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**PUTTING A  HOT DOG
IN EVERY HAND**

.....

A HOTDOGGER'S MISSION





**THIS BOOK
BELONGS TO:**

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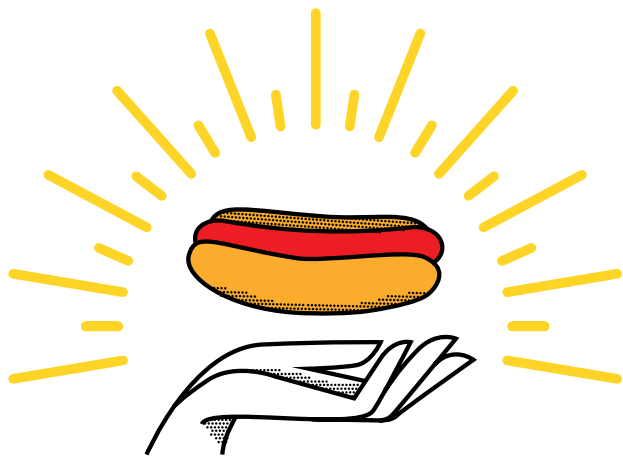
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At Oscar Mayer, we went to great lengths to
change every single hot dog for the better.
And now, we're on a mission to put one in
every hand.

IT WON'T
BE EASY,
BUT IT WILL
BE **WORTH IT**





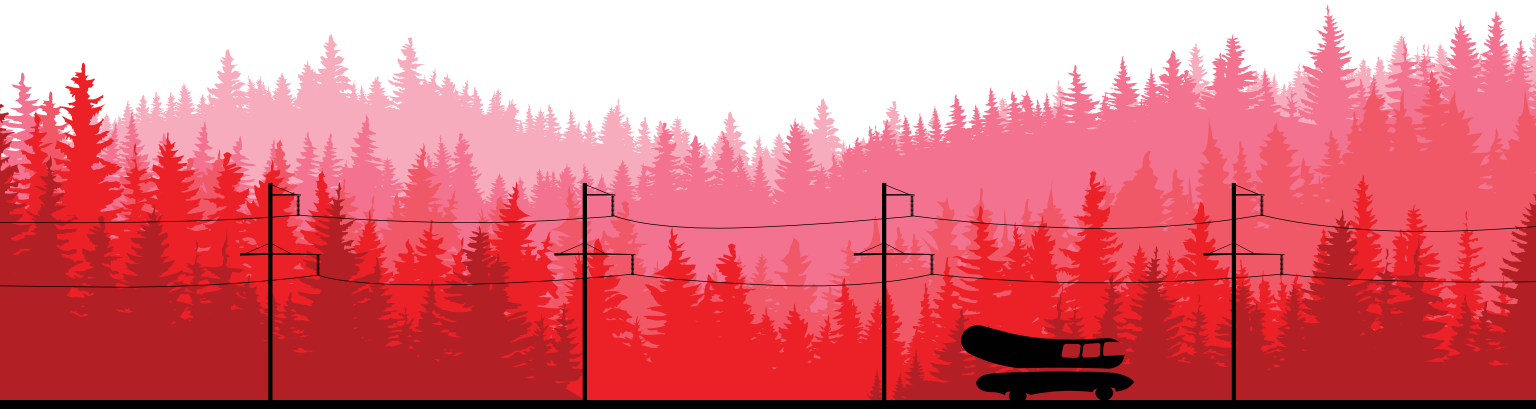
ARE YOU
READY?

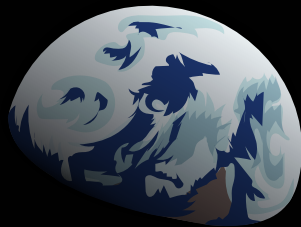
We need your help, because no one loves hot dogs like you, dear Hotdoggers. No one. But that's all about to change. Because you'll be driving across the country to win over America's hearts, and stomachs, with the most epic handoff in history. With our new, mouthwatering dogs in tow, a map and your camera as your witness, you'll up your charm and draw upon your fine-tuned navigational skills to put a new, improved hot dog in America's hands.

