

Group 1

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ThermoWorks

ThermoWorks *Signals™ BBQ Alarm Thermometer with Wi-Fi and Bluetooth® Wireless*

Technology

TV Advertisement

12/8/2020

Client & Product/Service/Brand: ThermoWorks *Signals™ BBQ Alarm Thermometer with Wi-Fi and Bluetooth® Wireless Technology*

1. What is the product's personality or character?

The SignalsTM BBQ Alarm Thermometer with Wi-Fi and Bluetooth® Wireless Technology

(*Signals*) is a device that serves as a coach alongside grillers throughout the entire grilling process. This enables them to mimic their dad's grilling abilities with technological ease and enjoyment.

2. What is the client's objective for this ad?

To reinforce the current personality of *Signals* by informing consumers that this product will bring back the home-cooked quality food their dad once made. Not only does *Signals* ensure a quality finished product, but it serves as a father-like coach during the grilling process itself to build the griller's confidence.

3. Who is the audience?

Signals' consumers include people like Ted. Ted is a fifty year old man who is married and has children who live at home. He is more educated than his parents technology wise, but not as adept as his children. Ted is not a trendsetter, and instead he would rather spend his time, money, and energy on something that is tangibly rewarding to him (Mintel, "Marketing to Gen X", pp. 24-29). As a consultant, Ted values flexibility in his work schedule so that he can enjoy quality time with his family (Indeed, "Characteristics of Gen X", 15 September 2020). While working hard during the week, Ted looks forward to the weekend as a time to unwind with his family and is always looking for products that will make running his household easy and effective (Mintel,

“Marketing to Gen X”, pp. 37). Being such a hard worker, Ted does not have time for many hobbies, in fact for him grilling has simply been an efficient way for getting food on the table (Keseric, “Gen-Xers”, 6 January 2016). However, Ted still wants the best for his children, and while he has lacked confidence in his grilling, he still desires the ability to provide the same high quality food that his father provided for him growing up (Mintel, “Marketing to Gen X”, pp. 26; “Grilling and Barbecuing”, pp.42).

4. What does the audience currently think/feel about the brand/product or similar?

Ted currently thinks that the *Signals* thermometer satisfies his desire to have a coach-like figure alongside him, but there are some drawbacks. Ted found the thermometer itself a bit pricey, the ninety-five foot Bluetooth range was too limited, and there is lack of note taking within the mobile application to record his own data (The Grilling Life, “ThermoWorks Signals Review”, 16 November 2018). He does however enjoy the duality of the software application being available in both iPhones and Androids, allowing a wide range of people to access it like his friends and family members (Thermoworks, “Signals BBQ Alarm”, no date). Ted thinks the pros outweigh the cons, with an impressive mobile application experience offering live temperature channel updates and grill graphs that justifies the cost of the product. Ted enjoys the sturdy design, the strong mounting, the dual WiFi/Bluetooth connection, the fast and easy set up, and the accurate temperature probes (Smoking Meat Geeks, “Signals Thermometer”, 3 February 2019).

5. What do you want them to think after they see the ad?

Our advertisement should leave Ted thinking that this BBQ thermometer will make it as if his dad is coaching over his shoulder and helping him through every step. Ted should feel that not

only will this thermometer make his grilling hobby more fulfilling by highly improving his cooking skills, but will also make the experience itself more relaxing and enjoyable. Overall, this will enable his grilling abilities to improve and his love for the hobby to grow as our product makes grilling an activity he can now fully excel at and not stress over.

6. What is the “big idea” or “one thing” you want them to know?

Ted will know that this thermometer is more than just a piece of technology to improve his grilling, but is a way to elevate the entire experience by coaching him through the process just as if his dad was alongside helping him through it.

