



WHAT ARE *you* MADE OF?



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INTRODUCTION

EXECUTIVE SUMMARY



Wienerschnitzel, the world's largest hot dog chain, has set the challenge of changing consumer perception of the hot dog. Attitudes towards hot dogs need to change in order to benefit not only this company but all of the hot dog industry. ³⁶

Wienerschnitzel's happy and celebratory tone will work to improve negative consumer perceptions of hot dogs. This company values community, playfulness, and openness, and these values are what makes them the right fit to lead this charge. Hot dogs will forever be thought of as a unique food that relates to all people, thanks to Wienerschnitzel's "What Are You Made Of?" campaign.

Everyone should take pride in being themselves; no matter how goofy, quirky, and different we may be. This is the foundation of the "What Are You Made Of?" campaign and the shift in the meaning of the word "weenie." "Weenie" was once thought of as a label for misfits, but is now a title for those who are proud to be themselves.

There are three main points that make up this campaign: that "weenie" is a badge of honor, hot dogs are one of a kind, and Wienerschnitzel is the host of the party.

The "What Are You Made Of?" integrated marketing campaign comes down to creating fun, engaging experiences that bring the hot dog into conversation and simply make consumers want to eat one!

CAMPAIGN OBJECTIVES



- Elevate the image of the hot dog
- Increase the primary demand of hot dogs



TARGET AUDIENCE



50%³⁸

Are between 18-34 years of age

83%³⁸

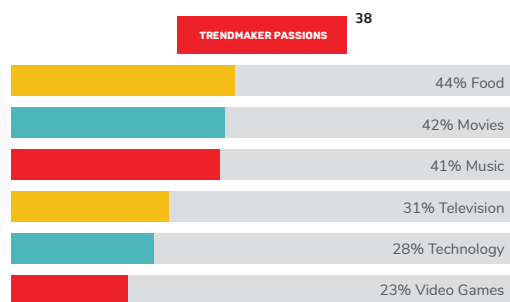
Browse the internet regularly

66%³⁸

Are connected to technology

60%³⁸

Have at least one child



TRENDMAKERS + CONNECTORS



Trendmakers are always looking for a new experience to enjoy. Seeking out the next place to fuel their passion, Trendmakers aspire to share their adventures via social media with those around them. This individual experience is what makes them who they are as they push to find the extraordinary in the ordinary.

Connectors value relationships, comfort, and authenticity. They want to be sure that where they are headed is going to be worth it. When compared to Connectors, Trendmakers are the trailblazers for the Connector's expedition. The Trendmakers go out and explore the food world, giving options for the Connectors to follow after. Trendmakers pave the way to a better food experience for Connectors. **The target audience for this campaign is the Trendmaker demographic.**

HOT DOG SWOT ANALYSIS

STRENGTHS



Each hot dog experience is unique. Hot dogs can be prepared in any manner and eaten with or without toppings, a bun, or even a plate. A hot dog is always in the budget and its middle name is "convenience." Impossible to mess up, they are a go-to party food.

WEAKNESSES



It's no secret that the hot dog is often thought of as unhealthy. Hot dogs have a strange shape, weird color, and unusual serving methods. Therein lies the issue of unpopularity that comes with this perception. Because of this, people aren't exactly posting their daily dog on Instagram, resulting in the fact that hot dogs aren't generally at the forefront of anyone's mind.

OPPORTUNITIES



There are endless possibilities when it comes to personalizing hot dogs. By bringing awareness to the many ways hot dogs are presented, topped, and enjoyed across the country, there is opportunity to counteract the idea that hot dogs are boring.

THREATS



Hot dogs are commonly understood as leftover parts of some mystery animal. Pizza, hamburgers, and tacos are favored meal choices for Americans. In general, people feel positively toward these foods, but have mixed feelings about hot dogs, which have caused a decrease in hot dog consumption.

RESEARCH

OBJECTIVES



Agency 580 set out to study the public's perspectives and attitudes regarding hot dogs. Pairing an understanding of Trendmakers and Connectors with primary and secondary research, the agency set out to learn people's attitudes, likes, and dislikes about hot dogs. The primary research objectives were to:

- Identify consumers as either Trendmakers or Connectors
- Recognize how each segment feels differently about hot dogs
- Deepen understanding of current consumer perspectives
- Test ideas on improving consumer attitudes toward hot dogs
- Discover trends and relationships between data points
- Determine best practices for similar awareness campaigns

METHODOLOGY



Agency 580 conducted primary and secondary research in order to meet the research objectives. With this information, Agency 580 identified the greatest opportunity to create a campaign that would increase sales and the awareness of hot dogs.

PRIMARY

Agency 580 developed and delivered a nationwide survey, interviewed individuals, and hosted several focus groups. In total, over 1,000 consumers were involved through various research touchpoints.

