



6 STAR
AGENCY

X



Five Star 4

About Five Star Agency..... 6

Meet the Team..... 7

Research 8

Insights..... 10

SWOT Analysis..... 13

Advertising History..... 14

Personal Observations..... 15

Survey..... 16

Focus Group..... 18

Creative Brief..... 20

Campaign 22

Campaign Rationale.....	24
Print.....	26
Out-of-Home.....	32
Social Media.....	36
TV Ad.....	42
Viral Video.....	44
Guerrilla Marketing.....	46
Product Placement.....	48

Citations 52

Text.....	54
Image.....	46





**G-STAR
AGENCY**

About

At Five Star Agency, we pride ourselves on providing high quality deliverables for our clients. We provide a range of services including social media content creation, video creation and editing, and copywriting. Being a smaller firm allows us to be more collaborative and to work with our clients on a personal level.

Work with us, and we'll make sure you receive the Five Star experience.

Rationale

We came up with the name Five Star Agency due to the size of our group. We didn't know much about each other yet, only that we wanted to put our all into this project. The name "Five Star" reflects a five star rating, which has a positive connotation in everyone's minds. Because of this positive correlation, we wanted to incorporate the stars into our logo. We also utilized a swoopy serif font to reflect that, while we take our work seriously, we also enjoy and have fun with what we do.

Logo & Icon



Meet the Team

Olivia Highton



Olivia Highton is a senior Media Arts and Design Major with a concentration in Creative Advertising and a minor in Educational Media. She is the co-creative director of JMU's student-run PR firm, Bluestone Communications, and the President of Kappa Pi, the international honors art fraternity. Additionally she is a graphic design intern for JMU Dining Services. Outside of school she enjoys crocheting, scuba diving, and scrapbooking.

Kelly Johnson



Kelly Johnson is a senior Media Arts and Design Major with a concentration in Creative Advertising and a minor in Communications. She is a graphic designer for Student Affairs Communications and Marketing, a small ad agency through the university. She is a member of intramural sports teams and Catholic Campus Ministry. Outside of school, she enjoys playing basketball and painting during her free time.

Sam Kubica



Sam Kubica is a senior at James Madison University with a major in Media Arts and Design and a concentration in Creative Advertising. She is also graduating with a minor in English. On campus she is a member of Charge and Head of PR for SMAD Club. Outside of school she loves staying active, traveling, and singing!

Emily Myers



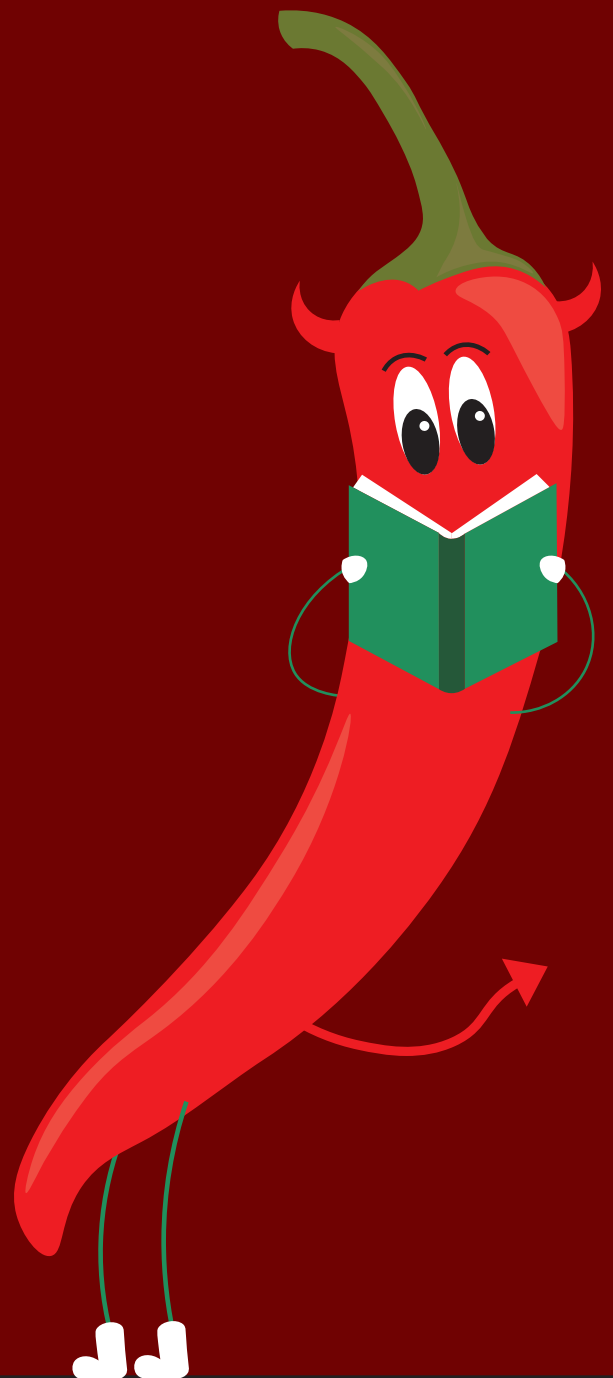
Emily Myers is a double major at JMU with degrees in Communication Studies and Media Arts and Design with concentrations in Interpersonal Communication and Creative Advertising. She is a Marketing Manager for JMU's University Rec Center and her skills include photography, graphic design, social media content, marketing, and planning. In her free time she enjoys playing to guitar, painting, and listening to new music.

Hayley Wheeler



Hayley Wheeler is a senior at James Madison University with a major in Media Arts and Design and a concentration in Creative Advertising. Additionally, she will be graduating with a minor in Dance and Pre-Physical Therapy. On campus she is an active member of Alpha Sigma Tau and Club Dance Theater. Outside of school Hayley works as a dance instructor and photographer.

RESEARCH



Huy Fong Sriracha

Company

Huy Fong

History

David Tran, the creator of Huy Fong, started producing his sriracha in America in February of 1980. The name Huy Fong originated from the freighter that Tran arrived to America on from Vietnam which was named, Huey Fong. (Heasman 2023).

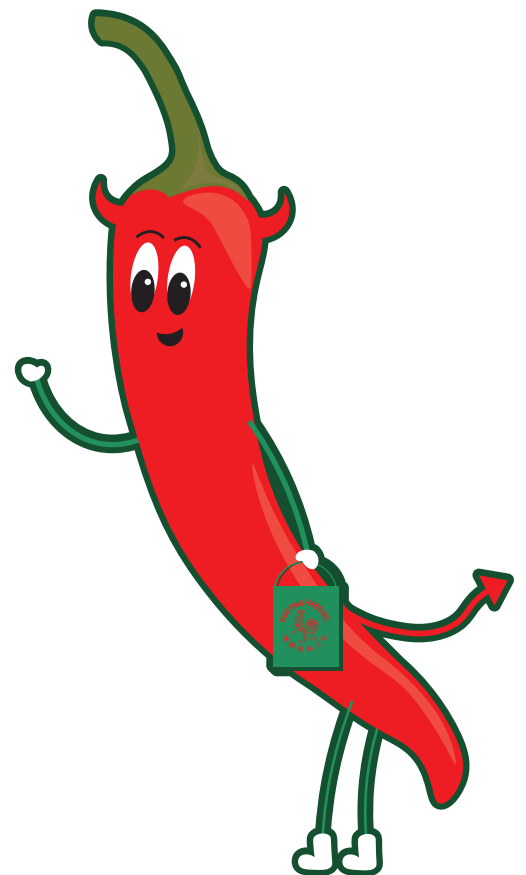
Purchase Locations

Huy Fong Sriracha can now be purchased by everyday consumers from Grocery Stores such as Kroger and Food Lion as well as Big Box retailers such as Target and Walmart. The product can also be purchased online for wholesale at locations such as WebstaurantStore and Gourmet Wholesaler.

Retail Price

Currently in 2023, there is a shortage of Huy Fong's Sriracha, therefore prices are higher than usual. According to eBay (2023) prices are as high as \$100 for a 17 oz. bottle.

According to Kroger (2023), they list the prices before the shortage as being \$3.99 for 17 oz or \$4.99 for 28 oz.



Shelf Space

Huy Fong tends to have the same amount of space as other hot sauce companies. However, they only use their space for one product: the sriracha, while other companies use the same amount of space for multiple products (Brighton, 2023).

Main Buyers

The main buyers are people who want to add spice and flavor to their dishes. Additionally, it is mainly people who cook at home roughly aged 18-34. Restaurants such as Asian Cuisine locations also are main purchasers (NBC Universal News Group, 2023).



Main Features

The iconic packaging of the sauce is typically what visually makes Huy Fong Sriracha stand out amongst others. The green cap and rooster on the bottle are also well-known symbols that are eye catching. Even though a lot of people don't know the name of the company, the taste has made it, and its bottle, a fan favorite (Valinsky, 2023).

Competitors

Tabasco Sriracha

Tabasco Premium Sriracha Sauce dates back to its authentic pepper sauce recipe created in 1868. The brand is known for its strong spicy heat and distinguished chili pepper quality. Tabasco's main ingredients include sweet chilis, Thai spices and spicy red jalapeño peppers. (Tabasco®, 2023)



Yellowbird Sriracha

Yellowbird Sriracha is an original sauce known for its recipe that includes carrots and tangerine juice. Yellowbird offers differing options that all vary in heat. This sauce has a lighter spice component and includes options such as fruity, tangy, or garlicky. (Yellowbird®, 2023)

INSIGHTS

Frank's RedHot

Frank's Red Hot is on the milder side of hot sauces and offers users a flavorful kick to add to foods. Its recipe is created with a blend of cayenne peppers. They also offer multiple products from original to buffalo. (Frank's® Redhot® US., 2023)



SWOT Analysis

Strengths

- Enhances the flavors of food
- Sold in-store and online
- Most Americans are familiar with Huy Fong Sriracha and its iconic packaging
- Has strong word-of-mouth (Bual, 2023)

Weaknesses

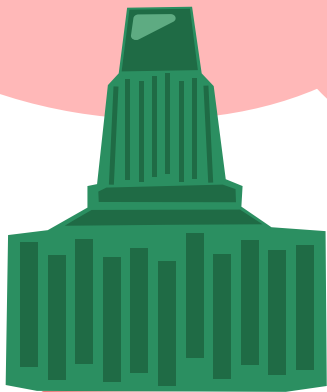
- Current shortage occurring so hard to access and purchase (Tumin & Moses, 2023)
- Bad press due to the shortage
- Lack of social media presence
- Lack of advertisements (Instagram, 2023)

Opportunities

- Grow their social media presence
- Expand their website and add more information of the products
- TV advertisements
- Advertising the product (Heasman, 2023)

Threats

- Other hot sauce companies are active on social media platforms
- Hot sauce companies are taking advantage of their shortages and filling their spots on grocery store shelves (Valinsky, 2023)
- Opposing Sriracha brands (10 Best Sriracha Sauces, 2023)

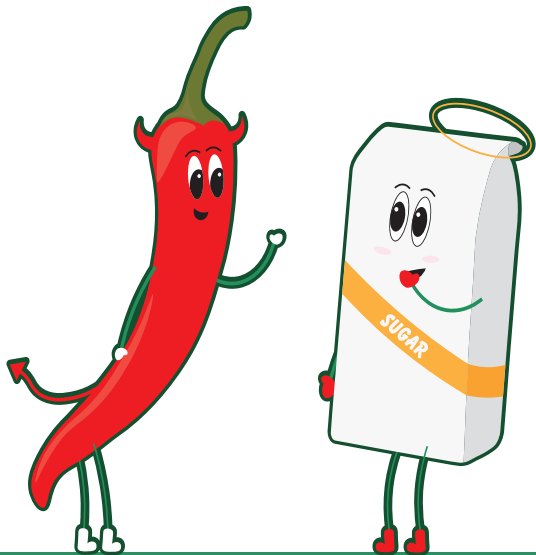


HUY FONG

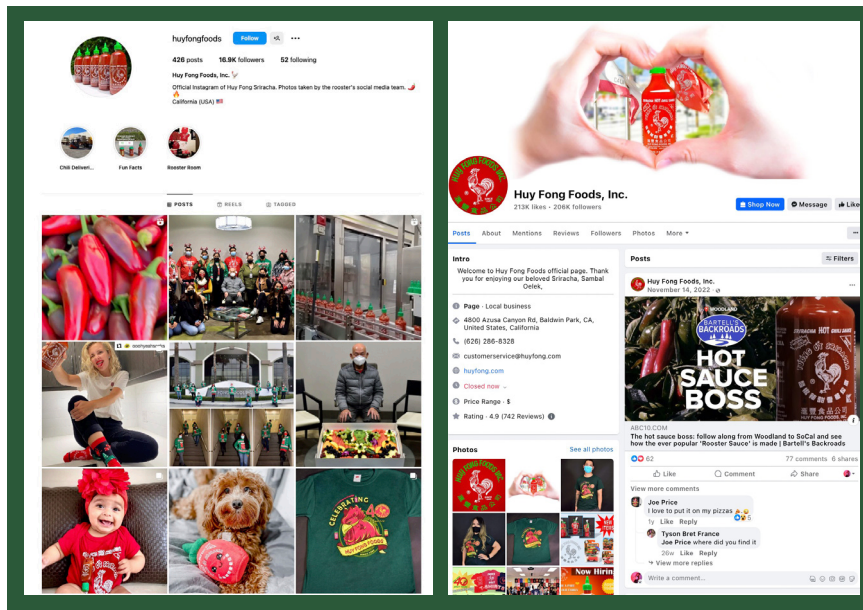
Word-of-Mouth

Huy Fong has never formally advertised their sriracha. (Bual, 2023) Despite this, they have become well-known and successful just by word of mouth. (Bual, 2023) Re-broadcasting is one of the biggest reasons that they have gone viral. (Bual, 2023)

Influencers and big-name people have uploaded recipes online with Huy Fong Sriracha. These big influencers who talk about the brand like Griffin Hammond continue to promote it by choice (Bual, 2023).



