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# Table of Contents

Executive Summary	3
Agency Strategy	3
History	4
Comparative Analysis	5
SWOT Analysis	6
Environmental Analysis	7-8
Objectives & Budget	9
Research	10
Brand Value Proposition	11
Target Market	12-13
Campaign Strategy	14
The Big Idea	15
Creative	16
Print Ads	17-18
Online Ads	19-20
Out of Home Ads	21
Commercial	22
Creative Testing	23
Media Objectives	24
Media Strategies	25
Media Choices	26-28
Media Schedule	29
Media Budget	30
Brand Activation	31-33
Evaluation	34
Creative Brief	35
Meet the Team	36-37



# Executive Summary

Cheez Doodles is a well-known company that produces corn cheese puff snacks under Wise Foods, Inc. Offered in various flavors, Cheez Doodles is a fun, kid-friendly snack that is offered in grocery and convenience stores across the country. Founded in 1921, Cheez Doodles has continued its promise to be "committed to giving you great-tasting snacks that you can enjoy with family and friends". Top Tier's mission is to further attract customers to Cheez Doodles through an appeal to the 1990s decade. Through pairing the fun and cheesy personality of Cheez Doodles with the "cheesiest" decade, the 1990s, we can introduce iconic 90s characters in to our brand's executions. We at Top Tier pride ourselves in doing fun, creative executions that reflect classic brands that families know and love. With Wise's Cheez Doodles, families can experience a nostalgic throw-back while enjoying the delicious cheesy snack that they grew up enjoying.

# Agency Strategy

**Top Tier**  
AD AGENCY

Top Tier strives to bring the most creative and effective campaigns to the table. Through our agency's brand strategy, we take particular steps to reach a desired product. First, we research the product and the audience. Second, we set goals for the campaign to reach. Next, we do intensive creative brainstorming which is where we excel. Lastly, we execute our ideas and evaluate the success of the campaign. Here at Top Tier, this process allows us to create effective and creative products that bring success to your company so it can flourish.

1. Research 
2. Goal Settings 
3. Creative Brainstorming 
4. Execution 
5. Evaluation 

# History of Cheez Doodles

Cheez Doodles were created in 1921 by Morrie Yohai, the president of Old London Foods. Old London Foods is a company that had been producing ice cream cones, popcorn and cheese crackers. Yohai learned while using a machine that processed corn meal, if it was used under high pressure, could be turned into a long tube shape. Morrie Yohai went on to name the tube-shaped chip the "Cheez Doodle." First marketed in the late 1950s, Cheez Doodles soon became so popular that by 1965, Old London Foods was bought by Borden and Mr. Yohai became vice president of Borden's snack food division. In the mid-1960s the company was acquired by Borden and assigned to the Wise potato chip division. Cheez Doodles remain one of the strongest brands marketed by Wise, which is no longer part of Borden.



# Comparative Analysis

## Cheetos

### Strengths:

Cheetos is a strong brand with an enticing mascot. Chester Cheeto appeals to young audiences therefore making Cheetos more popular. Cheetos are always displayed in vending machines and have partnered with recognizable food chains to expand their target market.

**Weakness:** Cheetos are extremely high in sodium and fat. One serving of Cheetos gives you 10% of your recommended allowance of sodium, 14% of daily recommended fat, and 20% of the fat is saturated which raises cholesterol in the long run.



### Strengths:

Pirate's Booty is a catchy name that grabs consumers attention. They are made with all natural ingredients and have a mascot that appeals to children. The snack is gluten free and contains no food coloring or artificial flavors.

### Weakness:

Pirates Booty costs more than average snack food. Taste is less appealing to children.



## Jax

### Strengths:

Jax Cheese Puffs is gluten free and peanut and tree nut free which appeals to children with allergies. They are also available in multigrain with 0 trans fat.

### Weakness:

Jax does not have a mascot and Bachman is not a leading snack brand. The packaging is very boring in comparison to other brands.



# SWOT Analysis

## Strengths

Cheez Doodles are a branch off of the well respected brand of Wise. The doodles are gluten free, made with real cheese, and are known for their small snack bag for "on the go". They come in a variety of flavors and sponsor both the Red Sox and the Mets.

## Weakness

Cheez Doodles have become a passive brand. There has not been any noticeable advertisements for years. The doodles do not have a fun mascot and are not the first choice cheese snack. Cheez Doodles are not healthy and have an outdated logo.

## Opportunities

Cheez Doodles could be bigger and better than competitors if they found a way to incorporate them into cafeteria lunches, vending machines, and played up being the "on-the-go" snack. They also should play up the fact that they are healthier than Cheetos.

## Threats

Cheez Doodle threats are other cheese brands such as : Doritos, Goldfish, Cheese-its. Other snacks are usually preferred over Cheez Doodles especially brands who advertise more and have a kid friendly mascot.



# Environmental Analysis

## Competitive Forces

Competitive forces include: Cheetos, Pirates Booty, Jax. Other cheesy snacks are also our competition including: Doritos, Goldfish, and Cheese-its.

## Economic

Economic Forces involve producing artificial ingredients rather than natural. This affects the production costs of Cheez Doodles as well as taxes and inflation.



## Technological Forces

Technological cost of materials and labor, leisure time (shopping), new product development, new ingredients, new packaging methods, innovations in the industry.



# Environmental Analysis

## Socioculture Forces

Stress eating, "munchies", social eating Cheez Doodles prides itself on bringing people together during snack time. This can be a time for social eating, catching with friends, or after a late night when someone gets the "munchies." Stress eating also can be a big time for food consumption because Cheez Doodles can easily be taken on-the-go to accompany a busy schedule for moms and children.

