



TEAM 451

NSAC NATIONAL ^{AA}STUDENT
ADVERTISING
COMPETITION

2 STRATEGY

8 CREATIVE

18 MEDIA

24 THE TEAM

✕ MAKE TAI PEI
PRODUCTS RELEVANT
TO MILLENNIALS AGED
18-25.

✕ GENERATE BRAND
AWARENESS, TRIAL
AND ULTIMATELY
BRAND LOYALTY.

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OBJECTIVES

EXECUTIVE SUMMARY

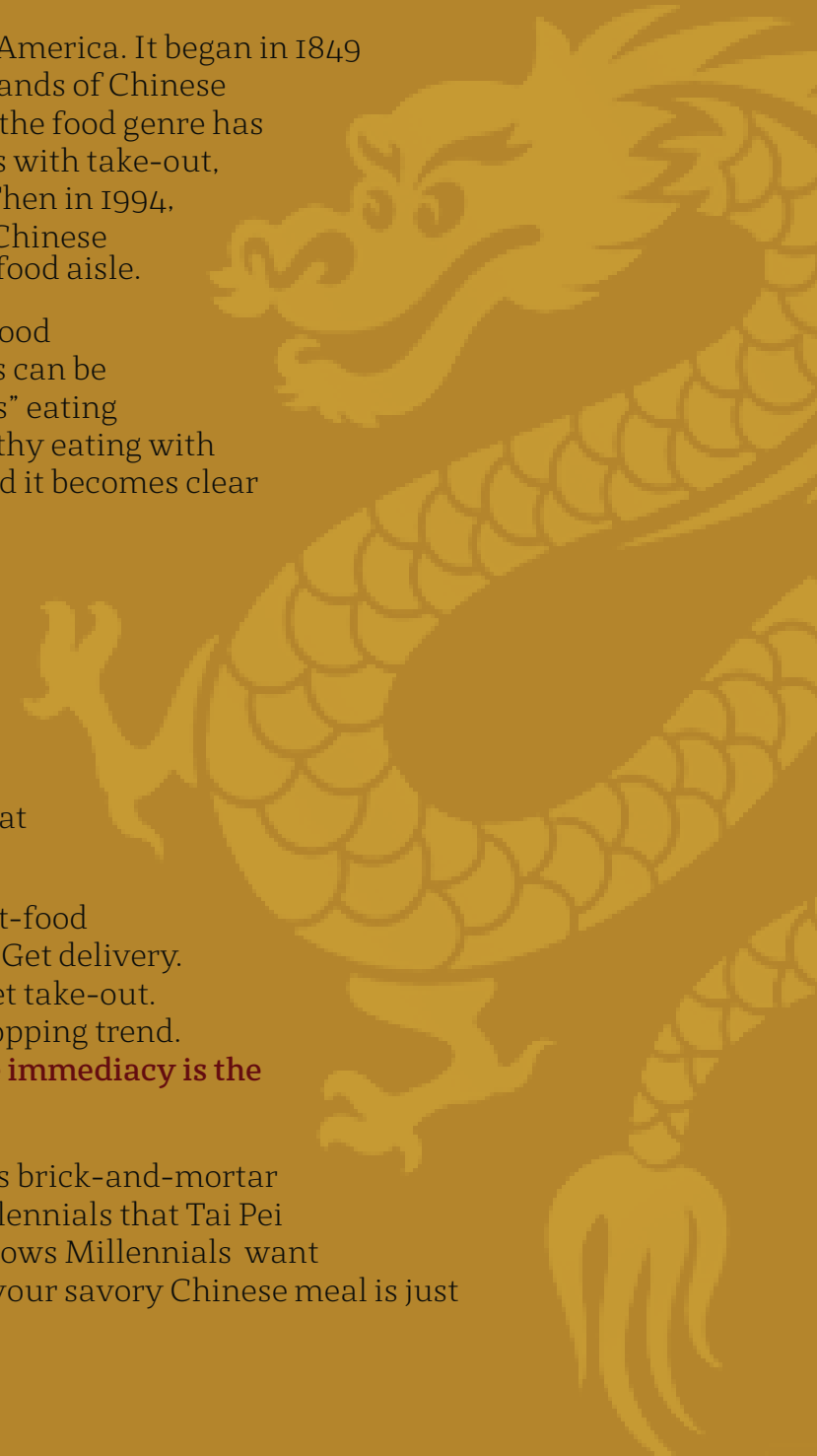
Chinese cuisine has long been a staple in America. It began in 1849 when rumors of the gold rush drew thousands of Chinese immigrants to San Francisco. Since then, the food genre has expanded to fit the needs of all consumers with take-out, delivery and fast casual-dining options. Then in 1994, Tai Pei introduced it's own line of classic Chinese food entrees and appetizers to the frozen food aisle.

However, in recent years 98% of frozen-food products have seen a decline in sales. This can be largely attributed to the "health conscious" eating habits of Millennial consumers. Pair healthy eating with their tastes for diverse ethnic cuisines, and it becomes clear why frozen foods are struggling.

These Millennial trends may not be directly responsible for Tai Pei's decline in sales. We found that a majority of Millennial consumers love Chinese food even though they perceive it to be unhealthy. Additionally, they don't see American Chinese food as an ethnic food at all.

Chinese food has thrived in American fast-food culture. Don't feel like leaving the house? Get delivery. Restaurant setting not your cup of tea? Get take-out. This is the most significant Millennial shopping trend. **Millennials were raised in a world where immediacy is the standard.**

We've created a campaign that challenges brick-and-mortar Chinese food competition, and shows Millennials that Tai Pei is the best fit for their lifestyles. Tai Pei knows Millennials want instant gratification. So, **why wait** when your savory Chinese meal is just five minutes away.

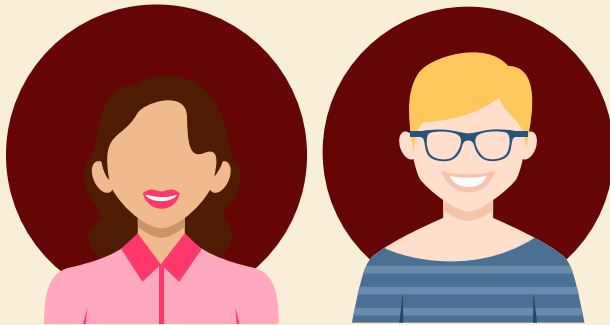


STRATEGY

“YOU COULD SAY THAT I’M IMPATIENT, BUT I SEE IT AS BEING EFFICIENT. I DON’T LIKE TO WAIT BECAUSE I’VE GROWN UP IN A WORLD WHERE I DON’T HAVE TO.”