REPEAT AFTER US

I'm a Hotdogger
And I will go to great lengths
To put a hot dog in every hand.
I will visit famous landmarks
and forgotten zip codes.
Unknown places and top secret locations.
Small towns, big towns and even ghost towns.
No matter how remote it gets, I will make it there.
No WiFi? No problem.
If there's someone, for the love of hot dogs,
I will put a new one on his or her hand.

Because if Oscar Mayer
Could do the impossible to change
every single hot dog,
I will do the same to get
every single American to try one.
It won't be easy.
But no pothole, no summer storm
Or windy road will stop me.
Because I'm a Hotdogger
And I will go to great lengths
For the love of hot dogs.





**A BETTER
HOT DOG
IN EVERY
HAND**

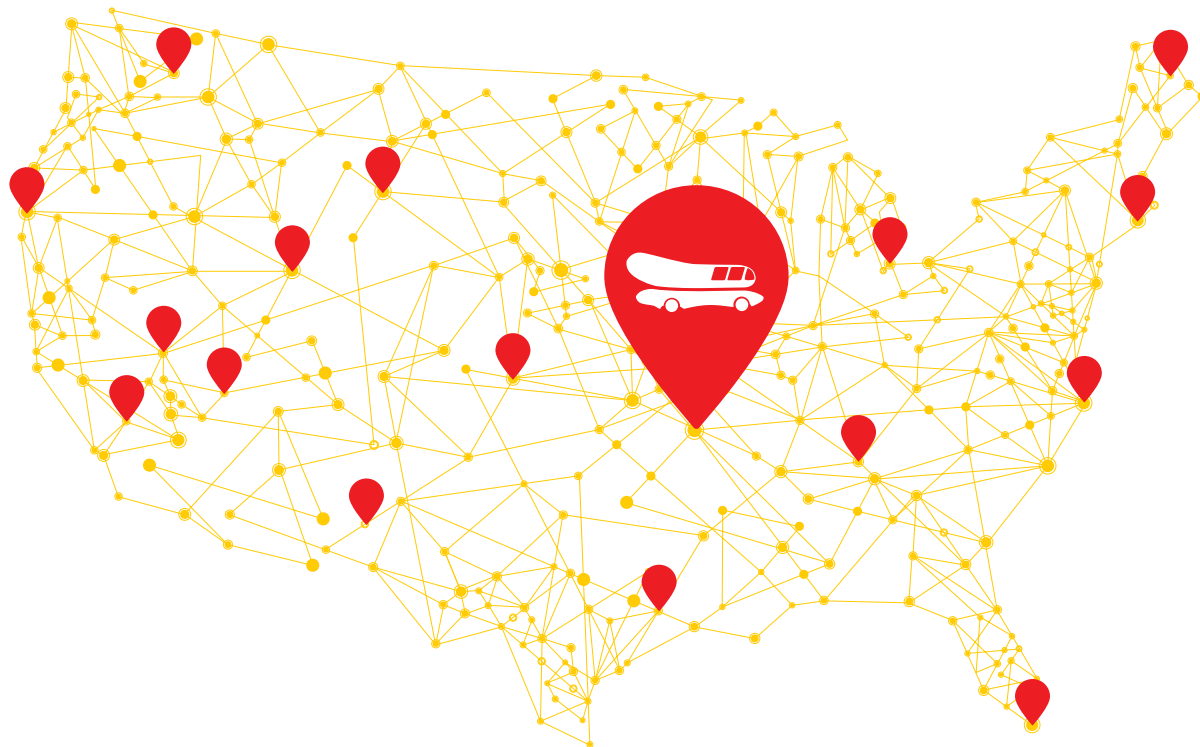


**A MISSION
UNLIKE ANY OTHER**

The background of the entire image is a yellow field filled with white, wavy, irregular lines that resemble topographic contour lines on a map. Some lines are solid, while others are dashed. The lines vary in thickness and spacing, creating a complex, organic pattern.

THE MAP

TO GO GREAT LENGTHS



From Key West to Alaska, from Mt. Whitney to a crate of diamonds in Arkansas, you'll be driving across America to make this mission a success. And every road trip starts with a good map, so we got you one. You'll find we've outlined your mandatory locations, but encourage you

to get creative along the way and start some healthy competition with other Wiernermobiles. Passing through a cool town? Meet an interesting person? The options are endless.

SAFETY FIRST, PEOPLE!