## Legal/Regulatory Forces

Cheez Doodles is regulated through the United States Food and Drug Administration, which monitors products to protect consumers. Recently, the FDA has been debating declaring a ban of trans fat in products because it is so bad for consumers. Wise's production of quality snacks are affected by sustainability because all obsolete packaging is recycled into park benches. Controlled by energy saving technology, Wise is a devoted member of the "Demand Response" program that is managed by EnerNOC.





# Objectives and Budget

## Media Objectives

Our sales target is to increase Wise Cheez Doodles sales by 10% by the end of this campaign. We will achieve this through bringing out the fun side of Cheez Doodles by pairing it with the fun and “cheesy” vibe of the 90s.

## Advertising Objective

Within the target audience of women ages 35-49, Top Tier Ad Agency will see 75% comprehension and 50% conviction. This means that we aim for 75% of the target to know our product and for 50% of the target to value our product. Additionally, we have defined our reach as 75% and set the effective frequency at 4.

## Time Frame

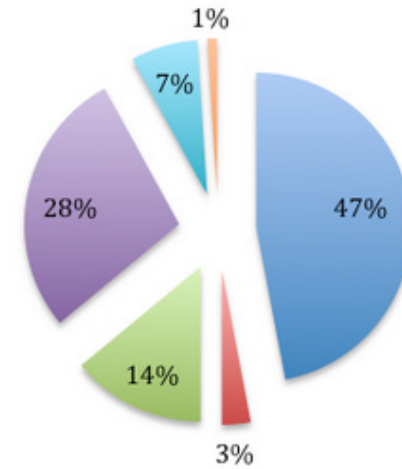
The “Who said Cheesy went out of Style?” campaign will be one year long, beginning in January 2015 and ending in December 2015. This will be a pulsing campaign with the heavier advertising in March for National Cheez Doodles day and in the summer when snack foods are bought more often for children.

## Budget Summary

Top Tier Ad Agency was allocated \$10 million dollars as a budget for the Cheez Doodles campaign. The following pie charts represent the amount of money to be used for each medium.

## Media Allocations

■ Magazine ■ Transit ■ Billboard ■ TV ■ Internet ■ Cost of Production



# Research

## Research Objectives

- To identify which chip products are purchased over Cheez Doodles in our target market
- To define what types of snack foods consumers buy
- To measure the product awareness of Cheez Doodles within the target market
- To identify the perception of Cheez Doodles of our target market

## Primary Research

Top Tier conducted an online survey that was taken by 75 people in the target market. Of the people tested, 68% were already aware of the product. However, many people responded that they do not purchase cheese puff products often-59% of the survey sample checked off that they purchase these products less than once a month. It was also revealed that Cheez Doodle's biggest competitors are Bachman Jax Cheese Curls, Frito-Lay Cheetos, and Pirate's Booty products. However, when asked which chip product they purchase most often, more of the sample (41%) selected Cheez Doodles over any other snack. Additionally, when asked to choose words that they felt best described Cheez Doodles, 92% of all of those tested chose positive words. 58% of those tested chose the word "good," 53% chose the word "cheesy" and 47% of those tested selected the word "tasty" to describe the product and brand.

## Secondary Research

For secondary research, Top Tier explored sites on product features and campaigns, and also sites pertaining to the target audience. On the Cheez Doodles website we learned about the history of the brand, the most recent Cheez Doodle campaign, and its current logo and brand design. The Wise Foods site displayed the varieties of Cheez Doodles. We looked at Frito Lay's website to see what one of our major competitor, Cheetos, is up to. Lastly, we looked at various "Mommy Blogs" to see what women with children were generally interested in on the internet. When looking for research on the target audience, various articles on AdWeek, AdAge BrandWeek helped further understand the psychographics of our target market.



# Brand Value Proposition

## Functional

Wise Cheez Doodles is a crunchy, cheese flavored corn snack. Made with real cheese, Cheez Doodles come in several varieties including Crunchy, Puffed, White Cheddar Puffed, Cheez Balls, Honey BBQ Puffed, Hot 'n Honey Puffed, and Cheez Balls. All Cheez Doodles products are free of preservatives and contain 0 grams transfat. Additionally, many Cheez Doodles products are Gluten Free.

## Emotional

Wise Cheez Doodles products are fun and distinctively shaped, causing the consumer to feel cool and interesting when they purchase the cheesy snack. The packaging of Cheez Doodles is dynamic and colorful, making purchasers feel as if they stand out and are different from the typical snack-shopper. Whether they are bringing Cheez Doodles to a party, packing a bag into a child's lunchbox for school, or putting out a bowl on family fun night, Cheez Doodles consumers feel unique because they know that they are adding variety and pizzazz to the snack table. Additionally, users of the crunchy product will feel satisfied and pleased when they choose Cheez Doodles over other chip snacks since all of the brand's products are free of preservatives and are made with real cheese.

## Self Expressive

By purchasing Wise Cheez Doodles products, mothers appear fun and exciting. The packaging and vibe of the product is dynamic and fun. These qualities are reflected in the buyers of the brand. Moreover, since Cheez Doodles have 0 trans fat and are preservative-free, cheese puff consumers who choose the product care more about the nutrition of their snack products.

# Target Market Primary



## Meet Debbie

A fun, working mom-on-the-go. After working her shift at the hospital, Debbie can be found juggling her kids' soccer practices, dance rehearsals and making family dinner... that is if she has time. On the weekends, Debbie drops off her kids at soccer games and heads to the grocery store or the drugstore to do her weekly shopping. She buys the kids chips or other cheesy snacks for their lunches, and food for balanced dinners throughout the week. Hopefully, she can enjoy a rare date night to the city with her husband at the end of a long Saturday. Or even a girls night out for cosmos.



## Meet Jennifer

An outgoing mother who makes time for her girlfriends. Jenn met her husband in sophomore year of college at NYU. After graduation, they settled down outside of NYC in a classy neighborhood of northern Jersey. But that didn't stop her social life. She often has all her girlfriends from college over to the house with their boyfriends or husbands and kids. The adults have their time with the wine in living room while they send the kids downstairs to play. Thriving off the social setting, Jennifer likes to make everyone feel comfortable. She always has snacks like cheese puffs and Chex Mix out of the counters for everyone to share.