-Amanda, 25

AUDIENCE



MILLENNIALS AGE 18–25 MAKE UP 35.9 MILLION PEOPLE IN THE U.S.

Millennials between 18 and 25 grew up with digital technology – an immediate source of information, entertainment and fulfillment. They’re digital natives who are fluent in the language of social media. That fast-paced chatter shapes how they see the world – and what they expect from it.

In other words, **instant gratification** is the currency of Millennials. It’s how Millennials expect to consume pieces of their daily lives, indulging their meals, their media and their shopping.

RESEARCH METHODS

1276	Survey Responses
250	Creative Testing Subjects
228	Secondary Resources
170	1 on 1 Interviews
100	Word Association Tests
15	Hours of In-Store Observation
7	Focus Groups

IMPLICATION

THE VALUE OF NOW IS WHAT COULD PERSUADE MILLENNIALS TO CHOOSE FROZEN CHINESE MEALS OVER TRADITIONAL OPTIONS.

CURRENT COMPETITIVE SET

- × Lean Cuisine
- × Stouffer's
- × Marie Callender's
- × Healthy Choice
- × Weight Watchers

- × Smart Ones
- × Birds Eye
- × P.F. Chang's Home Menu
- × InnovAsian
- × Pagoda Express

INSIGHT

Millennials eat Chinese food often, even though they don't perceive it to be **healthy**.



SUPPORT

67% of millennials surveyed don't perceive Chinese food as **healthy**. But...

95% of surveyors find Chinese food **appetizing**.



TAKEAWAYS

Bending to a health-conscious audience may not be necessary for Tai Pei.

Millennials don't perceive Chinese food to be an **authentic** global cuisine.



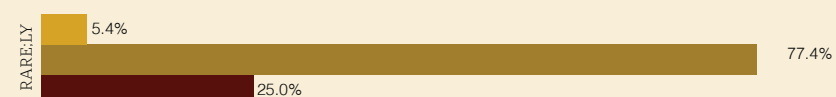
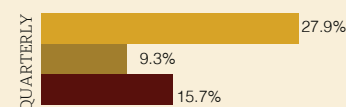
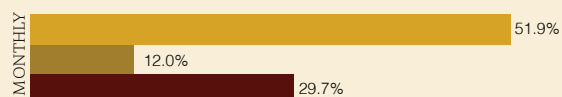
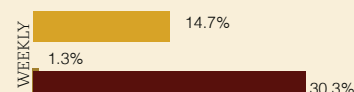
"I think of Chinese food more as an American-influenced food type."
-Victoria, 22

"I don't feel like I'm soaking in Chinese culture when I'm eating Chinese takeout."
- Christian, 25



Chinese food has become an American staple. Millennials know that Americanized Chinese food is not authentic.

CONSUMPTION HABITS OF MILLENIALS

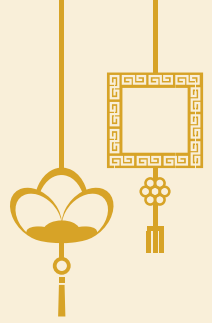


- Chinese Food
- Frozen Chinese Food
- Frozen Meals

THIS EVOLVING FROZEN-MEAL MARKET ISN'T TAI PEI'S TRUE COMPETITION.

THE NEW COMPETITIVE SET

- × Panda Express
- × Pei Wei
- × P.F. Chang's
- × Local Chinese restaurants



INSIGHT

Millennials preferred methods of getting Chinese food are take-out and sit-down restaurants.



SUPPORT

50% Eat at sit down restaurants.

46% Get takeout or delivery.

4% Make it at home.

0% Get it frozen.



TAKEAWAYS

Swaying our target market from their preferred Chinese food methods is Tai Pei's best opportunity for growth.

Chinese-food restaurants have risen to the forefront of American fast-food culture.



"There are over 45,000 Chinese restaurants currently in operation across the United States. This number is greater than all the McDonald's, KFCs, Pizza Huts, Taco Bells and Wendy's combined."

- Time Magazine, 2016

"Sales at Asian fast- food restaurants have grown by 135 % since 1999, well outpacing the growth seen in any other segment."

- Washington Post, 2015



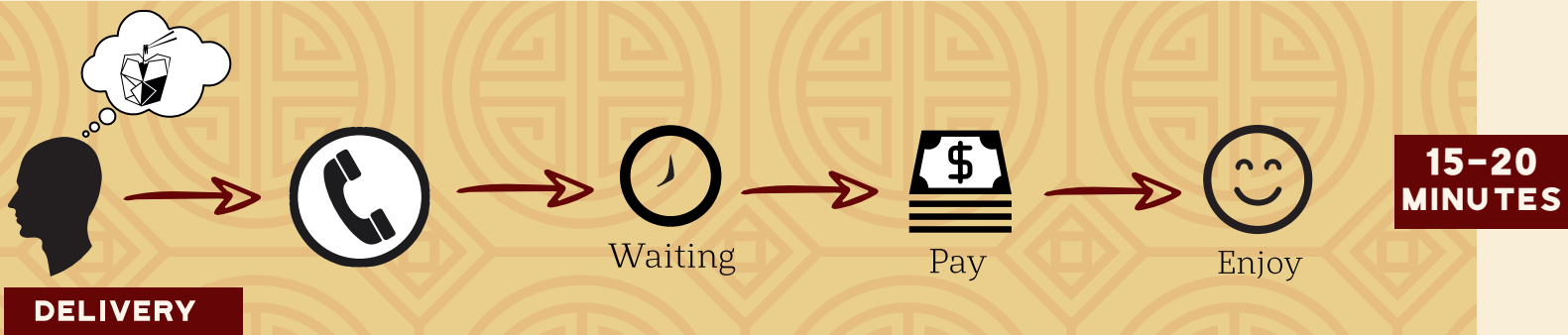
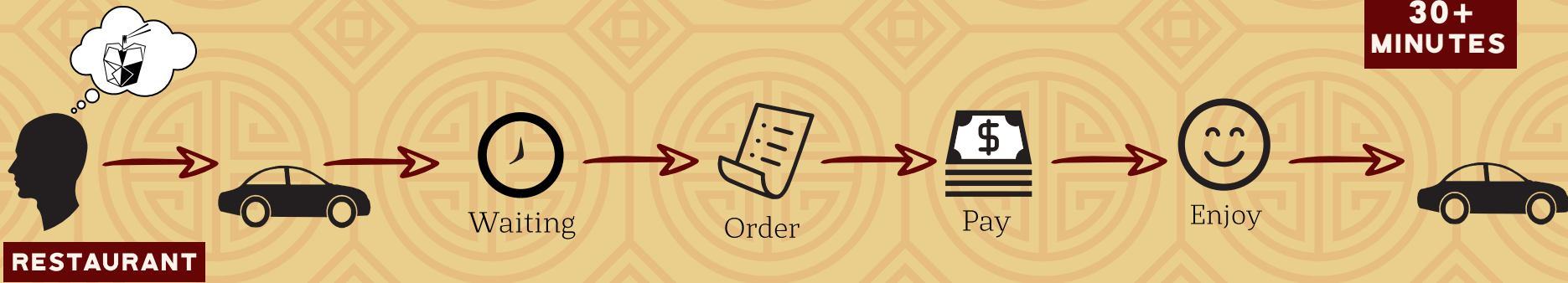
Chinese restaurants hold a large market share and are expanding their locations. With the booming popularity of these competitors, Tai Pei has an opportunity to grow their market share.

