



HOT DOGS

Digital Ideas

March 18, 2011

TASTE SELECTS

Get America to try Selects and share their "taste-a-monials."

We start with our 264K+ fans as the advocates to share our "taste" news with the rest of America and turn that news into additional trial to acquire new fans and triers.

The Foodtruck tour will take this offline and capture tasty moments to share with the OM community.



HOW IT WORKS

PHASE I — Announcement

Kick-off with "Summer of Selects" with a FB wall-posting & tab encouraging fans to like the post for a chance to get free product

- Include call-to-action on coupons to "Tell us how it tastes"
- Collect "taste-a-omonal" data on a facebook tab

Alerts Oscar Mayer Fans on Facebook that promo is taking place



The first 1,000 people to like this comment will get FREE Selects Hot Dogs from Oscar Mayer!

our 1,000 BIGGEST FANS are getting free Oscar Mayer Selects & a chance to win the **SUMMER OF SELECTS**

We're giving away FREE Selects Hot Dogs to the first 1,000 people to "Like" this post. We're also throwing those 1,000 in the running to win THE SUMMER OF SELECTS, where we'll keep your grill chock-a-block full of Oscar Mayer Selects Hot Dogs all summer long!

We love these new Selects and want to hear what you think of them too. Try some tonight and check back with us to give us your thoughts.

2 hours ago · Like · Comment · Share

Melanie Campbell-Davis at 12:36pm
Cool
Message

facebook

Invite friends to join you! Invite your friends

Wall Info WIENERMOBILE Selects Challenge

THE Oscar Mayer Selects taste CHALLENGE

TELL US HOW THEY TASTE AND ENTER TO WIN THE SUMMER OF SELECTS

OVEN-ROASTED TURKEY ANGUS PREMIUM BEEF

selects angus hot dogs
Oscar mayer selects angus beef franks—smoked & uncured premium angus with no nitrates or nitrites added except those naturally occurring in celery juice. U.S. inspected And passed by department Of AGRICULTURE.
No nitrates or nitrites added. No added MSG. NO artificial flavors, colors, fillers or BY-PRODUCTS.

We are giving away free Selects Hot Dogs to the first 1,000 people to "Like" this tab or the post on our wall. We are also giving away an entire summer's worth of Selects to one of those first 1,00 people. All we ask is that you come back and tell us what you think of our new Selects.

GET STARTED AND TAKE THE CHALLENGE TODAY

Already tried Selects? Tell us how they taste. ▶

Registers first 1,000 fans to win a free pack of Selects, and invites them to be the first to give their personal "Taste-o-omonal"

Please enjoy a **FREE PACK** of Oscar Mayer Selects hot dogs, just for being one of our **1,000 BIGGEST FANS!**

TELL US HOW THEY TASTE
we're pretty proud of them, but we want to know what you think of our new Selects. tell us about it at [Facebook.com/OscarMayerSelects](https://www.facebook.com/OscarMayerSelects) or text your thoughts to XXXX

All fans after the initial 1,000 will be able to download a coupon worth 75¢ off and will be invited to give their own "Taste-o-omonal"

TELL US HOW THEY TASTE
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Responses from consumers via Facebook and text will populate the Phase II "Taste-o-omonal" section of FB Tab

MANUFACTURER'S COUPON

save 75¢

0663 8424 1205 3629

RETAILER: Sample coupon. Not valid on any product. This Sample Coupon is for demonstration purposes only. May not be combined with other coupons. Not redeemable for cash. Void if reproduced, altered or expired. Do not transfer.