Social Media



Huy Fong has a social media presence on Instagram (@huyfongfoods) as well as Facebook (Huy Fong Foods, Inc.). However, they are hardly active and have posted 1 time one Instagram since 2021 and haven't posted on Facebook since 2022 (Bual, 2023).

Personal

Observations



The first time I tried Huy Fong Sriracha was at my local pho restaurant. I really liked that it not only added a bit of heat to the broth, but also added a sweet garlic flavor. Until the Huy Fong shortage, I didn't realize that different srirachas would taste different but when I tried to find an alternative I liked, it was difficult. A lot of other brands were too hot and didn't have the right flavor. Huy Fong is the face of sriracha for a reason, it's truly the best. (Highton, Personal Observation, 2023).



I tried Huy Fong Sriracha for the first time while being a part of this project. I usually always stay away from any hot sauce because it is too hot for me, but after trying the sriracha, it was not as bad as I had imagined. I really liked the sweetness and garlicky flavor. It was not too hot for me like most hot sauces are either. (Johnson, Personal Observation, 2023).



Firstly, I am not typically a fan of any foods that are spicy or hot therefore, I have never been a huge user of hot sauces or sriracha. However, after trying Huy Fong Sriracha I did enjoy how it really had a sweet component that went along with the heat. What sticks out to me the most about Huy Fong Sriracha, in my opinion, is the powerful and explosive taste. (Wheeler, Personal Observation, 2023).



I tried this product was after seeing an influencer on TikTok using it to make a meal. I went to the store, and immediately knew it was a product I was going to use on all my meals. I really liked how it had not only a kick to it, but also a sweetness. Growing up in a family that used hot sauce frequently, I was happy to find another condiment that I could keep in my fridge to add some flavor to my meals. (Kubica, Personal Observation, 2023)



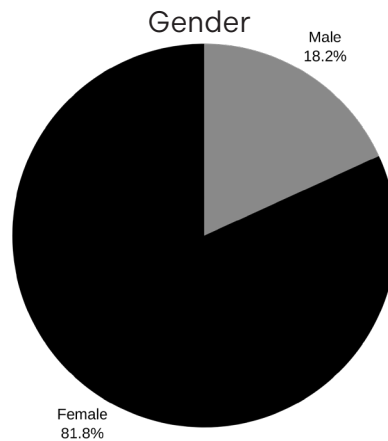
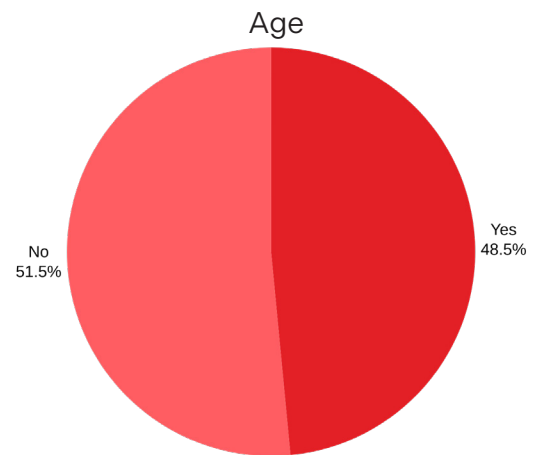
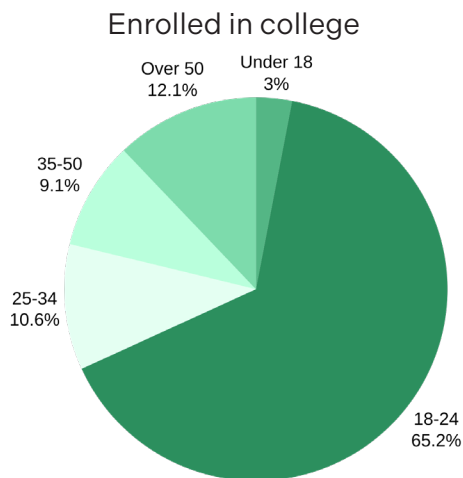
The first time I tried Huy Fong Sriracha was during the research process of our campaign project. I thought it was quite spicy but the flavor wasn't too bad. I have known about the brand for years because all my friends love Huy Fong Sriracha and I thought that it would be a good time to try it after all these years. I don't think I would personally use this brand a lot because of the level of heat, but I can see why people like the flavor of their food (Myers, Personal Observation, 2023).

Results

For the first form of primary research, Five Star Agency conducted a survey. The survey was 13 questions and received 72 responses. It was sent out by researchers to friends, family, and their personal social media platforms. The main aspects of our research were respondent's familiarity with hot sauce, Sriracha, and Huy Fong Sriracha.

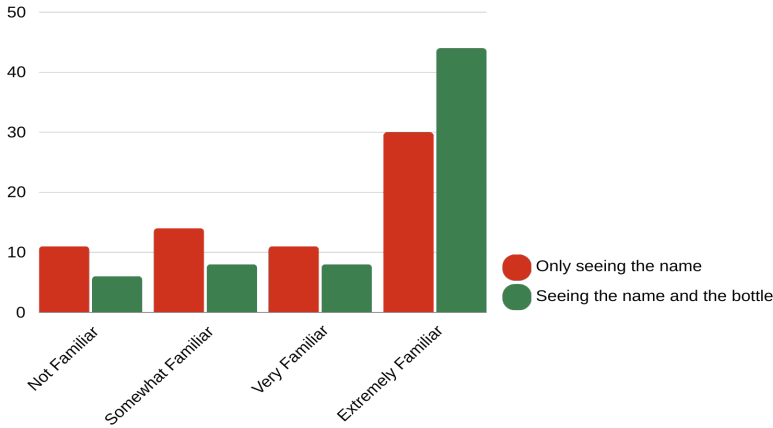
To analyze this data, the researchers decided to utilize bar and pie charts. This makes it easier to visualize the data alongside their analyses. From the survey we found that 92% of respondents have used hot sauce in their lifetime. 29% of respondents use hot sauce often and another 29% use it sometimes on their food, while only 9% have never used it.

Demographics

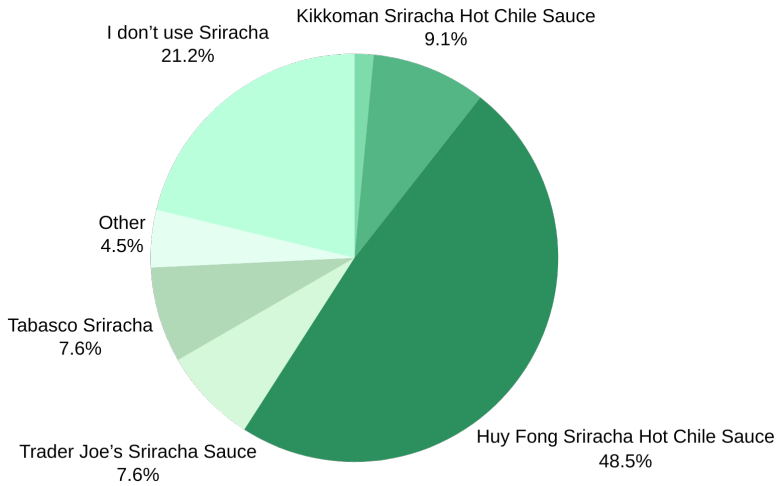


Important Responses

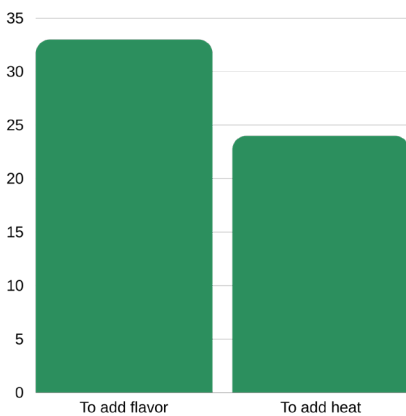
How familiar are people with Huy Fong Sriracha?



What do you use sriracha for?



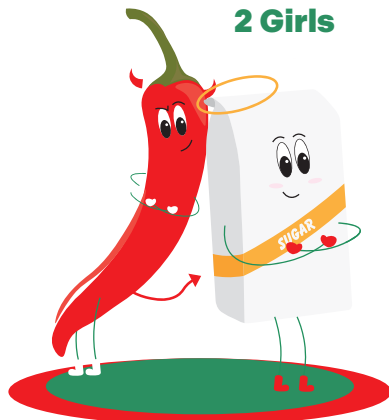
What is your favorite sriracha?



Participants

2 Boys

2 Girls



Ages 18-24

Research Question: Does branding affect people's perceptions of different hot sauces and srirachas?



Blind Taste Test Results

Overall from the data that was gathered, knowing the brand does not increase the individual's rating of the hot sauce. In many instances, when participants knew the brand of sauce they were trying, they tended to rank it lower compared to their ranking of the sauce during the blind taste test. There were only two instances where the rating for the sauce was the same for both blinded and branded latest tests which were for Tabasco Hot Sauce and Texas Pete Hot Sauce taste tests.

Branded Taste Test Results

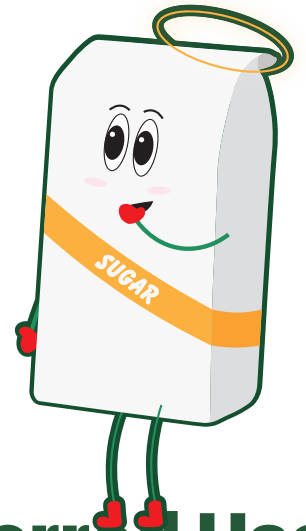
Overall there were consistent changes in the rating of the sauces from the blind taste test to the branded taste test. In some instances, the branded test results were rated higher than the blind taste test, but for the majority of answers, participants rated the branded sauces as lower ratings compared to the higher ratings from the blind taste test. The research team concluded that the most important aspects to include in their advertisements were the flavor profile, preferred use, and branding.

Common Themes

Flavor

The most common observation, that was stated by all four participants, was that sriracha is sweeter than hot sauce. Three participants also noted that the spice kicks in later, rather than at the initial tasting.

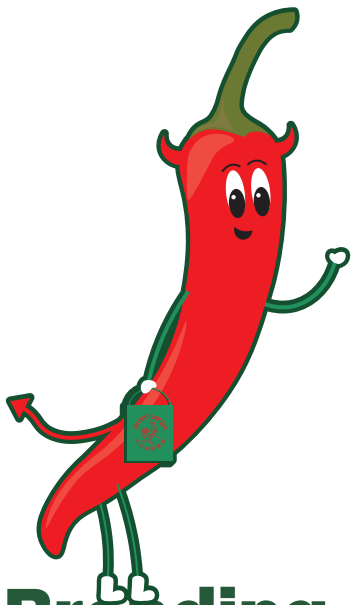
When asked when they would use sriracha over hot sauce, all four participants stated that they would use it when they wanted the particular flavor that sriracha has. This showed the researchers that flavor was a big factor in why the participants liked and continued to buy sriracha.



Preferred Use

When asked what they liked to use sriracha on, three out of four participants said that they preferred to use sriracha on Asian food because it matched the flavor profile of the sriracha. This makes sense as sriracha originated in that area of the world. One respondent also said that they like to use sriracha on their eggs and toast in the morning.

This showed researchers that keeping the association between sriracha and Asian food could possibly be a useful connection. However, there was also potential for it to be used, showcased, and used on more everyday items.



Branding

Lastly, the participants were asked what they thought was the most recognizable aspect of Huy Fong's branding. All of them mentioned that it was a combination of the green cap and the rooster on the bottle. They talked about how the bottle was very recognizable and something that they wouldn't want the brand to ever change.

This showed researchers that they should implement elements from the bottle into their design because of how recognizable and familiar it is to consumers.



Target



CREATIVE BRIEF

Kylie Wilson is a 20 year old white woman who lives in a small one-bedroom apartment in Chicago, Illinois. She is a part-time student at a local community college and a part-time employee, making \$28,000 per year. She commutes to work and school by taking the transit bus through the city. She is single and enjoys meeting new people and going on dates. She spends a lot of time scrolling through social media, playing guitar and playing video games with her friends. She also enjoys writing songs and learning yoga during her free-time. She is interested in eating healthy and will only eat organic foods. She disciplines herself in being budget-conscious and financially aware. Saving money is important for her because living in the city is expensive, especially while making minimum wage. She is a climate change activist and recycles when she is home. She is motivated by self-expression and focused on her work and music.

Current Mindset

Kylie likes sriracha because it's a cheap, low calorie way to add flavor to simple meals.

Desired Mindset

We want Kylie to think that Huy Fong has the best flavor compared to other hot sauces and srirachas. We also want her to recognize the brand from the bottle.