OPPORTUNITY:

IF TAI PEI CAN DIFFERENTIATE ITSELF FROM THE NEW COMPETITION AND APPEAL TO MILLENNIALS, IT CAN SUCCESSFULLY TAKE MARKET SHARE FROM CHINESE RESTAURANTS.



6 ROAD TO GRATIFICATION



BRAND OPPORTUNITY

POSITION TAI PEI AS THE MOST INSTANTLY GRATIFYING WAY TO ENJOY A CHINESE MEAL.

The simple human truth about Millennial consumers is their innate desire for immediacy. This can be seen by the way they consume media and the way they shop. Every decision they make is a reflection of what's most valuable to them: their time. Within the new competitive set, Tai Pei can emerge as the immediate way to satisfy a Chinese food craving.

BRAND

- ✗ Tap into the Millennial desire for immediacy.
- ✗ Position Tai Pei as a brand that understands their desire for immediacy.

PRODUCT

- ✗ Leverage this consumer insight to challenge our new competition.
- ✗ Position Tai Pei as the only Chinese food product that gives them immediate satisfaction.

BRAND MANIFESTO

Tai Pei gets you. Your day probably goes something like this: “Play next episode. Add to cart. Skip this ad. Update later.” We know the days of waiting a week for the newest episode of your favorite show are over. We know you skip ads, but that’s okay. We don’t take it personally. We know that your free time really just means nap time. So when it comes to your Chinese food cravings, we don’t think you should have to wait either. With Tai Pei, the days of flipping through take-out menus are over. As are the days of waiting on the delivery driver who got lost and definitely forgot your side of fried rice. Tai Pei is ready to satisfy your Chinese food craving right away, so you can get back to all that important stuff you’re doing.

SO,
WHY WAIT?



CREATIVE



INSTAGRAM

Why wait for anything that takes longer than Tai Pei?

In this short video series we show things that are synonymous with taking forever, from folding laundry to playing monopoly, and of course untangling headphones.



WATCH IT IN ACTION

bit.ly/451gram
password: whywait

FACEBOOK

Why wait for tutorials?

We'll have sponsored ads that showcase just how fast you can have your Tai Pei while competing with take-out restaurants. A sponsored video series, will parody the "Tasty" videos, showing people attempting to cook their favorite Chinese dishes then realizing Tai Pei is the quickest option for Chinese dinner.

WATCH IT IN ACTION

bit.ly/451facebook
password: whywait


Tai Pei Frozen Asian Meals
Like Page


Sponsored

Is take out is too slow for your taste? Tai Pei gives you 16 ways to enjoy a dinner, fast. You only need to run to the microwave. [#WhyWait](#)




660
562 Comments
311 Shares

Like
Comment
Share


Tai Pei
Sponsored

Why wait to burn your dinner?
Get it right the first time with Tai Pei. [#WhyWait](#)



20
562 Comments
311 Shares

Like
Comment
Share



Why wait for love?

It's a match! We'll be using the Tinder ad feature to reach our target on this dating platform. Here, they will be able to create an instant connection with the brand. When a user swipes right, they will be messaged a coupon for Tai Pei and a Chork.



SNAPCHAT

Why wait for the competition?

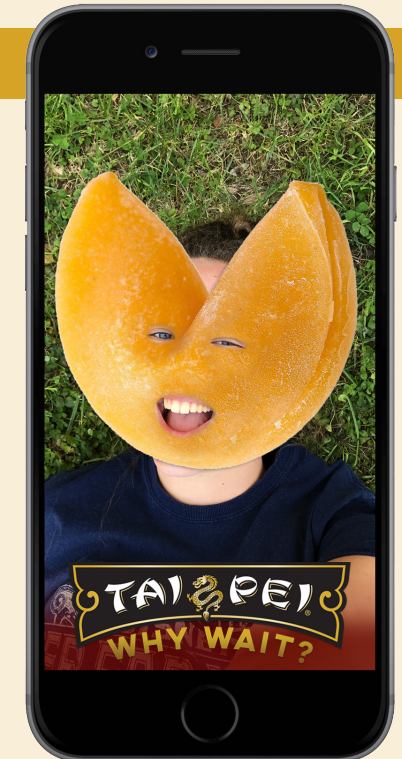
We'll employ a strategy that will monitor the competition's Twitter mentions and replies. Through this, Tai Pei will engage users who are actively craving Chinese food. Interactions will also lead to coupons via direct messaging.

Why wait for your fortune?

Snapchat will feature a lens using the app's facial recognition software. When users open their mouth, the cookie will crack open and reveal one of a few hundred rotating fortunes. Users would be inclined to keep using the lens until they find a fortune that suits them best and share it.