EAST



EAST

You're on your way to the nation's capital,
Lady Liberty and gushing waterfalls.
Don't forget your poncho!



NASA,
Washington, D.C.



*Front gatekeeper or all the
way to the simulation room*



Pentagon
Washington, D.C.



*Front gatekeeper or inside to
non partisan person of high rank*



US Naval Academy
Annapolis, MD



Military personnel in uniform



Statue of Liberty
New York, NY



Classic tourist



**West Quoddy
Head Lighthouse**
Lubec, ME



Lighthouse lookout or guard



Niagara Falls,
New York,



On a boat tour

NOTES

SOUTHEAST



SOUTHEAST

You'll be meeting some old-time fishermen, so get your fishing slang in shape. And watch out for those gators!

 **Cahaba River, AL**

 *Wild Card*

 **Old Vicksburg Bridge, MS**

 *Family driving across the bridge*

 **Everglades National Park, FL**

 *Someone boating on the water*

 **US Naval Air Station, Key West, FL**

 *Top naval officer*

 **Hatteras Island, NC**

 *Fisherman*

 **Mamouth Cave National Park, KY**

 *Tour group in the cave*

NOTES

SOUTH



SOUTH

You're headed down South! Put on your Southern charm and prepare for the heat!


New Orleans, LA

 *Musician on the street*


Great Salt Plain, OK

 *Classic Tourist*

Crater of Diamonds State Park, AR

 *Interesting person digging for diamonds*

Atchafalaya Basin, LA

 *Find someone boating /fishing*

Brownsville, TX

 *Oldest resident or resident with an interesting story*

NOTES

MIDWEST



MIDWEST

The beautiful Midwest, home of great landmarks and the biggest race of all. Just remember the Wienermobile was not built for racing!

 **Mall of America**
Bloomington, MN

 *A big family with kids*

 **Big Island Lake Wilderness**
Manistique, MI

 *Group camping or hiking*


 **The Bean**
Chicago, IL

 *Group of older teenagers*


 **Gateway Arch**
St. Louis, MI

 *Classic tourists*

 **University of Wisconsin**
Madison, WI

 *Group of students or athletes with a distinct uniform*

 **Indianapolis Motor Speedway**
Indianapolis, IN

 *Any interesting people/ workers prepping for the big event (Indy 500 Weekend begins May 25)*

NOTES

CENTRAL



CENTRAL

You're headed to Middle America! Get ready for vast expanses and potentially some angry Bison. You got this!


Mount Rushmore, SD

 *Classic tourists*


Bufford, WY (Population of 1)

 *Any interesting resident*

Black Hills, SD

 *Someone with an interesting occupation or a hiker / outdoorsman*

Crater Lake, OR

 *People jumping off the ledge to swim, groups of friends*


Badlands National Park, SD

 *Someone with an interesting vehicle*

Old Faithful Yellowstone National Park, WY

 *Tour guide*

Cheyenne Mountain El Paso County, CO

 *Someone planning to hike the mountain*

NOTES

WEST



WEST

Oh, the great Southwest! Home of the Grand Canyon and the 4 corners. Keep an eye out for wildfires!



Area 51

Groom Lake, NV



Guard or personnel in the hangar



Death Valley National Park, CA



Any person/family with interesting story



Mt. Whitney

Inyo County, CA



Someone planning to hike the mountain or interesting person



Red Woods, CA



Interesting camping family or group of friends



Golden Gate Bridge,

San Francisco, CA



Classic tourist or interesting person nearby



Grand Canyon, AZ



Mule ride tour guide down in the canyon



4 Corners Monument,

New Mexico & Arizona



Any interesting person/family at the 4 corners



Gila National Park,

Silver City, NM



Fire lookout

DON'T WORRY - IN THE BACK OF THIS BOOK YOU WILL FIND ADDITIONAL ROOM FOR NOTES.

POSSIBLY THE
WORLD'S MOST CHALLENGING
OBSTACLE COURSE.