Competitors

Kylie thinks **Frank's Red Hot** has a lot of flavor for a regular hot sauce and is a popular sauce among her and her friends. Kylie likes to use **Tobasco Sriracha** when she wants more flavor from her hot sauce; she likes the chili flavor. She wants to like regular **Tobasco** because it's popular with her friends, but it is too hot for her.

Message Objectives

Utilizing brand recall by placing the Huy Fong logo, brand colors, and brand mascots in each deliverable.

Big Idea

Huy Fong Sriracha has both flavor and heat.

Evidence

The Huy Fong Sriracha ingredients uses chili peppers for its heat and sugar to round out its sweet, flavorful taste. The participants in the focus group commented on how the sriracha was hot and flavorful.

Creative Execution

Using graphics, the ads will use two characters, a red chili pepper and a bag of sugar. Each ad will have a different 1-2 word headline that corresponds with the graphics and a consistent tagline paired with the logo.

Tone

Friendly, casual, light-hearted and humorous.

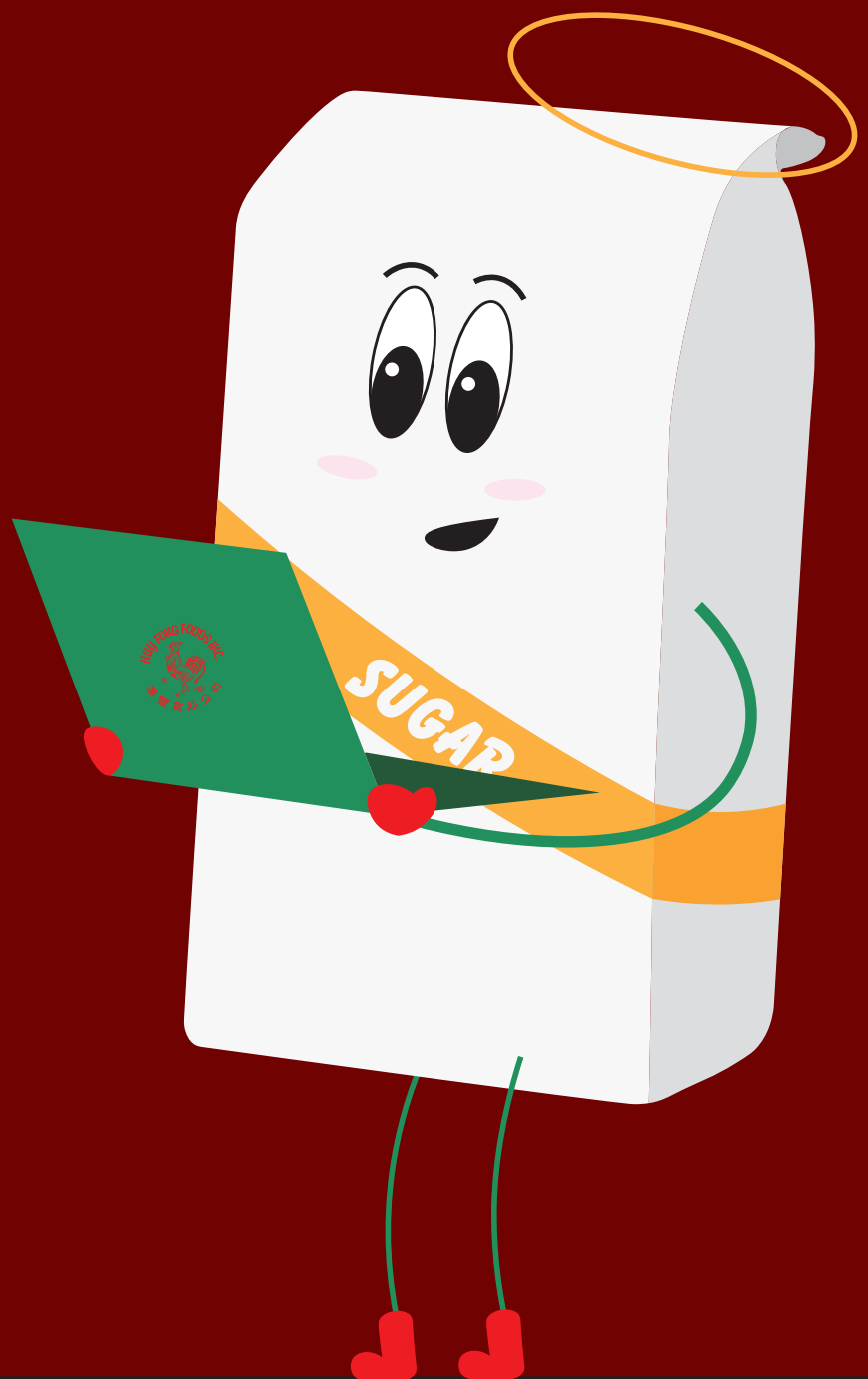
Mandatories

Logo, brand name, brand colors, tagline and headline.

Deliverables

3 print, 2 social media (5 posts each), 2 out-of-home, 1 guerilla marketing, 1 TV commercial, 1 viral video, and 1 product placement.

CAMPAIGN



Overall Concept

For this campaign, we took a humorous approach focusing on two characters, Chili and Sweeti. We went with short, one to two word headlines describing the character's action in each ad. We used a consistent tagline, "Huy Fong Sriracha. Where flavor meets heat", in combination with the logo in order to create brand recognition among the audience.

Tagline

We chose the tagline "Huy Fong Sriracha. Where flavor meets heat" mostly to increase brand recognition. A major problem for the company is that people don't know it's name, they only know what the bottle looks like. We also wanted it to get across the message that Huy Fong Sriracha isn't just an ordinary hot sauce, it has the perfect balance of flavor and heat.

Colors

The colors that we chose were the existing colors of the brand. We chose to stick with these colors because they reflect the design of the bottle that most people recognize the brand by. The red reflects the color of the sauce, and the green is the same as the cap on the bottle. In order to steer away from the connection to Christmas that this color combination has, we utilized a black background to darken our designs and to make our characters pop.

Typography

The font that we chose for our headlines and taglines was Balloon SC D in Extra Bold because it is the brand font for Huy Fong. For our ads that utilize body copy, we used Indivisible Regular. It's a simple sans serif that pairs well with the decorative nature of Balloon.

Design Elements

All of our deliverables utilize graphics based around two characters, Chili and Sweeti. Chili is a chili pepper meant to represent the spicy kick of Huy Fong, and Sweeti is a bag of sugar meant to represent the sweetness and flavorfulness of Huy Fong. We created all of our graphics from scratch and utilized a more simplistic 2D approach.



Meet Chili and Sweeti!

Chili and Sweeti are the embodiment of the perfect pair. They are best friends and lovers all in one. We want our audience to have a personal investment in their story, and therefore in Huy Fong.



Unused Headlines

Wanna heat things up?
This is why we think you're HOT
We think you're hot
Feeling spicy?
Need some spice in your life?
You've got a hot bod...
Is it hot in here or is that just you?
Do you feel the heat?
You'll get a kick out of this
Beginners guide to spice/heat things up
Is your life bland?
Does life kick you in the butt?
Let's Spice Things Up.
Wanna kick up the heat?
Add a little bit of spice.
Spice up your life.
Let's kick it up a notch
Feeling uninspired?
Wanna take it up a notch?
Beat the heat with Huy Fong
Your taste buds will thank you.
Your mouth won't be the same.
Your tongue has feelings too.
Kick-off your week with Huy Fong Sriracha
Heat up your favorite meals with Huy Fong Sriracha
Get a kick out of your meal with Huy Fong Sriracha
Kick-start your cooking journey with Huy Fong Sriracha
Feed your soul with Huy Fong
Your stomach will thank you.
Your life needs some spice.
Wanna spice up your ____?

Final Headlines

Double Trouble
Perfect Pair
Power Couple
Dream Team
Dynamic Duo
Tastebud Explosion
Soulmates
Enemies to Lovers

Unused Taglines

Add a kick to your life.
Give it a kick
Kick-off your day with Huy Fong Sriracha
Ignite your next meal with Huy Fong Sriracha
Bring on the kick
Enjoy the kick
Turn up the heat with Huy Fong
Taste the heat
Kick back with Huy Fong
Sriracha strikes
Kick up the heat.
What's your kick?
Kick up your life.
Be Bold.
Kick of taste. Kick of heat.
Bring on Huy Fong
Bring on the flavor. Unleash the heat.
Spice it up.
Tasty. Spicy. Huy Fong.
Kick it up a notch with Huy Fong.
Spice up your life with Huy Fong.
Ignite the flavor.
Taste the heat.
Give your mouth a kick.
Move your feet. Go taste the heat.
Take a seat. Enjoy the heat.
The SPICE is NICE
Release the heat
Heat is neat
Don't waste your taste
With a touch of Huy Fong
Just add Huy Font
Bring on the Huy Fong
Your taste buds will thank you

Final Tagline

Huy Fong Sriracha. Where flavor meets heat.



Sketches

Brand: Fungy Sausages (Print)
Name: Chavla

Blank - Workout
Headline
Tagline

Blank - Morning
Headline
Before After
Tagline

Blank - Dinner Party
Headline
Tagline

Blank - Grocery List
Headline
Tagline

Blank - Winter
Headline
Tagline

Blank - Morning
Headline
Before After
Tagline

Blank - Dinner Party
Headline
Tagline

Blank - Grocery List
Headline
Tagline

Blank - Workout
Headline
Tagline

Blank - Morning
Headline
Before After
Tagline

Blank - Dinner Party
Headline
Tagline

Blank - Grocery List
Headline
Tagline

Blank - Winter
Headline
Tagline

Head: Spice up your [blank] with Fungy Sausages
Tag: Your taste buds will thank you.

Brand: Fungy Sausages
Name: Harshdeep Khatwal

Spice up your summer with Fungy Sausages
You taste good!

Spice up your DAY
Your taste buds will thank you.

Spice up your Fall season
Your taste buds will thank you.

Spice up your love life with Fungy Sausages
Your taste buds will thank you.

Spice up your dinner party with Fungy Sausages
Your taste buds will thank you.

Spice up your grocery list with Fungy Sausages
Your taste buds will thank you.

Spice up your workout with Fungy Sausages
Your taste buds will thank you.

Spice up your morning with Fungy Sausages
Your taste buds will thank you.

Spice up your life with Fungy Sausages
Your taste buds will thank you.

Brand: Sriracha
Name: Emily

Too hot for your own good
Fire extinguisher

Headline
tagline

Headline
tagline

Headline
tagline here

Give them what they want
tagline

Headline
tagline

Out of this world flavor
tagline

So good it can't be contained
tagline

Headline
tagline

Brand: Sriracha
Name: Chavla

Spice up your [blank]

Spice up your [blank]

Spice up your [blank]

Spice up your [blank]

Spice up your [blank]

Spice up your [blank]

Spice up your [blank]

Spice up your [blank]

Spice up your [blank]

Spice up your [blank]

Brand: Sriracha print ads

Spice up your Love Life

Spice up your Cravings

Spice up your Marriage

Spice up your Kitchen

Spice up your Workout

Brand: Sriracha print ads

Spice up your vacation

Spice up your romance

Spice up your coffee

Spice up your morning

Spice up your family reunion

PRINT

Print Ad 1



Rationale

For all of our print ads, we used the “Double Trouble” headline and had the characters in funny situations in order to catch the eyes of readers. We also added a call to action on the post to try and convince readers to try Huy Fong Sriracha. We utilized a green bar at the bottom with the logo and the tagline to make it stand out. This first ad features Chili and Sweeti as the Huy Fong bottle’s consciences. We thought that our target audience would enjoy it because of its humorous nature.

Print Ad 2



Rationale

For this second ad, we played off of the pose that is associated with the phrase "Double Trouble." It originated from the movie Double Trouble which had the main characters doing the pose on the movie poster. Since then, it is a common pose for friends to do in photos. We thought it would resonate with our target audience as a fun and relatable situation.



Rationale

For our final print ad, we chose to base it around a pho soup bowl. Sriracha is often used with asian cuisine, as it is from Vietnam. Pho is a Vietnamese soup, and most, if not all, pho restaurants have sriracha on the table. So we made the color of the broth as if someone had added sriracha to the soup. We then added Chili diving in off of the chopsticks to scare Sweeti, who's relaxing in the soup like a hot tub, for the comedic effect to catch the attention of our target audience.

Mockup



Rationale

We chose to have an Out-of-Home billboard ad because our target audience lives in the city where billboards are most common. This large-scale ad would be easily seen by a high population of drivers and pedestrians. This ad portrays the characters, Chili and Sweeti, tipping over a large Huy Fong Sriracha bottle off the billboard. We wanted the billboard to be eye-catching by having the sauce pour out from the side of the billboard, as if it is actually being poured out in real life. The billboard headline is "Double Trouble" because both of the characters are acting mischievous and up to no good. The characters represent the heat and flavor that comes as a duo within each taste of the sriracha. We also chose to have a black background in order for the bottle and characters to stand out from afar.

Bus Ad

Sketches

Brand: Huy Fong (Cool Bus Interior)
Name: Olivia

Blank = Commute
Headline
Tagline
Cruiser driving through

Blank = Office
Headline
Tagline

Blank = Workout
Headline
Tagline

Blank = Morning
Headline
Tagline

Blank = Commute
Headline
Tagline

Blank = Happy Hour
Headline
Tagline

Blank = Party
Headline
Tagline

Blank = Life
Headline
Tagline

Bus Ads

Explode your taste buds!
Lads of Flavor
Heat + Flavor brings a spark

Add a KICK to your food.
Spice up Mock Madness.
Spice up your Thanksgiving.