7. Why should they buy this product?

Ted should buy this product because it makes it possible for him and his children to enjoy the same kind of flavorful and high-quality food his dad once provided for him. *Signals* will not only enhance Ted’s grilling ability, but will also boost his confidence as it coaches him along every step of the way. With *Signals*, grilling for Ted is no longer just putting a meal on the table, but is an easy and enjoyable experience that he can look forward to even after the longest workday.

8. Competitors: How and what are they advertising?

Based on blogs and review sites, some of *Signals*’ top WiFi meat thermometer competitors include *Weber’s Connect Smart Grilling Hub*, the *FireBoard*, and the *Flame Boss 500*. The *Weber* advertisement presents a masculine, intense, and powerful tone that is overall more informative rather than providing any sort of narrative. Their advertisement message along with *Flame Boss*’s more feature based rather than taking a product as hero approach, targeting competitive grillers rather than the average dad (“Weber Connect Launch” 00:00:00-00:01:16; Facebook, “Flame Boss” 6 August, 2019). *Weber*’s print ad campaign for their cookbook also relies heavily on big and bold fonts that pop off the page in loud exclamations claiming the

product's value (Abby Elise Creative, "Weber's New Real Grilling Cookbook + Campaign", 2020).

9. What approach will you use to achieve the client's objective?

The advertisement will be taking the product as the hero strategy. *Signals* will coach Ted through his grilling experience to cook excellent meals like his dad grilled when he was younger. The device serves as the hero by supporting Ted with the necessary technology to provide the best meal for his children, just as dad did for him. When Ted is grilling, *Signals* is able to step in and make both the experience and the result more overall fulfilling and satisfying.

10. Tone:

Trustworthy, nostalgic, comforting, and supportive

Works Cited

“Characteristics of Generation X Professionals.” *Indeed*. (2020, September 28).

“Flame Boss.” Facebook. (2019, August 6).

“Grilling and Barbecuing.” *Mintel*. (2019, July).

Keseric, Peter. “Gen Xers.” *ERE* (2016, January 6).

“Marketing to Gen X: Incl Impact of COVID-19.” *Mintel*. (2020, September 24).

“New ThermoWorks Signals Review and Rating- A Wi-Fi and Bluetooth-Enabled, 4-Channel Cooking Alarm Thermometer.” *The Grilling Life*. (2018, November 16).

“ThermoWorks Signals Thermometer WiFi + Bluetooth [Full Review].” *Smoking Meat Geeks*. (2019, February 3).

“Signals™ BBQ Alarm Thermometer with Wi-Fi and Bluetooth® Wireless Technology.” *ThermoWorks*. (2020).

Weber Grills. “Weber Connect Launch.” Online Video Clip. Youtube. Youtube, 7 Jan 2020. 28 Sep 2020.

“Weber’s New Real Grilling Cookbook + Campaign.” *Abby Elise Creative*. (2020).

Scenario:

A 30-second TV spot for ThermoWorks *Signals™ BBQ Alarm Thermometer with Wi-Fi and Bluetooth® Wireless Technology* starts with a nostalgic black and white scene of Ted at seven years old admiring his father grilling with playful joking happening between them. The next shot will transition to him as a teenager grilling with his father, still in black and white. The picture will then transition to full color and show Ted all grown up cooking on his own and the camera will pan over to the thermometer, insinuating that the thermometer is the coach-like figure just like his father helped him earlier in life. There will be a series of shots that show what the thermometer does such as the temperature probe and the bluetooth app for Ted's phone. While those shots happen, there will be a voiceover explaining the features that are highlighted with the shots. Then it cuts to Ted's family enjoying the steak that Ted cooked while displaying the ThermoWorks logo. The universal truth of ThermoWorks is the nostalgia that grilling brings back to Ted, as if his father is right there grilling with him.