# Target Market

## Secondary

### Meet Casey

The young socialite who enjoys a good time with her out-going friends and crazy boyfriend. Whether Casey is working with a big-shot client or out for iced coffee with her friends, she is a personable and outgoing individual. She likes to throw parties at her loft apartment in the city where everyone can go crazy. Between beers, they play Just Dance on Wii and sometimes mess around with Ouija board. If Casey isn't throwing a party of her own, you can be sure to find her at a friend's place bringing over snacks and drinks to start the party some place else. Cheers!



# Campaign Strategy

## The Challenge

Cheez Doodles struggles with brand recall compared to other brands. According to our research, Frito Lay's Cheetos are the more memorable brand in the eyes of the consumer. Our Challenge is to make Cheez Doodles more desired than our competitors.

## The Insight

According to our research, Cheez Doodles is viewed as a brand for children and younger individuals. However, the majority of grocery shopping is done by women and mothers of an older age; therefore, we found that Cheez Doodles needs to appeal to the primary grocery shoppers.

## The Solution

Cheez Doodles promises to bring a fun and nostalgic twist to the branding of their cheese puff snack through a throwback to the cheesiest decade - the 90s.



# The Big Idea

**cheez doodles**  
**Goes 90's**

Who said "cheesy" ever went out of style?

A collage of 90s celebrities including Will Smith, Ice Cube, Justin Bieber, and the cast of 'The Sandlot'.

# Creative

## Creative Strategy

Top Tier's research has led us to understand the needs and wants of our target audience. Since our primary audience is mothers we want to bring a sense of nostalgia to their purchase. Wise, the owner of Cheez Doodles, is already a trusted snack brand. By naming 90's the cheesiest decade and pairing it with iconic characters from 1990's pop culture, mothers will relive their past and want to purchase Cheez Doodles. Our brand promise is to bring tasty, crunchy, real cheese products to our consumers with spunky, "cheesy" 90s flair.

## Art Direction

For Top Tier's advertisements, we focused around the idea that the Cheez Doodle logo appears very outdated. We branded Cheez Doodles as a 1990's nostalgic brand, hoping to gain the target market's attention with the recognizable patterns and television characters of the 90s. We chose 90s television show characters that we felt embodied the "cheesiness" of the decade-Steve Urkel from Family Matters, Uncle Joey from Full House, Carlton from The Fresh Prince of Bel-air and Zack from Saved by the bell. Top Tier created a bright, complimentary 90's pattern that will continuously show up in each advertisement. Top Tier's advertising designs also encompass all of the different packaging styles of Cheez Doodle products, so that each ad is color-coordinated according to each Cheez Doodle flavor.

## Copywriting

Each advertisement is branded with our slogan "Who said cheesy ever went out of style?". The copy to follow the slogan says, "The cheesiest snack is bringing the cheesiest decade back! Throwback 90's swag in a bag! Celebrate your favorite 90's icons with Cheez Doodles!". Linking the cheesiness of the 90's to the cheesiness of Cheez Doodles again will cause feelings of nostalgia in mothers viewing the ad. Using words like "swag" and "throwback" will appeal to our secondary audience-the average young adult.





# Print Advertisements

**cheez doodles**  
PUFFED

Who said "cheesy" ever went out of style?

The Cheesiest snack is bringing the cheesiest decade back! Throw back 90's swag in a bag! Celebrate your favorite 90's icons with Cheez Doodles!

I like school.... it's a good way to kill time between weekends....

Wise Cheez Doodles Puffed

Follow us @cheezdoodles

Zack from "Saved By the Bell" '93

**cheez doodles**  
CRUNCHY

Who said "cheesy" ever went out of style?

The Cheesiest snack is bringing the cheesiest decade back! Throw back 90's swag in a bag! Celebrate your favorite 90's icons with Cheez Doodles!

Cut. it. out!

Wise Cheez Doodles Crunchy

Follow us @cheezdoodles

Joey from "Full House" '95

# Print Advertisements

**cheez doodles**  
PUFFED Balls

Who said "cheesy" ever went out of style?

The Cheesiest snack is bringing the cheesiest decade back! Throw back 90's swag in a bag! Celebrate your favorite 90's icons with Cheez Doodles!

"It's not unusual to be loved by anyone!"

Carlton from "Fresh Prince of Bel-Air '96"

Follow us @cheezdoodles

Facebook, Instagram, Twitter icons

Coupon

**Wise cheese doodles**

**\$1 OFF**

When you buy any Cheez Doodles product, limit one per customer. Offer expires on December 31, 2015.

0 56000 29145 2  
expires 12/31/2015

Full Page Magazine



# Online Ad's

## Animated Banner

Here we have an online banner. Carlton swoops into the screen doing his signature cheesy dance. If the consumer clicks on the ad it will take you to the Cheese Doodle Twitter page displaying the "Cheesy" moments posted from consumers.



# Online Ad's

Side Online Ad



This advertisement features Joey Gladstone from the 1990's classic TV show, Full House. His finger pointing is a vector toward the pink burst saying "Click Here for a FREE COUPON".