SECONDARY

Agency 580 used secondary research to understand the Wienerschnitzel brand, the hot dog industry, hot dog consumers, other food categories (fast food, pizza, tacos, and hamburgers), Trendmaker tendencies, and other successful awareness campaigns.

816

National Survey
Respondents

72

Concept Survey
Respondents

21

Focus Group
Participants

53

Sources Used
for Research

12

Concept Testing
Participants

50

Concept Review
Participants

12

Digital Concept
Review Participants

RESEARCH

RESULTS



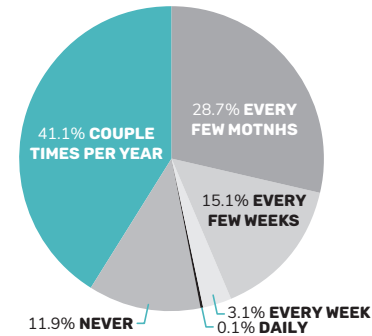
Agency 580 discovered that everyone has their own idea of hot dogs: the right way to cook them, what ingredients should be in them, what should be on top, what brand is the best, where you can get the best hot dog in town, and more.

Agency 580 found that people tend to feel indifferent about hot dogs. Almost 60% of survey respondents did not believe hot dogs were a trendy food, but Trendmakers were 11% more likely than other demographics to find hot dogs trendy.³⁴ Ultimately, Agency 580 discovered that finding hot dogs far from trendy does not equate to having overall negative feelings about them. **This means there is opportunity to develop a trend that improves consumer perceptions of hot dogs.**

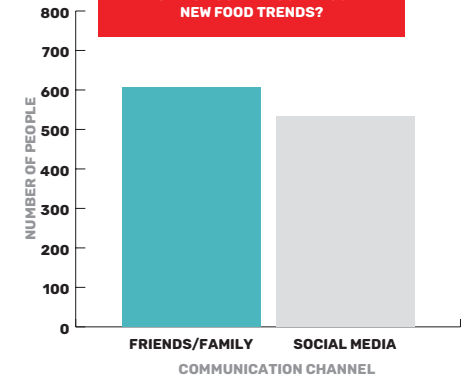
According to Agency 580's national survey, 70% of respondents eat hot dogs every few months to a couple times per year.³⁴ If just these infrequent consumers were to eat two more hot dogs per year, hot dog consumption would increase enough to reverse the downward trend.

Consumers responded strongly to concepts with a lighthearted and humorous mood because hot dogs are not a serious food. Therefore, the most effective messaging to make hot dogs trendy would be to remind consumers of how fun hot dogs are and create media that is both catchy and buzzworthy for them to interact with.

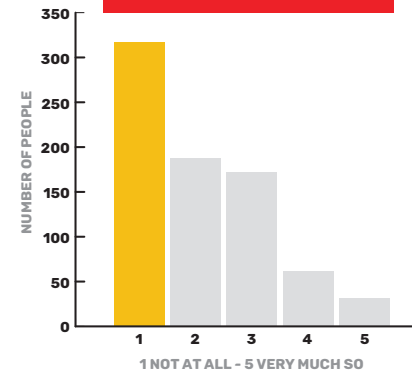
HOW OFTEN DO YOU EAT HOT DOGS?³⁴



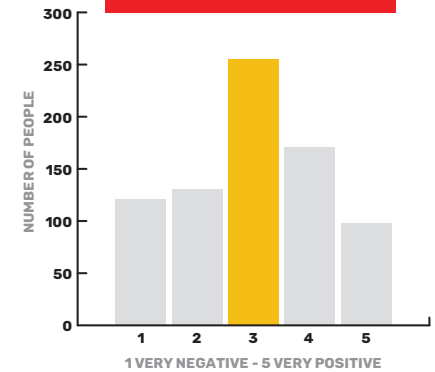
HOW DO YOU FIND OUT ABOUT NEW FOOD TRENDS?³⁴



ARE HOT DOGS A TRENDY FOOD?³⁴



HOW DO YOU FEEL ABOUT HOT DOGS³⁴



"THERE'S ALWAYS SOMETHING MEMORABLE ABOUT A HOTDOG."

- CLANCY³⁴

"THE HOT DOG IS THE VESSEL FOR THE TOPPINGS AND ALL THE STUFF THAT GOES ON IT."

- SCOTT³⁴

"HOT DOGS ARE A FUN FOOD AND SHOULD NOT BE TAKEN TOO SERIOUSLY."

- SAM³⁴

CONCEPT

Let's be honest, hot dogs are different. Their ingredients, versatility, and presentation make enjoying every dog a unique experience. But hot dogs have been given a bad rap and are made out to be the "weenie" of entrees—the misfit meat. Like hot dogs, we all have our differences; we're all weenies. But our personalities, expressions, and experiences are our ingredients. They make us who we are, and who we are is something to celebrate. We're championing you, the weenies of the world, encouraging you to embrace your ingredients and boldly express yourselves. So what are you made of?