TV SCRIPT

Thermoworks *Signals™ BBQ Alarm Thermometer with Wi-Fi and Bluetooth® Wireless Technology*

Dec 8, 2020

30 seconds

Grilling Grown Up

<p>MCU- Black and white scene showing Ted as a young child in the 1970s running up to his Father to look at the meat on the grill (:05)</p> <p>MS- fade to Black and white scene showing Ted as a teenager in the 1980s learning to grill himself with his dad watching over his shoulder and giving him pointers (:07)</p>	<p><u>MUSIC:</u> (cheesy cheerful music. Establish, then under. :12)</p> <p><u>TED:</u> Dad, when's dinner? I'm hungry!</p> <p><u>FATHER:</u> Well hi hungry I'm dad!</p> <p><u>TED:</u> Mmm something smells good!</p> <p><u>FATHER:</u> Thanks, why don't you give me a hand with this.</p> <p><u>TED:</u> Should I flip them now?</p> <p><u>FATHER:</u> Mmm no not quite yet you always want to wait until the char marks are a little darker for a good cook.</p> <p><u>MUSIC:</u> (cheesy cheerful music fade out) (powerful uplifting music under :17)</p>
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<p>MS/MLS- fade to full color scene showing present day Ted grown-up using Thermoworks thermometer on the same patio but with new furniture and wearing current clothing (:03)</p> <p>CU- cut to showing the Thermoworks thermometer kit with full name above (:04)</p> <p>CU- cut to showing the Thermoworks thermometer probes in the meat (:03)</p> <p>CU- cut to showing the Thermoworks app features while grilling (:03)</p> <p>LS- fade to family eating the dinner that was cooked using Thermoworks with logo (:04)</p> <p>FADE TO BLACK AT :29</p> <p>RT--:29</p>	<p><u>ANNOUNCER:</u> While there's no better coach than your dad, Thermoworks sure comes close!</p> <p>Our temperature probes help you to read your steaks' temperatures whenever you want.</p> <p>You can also connect to the user-friendly app, making grilling easy and enjoyable.</p> <p>Perfect grilling, without the dad jokes.</p> <p><u>MUSIC:</u> (Up and then fade out at :29)</p>
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Brand ThermoWorks

Title Grilling Grown Up

29 **Sec.**

Page **1** of **1**



Dad, when's dinner? I'm hungry!

Well hi hungry I'm dad!

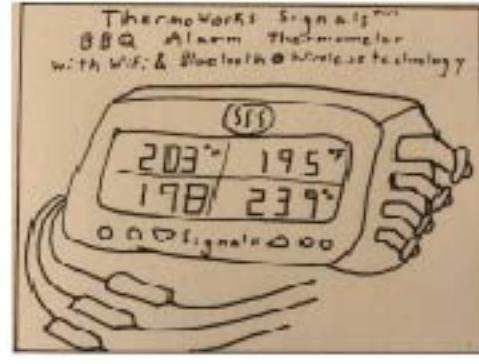


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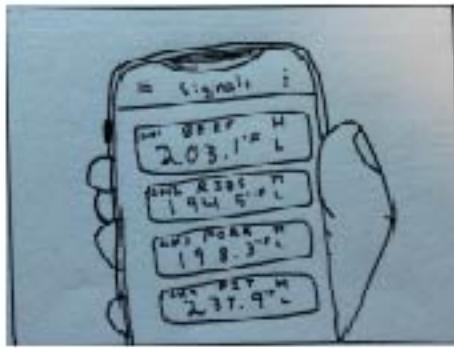


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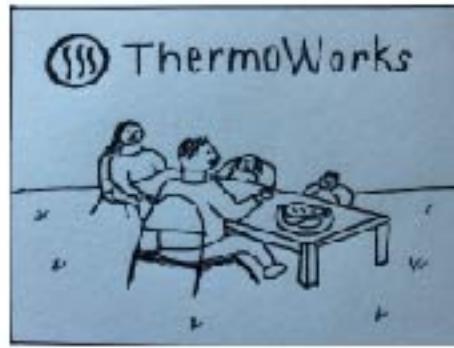
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