WATCH IT IN ACTION

bit.ly/451snapchat
password: whywait



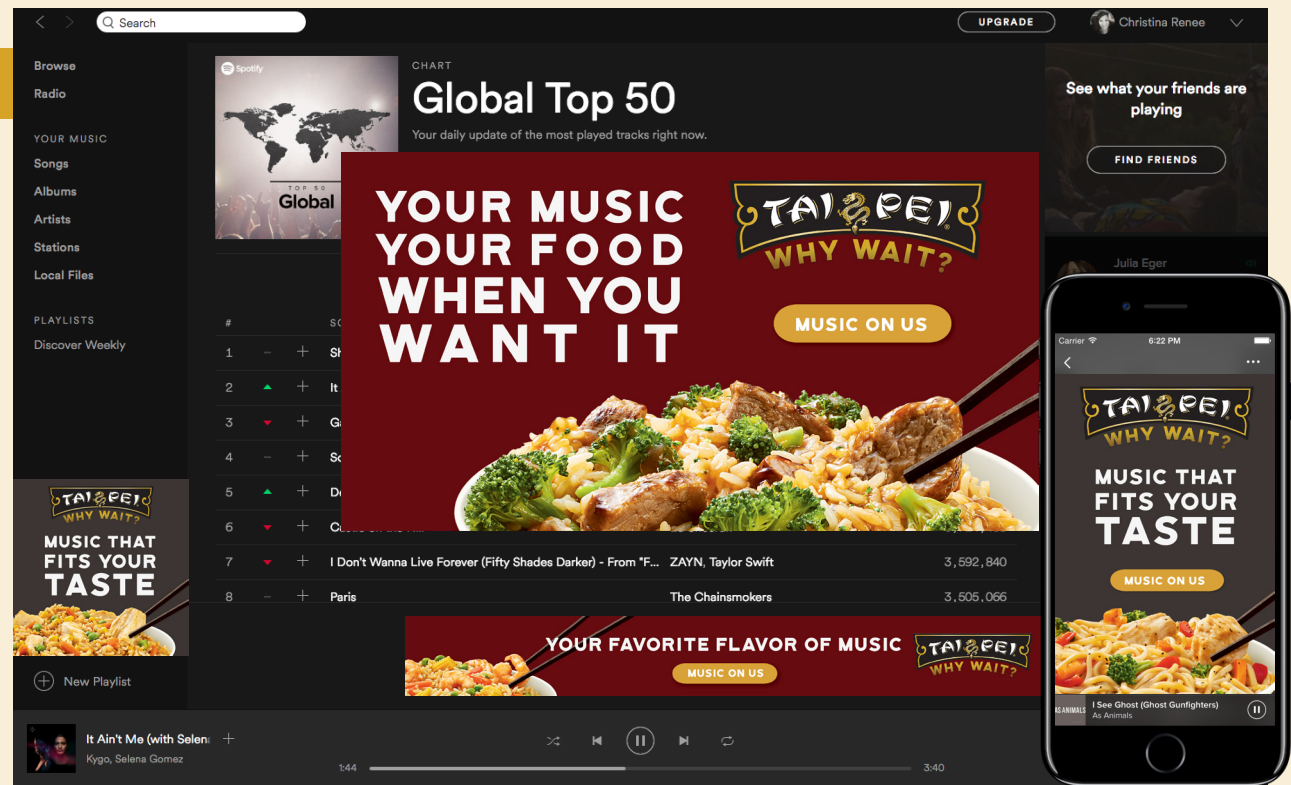
SPOTIFY

Why wait for your music?

With Spotify Branded Moments, we'll give users who don't have premium accounts 30 minutes of uninterrupted music while taking over the page. After the ad plays, the listener will have to click on the "music on us" button in order to claim their 30 minutes of music.

Listeners would hear:

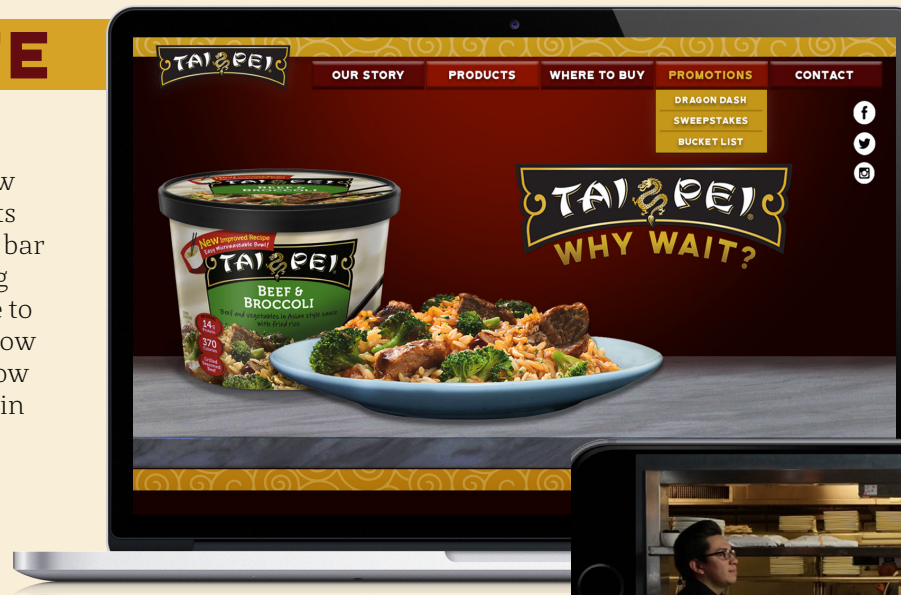
"If you like your music like you like your food, you don't want to wait for it. Tai Pei is giving you 30 minutes of non-stop music on the house. Tai Pei. Why wait?"



WEBSITE

Why wait online?

We'll showcase the new packaging and products online. The navigation bar features links engaging users to find out where to buy Tai Pei, how to follow Tai Pei on social and how to find and participate in promotional events.



YOUTUBE / HULU

Why wait for gourmet?

This ad addresses our competition of sit down Chinese restaurants directly. You have a Millennial imagining himself in a five-star restaurant. When the Tai Pei is finished cooking, the microwave beeps, bringing him back to reality. He realizes that Tai Pei beats gourmet any day.

WATCH IT IN ACTION

bit.ly/451youtube
password: whywait








**BUY THREE
TAI PEI
GET ONE
CHORK
FOR FREE**

Why wait? There is no need to fuss over the wrong utensil for you to enjoy your Tai Pei meal when you can have a chork!

Tai Pei eliminates all obstacles barring you from having your meal the way you want it. Simply present your coupon at your local walmart.



(01) 0 6501101 53006 2 (11) 140704 (10) AB-123



WALMART

Why wait to learn how to use chopsticks?

Through a partnership with Walmart we will offer an exclusive in-store activation. We'll line the Tai Pei section of freezer aisles with shelf and floor talkers and an exclusive coupon for a Chork. We'll also have in-store sampling.

Chorks are a two-in-one for users to use chopsticks while also offering the option to eat with a fork. It's great for those who want the authentic feeling of eating with chopsticks, while still user friendly for those who don't know how.





BUCKET LIST

Why wait to cross things off your bucket list?

Ever had something you've always wanted to do, but never had the time to? Maybe it was skydiving, traveling or learning Italian. Whatever it is you've always found an excuse not to do it. But why wait? That's why we're hosting a contest to help you cross things off your bucket list. All you have to do is submit your story online with #WhyWait. This competition will be across Twitter, Instagram and Facebook. We'll select five lucky people and sponsor their epic experience. Following the selection of the winners, We'll produce videos of the winners completing their bucket list item and post them as organic content across social platforms.

INSTANT GIVEAWAY

Why wait for your favorite music and shows?