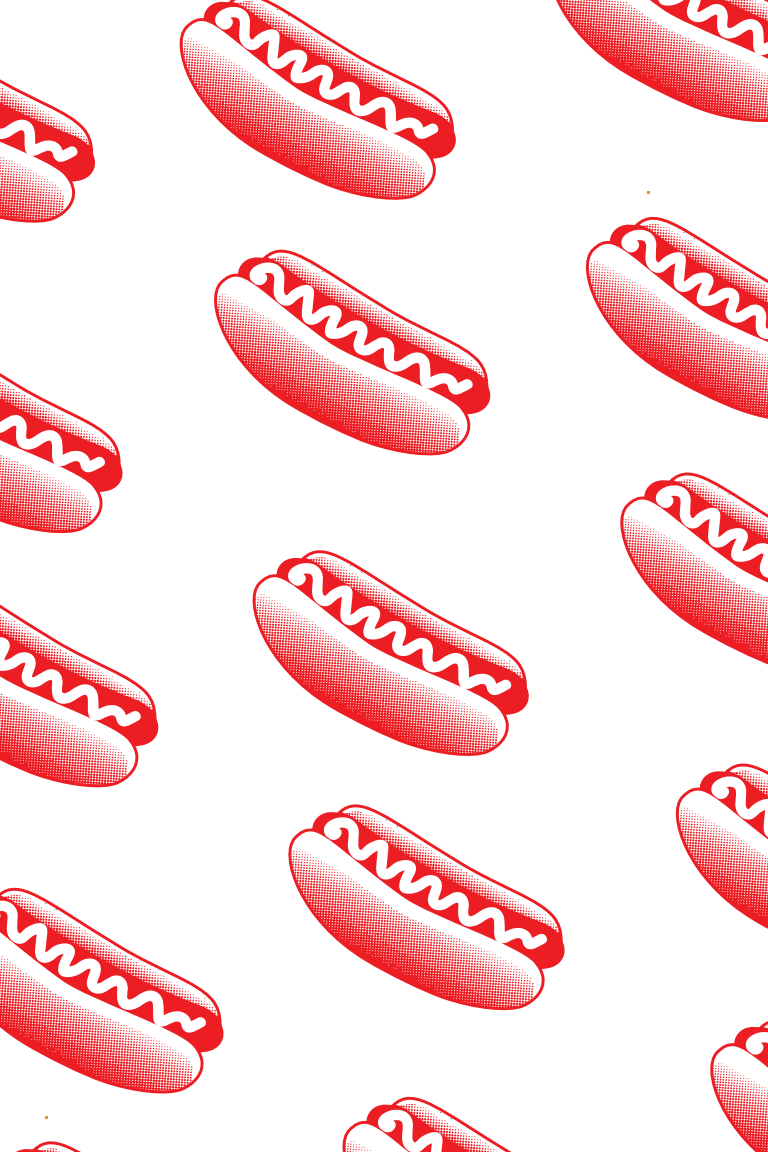


MARK YOUR TERRITORY

You're going to far places and remote locations, and it will be no walk in the park. So, take this flag and claim your ground. It symbolizes our iconic yellow ribbon and the completion of one more mission.

Oh, and don't forget to capture the moment.





**YOU'LL NEVER RUN OUT
OF HOT DOGS**

REMEMBER TO STOCK UP FOR EVERY MISSION

& BE SURE TO GRAB

OUR NEWEST PACKS





..... DROP SOME KNOWLEDGE

There's a reason you're driving across America and we need to let people know about it. You're not giving out hot dogs, but better hot dogs. So, how we talk about it and who we talk about it to matters.

TALKING TO THE PRESS:

This is our opportunity to share our news with the world, so when introducing our new dogs, let's lead with the news, and be specific about the great changes we made.

1. This summer, we're introducing America to a Line of the World's Best Hot Dogs. Oscar Mayer Hot Dogs now have **no added nitrates or nitrites, no artificial preservatives in the meat, and no by-products.**
2. All six of the Oscar Mayer Wienermobile vehicles will hit the road this summer with one serious mission: get a new, delicious Oscar Mayer Hot Dog in every hand possible - even if they need to be reached by sea, mountain tunnel, or winding road! We're doing it all for the love of hot dogs.
3. When we're not at sea or scaling the countries winding roads, we'll look for fans to visit with hot dogs in hand. Tweet with the hashtag **#ForTheLoveOfHotDogs**, and you might get a visit from the 27-foot Hot Dog on Wheels with a special delivery of the World's Best Hot Dogs.