Updated Cheez Doodle Facebook Page



# Out of Home Ads

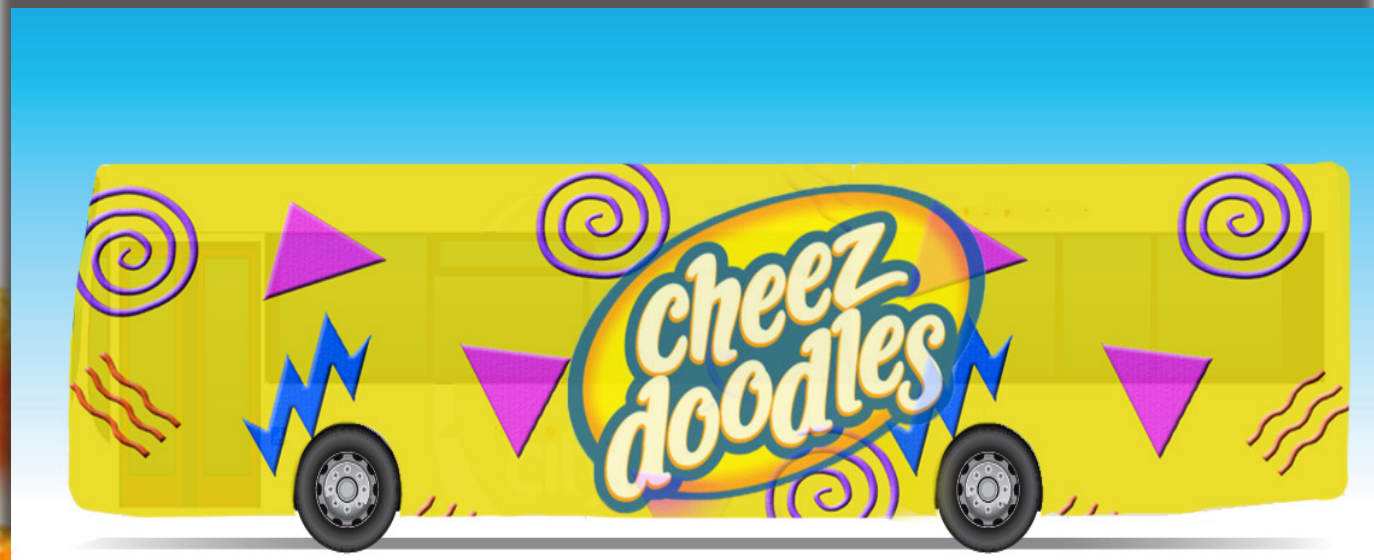
## Billboard



To better target moms on the go, we used out of home executions such as billboards and buses. The billboard to the left has Cheez Doodles appearing as if they are falling out onto the road. The 90's icon Eurlie is holding the bag with his classic "cheesy" smurf and thumb up.

The bus below is a full wrap of our 90's design consistent throughout our campaign. This wrapping covers every inch of the exterior.

## Bus Wrap



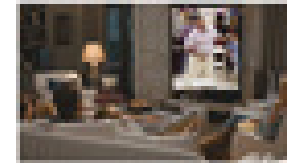
# Commercial Storyboard

## Storyboard

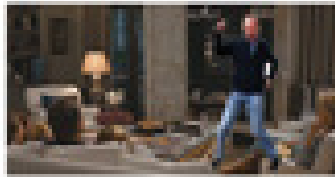
We want the audience to find humor in the commercial because the actors are so ridiculously cheesy. To achieve this, we used Carlton from Fresh Prince of Bel-Air and a father mocking him.



Clip of Carlton's goofy dance



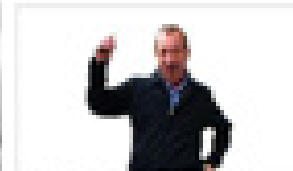
Zoom out to see family is watching Carlton on TV.



Dad is being silly. He is reenacting and mocking Carlton's dance.



Kids are saying: Oh Dad... There is canned laughter.



"Who said cheesy ever went out of style!"



# Creative Testing

For our creative testing process for the Cheez Doodle campaign, we conducted a number of in-person interviews with women of all ages in our target market. At first, we were unsure which decade we wanted our campaign to focus on—we were stuck between centering our Big Idea around the 1920s (the decade during which Cheez Doodles were created), and the “cheesiest” decade in pop culture—the 1990s. In some of our initial interviews, we showed participants one ad from each campaign idea. Those interviewed responded more favorably to the design of the 1990s campaign, calling it “dynamic,” “bright and eye-catching,” and “extremely zany and fun.” Many of our target audience members insisted that using the 90s would better reflect the “fun” vibe of our brand. Many of the women also liked our copywriting, citing it as “catchy” and “memorable.”

In our later interviews for the 1990s-based campaign, our audience thought that our original nostalgia-focused slogan—“The snack that brings you back”—was too similar to that of Pepperidge Farm’s Goldfish snack slogan, “The snack that smiles back.” Members of our audience suggested that we focus more on the appearance and “style” of the 1990s in our slogan since the bright colors and patterns are so instrumental to our campaign’s look. As a result of this research, we changed our slogan to “Who said cheesy ever went out of style?”



# Media Objectives

## Reach the target audience

Our target audience consists of women ages 35 - 49. These women are the primary grocery shoppers for their family. Mainly moms, our primary audience, enjoys Cheez Doodles because it was a childhood favorite growing up. They want to share their love for Cheez Doodles with their children and husbands. Our secondary audience consists of women ages 25-34. These are younger women who like to host parties at their houses with friends and their boyfriends. They enjoy Cheez Doodles for late night snacking, perfect for a party crunch!

## Geographic scope of the placement

This Cheez Doodle throwback campaign will be national. The magazine, TV, and Internet advertisements will reach the target audience all across the US. With the budget we were allocated, Top Tier bought regional advertisements in big cities in order to stretch the budget, while still effectively reaching large volumes of people.

## Message weight

Because our target market consists of moms on-the-go, some geographic markets will receive a heavier message weight. In New York City, LA, Chicago, Boston and Philadelphia, there will be billboards to reach large volumes of people who have busy schedules. Additionally, there will be 10 bus wraps in only New York City for the same justifications.





# Media Strategies

## Reach and frequency

Top Tier has designed the campaign to have an effective reach of 75% and an effective frequency of 4 times. This will be accomplished through the campaign that Top Tier has designed.