Our version of the golden ticket. Millennials love Netflix, Spotify and Hulu just as much as they love free stuff. As part of our promotions, we'll give away a year of free streaming services to 500 lucky Tai Pei lovers across the country. This sticker will be under the lid of random containers and have a unique code to enter on the website to instantly claim your prize.





TAI PEI TAKE-OUT

Why wait for take-out?

We'll employ a guerrilla-style execution to directly compete with take-out restaurants. These menus will be gatefold letter-sized sheets that have a layout similar to Chinese restaurants take-out menus. We'll put these menus in the door cracks of apartments and houses in college towns with a high Millennial population.

VENDING MACHINE

Why wait for lunch?

We'll install a shell of a Tai Pei vending machine with a "built-in" microwave on a busy college campus. The machine will have a false back allowing a representative to come in-and-out.

When students approach the machine, they'll be prompted to pick their favorite dish. They'll be signaled to open the door and, to their surprise, it isn't a microwave at all. A Tai Pei representative will hand them their prepared dish.

In addition, there will be cameras hidden around the vending machine to film the reactions of the students. The video filmed at this experiential event will create content that has the potential to go viral.



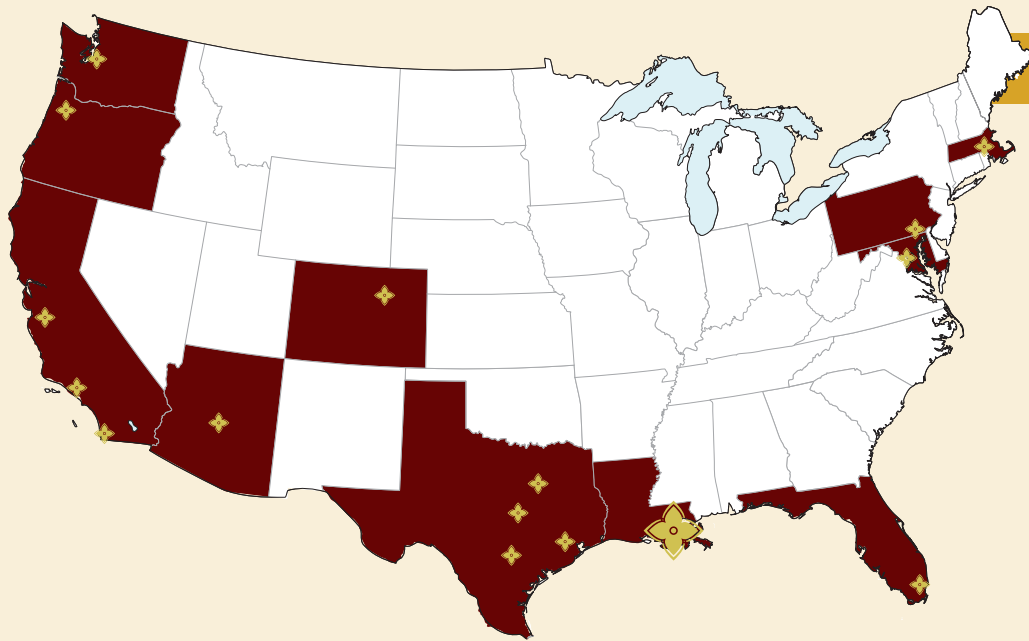
DRAGON DASH (\$10M BUDGET)

Why wait on campus?

We'll create a blow-up obstacle course that will travel to ten universities around the country. The Dragon Dash will be an all encompassing campus event. Students will be challenged to complete the course in 5 minutes or less. Everyone will receive a prize and coupon for participating, either a key finder or a portable charger. The student with the fastest time will win our grand prize, an Instax Camera. There will be a custom geofilter for the event with the university name and tents with product sampling.

We will encourage students to post photos and videos with #DragonDash to encourage engagement and produce hype.





DRAGON DASH (\$15M)

Why wait to be a champion?

With this secondary \$15 million budget, we'll expand the event to 25 schools around the nation. The prizes will remain the same, however we've added extra components. After completing the course, the student's time will be recorded, and the fastest student at each university will have the chance to compete against the other university champions.

The winner will be flown to New Orleans for three days and two nights. They'll compete in the Dragon Dash once again, but this time at the Mercedes-Benz Superdome.

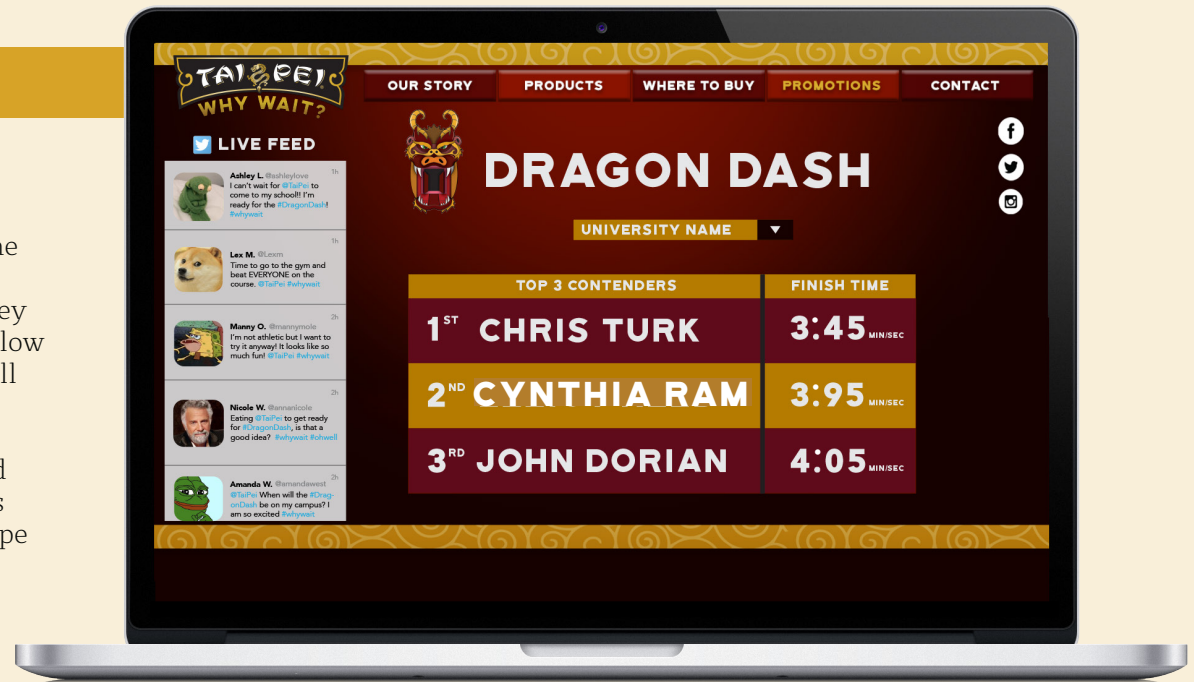
The Dash will have one champion, who gets an all expense-paid trip for two to China.