CONCEPT

A skeptical inquiry often asked about hot dogs,
asked instead about the viewer

WHAT ARE *you* MADE OF?

Humanizes the hot dog and the campaign
in general. Targets each individual viewer

Suggests action
and participation



WHAT IS A WEENIE?



“What a weenie!” was once a phrase used by school kids to make fun of misfits. Hot dogs are often criticized due to their distinct ingredients and appearance (“Weenies” by multiple definitions) but these differences are what make hot dogs special. No other meat is as versatile in recipe, preparation, and presentation as hot dogs. The same is true for people: the differences in their personalities, experiences, and self-expressions are what make them who they are. The “What Are You Made Of?” campaign is redefining the term “Weenie” to be a badge of honor. A Weenie knows that they are unique. They speak up for others to embrace who they are, quirks and all. They live their life boldly expressing themselves without fear of rejection. Weenies embrace their ingredients: what they are made of.

CAMPAIGN STRATEGY

WHAT ARE YOU MADE OF?

The “What Are You Made Of?” campaign celebrates the uniqueness of hot dogs and those who eat them by humorously encouraging people to embrace:



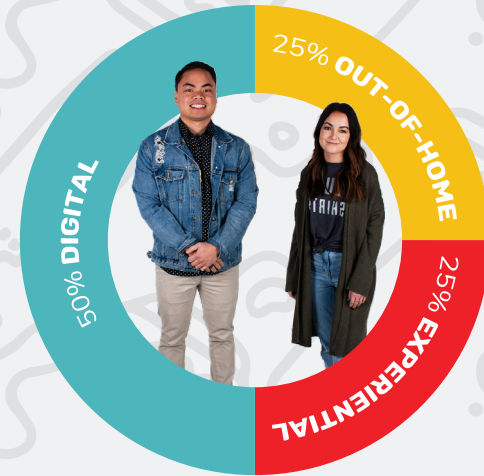
**“WEENIE” IS A
BADGE OF HONOR**



**HOT DOGS ARE
ONE OF A KIND**



**WIENERSCHNITZEL IS
THE HOST OF THE PARTY**



LIFE IS DIGITAL

It's no secret that Trendmakers are largely connected via their phones, tablets, and computers. Targeting this demographic will fill their digital stomachs with the celebratory and humorous messaging of this campaign.

TRENDMAKERS AREN'T POTATOES

The target audience is more likely to fry a potato than to be one. Always on the go, Trendmakers are exploring and wanting to try new food wherever they end up. This campaign caters to their hunger for adventure by bringing this campaign from the digital space into their real-life space.

THE LIFE OF THE PARTY

Trendmakers are always in search of a party. Whether it's their new favorite restaurant, food, or music festival, living life in the moment is what Trendmakers are all about. This strategy is crafting exciting experiences to catch their attention.

DIGITAL

VIDEO GAME CONTENT

Partnering with Fortnite and Rocket League to develop downloadable content creates a campaign touchpoint for the 23% of Trendmakers who consider gaming one of their top passions.³⁸ The unlockable content for Rocket League is a hot dog-inspired rocket boost. For Fortnite, it will be a “Hello, My Name is Weenie” hot dog costume and a hot dog pickaxe. To unlock the downloadable content, a code is required. Gamers can access these variable codes by visiting the campaign website, creating their perfect dog, and sharing it on social media. This content functions as a hook to get Trendmakers and their families to interact with the website, bringing hot dogs and the “What Are You Made Of?” campaign into their minds and into their search engines. **\$80,000**

FORTNITE PLAYER AGES

62.7% 18-24

22.5% 25-34



FORTNITE⁴⁶

ROCKET LEAGUE⁴⁶



CAMPAIGN PROMO VIDEO

The “What Are You Made Of?” campaign video showcases the individuality of people as they prepare a hot dog in their own unique way. In getting creative with their hot dog preparation, video participants show the viewer exactly what they’re made of as well as what their ideal hot dog is made of. The promotional video will make appearances on the campaign website, various social media platforms, streaming channels, sporting event jumbotrons, and more.