## Continuity

Our campaign is on a pulsing schedule. There is a steady stream of advertisements throughout the year through integrating magazine and online media. Additionally, there are periods of heavier advertising when we release the bus wraps on March, the billboards in various months, and also the TV commercials beginning in March.

## Length/size of all advertisements

Magazine: full page ad, 8.5 x 11 in  
Bus Wrap: city bus, 1:10 scale  
Billboard: bulletin, 14 x 48 feet  
TV: 0:30 seconds  
Online Banner Ad: 851 x 315 px  
Online Side Ad: 4 x 3 in

# Media Choices-Television



Top Tier chose to run a commercial on the TV network NBC due to the fact that a large number of women in our target audience watch the show Law & Order: SVU, which airs on NBC's prime time.



Women over the age of 35 make up the majority of Food Network's viewership. In showing our Cheez Doodle campaign commercial on this network, we would be able to reach much of our target audience with our product message. We will also integrate our product into Food Network's Chopped-a competition show in which chefs are met with mystery ingredient challenges. In making Cheez Doodles a mystery ingredient on the show, Top Tier will bring the brand alive in an interactive and nontraditional way. In airing Cheez Doodles ads during Chopped commercial breaks, we will keep the brand fresh in the audience's minds.



59% of TBS viewers are women. Therefore, Top Tier chose to place TV commercials during TBS prime time when The Big Bang Theory airs. Since the Big Bang Theory is the second most popular show watched by women in our target market, our commercial would reach a large audience of women aged 35-49.



# Media Choices- Magazines



**Better  
Homes**  
and Gardens

**FamilyCircle**

from the family of **Parents.com**

We will reach our target audience through full page magazine ads. There are three different versions of the magazine advertisements. Each of them appeals to our nostalgic cheesy theme through iconic 90s characters, Carlton, Zack and Joey Gladstone. These ads will be displayed in Better Homes and Gardens, Family Circle and O, The Oprah Magazine. These are magazines that value family time and are fitting for our demographic

# Media Choices- Online

## jolly mom

Our internet ads will effectively reach our audience because we placed them on sites with high traffic of our target audience. Facebook, Jolly Mom, Youtube and Amazon are sites heavily used by women and mothers. They will deliver our message effectively because they are consistent with the rest of the campaign - they appeal to nostalgia and fun through the cheesy colors, designs and actions on the 90s. The banner and side ads do all of this in a slightly different layout.



Google  
Site Search



# Media Schedule

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Weeks	1234	1234	1234	1234	1234	1234	1234	1234	1234	1234	1234	1234
<b>TV</b>												
TBS												
NBC												
Food Network												
<b>Magazine</b>												
O, The Oprah Magazine												
Family Circle												
Better Homes and Gardens												
<b>Online</b>												
Facebook												
Youtube												
Google Site Search												
Amazon												
Jolly Mom												
<b>Out of Home</b>												
Transit: Bus Wrap												
Billboard: NYC												
Billboard: Los Angeles												
Billboard: Boston												
Billboard: Chicago												
Billboard: Philadelphia												

# Media Budget

Magazine	pages	\$ per ad	
Better Homes and Gardens	6	552,970	3,317,820
Family Circle	6	155,800	934,800
O, The Oprah Magazine	6	82,760	496,000
<b>Subtotal</b>			<b>4,748,620</b>

Transit	
Bus Wrap - NY	250,000
<b>Subtotal</b>	<b>250,000</b>

Billboard	# of days	Cost per Day	
New York, NY	30	23600	708,000
Los Angeles	30	10544	316,320
Chicago	30	7,000	210,000
Boston	30	1,410	42,300
Philadelphia	30	3,685	110,500
<b>Subtotal</b>			<b>1,387,120</b>

TV	cost per	time in months	
TBS Big Bang Theory	135,000	3	1,620,000
Food Network Chopped	155,000	1	620,000
NBC Law & Order: SVU	27,000	5	540,000
<b>Subtotal</b>			<b>2,780,000</b>

Online	
Facebook	3,300
Jolly Mom	3,300
Youtube	3,300
Amazon	3,300
Google Site Search	720,000
<b>Subtotal</b>	<b>733,200</b>

<b>Magazine</b>	<b>4,748,620</b>
<b>Transit</b>	<b>250,000</b>
<b>Billboard</b>	<b>1,378,120</b>
<b>TV</b>	<b>2,780,000</b>
<b>Online</b>	<b>733,000</b>
<b>Cost of Production</b>	<b>110,200</b>
<b>TOTAL</b>	<b>9,999,940</b>



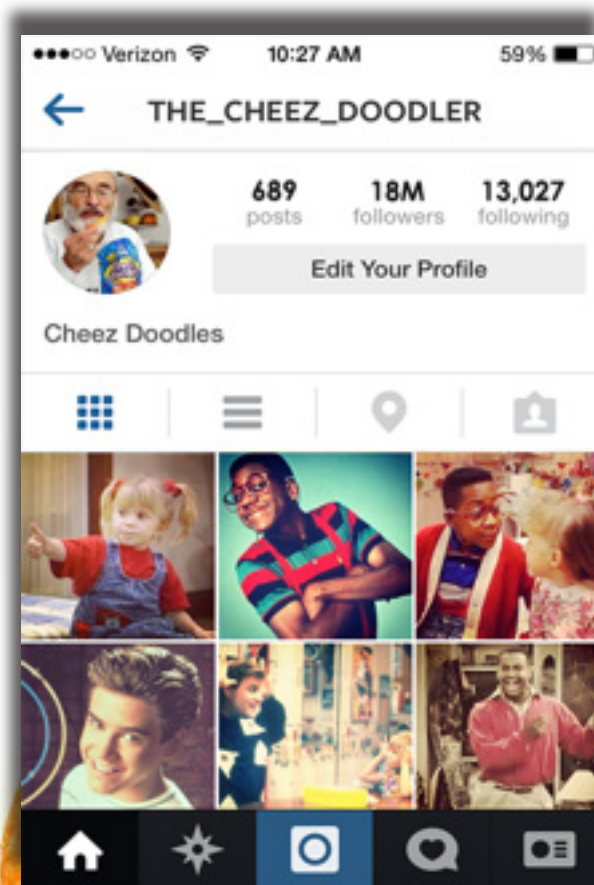
# Brand Activation

## Instagram + Twitter: The "Cheesy Challenge"!

Upload your #cheezy pics from the 90s! #tbt and @cheezdoodles.