LEADERBOARD

Why wait for your stats?

The leaderboard stats will be showcased on our revamped website. The student's completion time will be recorded and posted. This feature allows dashers to select their university and see how they measured up against their friends. It will also allow the individual champions to see the people they'll be racing against.

The left side of the page will feature a monitored RSS live feed of tweets using #DragonDash. This will encourage social engagement and create hype and social content for the event.



PEEL OFF COUPON

Why wait to get groceries?

We combined two great partnerships to create the ultimate Millennial experience. As a reward for completing the obstacle course, students will be given an exclusive coupon to get both a free Tai Pei through Walmart's Pickup Delivery and a free favor from TaskRabbit.

The coupon allows the user to order their normal groceries and, with the use of a promo code, get a free Tai Pei of their choice. Next, the user can enter a promo code on the TaskRabbit app to get free pickup and delivery of their groceries right to their front door.

Millennials can snag the experience of almost instant gratification with just a few touches.

We'll also incorporate paid search to push traffic into Walmart Pickup for Tai Pei.

GET FREE TAI PEI WITH WALMART PICKUP WITHOUT EVEN LEAVING YOUR HOUSE.

- 1 Download the Walmart Grocery app and put your groceries in your cart.
- 2 Add your favorite Tai Pei to the cart.
- 3 At checkout, enter the promo code below.



TAIPEINOW

- 1 Download the Task Rabbit and request a favor for Walmart Pickup.
- 2 Enter the TaskRabbit code below for a free favor.



WHYWAIT

Use both codes to get your free Tai Pei and free delivery.

DRAGON DASH



MEDIA

The “Why Wait?” campaign strategically moves the target market through the purchase funnel by implementing three targeting phases:

1. **Knowledge** (April-Aug)
2. **Experience** (Sept-Oct)
3. **Drive to Purchase** (Nov-March)

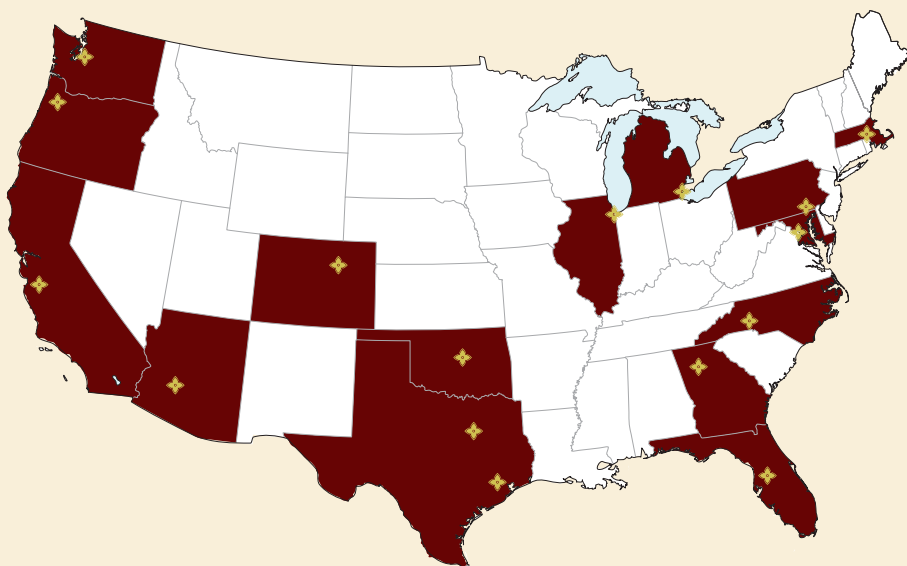
All elements are driven by the key insight that our target market consumes more than 70% of their media digitally.

The **Knowledge** phase leverages our target market’s media consumption to raise brand awareness and spark product interest. The **Experience** phase increases purchase consideration with executions that will enrich brand sentiment, engagement and loyalty. And in the **Drive to Purchase** phase our campaign uses an array of in-store tactics to move the target market towards retail sales.

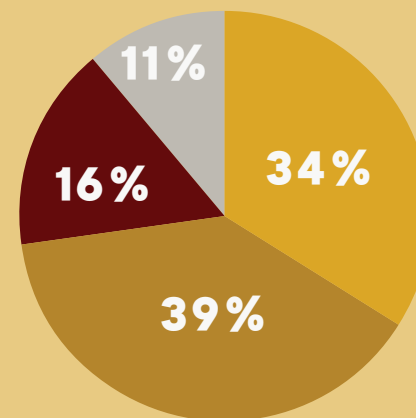
The timeline of the campaign will emphasize specific vehicles in each phase to achieve the campaign objectives.

We’ll advertise in large cities within the top 30 DMA markets. Heavily focused cities have a high BDI for Tai Pei and large population universities that have a large percentage of commuter students.

- | | | |
|---------------------|-------------|-------------------|
| 1. Los Angeles | 8. Atlanta | 15. Denver |
| 2. Chicago | 9. Houston | 16. Charlotte |
| 3. Philadelphia | 10. Tampa | 17. Portland |
| 4. Dallas-Ft. Worth | 11. Phoenix | 18. San Diego |
| 5. San Francisco | 12. Detroit | 19. Oklahoma City |
| 6. Washington D.C. | 13. Seattle | |
| 7. Boston | 14. Miami | |

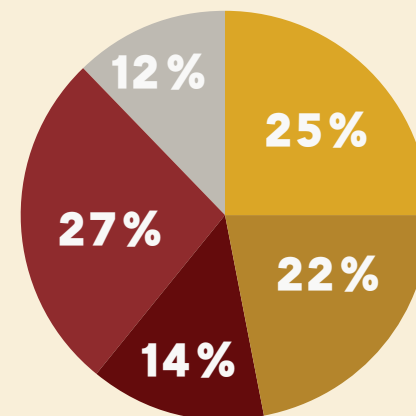


PHASE 1: KNOWLEDGE



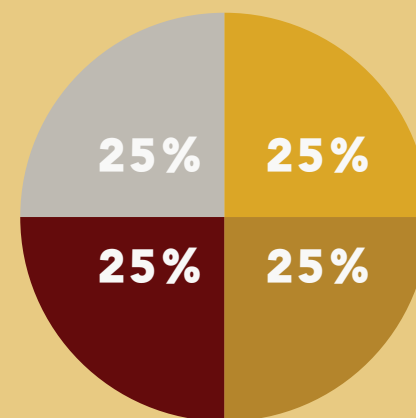
Key Objective:
Raise brand and product awareness through digital and social executions.