VIDEO PROMOTION CONVERSION RATES

20

70% of video viewers will visit the company's website

60% of video viewers will visit the company's social media

DIGITAL

LANDING PAGE

Does something exist in the world if it doesn't exist on the internet? Maybe, but no one knows about it! This website will serve as a centralized location to house information about this campaign. Consumers can visit the site to have all of their questions answered. The website has several sections including the promotional video, a campaign explanation, social media links, an interactive hot dog builder, blog posts, and more. To unlock their code for video game content, users must customize their hot dog and share on social media. Overall, this site will encourage the audience to engage with the campaign in various ways. **\$3,000**

EMAIL MARKETING

More than 70% of Trendmakers use email to communicate.³⁸ Therefore, email marketing is one of the best ways to reach out to existing Wienerschnitzel customers and anyone who has entered their information through the campaign website or the various social media platforms and interacted with the "What Are You Made Of?" campaign. Marketing emails will contain information and promotion for social media, merchandise, game codes, and more. This marketing approach urges subscribers to reflect further on the idea of showing their true toppings. **\$67,000**

GOOGLE ADS

Search engines drive 93% of all website traffic.⁴² This integrated marketing campaign will utilize a Search Network with Display Select Google Ads campaign type. This campaign will use the following keywords to target users: weenie, hot dog, madeof, what are you made of, and Wienerschnitzel. The visual ads will encourage users to build their perfect hot dog on the campaign website in order to unlock their video game content code. Promoting the "What Are You Made Of?" campaign in this digital environment will allow viewers to acknowledge the goofy, lighthearted personality of the Weenie and bring hot dogs to top-of-mind. **\$2,200,000**



80%⁴²

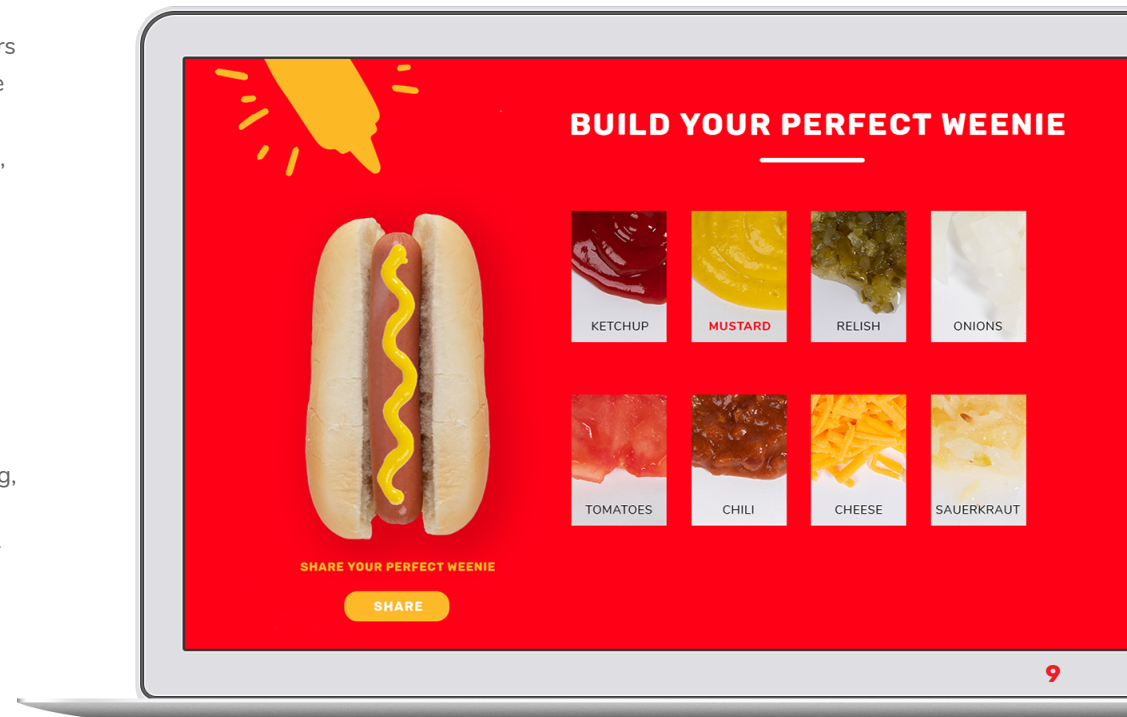
Of people will watch a video on a website

41%³³

More web traffic when video promotion is used

93%⁴²

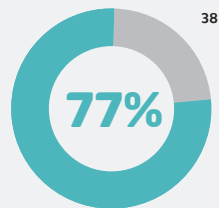
Of all website traffic is through search engines