Spice up your Health Grind.
Flavor and Heat = Chemistry

Travel with Huy Fong

Brand: Sriracha
Name:

Bus

Brand: Huy Fong Sriracha
Name: Hayden Wampler

OH-BUS

Interior Bus
Brand: Sriracha

Headline
tagline

Headline
tagline

Try Huy Fong Sriracha
Your taste buds will thank you later

Let's spice things up

You're Hot
Try Huy Fong Sriracha

Spice up your life with Huy Fong
Your taste buds will thank you later

Headline
tagline

Headline
tagline

Let's turn up the heat

Let's turn up the flavor

Brand: Huy Fong Sriracha
Name: Hayden Wampler

Prep your ride
with a touch of Huy Fong Sriracha

The highway to hot

STOP Flavor Here

Spice up your ride

Fire up the flavor
with Huy Fong Sriracha

Prep to devour

QR code to music about heat

Spice up your ride

Take the pain out

Prep to devour

Spice up your ride

OH-BUS

OUT-OF-HOME

Mockup

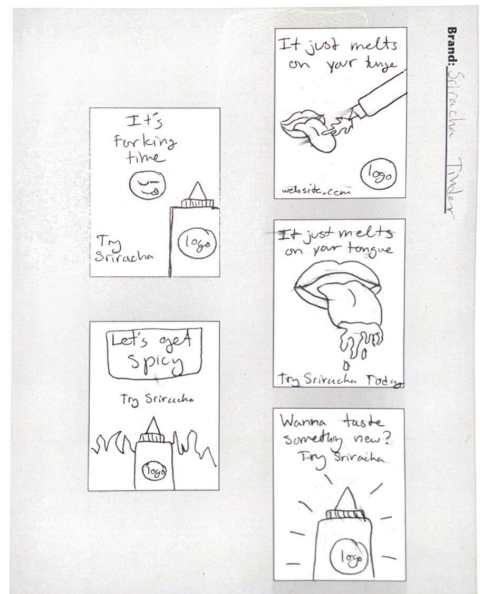
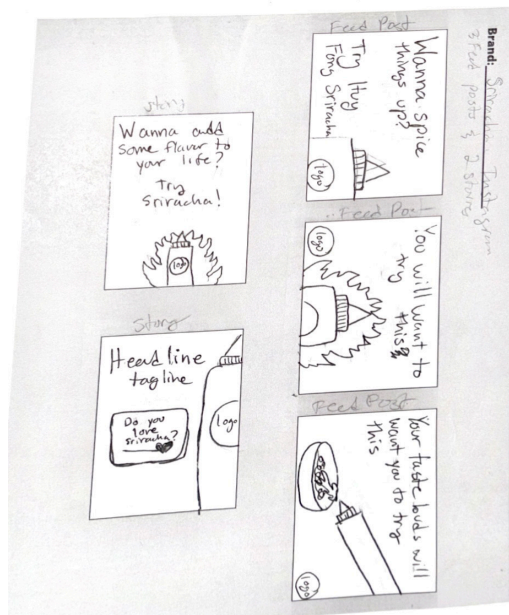
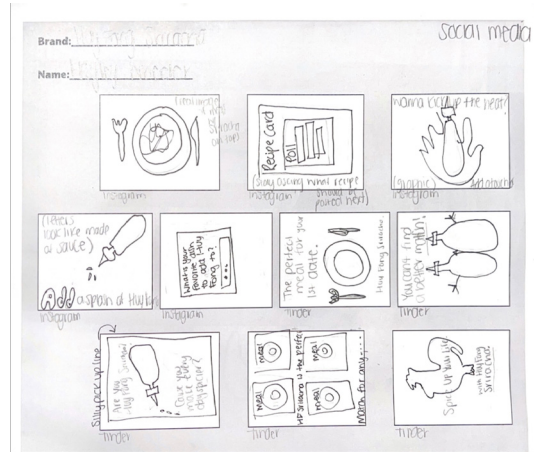


Rationale

We chose to have an Out-of-Home bus ad because our target audience lives in Chicago and takes the transit bus throughout the city to get to school and work. The ad is on the back of the bus because it would be easy to see from any driving vehicle or pedestrian. We wanted the ad to portray the characters, Chili and Sweeti, looking out of the window, waving at people as they pass by or are behind the transit bus. The headline we chose for this ad was "Package Deal", which signifies that the pair is stuck with each other wherever they go. The ad shows the two characters holding suitcases, as if they are traveling together in the bus. We want the audience to understand that Huy Fong Sriracha has both the elements of flavor and heat in every taste. The black background allows for the characters to stand out because they are a part of the big idea. We made sure to have the tagline and logo at the bottom so that the audience could easily identify that this is an ad for Huy Fong Sriracha.

Sketches

SOCIAL MEDIA



Instagram

For the social media component of this product we decided to use Instagram as our primary social media platform. We felt that Instagram was the perfect platform for our target audience and would be able to express our big idea in the best way possible. Currently, Instagram holds the number four spot for the most used social media platform. With over 2.35 billion users, Instagram is predicted to reach 2.5 billion users by the end of 2023 [Ruby,2023].

For our five deliverables, we chose to include a feed post, story, carousel post, reel, and explore page. Our **feed post** included a graphic we created from scratch with our call to action in the caption. The **story** included a graphic with an interactive poll, where users can choose if they are “team heat” or “team sweet”. Our **carousel** post includes 3 graphics of why the sweet flavor and the heat of the sriracha are the perfect combo. The images include our two characters explaining why they work well with one another. The **reel** video is a one minute video that includes two people answering trivia questions about Huy Fong Sriracha. One person represents team heat and the other is team sweet. For our last deliverable, we made a graphic for the **explore page** emphasizing the burst of flavor sriracha gives meals, with the call to action included in the caption.

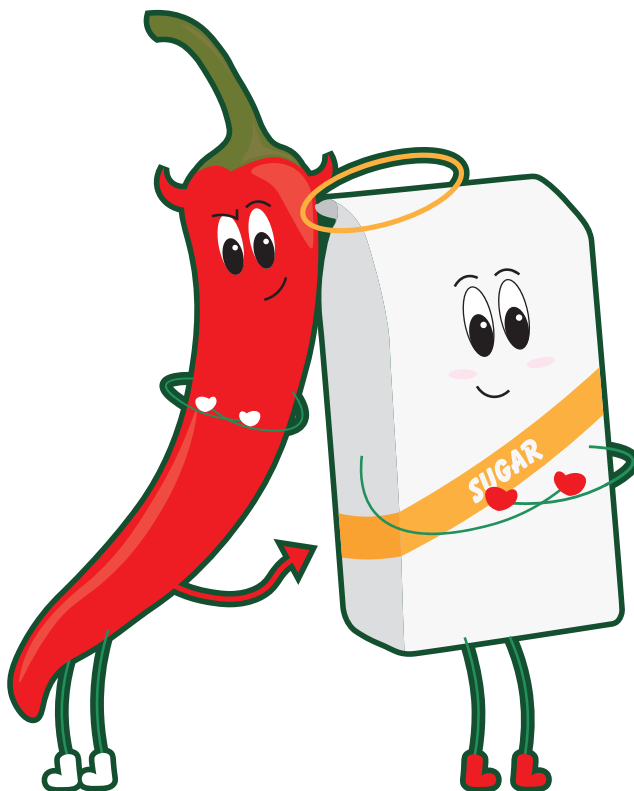
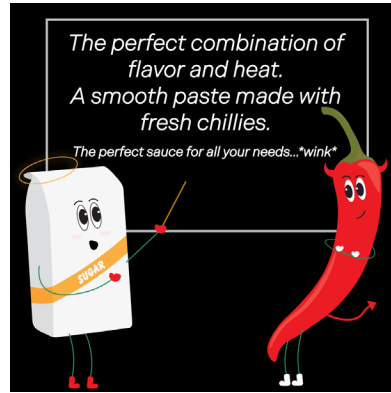
Tinder

For our second social media platform, we chose Tinder. We felt that this social media site would best fit our target audience and specifically our persona we created, Kylie. One of Kylie’s hobbies is going out on dates, so tinder is a perfect platform for her to be a part of. Gen Z are digital natives, so finding dates off of apps is a normal part of life. Tinder, although not new to users, is newer to advertising. We also thought that it would be to our client’s advantage to enter into Tinder’s advertising space before it became too saturated.

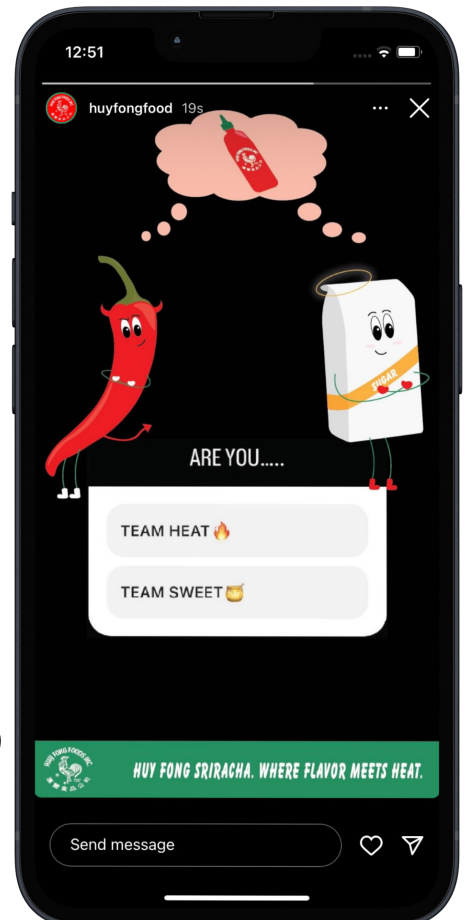
Mockups

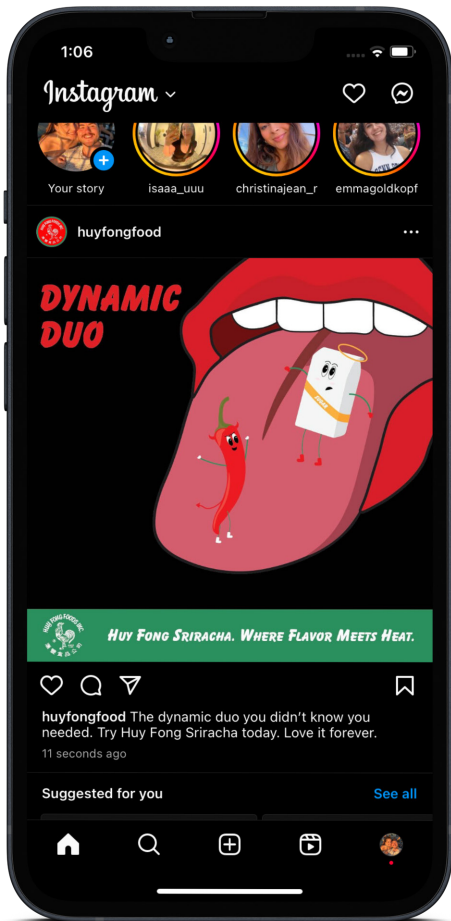
Instagram

Carousel



Story





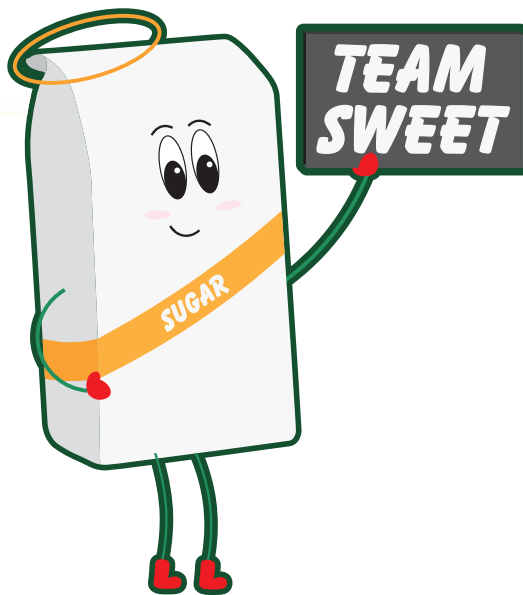
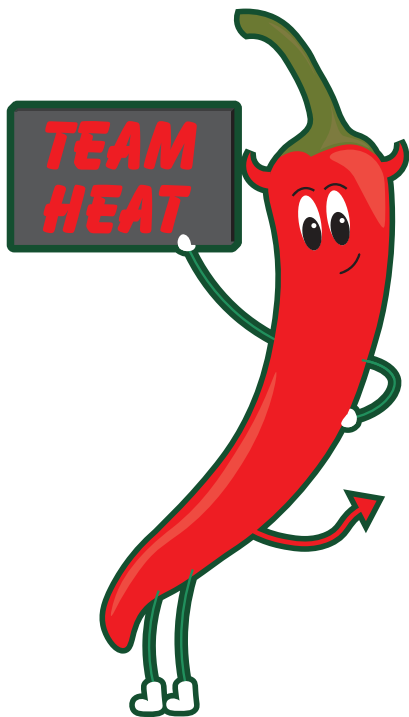
Feed Post