PHASE 2: EXPERIENCE



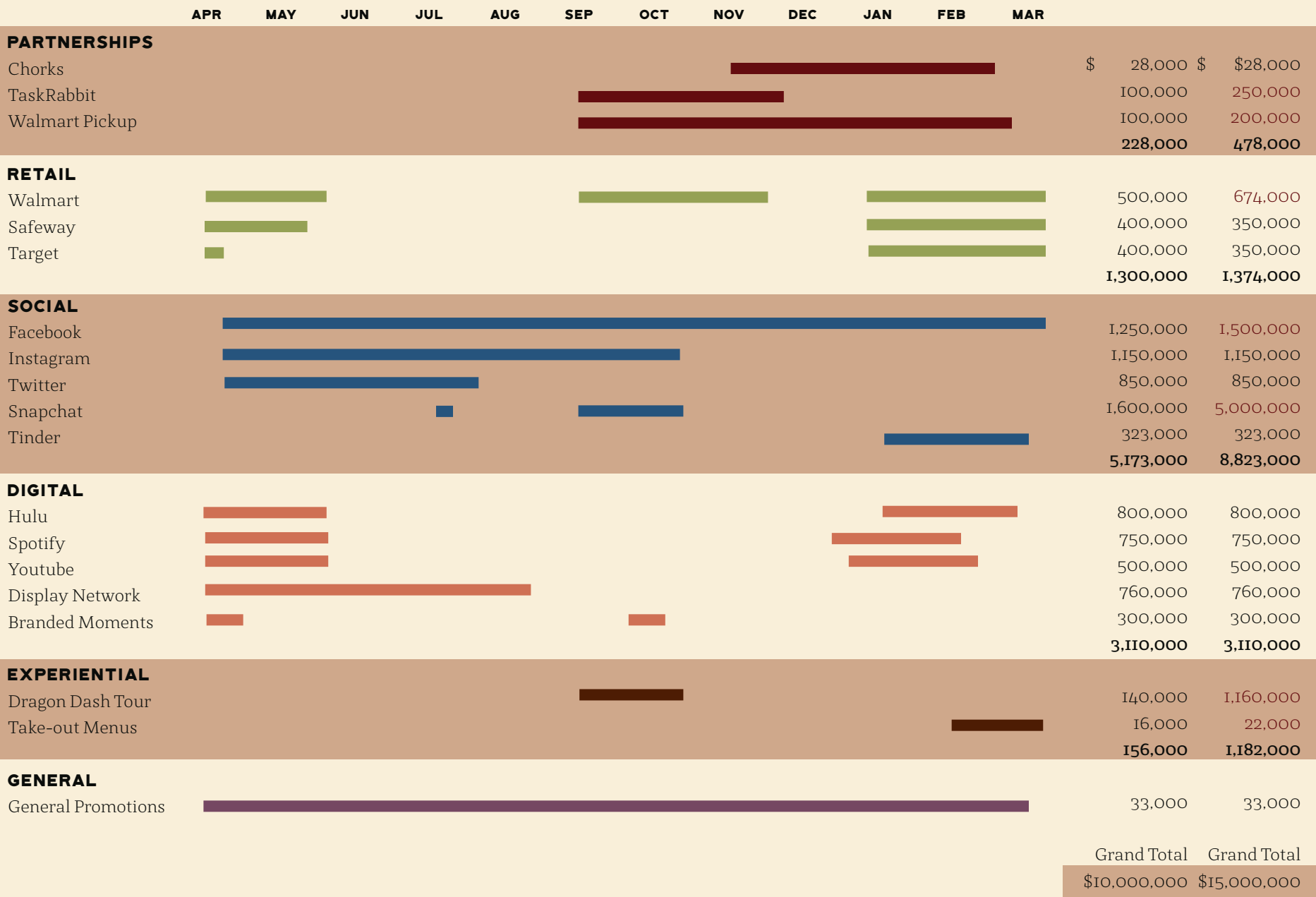
Key Objective:
Use experiential spend to increase brand engagement and generate loyalty.

PHASE 3: DRIVE TO PURCHASE



Key Objective:
Interact at point-of-sale. Drive product trial and retail sales.

FLOWCHART



The red highlighted portions denote increased spending.

CHORKS

Placement: Walmarts near college campuses in top DMAs and taskrabbit cities

Consumers are instantly rewarded with a chork when they use the coupon giving them a branded item they can use at home or on-the-go to remind them of Tai Pei.

112,000 112,000

TASKRABBIT

Placement: Campuses located in the top DMAs and Taskrabbit cities

This coupon offers students a convenient way to try Tai Pei and a discount to have their groceries delivered through Walmart pickup and TaskRabbit.

50,000 125,000

WALMART PICK-UP

Placement: Walmart & Walmart Pick-Up
Millennials account for the recent growth of online shopping and mobile coupon usage. Our target audience will not only receive instant gratification of online shopping and fast in-store pick-up services, but also the convenience of doing this on-the-go or at home.

20,161,290 20,161,290

POINT-OF-SALE

Placement: Walmart, Safeway, Target
Tai Pei will place floor decals and aisle violators to draw attention to the direct product. Security Pedestal ads will be placed at the entrances of the grocery stores to remind shoppers of the product as they walk in.

650,000,000 687,000,000

HULU

Placement: Pre-Roll Ads

Hulu reaches over 4.7 million users a month, with 37% of the audience consisting of Millennials. By placing ads before streaming videos, Tai Pei will reach its target market through a 30-second video.

32,000,000 32,000,000

FACEBOOK

Placement: Sponsored Post & Sponsored Video
91% of Millennials are active users on Facebook. Tai Pei will take advantage of Facebook's 36% click-through rate to push promotion back to Walmart's in-store retail promotion.

182,321,429 235,035,714

INSTAGRAM

Placement: Instagram

Tai pei will take advantage of Instagram's highly visual appeal to Millennials. Instagram will allow our target to share long-lasting organic content.

206,461,938 236,461,938

TWITTER

Placement: Organic & Promoted Tweets

Tai Pei will take advantage of Twitter's 36% of 18-29 year-old users by placing a high priority on consumer interaction and building viral trends.

107,265,258 99,765,258

**SNAPCHAT**

Placement: Sponsored Lenses & Geofilter

Snapchat's sponsored lenses will generate better brand recognition and interaction during viral events. Geofilters will be available at school events to excite and engage users.