### Identify

On Twitter, we will implement the "Cheesy Challenge" in which people can upload their own cheesy photo on Throwback Thursday. With the #cheezy and/or #tbt, they can tweet their photo @CheezDoodles. For each photo, the tweeter receives 1 point. If five photos are tweeted (which means 5 points) at Cheese Doodles, then the follower will receive a bag of Cheez Doodles in the mail. On Instagram, the Cheez Doodles account will post their own "cheezy" photos pertaining specifically to the campaign. For example, there will be pictures of Zack from Saved by the Bell and videos of Carlton doing his silly dance. Also, users can post their own cheesy photos and tag @The\_Cheese\_Doodler with the photo and the same rewards apply. This brand activation technique will run for the entire year-long campaign.



### Objectives

To promote the fun and cheesy personality of Cheez Doodles.

### Strategy

With the "Cheesy Challenge" on Instagram and Twitter, users are interacting with the brand. When users post their photos, other viewers will see their followers and friends posts with the Cheez Doodles tag/handle. This will spread awareness for Cheez Doodles. Additionally, word-of-mouth will spread awareness of the brand.

# Brand Activation

## Food Network

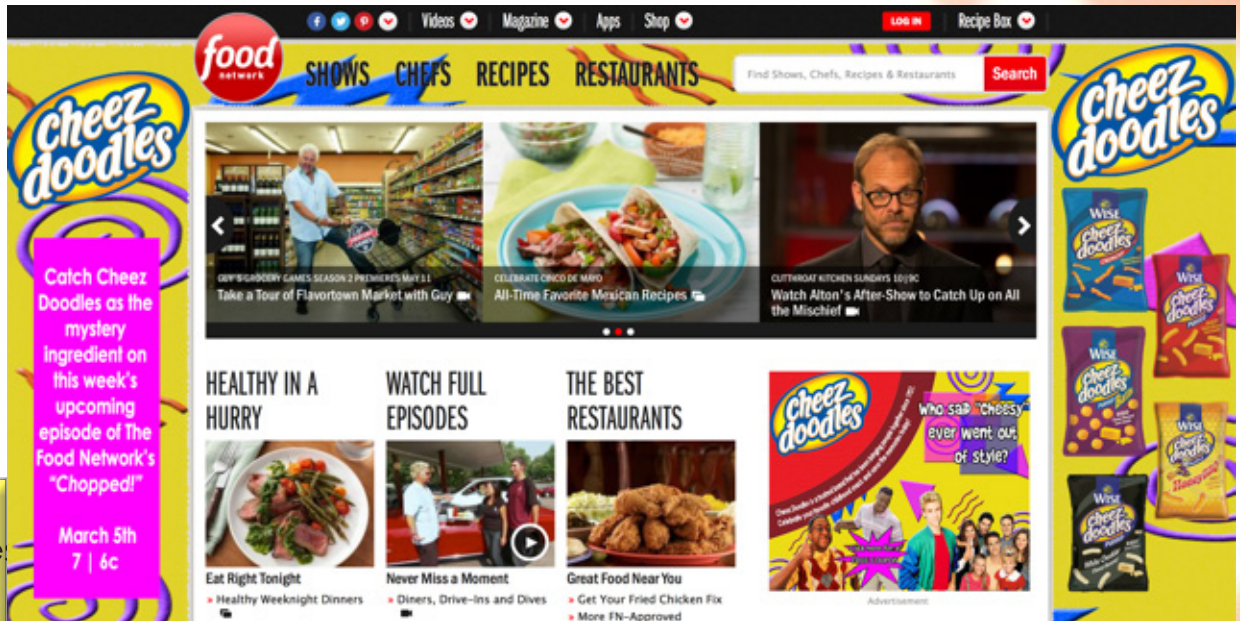
National Cheez Doodle Day (March 5th):

### Identify

On the week leading up to National Cheez Doodles day (March 5), we plan to takeover the Food Network website. Additionally, we plan to have Cheez Doodles products featured in mystery basket as special ingredient on "Chopped", a popular Food Network TV show.

### Objectives

To spread awareness of Cheez Doodle in non-traditional ways, through a website takeover and introduction of the product as a "mystery ingredient", in order for viewers to become aware of the brand and also see the brand in different mediums.



### Strategy

Top Tier's strategy is to implement the website before the product is revealed on the show during the week of National Cheez Doodles Day. This will bring attention to the product as well as the holiday.





# Brand Activation

## TBS Cheez Doodle Marathon

March 5th: Cheez Doodles sponsor TBS 90s throwback day.

### Identify

March 5 is National Cheez Doodles Day. To celebrate, we plan to sponsor TBS to air 90s TV shows. We chose TBS because it has a high viewership of women between the ages 18 - 49. Some of these shows may include Saved by the Bell, Full House, Fresh Prince of Bel-Air and Family Matters.