Reel



Explore Post



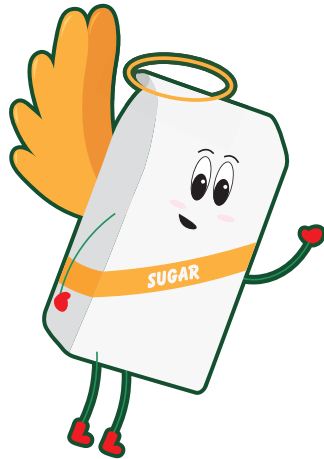
Mockups

Tinder

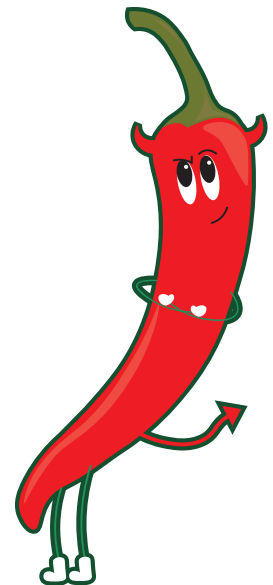
Ad 1



Ad 2



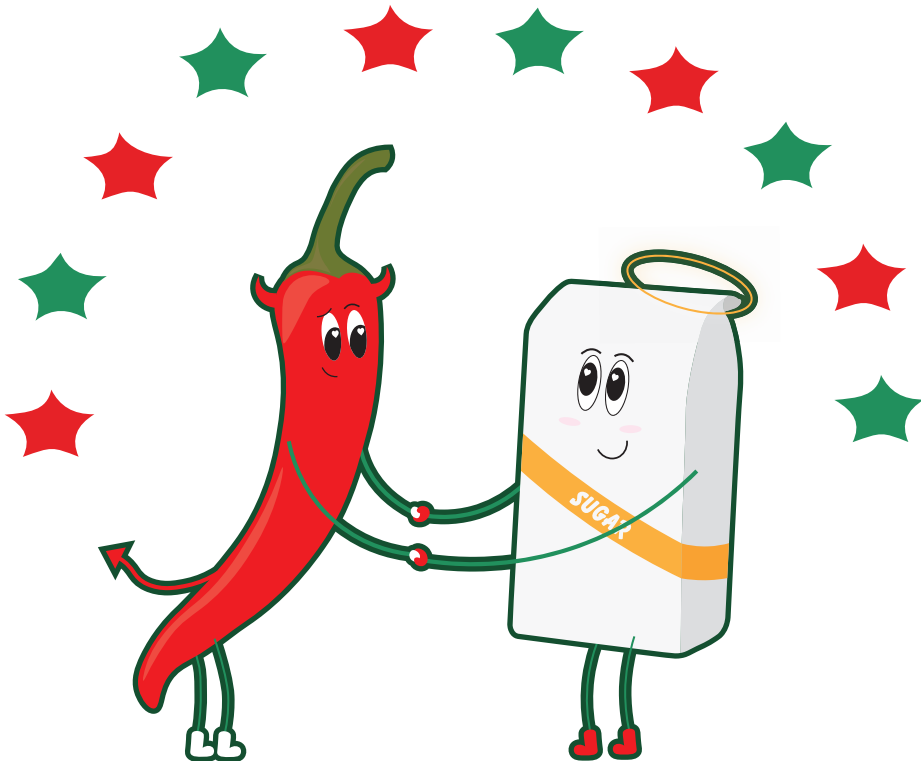
Ad 3



Ad 4



Ad 5



Sketches

Brand Huy Fong Sriracha
 Title TV-Scrolling Ad
 30 Sec.
 Page 1 of 2



Red title screen stating "SPICE UP YOUR MORNING"
 Sound: Happy and fun music



Red Screen with words stating "SPICE UP YOUR MORNING"
 Sound: Happy and fun music



MCU of tooth brush with Sriracha as tooth paste
 Sound: Happy and fun music



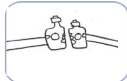
Red Screen with words stating "SPICE UP YOUR WORKOUT"
 Sound: Happy and fun music



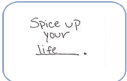
MS of man working out with Sriracha bottles as the workout weights
 Sound: Happy and fun music



Red Screen with words stating "SPICE UP YOUR HAPPY HOUR"
 Sound: Happy and fun music



MCU of Sriracha bottles clinking each other
 Sound: Happy and fun music



Red Screen with words stating "SPICE UP YOUR LIFE"
 Sound: Happy and fun music

Brand Huy Fong
 Title Dating Show
 30 Sec.
 Page 1 of 2



Title Screen of curtains with title
 Sound: Upbeat Game Show Music



WS of dating show set. Talk show host, 3 women with girls behind, main contestant
 Host: That concludes our game tonight, you have been matched with Girl #3.
 Sound: Upbeat Game Show Music



CU of curtain 3
 Sound: Drummroll



CU of curtain 3. Curtain opens. Reveals sriracha girl inside.
 Host: And here is our beautiful winner, Sriracha Sally
 Sound: crowd cheers



MS of girl and boy holding hands
 Host: give it up for the beautiful new couple
 Sound: cheering and happy music



Funky transition to WS of boy and girl playing in a field
 Sound: happy montage music

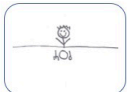


MS of boy and girl going to the movies
 Sound: happy montage music



WS of boy and girl stargazing
 Sound: happy montage music

Brand Huy Fong
 Title Date Night
 30 Sec.
 Page 1 of 1



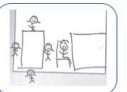
MS of man sitting at table in a restaurant.
 Sound: Jazzy piano music



MCU of the man
 Man: Thanks for meeting me here, I just had to tell you how I feel
 Sound: jazzy piano music



CU of the man
 Man: I know it's early, but you're just so hot
 Sound: jazzy piano music



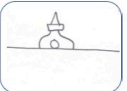
WS of the man at his table and the table next to him. The people at the other table are looking over at him wwd.
 Man: You just taste so good...
 Sound: jazzy piano music



MS of man sitting. Water comes up to the table.
 Water: Do you need some more water...
 Man: interogating: Can't you see I'm in the middle of something here.
 Sound: jazzy piano music



MCU of the man
 Man: You just add the perfect amount of spice to my life...
 Sound: jazzy piano music



MCU Pan/Tuck From man to the other side of the table to the sriracha bottle. Man's slings across the table.
 Man: Thanks for meeting me here, I just had to tell you how I feel
 Sound: crowd cheers after he finishes talking



Cut to MCU address of the table of the man and sriracha. Man reaches across the table like he's reaching for the sriracha's hand.
 Man: Can we get the check
 Fades to black

Huy Fong Sriracha
 Brand Huy Fong Sriracha
 Title TV-Scrolling Ad
 30 Sec.
 Page 2 of 2



SHOW HUY FONG SRIRACHA LOGO
 Sound: Happy and fun music

Brand Huy Fong
 Title Dating Show
 30 Sec.
 Page 2 of 2



MS of boy and girl getting married
 Sound: happy montage music



Curtains close transition to end credits with Huy Fong logo
 Sound: happy montage music

TV AD

Rationale

For this advertisement we wanted to take a humorous approach, but also include our big idea of flavor and heat into the commercial. We included certain dialogue to speak about all of the elements that go into Huy Fong Sriracha. With the combination of our comedic script and the setting of a romantic "date" for our actor and the Huy Fong Sriracha bottle, it is almost impossible to not break out in a laugh by the end!

Script

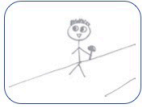
1. MS OF A MAN SITTING AT A TABLE AT A RESTAURANT SOUND: LIGHT JAZZ MUSIC
2. MCU OF A MAN SITTING AT A TABLE
MAN: Thank you for meeting me here. I just had to tell you how I feel and I've been wanting to get something off my chest for a while now.
3. CU OF MAN AT THE TABLE
MAN: I just think you are so sweet. Not to mention you always know how to heat things up, especially in the dining room.
4. MS OF MAN SITTING AT THE TABLE AND THE WAITER STANDING NEXT TO THE TABLE
MAN: You just add the perfect amount of spice to my life and are the ultimate mix of everything that I've been looking for.
5. MCU OF MAN TALKING AND EATING
WAITER: Do you two need some more wine—
MAN: Can't you see I am in the middle of something?
WAITER: Yes! So sorry.
6. MCU OF THE BOTTLE AT THE TABLE
MAN: What can I say, you're fun, you're crazy. You're an awesome time to have with. You just taste so good.
7. MCU OF MAN TALKING
SOUND: CONTINUE OF LIGHT JAZZ MUSIC
8. MS OF MAN AT THE TABLE
MAN: Can we get the check, please?
9. ENDScreen WITH CU OF BOTTLE AT THE TABLE AND HEADLINE AND TAGLINE

Key Frame



Sketches

Brand Huy Fong
 Title The Golden Seal
 45 Sec.
 Page 1 of 1



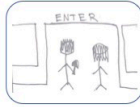
WS of Host on sidewalk outside grocery store

Host: Let's find the first winner of a year's supply of Huy Fong Sriracha



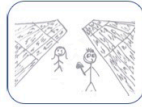
MS of Host and participants

Host: Now I need our participant! What's your name? Get it, Kade!



WS of them (from behind) entering the store

Host: Alright, 3, 2, 1, GO!
 Sound: Mission impossible music



WS of girl looking for a sriracha bottle

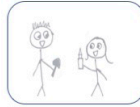
Sound: Mission impossible music



MCU of girl picking a HF Sriracha bottle

Host: All right, she's picked one, let's go see if she's a winner!

Sound: Mission impossible music



MS of girl opening the bottle

Sound: drumroll



CU of the golden seal

Host: And there you have it, our first winner!



MS of the host. Text on the screen has information on the contest.

Host: If you want to be our next winner, go to your local grocery store and pick up a bottle of Huy Fong Sriracha. If your bottle has a golden seal, email us at winner@huyfong.com!

Brand Sriracha
 Title viral video - weird food combos
 30 Sec.
 Page 1 of 1



MS of woman putting sriracha on ice cream and eating it



CS of man putting sriracha on apple and eating it



WS of man putting sriracha on a hotdog and taking a bite of it



MS of twins putting sriracha on popcorn and throwing it up in the air to eat it



screen blurs and dialogue comes up on screen saying: Share your weird food combos with us at #sillysrirachatime

Huy Fong Sriracha
 Brand _____
 Title Horror Film Viral Video
 30 Sec.
 Page 1 of 2



MS of man sitting at a table with a meal in front of him



CU of man about to take a bite of his meal



WS of Kyle looking back at refrigerator that is slightly open

Sound: Suspenceful music and sound of door opening slowly



MS of man with the spoon coming closer to his mouth

Sound: Suspenceful music



WS of man looking back at the refrigerator opened even more. Huy Fong Sriracha appears on the table by the refrigerator.

Sound: Suspenceful music



MS of man sitting at a table with a spoonful of food about to enter his mouth

Sound: Suspenceful music



WS of refrigerator door open and the bottle of sriracha is on the floor right near the man

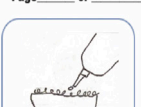
Sound: Suspenceful music



MS of man with a spoonful of food right before he is about to eat it with tears rolling down his face.

Sound: Suspenceful music

Huy Fong Sriracha
 Brand _____
 Title Viral Video Horror Movie
 30 Sec.
 Page 2 of 2



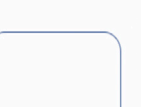
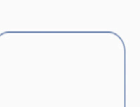
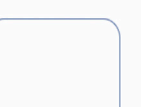
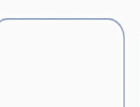
CU of sriracha bottle pouring sauce onto the meal