DIGITAL

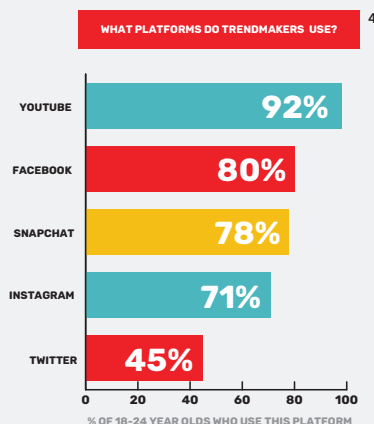
SOCIAL MEDIA STRATEGY

Trendmakers and social media are like hot dogs in buns. Not only are Trendmakers using media to interact with others, but they are the most reactive to advertisements shown on social platforms.⁴ Agency 580 focus groups revealed that just seeing and talking about hot dogs revs up the cravings. Because of this, the heartbeat of the “What Are You Made Of?” campaign is engagement through social media. Wienerschnitzel’s current following on Facebook, Instagram, and Twitter will provide a starting point to gain immediate online exposure. During this one-year campaign, positive attitudes toward hot dogs will be fostered through general posts, paid advertisements, and partnerships with influencers. This content will provoke viewers to share what they are #MadeOf and strengthen the idea that there’s no one like them, and there’s nothing like a hot dog. **\$1,904,450**



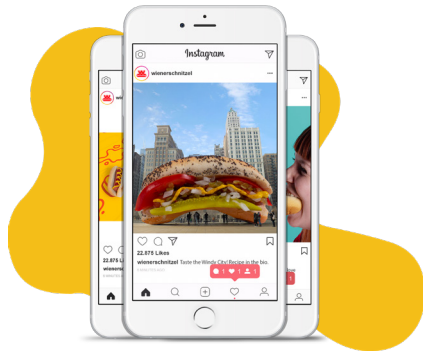
Of Trendmakers have visited Facebook in the past 3 days

55 MILLION³¹
Photos are uploaded by Instagram users every day



DIGITAL

SOCIAL MEDIA CONTENT

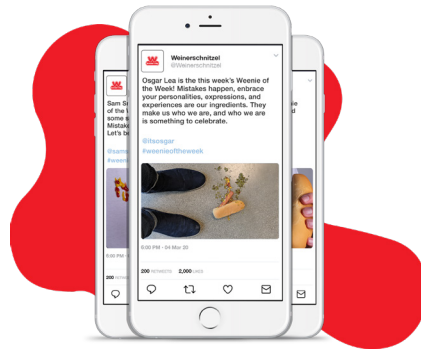


CAMPAIGN PROMOTION



Creatively promoting this campaign generates conversation surrounding weenies. Seeing hot dog-centered posts makes viewers more likely to want to indulge. Here's a breakdown of post ideas:

- Fun dog-related graphics
- #MadeOf influencer posts
- Stigma-busting hot dog facts
- Invitations to visit the #MadeOf Museum, see the #MadeOf float, and other campaign touchpoints

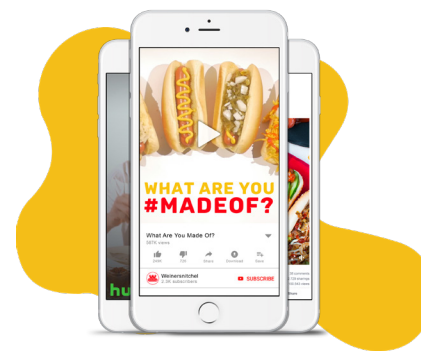


USER-GENERATED CONTENT



User-generated content relates to users and communicates “weenie” as a badge of honor. Here's how:

- User #MadeOf posts are reposted by Wienserschnitzel to encourage viewers to show their toppings.
- User #WeenieOfTheWeek posts of mishaps and quirks make campaign content relatable and humorous.
- One #WeenieOfTheWeek post will be featured on the #MadeOf blog and shared on Wienserschnitzel social accounts each week.



VIDEO-BASED CONTENT



Pictures might tell a thousand words, but videos tell a million. Humorous video content can increase exposure within the trendmaker demographic. Here are some video content ideas:

- Fake breaking news videos such as: “Lady Liberty Trades Tablet for Tasty Hot Dog,” and “Mystery Dog Fills The Grand Canyon”
- “Weenified” recipe videos of messy hot dog recipes with perfect final products
- Campaign promo video clips to tie marketing channels together



FILTERS, GIFS, & STICKERS



These are the guerilla marketing of social media. Users are able to add #MadeOf humor and color to any post without having to follow Wienserschnitzel or be previously aware of this campaign. Here's what we're lookin' at:

- Animated ingredient GIFs and stickers for snaps and stories
- Filter that enhances anyone's uniqueness
- Repeated use of #MadeOf to bring awareness to this campaign

DIGITAL

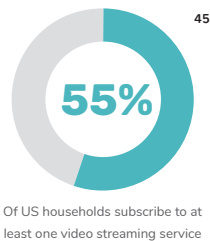
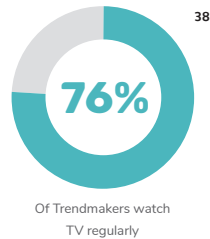
WIFI AND CABLE



