

# Who we are



**Cynthia Muniz**

3rd year graphic design major

Interest in photography and minimalism,  
advertising and PR immersion



**Kristina McKinnie**

5th year Biomedical Sciences major

Health Communication minor,  
avid photographer



**Mary Rae**

2nd year advertising and public relations

Uses psychology minor to her advantage,  
social media influencer



**Noah Blankenship**

4th year management major

Advertising nerd, creative lead

## Strengths

- Local presence
- Already known locally and popular in restaurants
- Dominates local hot dog market size in Rochester

## Weaknesses

- Weak engagement in social media
- Lacks company personality
- No vegan options
- Huge drop in winter sales

## Opportunities

- Logo upgrade
- Embracing the winter brand
- Mascot to represent the brand
- Social philanthropy

## Threats

- Local brands
  - Sahlen's (Buffalo)
  - Hofmann
- National brands
  - Ballpark
  - Nathan's

**Main goal**

**Double sales in the  
next five years**

# Problem

Zweigle's struggles to create *brand* loyalty, not *hot dog* loyalty

# How do we fix it?

- Rebrand the company as whole
  - Create more engagement and personality on social media
  - Improve winter sales
  - Spotlight new products

# Competition



# Sahlen's

## Strengths

- Variety of hot dogs and sausages
- Social media presence

## Weaknesses

- Less posts on Instagram
- Website is cluttered



# Nathan's

## Strengths

- Strong social media presence
- Variety of hot dogs and snacks
- Easy to navigate on website
- Hot dog eating contest
- Bigger budget

## Weaknesses

- None of other meats
- Loyalty isn't as strong



# Personas

# Maria

## Goal

To provide quick and easy breakfasts for her children, and deli meats for their lunches.

## Elevator pitch

Since Maria does most of the grocery shopping, targeting coupons and the variety of new Zweigle's products to her would be a good idea.

## Marketing message

Taste-tasting samples at her local grocery store chain would allow Maria to know about the new products



- 37
- Stay at home Mother
- Rochester NY
- 2 children

# Joe

## Goal

To provide tasteful hotdogs recipes for his family and pass down recipes with his children. A diehard Buffalo Bills fan who desires to find the quality meat for weekly tailgates with family and his "bros."

## Elevator pitch

He enjoys the variety of meats and grilling meats, along with great times and memories.

## Marketing message

We want him to buy items frequently as much as he can.



- 45
- Teacher
- Rochester, NY
- 3 children

**How do we refresh and strengthen the brand image while showcasing Zweigle's core values?**

ORIGINAL



SERIF FONT







**Zweigle's is about sharing  
memories and connecting with  
the people that matter to us.**



# Instagram contest

- "Take a picture of your favorite way to use Zweigle's products in a recipe"
- Tag 3 friends and be entered into a sweepstakes
  - (party pack, gift card, \_\_\_# of products for \_\_ amount of time)
- Can market towards certain holidays with themed prizes

# Winter Campaign:

## *Connect to Home*

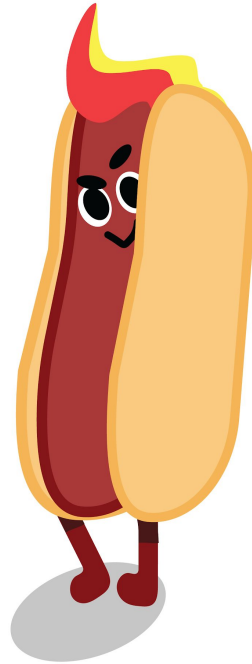
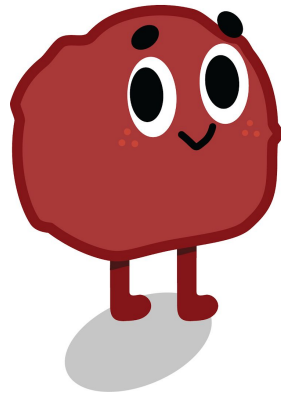
# "Home is where Zweigles is" ad



u12188784 www.fotosearch.com

# MEAT

## THE CREW.



- Adds a fun, playful element to your brand
- Introduction of new characters as new products are released
  - Holiday themes
  - More variety in how you advertise your products
- Animated shorts on Instagram encourage relatable humor = more engagement



# Other ideas

- Charity program to give food to homeless people
- Vegan options

**Thank you!**