Sound: Suspenceful music



CU of man eating the meal with a look of joy on his face

Sound: Happy music

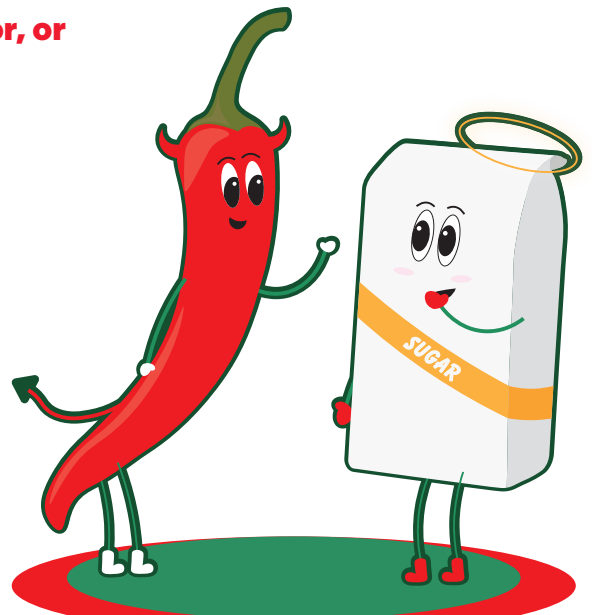


VIRAL VIDEO

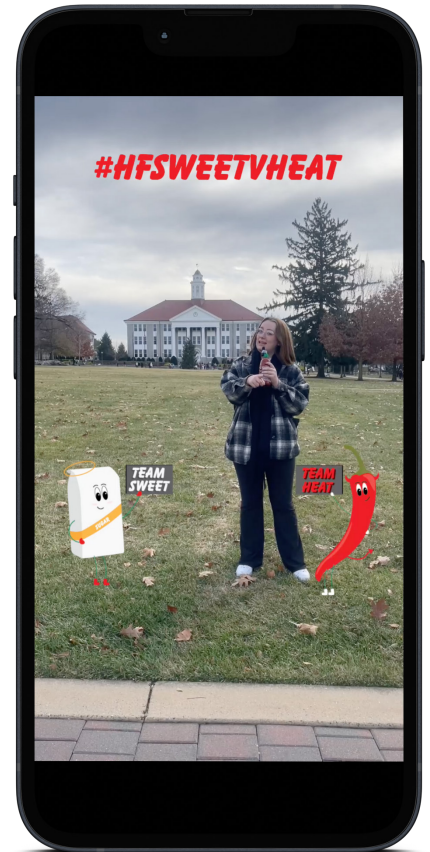
Questions in Video

1. Do you use sriracha?

2. Do you like sriracha for the sweet flavor, or the level of heat?



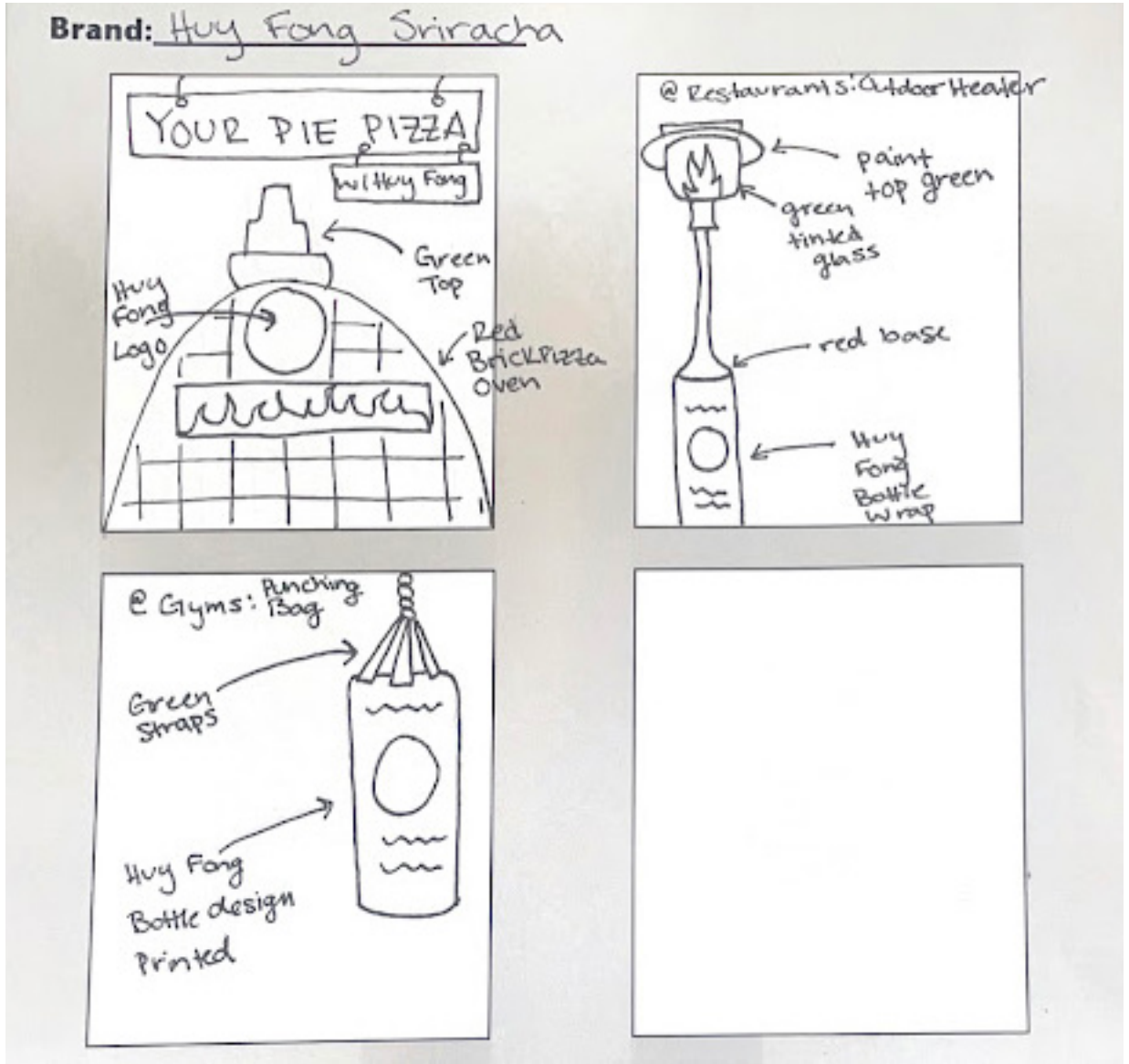
Mockup



Rationale

For our viral video we wanted to have people choose team heat or team sweet based off of why they like Huy Fong Sriracha. We asked students at James Madison University if they liked sriracha for the sweet flavor or the level of heat. We chose to interview college students because our persona for our campaign is also in college and we wanted to ask our target audience their opinion on sriracha. To make this a viral video we have a hashtag, **#HFSWEETVHEAT**, that people can use on social media to say if they are either team sweet or team heat.

Sketches



Final Idea

Our final idea was to create a transit bench with 3D versions of the characters sitting on top of it. That way when you sit on the bench in front of them, it will look like they are sitting on your shoulder, like a conscience. We also have a call to action on the top of the bench for people to post their picture and say if they're Team Sweet or Team Heat by using our hashtag and tagging Huy Fong on Instagram.

Mockup



Rationale

We decided on a transit bench as our target audience lives in the city and uses public transportation. These benches are located in places like bus stops, train stops, and subway stations. Since our target audience is part of Gen Z, we thought that the Instagram call to action would help make it more relevant to them.

Fortnite

History

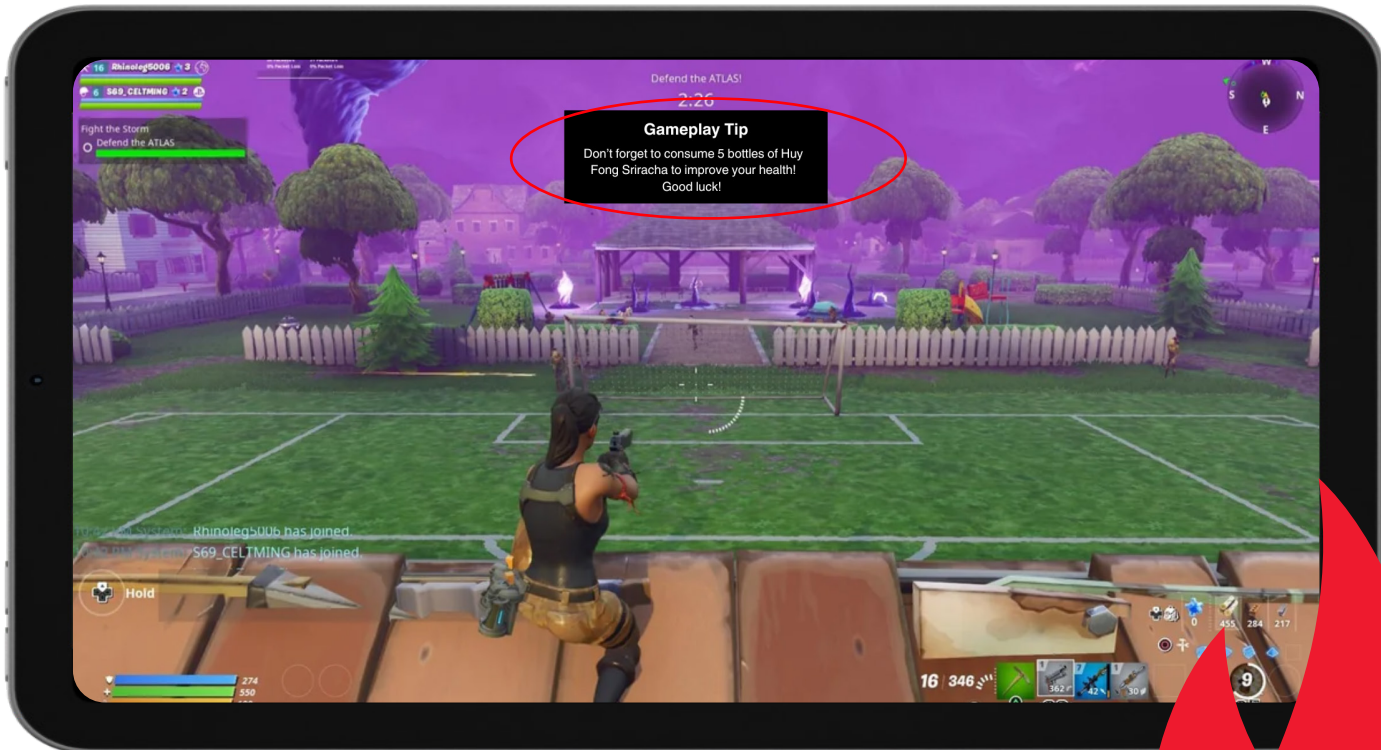
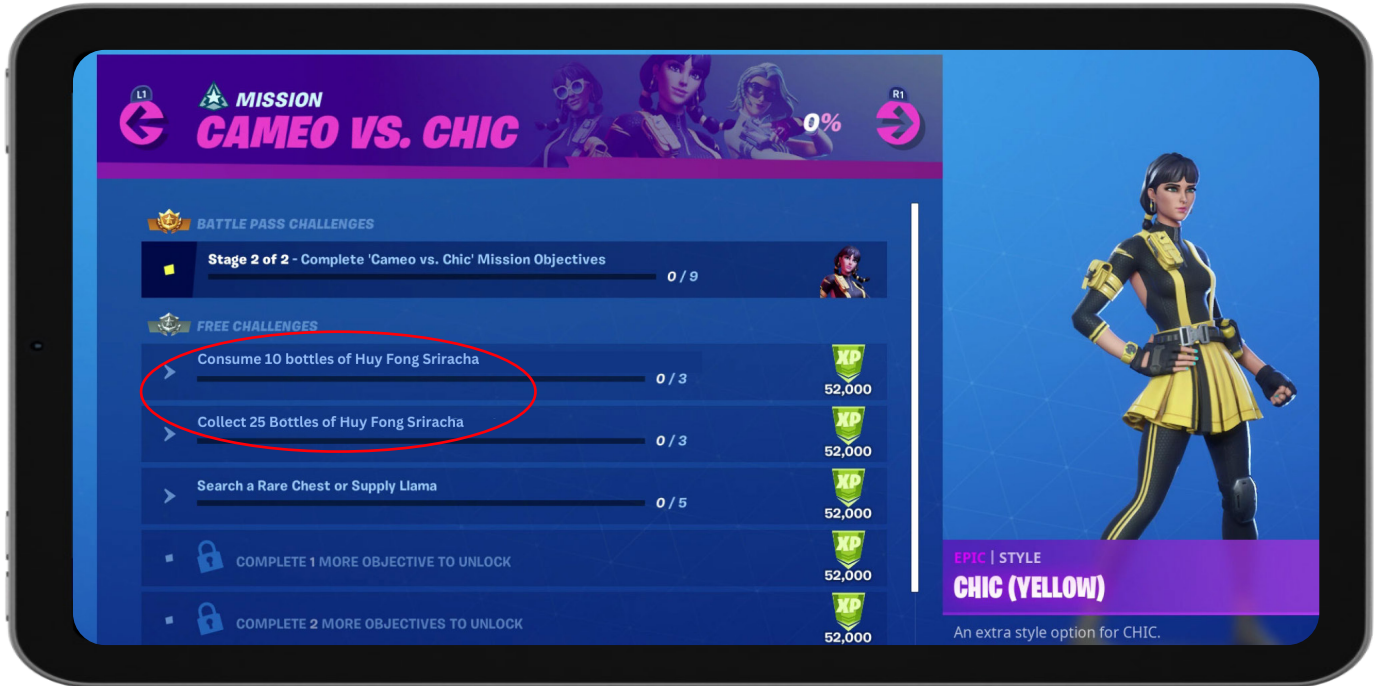
Fortnite was created then released in 2017 by the company Epic Games. The online video game allows its users to play in an open-world type environment. This can either be played alone or with friends! The game allows you to earn different "skins" which lets you dress your character. In addition to skins, there are opportunities to complete challenges where players can collect certain objects to access rewards. The goal is to be the last player standing and collecting these skins and objects has become increasingly popular. (Aiden, 2019)