From memes to advertisements, videos have unquestionably become a staple of this generation's culture. Streaming ads on platforms like Hulu, Twitch, YouTube, and even cable television will provide a means of connecting with the target audience and their families in a way that they're most comfortable with. The video advertisement will showcase the individuality of Weenies and celebrate what links them to hot dogs, which will encourage them to think about hot dogs in a positive light. **\$7,650,000**

38 HRS⁴⁵

Average American weekly video content intake



AUDIO



9/10 of Trendmakers listen to music via an online streaming service.¹⁴ Featuring audio advertisements on music media channels like Spotify and Pandora will increase the awareness of the "What Are You Made Of?" campaign. Curiosity will pique among consumers as they hear relatable, unique content on some of their favorite channels and music-streaming apps. Ultimately, audio advertisements have the ability to elevate appreciation for Weenies everywhere! **\$750,000**



PEOPLE WHO STREAM MUSIC ONLINE

92% of 18-24 year olds

91% of 25-34 year olds



Radio Content Sample: "The classics. It's what summer's made of. *sprinkler, bird, and sizzle sounds* Pool parties, cookouts, hot dogs. We at Weinerschnitzel know better than anyone what makes Summer great. But we also want to know what makes you great. Click the banner or head to beaweenie.com to let us know what makes you, well, you."

OUT-OF-HOME

IN-STORE PROMOTION

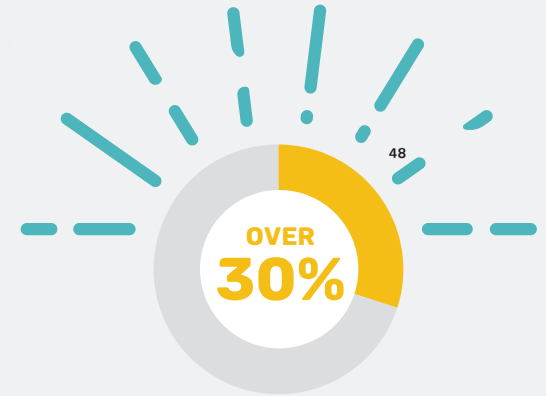


Packaging and signage is key for a successful integrated campaign. Wienerschnitzel will change their in-store applications and restaurant packaging to align with the “What Are You Made Of?” campaign. All graphics are cohesive and highlight the adventures of being a weenie. Place mats, signs, and food packaging will be present at all points in the customer experience. Feelings about hot dogs will improve due to the design’s positive tone. **\$5,000**

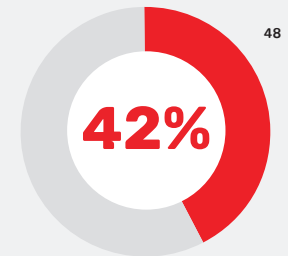
MERCHANDISE



What people decide to wear reveals a lot about who they are. For this reason, the limited-edition Weenie Wearables are essential to the campaign. Weenie Wearables include hats, t-shirts for all ages, and more. While wearing this apparel, customers will be able to stand out from the crowd and identify with what being a Weenie is all about. They are able to show that they are proud to be a Weenie, encouraging others to be a Weenie, too! **\$5,000**



Of surveyed respondents stated that in-store promotions had an influence on their decision making when purchasing food products



Of surveyed respondents stated that in-store promotions had an influence on their decision making when purchasing clothing products



OUT-OF-HOME

BILLBOARDS



Surprisingly, life exists outside of the digital world. The majority of Americans drive to work daily, so this campaign is utilizing sequential billboard installments to target big city Trendmakers on their way to work. For one month, 300 of these signs will be positioned in ordered groups of 3 to tell a story as the viewer drives along the road. For example, sign one: “Hey Weenie,” sign two: “yeah, you!” sign three: “What Are You Made Of?” After the first month, the series of billboards would decrease to singular signs for the next 3 months. These signs will display real-life Weenie stories to further the “What Are You Made Of?” campaign narrative. This campaign touchpoint elevates the image of the hot dog by associating humorous phrasing and stories with hot dogs. **\$3,000,000**

18 HRS⁹

Average weekly commute time for Americans

71%⁹

Look at messages on billboards while driving by

56%⁹

Talked about something funny on a billboard to their friends and family



FLOAT



The development and presentation of a Macy's Day and Mardi Gras float creates a flamboyant campaign touchpoint that will be seen in person and on screen by millions of people. The float construction is a trailer foundation and a host of professional dancers dressed in color-coded costumes. The dancers will be strategically dressed and stationed in specific spots on the trailer so that as a group, they form a hot dog figure. From the street, parade attendees will see a group of people dancing to music and just being “Weenies.” On TV and on a screen on the side of the float, spectators will see the float from the aerial perspective. For Mardi Gras, in addition to the float, dancers will throw beads constructed of hot dogs. This idea represents the “What Are You Made Of?” campaign by visually connecting people's individuality with a hot dog, developing the idea of a “Weenie.” This concept elevates the image of the hot dog by creating an exciting reason for viewers to interact with the campaign on a deeper level. **\$3,770,000**

