

Why We're Here

Make Wingstop a part of college lifestyle

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Who We're Targeting

Here's Lauren. She began college as a bio major and then switched to business. Her second year she had to catch up on classes for her major and now can't decide whether to take principles of marketing or accounting management.

Here's Sam. He is starting college next year and can't decide whether to live on north or south campus, closer to his friends or his classes.

Here's Chase. He's on Tinder, Bumble, Hinge and Grindr swiping away for hours a day not knowing whether to reply to his last message or continue swiping.

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Insight

College students don't want to commit to one option because a better one may exist. *which is essentially FOBO (Fear of better options)*

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Big Idea

No matter what choice you make at Wingstop, every choice is great.

(and it's great because of it's flavor. If you're exploring flavor, every choice there will allow you to do it without boundaries).

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NO MO' FOBO

(and we're not talking just about fear of better options, but fear of bland options)

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Execution

- *We decided the most effective way to execute this campaign is in person and digitally.*

Flavor Ambassadors

- *First and main thing we want to do is reach colleges by showing up.*
- *There have been numerous successful brand ambassador programs, the most effective ones being Yelp, Lululemon, Redbull, Coca Cola, and Maker's Mark.*
- *On campus, directly engaging students with the brand would increase brand awareness and marketing efforts.*
- *People wouldn't mind if 77 percent of the world's brands ceased to exist. That's up 3 percent from 2017. Brands need to accomplish three things: delivering the products and services they say they're going to deliver, improving people's lives and playing a role in society. For brands to be successful, there needs to be great customer relationships and a strong product awareness.*
- *Simply hiring two brand ambassadors per campus would make all the difference.*
- *According to GrubHub, boneless wings were ordered 975% more by students than others.*

- *Their current promotions, such as 60 cent wings Mondays and Tuesdays and \$15.99 Boneless Bundles of 25 wings of 3 flavors with 3 dips, would definitely attract students.*
- *These ambassadors will reach out to student organizations to organize events and ultimately sell flavor.*
- *We want to remind students that every flavor choice at Wingstop is great, so ambassadors will create challenges for students to explore flavors on important college events, such as move-in day, test dates, 21st bdays and graduations, just to name a few.*
- *With merchandise, such as stickers, keychains, and tshirts, the brand will be seen more among college students.*

Social Media

- *Flavor ambassadors will showcase students who have been making great decisions*
- *Getting college student's attention is easy: Social media, humor, technology*
- *Marketing to college students means: establishing presence on social media and in person. Let them know Wingstop exists, has great deal and great flavor*
- *Appeal on the go*
- *Cater*
- *Build relationships*
- *Show transparency (this is what Wingstop believes in and why you should too)*

@WingStopU

- *Ambassadors will showcase students on their campus who make great choices and have flavor*
- *Will know how to target students strategically on each campus*

#JustWingIt #ShopWingstop #FlavorCraver #DontWingStopBelievin