a pre-written social media post encouraging them to share their nomination for #PeidDayOff. When participants’ nominations are chosen, Tai Pei asks nominators to expand upon their story to share on the brand’s social media channels.

**RATIONALE**

Hosting a nomination-based giveaway taps into millennials’ preference for personal recommendations. Rewarding and recognizing millennials’ hard work creates an emotional connection between Tai Pei and its audience. Product trial is effortless, and visits to the frozen food aisle are encouraged by the care packages and coupons.

**45** SOCIAL MEDIA INFLUENCERS

$200 CASH PRIZE + CARE PACKAGE

10,000 WINNERS

82% of millennials favor recommendations made by family and friends when deciding what to buy.

**WORD OF MOUTH = MOST VALUED, MOST TRUSTED.**
TAI PEI’D DAY OFF PROMOTIONS

Care Package
Tai Pei’D Day Off winners receive a branded and aesthetically pleasing care package consisting of a temperature-controlled, frozen Tai Pei meal of their choice, two free Tai Pei entrée coupons, a self-care tip and a $200 paycheck.

Microsite + Spotify
The event is promoted through social media platforms such as Facebook, Twitter and Instagram, as well as a two-week Tai Pei-branded Spotify homepage and playlists. These platforms direct to the nomination form, housed on Tai Pei’s microsite.

Influencer
Co-founder of Elite Daily, YouTube star and entrepreneur Gerard Adams is a social media influencer with nearly 300,000 followers who attracts the go-getter millennials this campaign targets.

Taxi Topper
Taxi toppers placed in six, highly populated cities catch the eye of on-the-go millennials while promoting Tai Pei’D Day Off, spreading awareness and expanding reach for the event.
CAMPAIGN EFFECTIVENESS REPORTING SYSTEM

CONCURRENT AND POST TESTING
One of the challenges of this campaign concerns evaluation. It became clear that campaign performance, not just after, but during the 2018 fiscal year, is a top priority and should not be overlooked.

DESIGNED TO BE ADAPTABLE, THIS CAMPAIGN IS MEASURABLE IN THREE-MONTH INTERVALS OR EVEN REAL TIME.

ADOBE EXPERIENCE CLOUD™
Specific tools within the Adobe Experience Cloud, a system of campaign measurement tools announced and revamped at the Adobe Summit Conference on March 21, 2017, have been strategically chosen to assess and optimize campaign efforts. From the moment this campaign launches, Adobe Analytics, Adobe Demand Side Platform (formerly TubeMogul), Adobe Social and Adobe Audience Manager allow Tai Pei to analyze data and react to campaign progress. This robust reporting system addresses every possible analytic necessity, all in one cloud-based platform.

<table>
<thead>
<tr>
<th>ADOBE ANALYTICS</th>
<th>ADOBE AUDIENCE MANAGER</th>
<th>ADOBE SOCIAL</th>
<th>ADOBE DEMAND SIDE PLATFORM</th>
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<tr>
<td>• Visualize data from other Experience Cloud tools.</td>
<td>• Refine audience segmentation.</td>
<td>• Plan and publish sponsored content across all social media platforms.</td>
<td>• Plan, buy, measure and optimize video content with one intuitive interface.</td>
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<tr>
<td>• Filter data easily with intuitive user interface.</td>
<td>• Make data-driven decisions to better segment target audience.</td>
<td>• Track post performance and customizable metrics on one convenient hub.</td>
<td>• View performance in real time and even receive feedback to optimize buy effectiveness.</td>
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<tr>
<td>• Report real-time data.</td>
<td>• Integrate with other Experience Cloud tools.</td>
<td>• Monitor brand awareness, attitude and overall perception via social listening.</td>
<td>• Work across screens to provide analytics for both traditional and digital television.</td>
</tr>
</tbody>
</table>
Brad is 23 years old, living in Austin, Texas. Between going to school, interning at a startup and volunteering, Brad’s schedule is packed. Tai Pei is perfectly suited to keep pace with his busy life.

Surprised on his way to grab a bite, Brad discovers a Tai Pei Lunch Break pop-up shop. Brad tweets about his experience and Instagrams a photo in front of the shop’s mural.

**Adobe Social** records both the tweet and Instagram post using preselected keywords and notes the positive attitude being expressed toward the brand. Brad has now engaged with the brand, is more aware of it and has actually tasted Tai Pei.

On one of his rare, free evenings, Brad sees the compilation television spot.

**Demand Side Platform**, a television planning, buying and reporting tool, allows Tai Pei to set media placement parameters for this spot. DSP presents data for these metrics that indicate projected effectiveness, both before and after airing, and offers suggested alterations.

Brad’s friends take notice of his busy lifestyle and nominate him for a Tai Pei’d Day Off. After winning, Brad shares his care package on social media using #PeidDayOff.

Again, **Adobe Social** monitors these posts. Tai Pei is able to gauge awareness and positive buzz being spread throughout the Tai Pei’d Day Off activation.

Brad has been exposed to the Tai Pei brand and is left with a lasting impression. Most importantly, Brad has not only tried Tai Pei, but discovered that, despite being frozen food, Tai Pei’s entrées are both tasty and complementary to his busy lifestyle, driving repeat purchase.

These select tools from the **Adobe Experience Cloud** track and analyze all impressions made on Brad and other viewers of this campaign.
CONCEPT TESTING

In order to evaluate the effectiveness of the campaign’s creative executions, concept testing was conducted using the “Reboot” video spot and the “Reboot” and “Recharge” print ads. (95 respondents)

64% would be more inclined to purchase Tai Pei products over other frozen Asian brands.

Audiences freely described Tai Pei as:
**MOTIVATED, TASTY, QUICK, ENERGIZING, INSTANT, BRIEF ESCAPE, RELIEVING**

The following words were used **most frequently** to describe Tai Pei:

**FAST EASY CONVENIENT**

The association of Tai Pei with these words reinforces the positioning statement: Tai Pei delivers Asian-inspired flavors that keep pace with go-getters who spend more time changing the world than making meals.

CAMPAIGN EVALUATION

**OBJECTIVES**

- Raise awareness of the Tai Pei Brand.
- Change negative perceptions of the frozen-cuisine category.
- Increase sales of Tai Pei.

**MEASUREMENT**

- Use analytics from BuzzFeed, Hulu, Spotify, etc.
- Compare sales of Tai Pei and other frozen-cuisine brands (site traffic, social media sentiment, etc.).
- Analyze sales reports.

**POTENTIAL RESULTS**

- Increased awareness and consideration of Tai Pei products.
- Heightened consideration and sales of frozen foods among busy, motivated millennials.
- More Tai Pei purchased in stores.

The biggest takeaway?

THIS CAMPAIGN WORKS.
This book would feel unfinished, if we failed to express the deep gratitude we hold for Tai Pei, Ajinomoto Windsor, Inc. and the American Advertising Federation. Providing us with an opportunity to participate in a competition as revered as the brand that sponsors it is something each of us truly appreciates from the bottom of our hearts. Thank you.

Sincerely,
TEAM 718