23.7M³²

Total views of the 2018 Macy's Day Parade



EXPERIENTIAL



SPORTING EVENTS



Over 64% of survey respondents say sporting events are one of the most likely places they will consume a hot dog.³⁴ This campaign capitalizes on the link between sports and hot dogs by creating positive hype around hot dogs during these events. This year-long initiative will get sports fans of all ages excited about hot dogs by implementing different interactive performances and #MadeOf jumbotron ads during game breaks. This campaign touchpoint improves viewers' attitudes toward hot dogs by putting a fun and informational spin on the typical stadium experience. **\$3,037,000**

NBA/WNBA/NHL: The "Mighty Dogs" take to the ice or court to compete against their long-time rivals, the "Phony Foodies" for the championship, and after a hilarious battle, take home the trophy.

MLB: Audience members are prompted to use #MadeOf and tag their location for a chance to win two tickets to the World Series. In order to win, three participants will be randomly selected to put on a naked dog costume and race to be the first to collect all of their toppings and dive headfirst into an inflatable bun.

NFL: Once again, #MadeOf and location tags will be used to randomly select three willing participants. However, in this arena, they will suit up in a hot dog costume and make a 50-yard Dog Dash for a touchdown against the hot dog's biggest rivals (hamburger, pizza, fried chicken, etc). The first participant to make a touchdown wins two tickets to the Super Bowl.

WWE: Performers dressed as "Frank Fighter" and "Half Pounder" duke it out to determine which fan favorite will take home the championship belt, and the hot dog takes the prize!



ATTENDEES PER EVENT

NBA: 18,000⁸

MLB: 28,830⁵

WNBA: 6,720²¹

NFL: 65,000¹²

NHL: 17,500¹²

WWE: 4,500⁵³

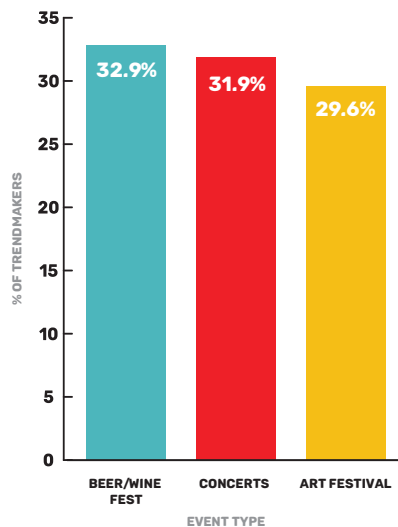
By advertising in Trendmakers' favorite sporting events, this campaign will reach thousands of viewers in a single game, not including broadcast viewers.⁴

EXPERIENTIAL

#MADEOF MUSEUM

Living with a sense of adventure and self-expression is important to Trendmakers, so the #MadeOf Museum is intended to be a unique, Instagramable, Trendmaker-oriented campaign touchpoint. The museum will travel to and will be showcased at noteworthy music, art, and food festivals across the country. The museum will consist of 6 semi-trucks, each containing its own hot dog related display. When the trailers are parked end-to-end and a 3D installation is attached to the outside of the trailers, the museum will look like a 318 foot-long hot dog. Further, the #MadeOf Museum could travel to smaller events with only a portion of the trucks and still make a 9' wide, 15' tall impression on event attendees, no matter how long the dog is. Sparked by interactive exhibits such as the Museum of Ice Cream and COSI Columbus, the #MadeOf Museum will feature spectacular hot dog inspired installments that draw in bystanders and encourage them to express themselves and share their experience on social media. **\$1,823,280**

