



Driving the Oscar Mayer Wienermobile A Job to Relish

Traveling the country in a 27-foot-long hot dog on wheels is not the job many students anticipate upon graduation, but a once in a lifetime adventure awaits for the select few who really *cut the mustard*. These *lucky dogs* are The *Oscar Mayer Hotdoggers*, pilots of the *Oscar Mayer Wienermobile*. Only 400 individuals have held this coveted position in the past 31 years.

The Hotdoggers spend a year traveling across the country making promotional appearances and attending everything from grocery store grand openings to parades, festivals, and sporting events. There's never a dull moment while driving one of America's most beloved and cherished icons.

One Hotdogger says, "Every day is a new adventure. It always feels like I'm in a parade when I drive the *Wienermobile*. Hotdoggin' is the most exciting job of my life!"

The year begins with training at Hot Dog High, where Hotdoggers learn all about *Oscar Mayer* history and products, special events planning, and how to maneuver the big dog in traffic. Upon graduation, they are given the keys to begin their journey along the Hot Dog Highways.

As spokespeople for the *Oscar Mayer Wienermobile*, Hotdoggers are professionally media trained and learn to speak at special events and conduct media interviews with local TV and radio broadcast personalities. In addition, Hotdoggers are key content contributors to all *Oscar Mayer Wienermobile* social channels, which include Instagram, Twitter, and Facebook. The Hotdoggers truly become celebrities for the year.

One Hotdogger adds, "Whether they're eight or eighty years old, people are always truly happy to see us. The best part of being a Hotdogger is the magic we get to create in peoples' lives. It's so amazing that Hotdoggers get to create smiles every single day."

What really sets this job apart from others is the amount of creative freedom given to the Hotdoggers.





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“They are our ambassadors and our grassroots connections with the local community. We encourage them to be creative in their approach so consumers have exciting and memorable experiences with the *Wienermobile*,” said Ed Roland, *Wienermobile* Program Manager.

The job is what you make of it. Past Hotdoggers have brought forth creative ideas that have landed appearances on *The Today Show* and *Jay Leno’s Garage*, as well as coverage in *The Wall Street Journal*, *USA Today*, *Newsweek*, and *Ad Age*.

After a year of gaining valuable public relations, social media, marketing and sales experience, past Hotdoggers have gone on to very successful careers. Hotdogger alumni include: television anchors and producers, account executives at PR, advertising and marketing firms, and sales representatives for *Oscar Mayer* and parent company Kraft Heinz. They have gone on to work for companies like Disney, Snapchat, NBC, the Chicago Cubs, and top tier PR, advertising and marketing agencies.

If you have an appetite for an adventure and want to see the country through the windshield of an American icon, you can apply to be a Hotdogger by sending your resume and cover letter to wmrequest@kraftheinz.com. More information can be found on Oscarmayer.com/Wienermobile.