Rationale

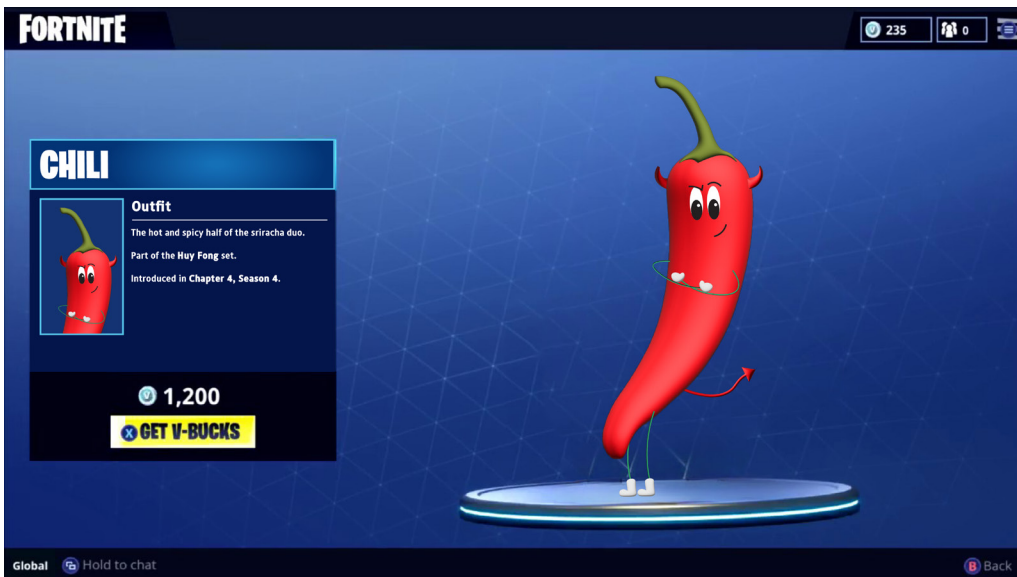
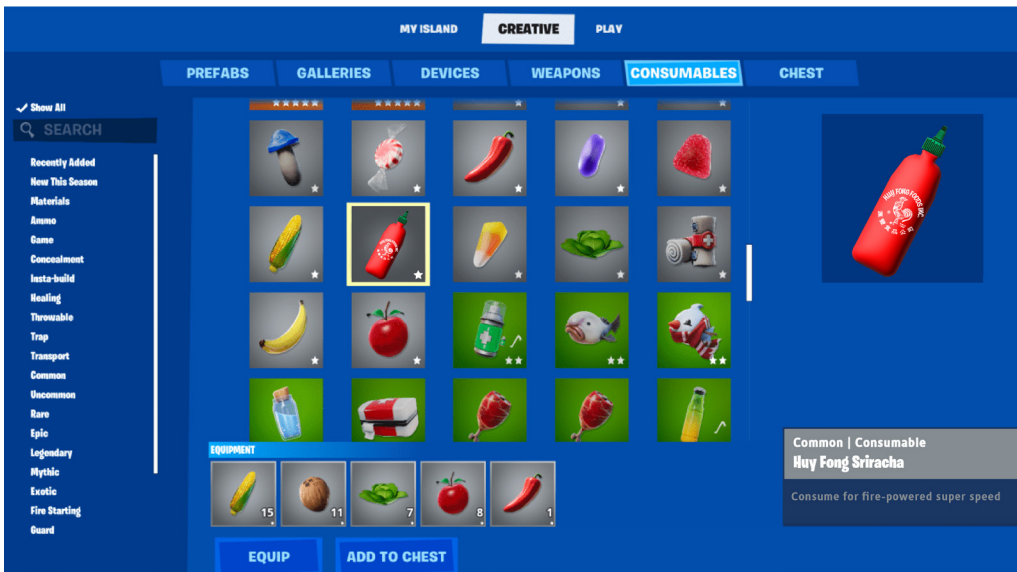
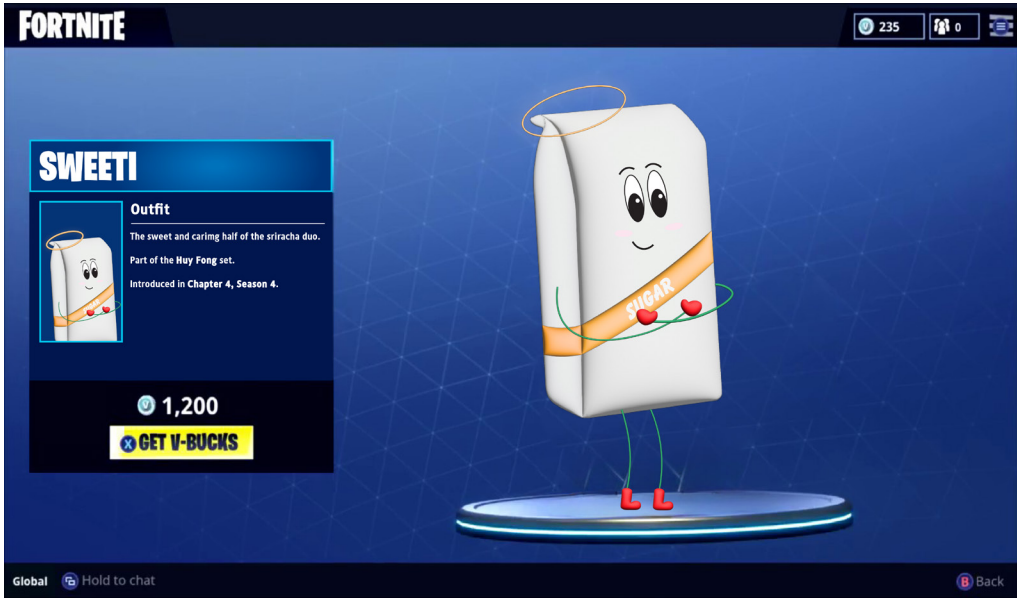
We chose Fortnite as our branded product placement due to how popular this online video game is with our target audience. Our target audience is very active on social media and up to date with the most relevant games and trends. The target audience also enjoys playing video games where they can engage with their friends. Along with our audience, Fortnite provides a great opportunity for players to creatively engage with popular brands and companies. Fortnite is also free and easily accessible in comparison to other video games.



Verbal Placements

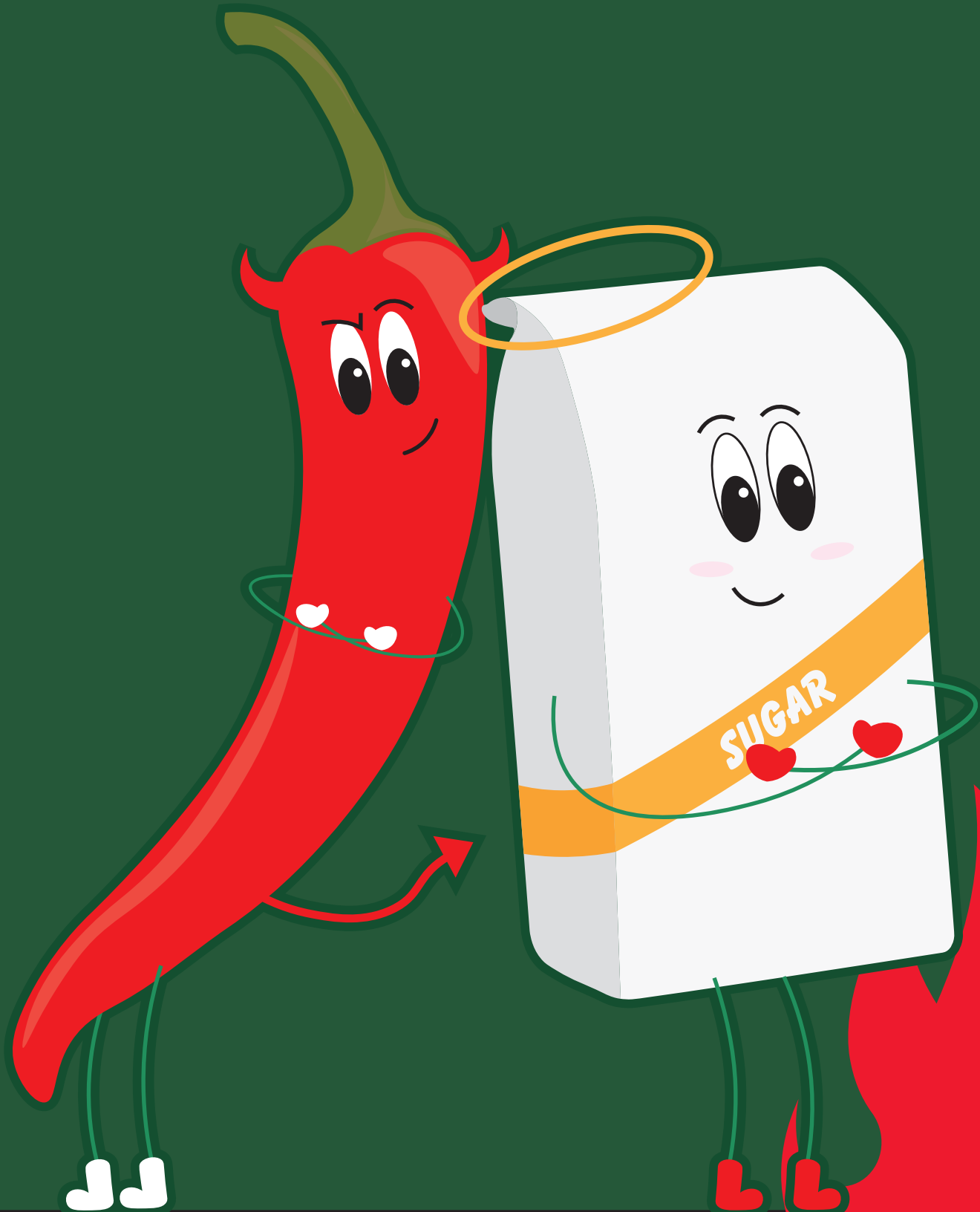


Visual Placements

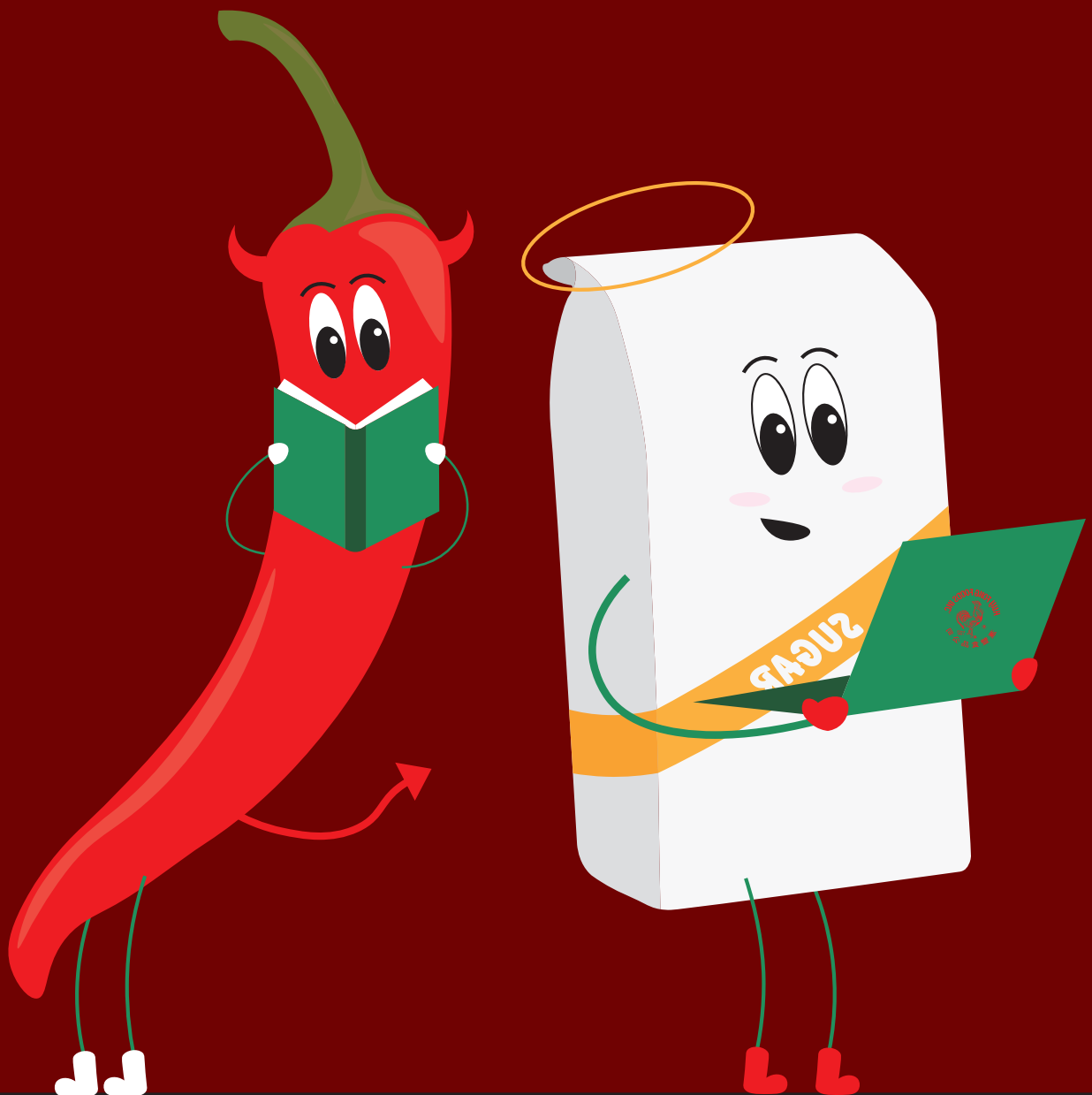


Huy Fong Sriracha.

Where **Flavor** Meets **Heat**.