2,500,000 9,375,000

TINDER

Placement: Sponsored Coupon

79% of Tinder users are Millennials. Tai Pei will use the app to make instant connections with users and give them the satisfaction of connecting with brands directly.

32,857,142 32,857,142

SPOTIFY

Placement: 30-second radio spots on the Top Hits playlist.

Spotify users will click a Tai Pei branded moment ad to instantly receive 30-minutes of ad-free music. This will not only help us measure ROI, but also remain relevant with our audience. Top Hits playlist is the most popular genre within our target audience.

435,000,000 435,000,000

YOUTUBE

Placement: 20 second Pre-Roll video

Millennials are more likely to notice and engage with humorous content. A pre-roll ad will keep viewers entertained while they wait for their videos to load.

32,000,000 32,000,000

DIGITAL DISPLAY

Placement: Websites aligning with target interests

Digital display banners will circulate on content relevant sites through network partners and Google Ad servers using geo-targeted promotions and advertisements.

108,561,429 108,561,429

DRAGON DASH

Placement: Campuses located in the top DMA's and Taskrabbit cities.

Our target audience will have a direct encounter with our brand on their campus during the beginning of the Fall semester. Tai Pei will take advantage of the back-to-school excitement by introducing the Dragon Dash to garner new brand engagement.

25,000 125,000

PROMOTIONAL ITEMS

Placement: Take-out menus and coupons

These items will align with the third media phase by giving consumers discounts and prizes making it easy and convenient for everyone to try Tai Pei.

8,000 8,000

■ \$10M Impressions ■ \$15M Expansion

ANNA

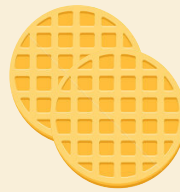
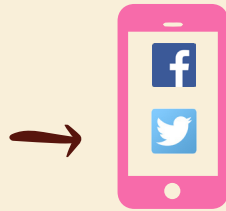
MORNING

AFTERNOON

EVENING



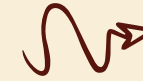
PHASE ONE: KNOWLEDGE



Anna wakes up, checks her Facebook and Twitter, then has Eggo waffles for breakfast.



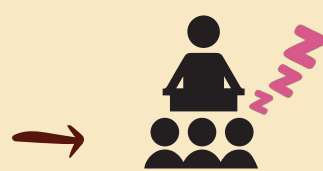
During her shift at Starbucks, she hears an ad for Tai Pei on Spotify. She claims her 30 minutes and jams out!



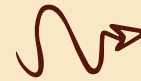
After work, Anna and her friend want to go see a movie. They buy their tickets on the Cinemark app so they can avoid the line.



PHASE TWO: EXPERIENCE



Anna halfway listens to her history lecture before deciding to scroll through her Facebook timeline.



She checks Snapchat and sees several people at an inflatable dragon obstacle course on campus. She decides that is the place to be.



Anna is finally back home. She watches her favorite beauty guru on Youtube and orders lipstick online from Ulta.



PHASE THREE: DRIVE TO PURCHASE



Anna blasts music while she makes a list of groceries she plans to buy at the store later.



She makes her way to Walmart with her list. While at the store, she sees a coupon for Tai Pei. She decides to try it.



Anna and her boyfriend settle in her room for the night to do homework and watch the latest episode of New Girl on Hulu.

CAMPAIGN TRACKING

We believe that Tai Pei would benefit from a third-party reporting system such as Sizmek. Sizmek can keep track of the different KPIs through each phase to ensure that our budget is being maintained and our desired reach is being achieved. This allows us to adjust spending on executions that are underperforming on a weekly or monthly basis.

KPI EVALUATION

EXPECTED RESULT

We will measure impressions throughout the campaign to ensure our desired reach is being achieved.



Raise brand and product awareness.

We will measure social media interactions, hashtag uses, and event attendance to ensure our experiential events are increasing brand engagement.



Increase brand engagement and generate loyalty.

We will measure promotion redemptions and monitor IRI sales data to ensure that our promotional tactics are effective.



Drive product trial and retail sales.

CREATIVE EVALUATION

To test the effectiveness of our creative messaging, we exposed 250 college students to previous Tai Pei ads and our new Tai Pei ads.

After exposure to the old advertising, we measured their brand sentiment and likelihood of purchase. After exposure to our new ads, we tracked the changes.

There was a 30% increase in brand sentiment and a 30% increase in likelihood of purchase among these Millennial students.

KEY TAKEAWAY

WE HAVE BUILT A CAMPAIGN THAT WILL SUCCESSFULLY ACHIEVE OUR ULTIMATE OBJECTIVE: WE WILL MAKE THE TAI PEI BRAND AND ITS PRODUCTS RELEVANT TO MILLENNIALS.



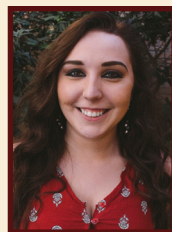
**ACCOUNT
DIRECTOR**



**CREATIVE
DIRECTOR**



**PROJECT
MANAGER**



**STRATEGY
DIRECTOR**



**MEDIA
DIRECTOR**



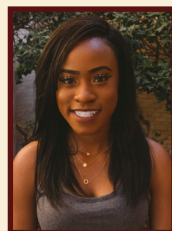
**PRODUCTIONS
DIRECTOR**



STRATEGIST



STRATEGIST



STRATEGIST



STRATEGIST



**MEDIA
PLANNER**



**MEDIA
PLANNER**



**MEDIA
PLANNER**



**MEDIA
PLANNER**



**ART
DIRECTOR**



**ART
DIRECTOR**



**ART
DIRECTOR**



COPYWRITER



COPYWRITER



COPYWRITER



COPYWRITER



COPYWRITER



LOGISTICS



LOGISTICS



ADVISOR

PRIMARY SOURCES

1276 Surveys
250 Creative Testing Subjects
7 Focus Groups
170 1-on-1 interviews
100 Word Association Tests
15 hours of In-store Observations

SECONDARY SOURCES

<http://elitedaily.com>
<https://www.washingtonpost.com>
<https://www.gfs.com>
<https://www.bostonglobe.com>
<http://www.recode.net>
<https://www.entrepreneur.com>
<http://www.goldmansachs.com>
<https://www.bloomberg.com>
<http://www.campaignlive.co.uk>
<https://www.forbes.com>
<http://www.huffingtonpost.com>
<http://www.businessinsider.com>
<http://www.taipeifood.com>
<http://www.businessinsider.com>
<http://www.refrigeratedfrozenfood.com>
<http://www.emarketer.com>

The 2014 Thumbnail Media Planner by
2020 Marketing Communications
Media Planning and Buying in the 21st
Century by Ronald D Geskey
MRI data

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in.

REFERENCES