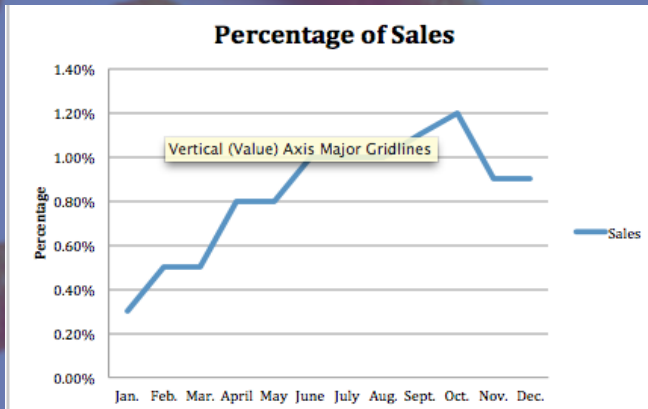
### Strategy

This strategy will be effective because Top Tier is pairing a show viewers already love with a fun brand, Cheez Doodles. With Cheez Doodles as the sponsor of the 90s marathon on TBS, Cheez Doodles and TBS will receive buzz.

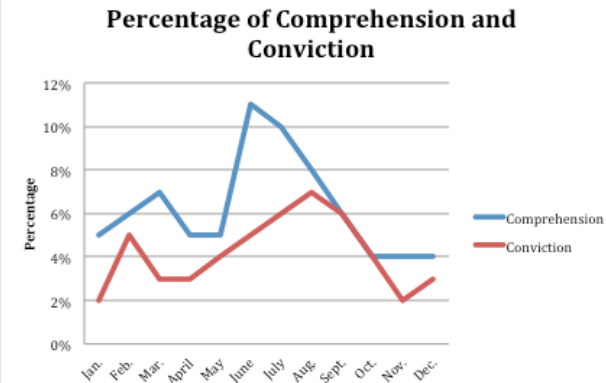
### Objectives

To spread awareness and comprehension of Cheez Doodles through drawing in viewers with enjoyable and cheesy shows.

# Evaluation



Month:	Comprehension Increase	Conviction Increase	Sales Increase
January	5%	2%	.3%
February	6%	5%	.5%
March	7%	3%	.5%
April	5%	3%	.8%
May	5%	4%	.8%
June	11%	5%	1.0%
July	10%	6%	1.0%
August	8%	7%	1.0%
September	6%	6%	1.1%
October	4%	4%	1.2%
November	4%	2%	.9%
December	4%	3%	.9%
Total:	75%	50%	10%



Top Tier Agency's main goals for the "Who said cheesy ever went out of style?" campaign were to increase comprehension by 75% and conviction by 50%. In doing so, we will raise sales of Cheez Doodle products by 10%. We predict that through our precisely planned and targeted campaign that we will be able to reach these goals. Below are the graphs of the predicted outcome for comprehension, conviction, and sales. We based our predictions on our media schedule.



# The Creative Brief

Historical Background: Cheez Doodles was created in 1921 by Morrie Yohai, the president of Old London Foods. Old London Foods is a company that had been producing ice cream cones, popcorn and cheese crackers. Yohai learned while using a machine that processed corn meal, if it was used under high pressure corn meal turned into a long tube shape. Morrie Yohai went on to name the tube-shaped chip the “Cheez Doodle.” First marketed in the late 1950s, Cheez Doodles soon became so popular that by 1965, Old London Foods was bought by Borden and Mr. Yohai became vice president of Borden’s snack food division. In the mid-1960s the company was acquired by Borden and assigned to the Wise potato chip division. Cheez Doodles remain one of the strongest brands marketed by Wise, which is no longer part of Borden.

## Goals:

Marketing Objective: Our sales target is to increase Wise Cheez Doodles sales by 10% by the end of this campaign.

Advertising Objective: Within the target audience of women ages 35-49, Top Tier Ad Agency will see 75% comprehension and 50% conviction. Additionally, we have defined our reach as 75% and set the effective frequency at 4.

Time Frame: This will be a year-long campaign, beginning in January 2015 and ending in December 2015.

Target Market: **The Primary Target** for this campaign is women ages 35-49. These women are mothers to children ages 4 to 17 who live in the household. Also in the household is men/husbands. The secondary target market is women ages 25-34 who buy for boyfriends and parties.

Advertising Problem: Cheez Doodles struggles with brand recall compared to other brands. According to our research, Frito Lay’s Cheetos are the more memorable brand in the eyes of the consumer. Our Challenge is to make Cheez Doodles more desired than our competitors.

Underlying Emotional Need: Wise Cheez Doodles products are fun and distinctively shaped, causing the consumer to feel cool and interesting when they purchase the cheesy snack. The packaging of Cheez Doodles is dynamic and colorful, making purchasers feel as if they stand out and are different from the typical snack-shopper. Whether they are bringing Cheez Doodles to a party, packing a bag into a child’s lunchbox for school, or putting out a bowl on family fun night, Cheez Doodles consumers feel unique because they know that they are adding variety and pizzazz to the snack table. Additionally, users of the crunchy product will feel satisfied and pleased when they choose Cheez Doodles over other chip snacks since all of the brand’s products are free of preservatives and are made with real cheese.

Competition: Cheetos, Pirates Booty, Jax Cheese Curds.



# Meet the Team

**Allie Dethmers** is a sophomore Integrated Marketing and Communications major from Warwick, New York. Allie is the Vice President of the all female a cappella group on campus "Premium Blend". In the past she has interned at Mountain Creek Water Park as a marketing and sales intern. She will be leaving the country for 6 months to work as a marketing intern for the digital marketing company Cohort Digital located in Sydney, Australia. Someday (hopefully right out of college) she would love to work as a marketing event planner. Allie is pumped to be apart of the postive and energetic Top Tier Ad Agency!



