

## **WENDY'S**

### **"FIND THE BURGER"**

#### **CHALLENGE AND OBJECTIVE**

In 2016, Wendy's launched three new branches in the Philippines: BGC Stopover, 6789 Ayala Avenue, and a renovated Greenbelt 1 branch.

With the launch, Wendy's had one objective in mind; draw in foot traffic for the recently-opened stores. But considering the many options the hungry working population of Makati and BGC can choose from, how does a QSR standout?

Outshouted and outspent by its more popular counterparts, Wendy's had to figure out a cost-effective way to break from the communications clutter and place itself as a top dining destination for people working and residing in the vicinity.

#### **SOLUTION**

Wendy's decided to disrupt how people normally decide where to eat, through a creative incentive for potential store visitors .

Using Facebook Live, a newly-launched feature at the time, the brand came up with a live stream game of Finders Keepers, telling Facebook fans that if they could guess the Wendy's locations and find the burger, they could keep it.

The host slowly gave out clues leading to the new stores.  
People came for the free burgers, and tagged their friends to join the game as well.

#### **RESULTS**

The campaign was a success, reaching 107,800 people in the surrounding area – 145% of the original reach target all done without the aid of boosting. Total engagement for Wendy's Facebook page also increased by 152.2% vs the previous month.

In the featured stores, foot traffic posted a 9% increase vs the previous quarter, and burger sales grew by 15% --  
proving that adding a little bit of fun to eating out can go a long way.