WHERE TRENDMAKERS WANT TO GO THIS YEAR



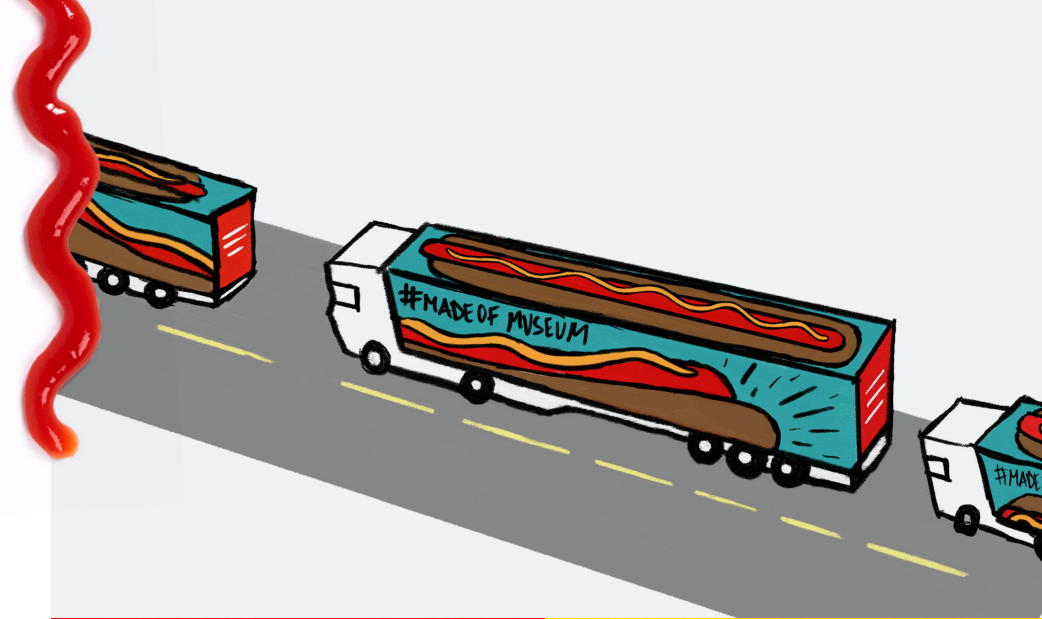
Food Festivals: Station a DJ on top of the museum to draw a crowd and once it gets dark, reveal a flashy light show, making the hot dog the life of the party.

Music Festivals: Establish a build-your-own hot dog stand where museum guests can redeem a voucher for a free customized hot dog.

Art Festivals: Position an all-white hot dog statue near the museum for festival attendees to create a collaborative art installment.

400K⁴

People follow the Museum of Icecream on Instagram



TIMELINE



MAR APR MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB

DIGITAL

Video Game Content												
Promo Video												
Website												
Email Marketing												
Google Ads												
Social Media												
Streaming												

OUT-OF-HOME

In-Store Promotion												
Merchandise												
Billboards												
Float												

EXPERIENTIAL

Sporting Events												
Hot Dog Museum												



BUDGET

\$25,000,000



DIGITAL 50% \$12,654,450

Video Game Content \$80,000
Website/Google Ads/Email \$2,270,000
Social Media \$1,904,450
TV/Radio Streaming \$8,400,000

CONTINGENCY 3% \$705,270

OUT-OF-HOME 27% \$6,780,000

In-Store Promotion \$5,000
Merchandise \$5,000
Billboards \$3,000,000
Float \$3,770,000

EXPERIENTIAL 20% \$4,860,280

Sporting Events \$3,037,000
Hot Dog Museum \$1,823,280



CONCLUSION

MEASURING DIGITAL

- The conversion rate of the “Build Your Perfect Weenie” to generate codes
- Number of codes that are redeemed on each video game platform
- Google Analytics will track website visits and revisits, regional traffic, specific interactions, number of people coming in organically, from referrals, e-mails, ads, and social media
- Number of email addresses collected from the site
- Number of Weekly Weenie subscribers
- The number of views, shares, likes, and #MadeOf and #WeenieOfTheWeek uses
- Total social media impressions
- The number of filters used and shared
- Social media video ad click-through-rates

MEASURING OUT-OF-HOME

- Total merchandise sales and sales rates
- Billboard daily effective circulation
- The number of parade attendees and broadcast viewers
- The number of #MadeOf social media posts at and during parades

MEASURING EXPERIENTIAL

- Number #MadeOf hashtags and location tags used at sponsored sporting events
- Number of email subscribers via #MadeOf Museum entry
- Comparison of reach for sporting events and events that the #MadeOf Museum visited



RECOMMENDED KPI

Weenie Of The Week concept to evaluate performance in many ways. A Customer Data Platform will be used to pull data from the nominations for Weenie Of The Week through the campaign website and responding to marketing emails. All of this data will be combined and integrated back into marketing channels for this specific campaign in order to allow the “What Are You Made Of?” campaign to evolve based on consumer data. A portion of this evaluation also includes measuring the performance of a hashtag, #WeenieOfTheWeek, on social media. This will allow the measurement of campaign engagement to continually be active and evaluated.

WHAT WE WILL ACCOMPLISH

There’s no one like you, there’s nothing like a hot dog. Wienerschnitzel is leading the charge to get Trendmakers talking about hot dogs in order to improve consumer perceptions, thereby increasing industry-wide hot dog sales. When this concept was presented to people, 3/4 claimed to have a more positive attitude about hot dogs. The “What Are You Made Of?” campaign bolsters consumer attitudes towards hot dogs by redefining the word “weenie” to be a badge of honor, positioning hot dogs as a one of a kind food item, and communicating Wienerschnitzel as the host of the party. Wienerschnitzel is championing the weenies of the world to embrace their ingredients and boldly express themselves. So, what are you made of?

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AGENCY 580

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