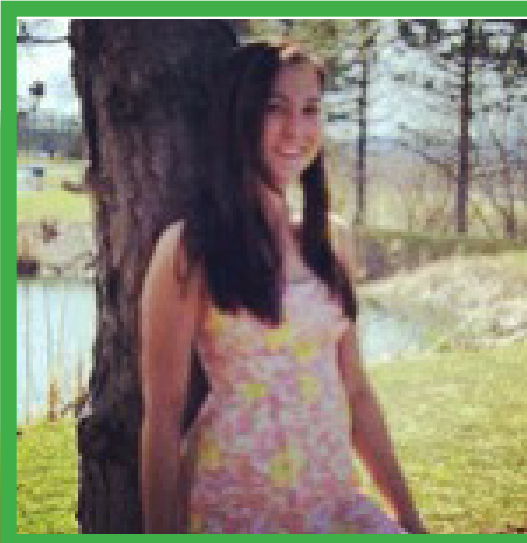
**Jillian Koehnken** is a sophomore Integrated Marketing Communications major from Mahopac, New York. When she first came to Ithaca College, she started out as a Theatre Arts Management major, but as her freshman year progressed, she became more interested with advertising. Since transferring majors in the fall, Jillian is happier than ever and feels she has finally found the right place. She will be interning at Viacom Media Networks this summer as their Content Distribution and Marketing Intern in NYC. She loves the creative side of advertising and hopes to one day become a Copywriter. Jillian is also a part of the publicity team for Ithaca College Television's first musical TV show, "Staged," and is an active member in IC's American Advertising Federation. Jillian brings a lot of enthusiasm to the Top Tier Ad Agency team and is happy to be here!



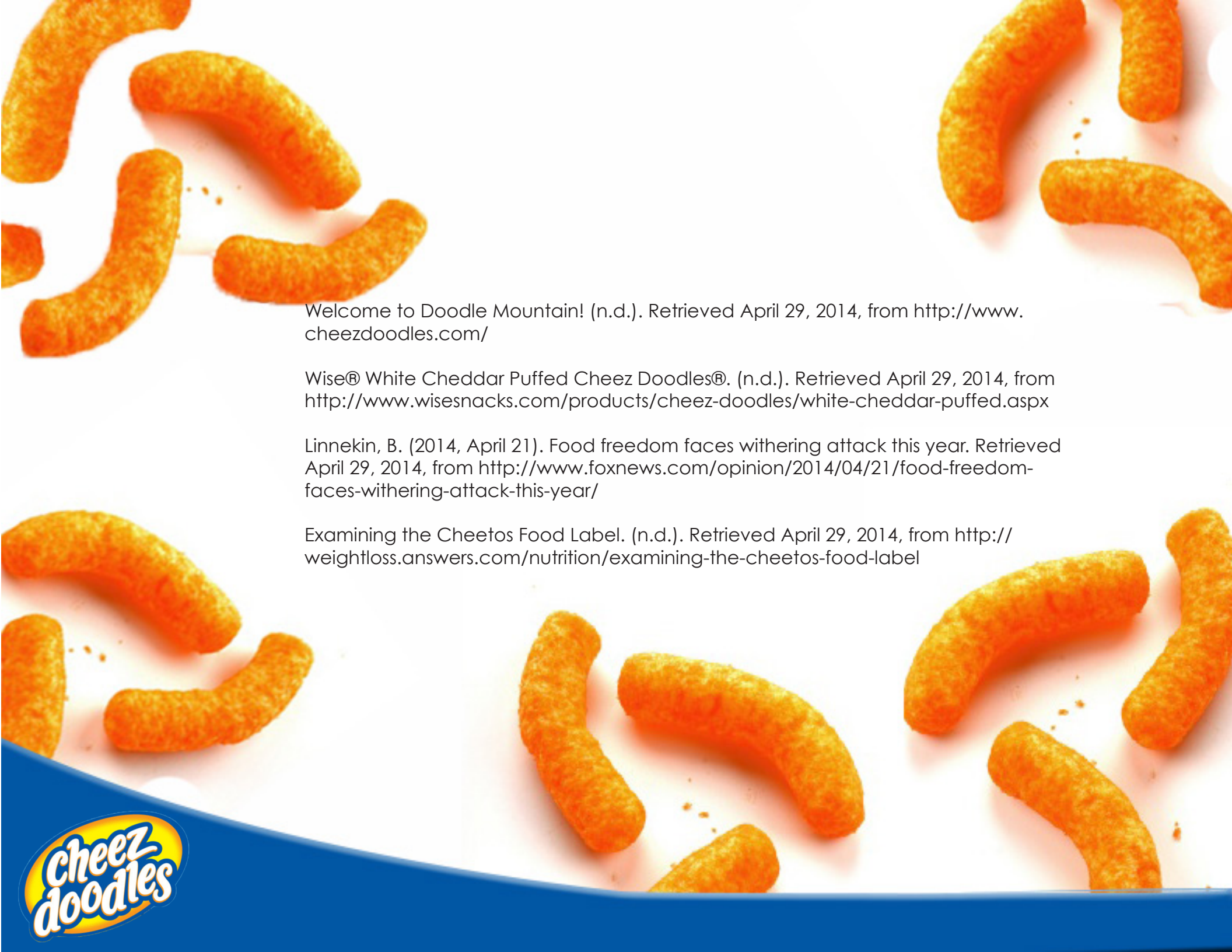
# Meet the Team



Allison B. Latini is a freshman Integrated Marketing Communications Major with intended Minors in Art, History and Honors from Massapequa, New York. Allison is a proud Ithaca College Leadership Scholar and is an active member in the National Residence Hall Honorary and the Ithaca College Catholic Community on campus. She is a passionate artist and writer, and aspires to work for the Walt Disney Company as an Imagineer after graduation. Her greatest life's goal is to use her talents and skills to help others.



Michelle Carignan is a sophomore Integrated Marketing Communications major with a minor in French. After graduation, she hopes to find a job as an art director or event planner in the marketing industry. During her junior year, she plans to study for a semester in Paris and submerge in the French culture. Hopefully, she will live in NYC with other classmates and friends post-graduation with a job at an ad agency. Outside of school, she enjoys ice-skating with the team, taking day trips to the beach and ice cream sundaes. One day she hopes to back pack across all of Europe.



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May 2014

39