TALKING TO THE PUBLIC:

Whether you're in town for a special hot dog mission, or at a **customer** event, we want people to be as excited about our new hot dogs as we are.

1. This summer, we're introducing America to the World's Best Hot Dog. Oscar Mayer Hot Dogs now have **no added nitrates or nitrites, no artificial preservatives in the meat, and no by-products.**
2. For the love of hot dogs, we're committed to taking our beloved Hot Dog on Wheels off course this summer, heading to the country's most remote towns, landmarks, and unique stops. Nothing can get in the way of us getting Americans everywhere the chance to try a delicious new Oscar Mayer Hot Dog!
3. This summer only, we'll be on the lookout for hot dog fans everywhere, and anywhere, to visit and deliver new Oscar Mayer Hot Dogs. Share **#ForTheLoveOfHotDogs** on Twitter and your house could be the next stop for the Hot Dog on Wheels!



1. WHAT ARE THE MAJOR CHANGES OSCAR MAYER MADE TO THEIR HOT DOG LINE?

The *Oscar Mayer* brand is proud to have a hot dog that has no added nitrates or nitrites (except those naturally occurring in celery juice), no artificial preservatives in their meat, and no by-products. The brand has also unveiled new product packaging featuring these new benefits.

2. WHAT IS THE NUTRITIONAL VALUE OF EACH PACK OF OSCAR MAYER HOT DOGS?

Oscar Mayer Hot Dogs have no added nitrates and nitrites, no artificial preservatives in their meat, and no by-products. You can reference OscarMayer.com or the back of any *Oscar Mayer* Hot Dog package for full nutritional and ingredient information per product.

3. WHAT ARE YOU DOING THIS SUMMER TO CELEBRATE HOT DOG FANS?

For the love of hot dogs, we're committed to taking our beloved Hot Dog on Wheels off course this

summer, heading to the country's most remote towns, landmarks, and unique stops. Nothing can get in the way of us getting Americans everywhere the chance to try a delicious new *Oscar Mayer* Hot Dog!

When we're not at sea or scaling the country's winding roads, we'll be on the lookout for hot dog fans to visit with a special hot dog delivery and the Wienermobile. Share a tweet with [#ForTheLoveOfHotDogs](https://twitter.com/ForTheLoveOfHotDogs), and you might get a visit from the 27-foot hot dog on wheels product.

4. HOW CAN I GET THE WIENERMOBILE TO STOP AT MY HOUSE THIS SUMMER?

Fans interested in getting the Wienermobile to stop at their house this summer are encouraged to share [#ForTheLoveOfHotDogs](https://twitter.com/ForTheLoveOfHotDogs) on Twitter.

5. WHY ARE CERTAIN OSCAR MAYER PRODUCTS LABELED WITH "NO NITRITES OR NITRATES ADDED EXCEPT THOSE NATURALLY OCCURRING IN CELERY JUICE?"

When products have the label, "No Nitrites or Nitrates Added Except Those Naturally Occurring in Celery Juice" it indicates that no sodium nitrites or nitrates have been added. These products will contain sodium nitrites and nitrates that are naturally sourced from celery juice, a natural preservative.

**THE FUTURE OF HOT DOGS
IS IN YOUR HANDS.**



PICTURE OR IT DIDN'T HAPPEN



This mission isn't just about delivering a hot dog to the hands of every American, but capturing the moment with every person, in every location. Leave it to us to keep score.

Use these guidelines to help paint the right picture

1. Capture a wide/medium shot of the **Wienermobile** at every location (with or without people).
2. Capture a shot of the **Oscar Mayer flag** planted at each location (with or without people).
3. Capture the **hot dog handoff** at each location.
4. Capture a **hot dog pack** at each location (e.g. on a table, a bench, at the NASA gate).
5. Capture **the hot dog lovers**. People should always have their **packs or hot dogs** in hand. Let them pose for the photo and make sure to include Oscar branding in some way (e.g. Wienermobile in background, flag, pack shot).



**THIS IS THE MOST
EXCITING AND
CHALLENGING MISSION
OF YOUR LIVES, ENJOY IT.
BUT MOST IMPORTANTLY,
DRIVE SAFE.**

HOTDOGGERS START YOUR ENGINES



NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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