67890

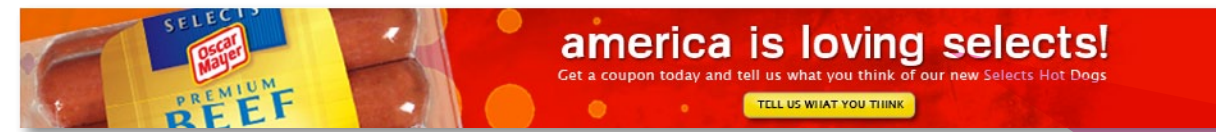
12345 70076 0 (8101)0 67890 1209

HOW IT WORKS

PHASE II — Engagement & Promotion

Paid media kicks in and promotes the call for more new tasters via display and search. Create synergy offline with a print ad CTA, Foodtrucks and WMB stops to capture "taste-a-monials" via SMS entry.

DISPLAY



Drives to Selects page on OM.com where users can learn more about Selects and also see promotional information about the Taste Challenge (linking to FB).



Drives to OM Facebook tab, where users can see/post consumer "Taste-o-monials" and download coupons

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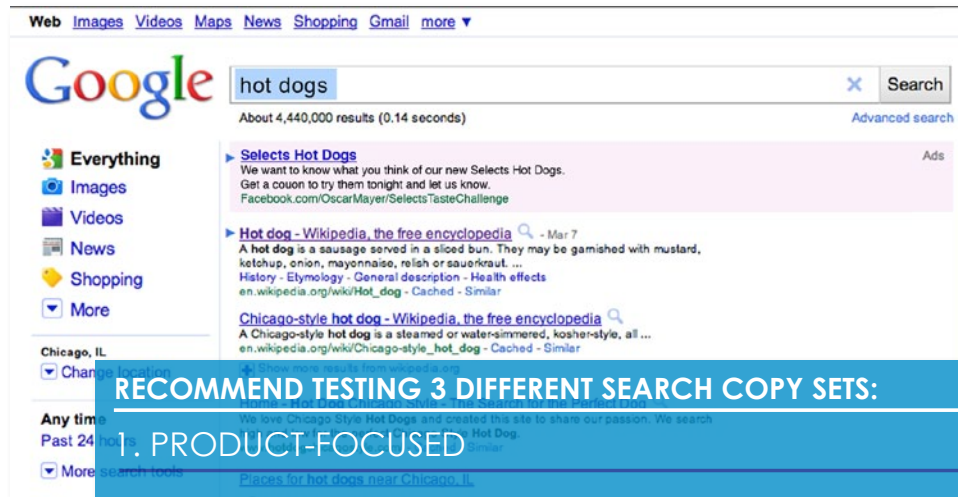


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HOW IT WORKS

PHASE II — Engagement & Promotion

AD SEARCH



RECOMMEND TESTING 3 DIFFERENT SEARCH COPY SETS:

1. PRODUCT-FOCUSED
2. PRODUCT-FOCUSED WITH TASTE CHALLENGE MENTION
3. TASTE CHALLENGE-FOCUSED

Drives to OM.com

Drives to OM.com

Drives to OM Facebook tab, where users can see/post consumer "Taste-o-monials" and download coupons



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HOW IT WORKS

PHASE II — Engagement & Promotion

OFFLINE & EVENT



Wienermobile and Food Truck events promote "Taste-o-imonials" and drive traffic to OM Facebook tab



Responses from consumers via Facebook and text populate the Phase II "Taste-o-imonials"

Wienermobile events hand out coupons to promote additional "Taste-o-imonials"

Food Truck events hand out coupons to promote additional "Taste-o-imonials"



Users are invited to download Selects coupons and post their own "Taste-o-imonials"

HOW IT WORKS

PHASE III — On-Going

We celebrate what America thinks of Selects with a progressive Facebook coupon event for Labor Day. The more people who like our post, the bigger their coupon.

Alerts Oscar Mayer Fans on Facebook that promo is taking place



At the end of the promotion, each user that clicked "Like" can download a coupon worth the final value.



WHY IT WORKS

Promotes trial on multiple fronts

- By leveraging our biggest fans on FB and tapping into the power of progressive couponing
- Using our paid media as an acquisition strategy
- Maximizes the potential of the evolved “like” functionality

Put OM Selects into the unbranded hot dog conversation.