CITATIONS



Text Citations

10 best sriracha sauces. Cook Gem. (2023, September 8). <https://cookgem.com/best-sriracha-sauce/#what-is-the-best-sriracha-sauce>

Aideen. (2019, June 24). What is Fortnite Battle Royale: Gaming advice parents. Webwise.ie. <https://www.webwise.ie/parents/explainers/explained-what-is-fortnite/#:~:text=Fortnite%20is%20a%20survival%20game,must%20in%20order%20to%20survive.>

Bual, H. (2023, October 24). How Huy Fong's sriracha hit \$150 million a year in sales - with Zero marketing. Vietcetera. <https://vietcetera.com/en/how-huy-fongs-sriracha-hit-150-million-a-year-in-sales-with-zero-marketing>

Frank's Redhot Hot Sauce - original, 23 fl oz hot sauces. Walmart. (n.d.-a). <https://www.walmart.com/ip/Frank-s-RedHot-Hot-Sauce-Original-23-fl-oz-Hot-Sauces/15556135?athbdg=L1600&adsRedirect=true>

Han, Y. (2022, December 11). How a refugee from Vietnam ignited the Sriracha Phenomenon in America. Insider. <https://www.insider.com/sriracha-david-tran-huy-fong-immigration-food-history-aapi-2022-12>

Heasman, C. (2023, August 17). The Untold Truth of Huy Fong Sriracha. Mashed. <https://www.mashed.com/207051/the-untold-truth-of-huy-fong-sriracha/>

Hot sauces, buffalo sauces, & spicy recipes | Frank's® Redhot® US. (n.d.). <https://www.franksred-hot.com/en-us>

Huy Fong Foods & Sauces. WebstaurantStore. (n.d.). <https://www.webstaurantstore.com/vendor/huy-fong.html>

Huy Fong Sriracha hot chili sauce 28OZ*12 bottles . BBD:jun/2025. 24463101166. eBay. (n.d.). <https://www.ebay.com/itm/314846661591?hash=item494e52cbd7%3Ag%3Ad-wAAOSwWEVID-ISg>

Huy Fong [@huyfongfoods]. Instagram. (2023).

Lobas, A. (2023, May 28). The 10 Most Popular Hot Sauces in the U.S., According to Grocery Shopping Data. Allrecipes. <https://www.allrecipes.com/most-popular-hot-sauces-in-us-2023-7498923>

McCarthy, A. (2022, June 29). The Best Sriracha Substitutes to Survive the Huy Fong Shortage. Eater. <https://www.eater.com/2022/6/29/23188098/sriracha-shortage-alternative-hot-sauce-brands-to-buy>

McNamee, G. L. (n.d.). Sriracha. In Encyclopedia Britannica. Retrieved September 6, 2023, from <https://www.britannica.com/topic/sriracha>.

Monteros, M. (2023, August 11). Knockoff Sriracha Brands are Grabbing Huy Fong's Market Share. Modern Retail. <https://www.modernretail.co/operations/knockoff-sriracha-brands-are-grabbing-huy-fongs-market-share/>

NBCUniversal News Group. (2023, July 14). Got sriracha? the price for a bottle of Huy Fong's iconic hot sauce gets spicy with supplies short. NBCNews.com. <https://www.nbcnews.com/science/environment/got-sriracha-price-bottle-huy-fongs-iconic-hot-sauce-gets-spicy-suppli-rc-na94308>

Organic sriracha. Yellowbird®. (n.d.). <https://www.yellowbirdfoods.com/products/organic-sriracha-hot-sauce>

Roberti, D. (2023, July 26). Who is the Target Audience for Hot Sauce? Who is the Hot Sauce's Target Market? Marketing Food Online. <https://marketingfoodonline.com/blogs/news/who-is-the-target-audience-for-hot-sauce>

Shark brand Sriracha Chili Sauce, Medium Hot, 25 Ounce Bottle. Amazon. (n.d.). <https://www.amazon.com/Shark-Brand-Sriracha-Medium-Bottle/dp/B00886I9HE>

Sriracha Hot Chili Sauce. Gourmet Wholesaler. (n.d.). <https://www.gourmetwholesaler.com/huy-fong-foods-sriracha-hot-chili-sauce-111024>

Sriracha. Kroger. (n.d.). https://www.kroger.com/search?query=sriracha&searchType=default_search

Tabasco® brand Sriracha Sauce. Shop TABASCO® Products Online. (n.d.). <https://shop.tabasco.com/products/tabasco-brand-sriracha-sauce>

Tabasco brand Sriracha, 20 oz. Walmart. (n.d.-b). <https://www.walmart.com/ip/Tabasco-Brand-Sriracha-20-oz/49769567>

Tumin, R., & Moses, C. (2023, July 13). A sriracha shortage? it depends which brand you're looking for. New York Times. Retrieved September 6, 2023, from <https://www.nytimes.com/2023/07/13/business/sriracha-shortage-huy-fong.html>

Valinsky, J. (2023, June 29). Sriracha Sauce is Selling for as Much as \$120 Amid Prolonged Shortage | CNN Business. CNN. <https://www.cnn.com/2023/06/29/business/sriracha-shortage-resell-prices/index.html>

Yellowbird Blue Agave Sriracha, 6.7 oz. Walmart.com. (n.d.-b). <https://www.walmart.com/ip/Yellowbird-Blue-Agave-Sriracha-6-7-oz/2148053205>

Image Citations



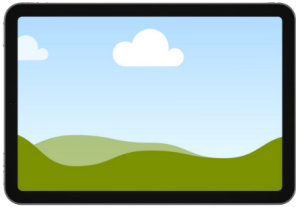
Frank's Redhot Hot Sauce - original, 23 fl oz hot sauces. Walmart. [Photo] (n.d.-a). <https://www.walmart.com/ip/Frank-s-RedHot-Hot-Sauce-Original-23-fl-oz-Hot-Sauces/15556135?athbdg=L1600&adsRedirect=true>

Figure 1. Frank's RedHot.



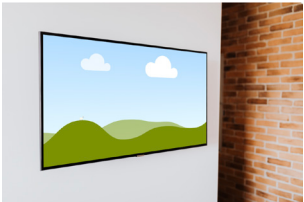
Free mockup generator - create mockups online | CANVA. (n.d.).

Figure 2. iPhone Mockup.



Free mockup generator - create mockups online | CANVA. (n.d.-a).

Figure 3. Video Game Mockup.



Free mockup generator - create mockups online | CANVA. (n.d.-a).

Figure 4. Mockup.



Free photo: Empty triangle billboard. Freepik. (2017, December 15).

Figure 5. Billboard Mockup.



Free photo: View of traffic in London City. Freepik. (2022, May 27).

Figure 6. Back of Bus.



Glxyoea. (2023, November 5). This game mode is really cool. https://www.reddit.com/r/FORTnITE/comments/17olmka/this_game_mode_is_really_cool/

Figure 7. Fortnite Fighting Screenshot.



Highton, O. (2023) Illustrator. Created in Adobe Illustrator



Highton, O. (2023) Illustrator. Created in Adobe Illustrator



Highton, O. (2023) Illustrator. Created in Adobe Illustrator



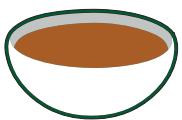
Highton, O. (2023) Illustrator. Created in Adobe Illustrator



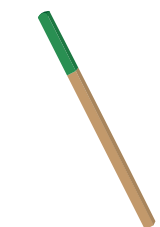
Highton, O. (2023) Illustrator. Created in Adobe Illustrator



Highton, O. (2023) Illustrator. Created in Adobe Illustrator

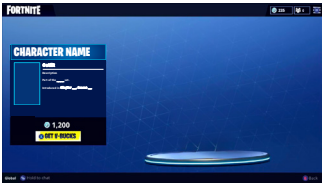


Highton, O. (2023) Illustrator. Created in Adobe Illustrator



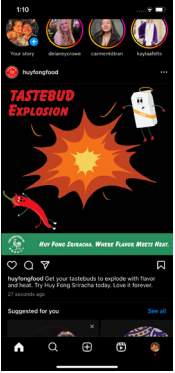
Highton, O. (2023) Illustrator. Created in Adobe Illustrator





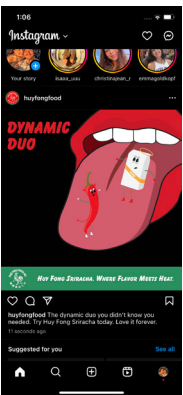
Highton, O. (2023) Illustrator and Editor. Created in Adobe Illustrator and Photoshop

Figure 8. Blank Fortnite Character Mockup



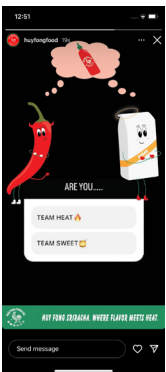
Huyfongfood/Kelly Johnson (2023) Retrieved on December 8 from Instagram.

Figure 9. Kelly Johnson's Instagram post.



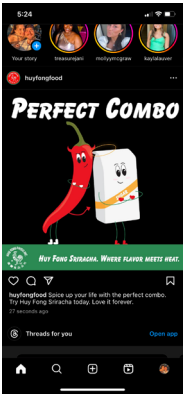
Huyfongfood/Kelly Johnson (2023) Retrieved on December 8 from Instagram.

Figure 10. Kelly Johnson's Instagram post.



Huyfongfood/Kelly Johnson (2023) Retrieved on December 8 from Instagram.

Figure 11. Kelly Johnson's Instagram post.



Huyfongfood/Kelly Johnson (2023) Retrieved on December 8 from Instagram.

Figure 12. Kelly Johnson's Instagram post.



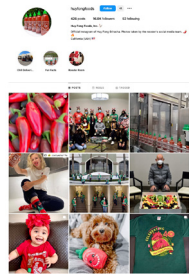
Huyfongfood/Kelly Johnson (2023) Retrieved on December 8 from Instagram.

Figure 13. Kelly Johnson's Instagram reel.



Huyfongfood/Kelly Johnson (2023) Retrieved on December 8 from Instagram.

Figure 14. Kelly Johnson's Instagram reel.



Huyfongfoods (2023) Retrieved on December 10 from Instagram.

Figure 15. Huy Fong's Instagram post.





Huyfongfoods (2023) Retrieved on December 10 from Facebook.

Figure 16. Huy Fong's Facebook page.



Johnson, K. (2021) Photographer.

Figure 17. Kings Dominion Selfie



Johnson, K. (2023). Illustrator. Created in Adobe Illustrator.



Johnson, K. (2023). Illustrator. Created in Adobe Illustrator.



Johnson, K. (2023). Illustrator. Created in Adobe Illustrator.



Johnson, K. (2023). Illustrator. Created in Adobe Illustrator.



Livolsi, M. (2017, September 11). Suitcase icon - free png & SVG 1254699 - Noun Project. The Noun Project.



Myers, E. (2023) Illustrator. Created in Adobe Illustrator



Tabasco Hot Sauce, 20 oz. Walmart. [Photo]. (n.d.-b). <https://www.walmart.com/ip/Tabasco-Brand-Sriracha-20-oz/49769567>

Figure 18. Tabasco Hot Sauce



Tinder. (n.d.) Retrieved from <https://www.gotinder.com/tindercareers>.

Figure 19. Tinder Ad



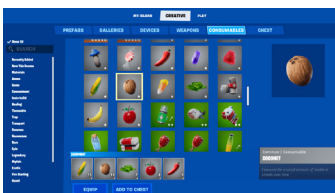
That's quite a wall of hot sauce in the store I dropped into today... Brighton, UK [Photo]. (n.d.). https://www.reddit.com/r/spicy/comments/8e6c1k/thats_quite_a_wall_of_hot_sauce_in_the_store_i/?utm_source=share&utm_medium=web3x&utm_name=web3xcss&utm_term=1&utm_content=share_button

Figure 20. Shelf Space



Wilson, I., & published, F. J. (2020, February 6). Fortnite Missions: What are they, how do they work, and how do you complete them? Gamesradar. <https://www.gamesradar.com/fortnite-missions/>

Figure 21. Challenges Screenshot.



Woodrow, R. (Photographer). (2023). Fortnite Consumables [Screenshot], Retrieved from <https://videogames.si.com/guides/fortnite-consume-produce>

Figure 22. Fortnite Consumables



Yellowbird Blue Agave Sriracha, 6.7 oz. Walmart.com. [Photo] (n.d.-b). <https://www.walmart.com/ip/Yellowbird-Blue-Agave-Sriracha-6-7-oz/2148053205>

Figure 23. Yellowbird Sriracha



The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry, no matter how small, should be recorded to ensure the integrity of the financial statements. This includes not only sales and purchases but also expenses, income, and transfers. The text suggests that a systematic approach to record-keeping is essential for identifying trends and managing the business effectively.

In the second section, the author addresses the common challenge of reconciling bank statements with the company's internal records. It provides a step-by-step guide to identifying discrepancies, such as timing differences or errors in recording. The advice is to compare the bank's records against the company's ledger regularly to catch any mistakes early on.

The third part of the document focuses on budgeting and financial forecasting. It explains how to create a realistic budget based on historical data and market conditions. The author stresses the importance of monitoring actual performance against the budget to make informed decisions about resource allocation and future growth.

Finally, the document concludes with a summary of key financial management practices. It reiterates the need for transparency, accuracy, and regular communication with stakeholders. The author encourages business owners to take a proactive approach to their finances to ensure long-term success and stability.

