



Wendy's<sup>®</sup>

# Background & Description:

**Wendy's** is one of the leading fast food chains with restaurants all around the globe. With their dedication to keep meat fresh to serve instead of being flash frozen and their frosty machines always working they have put McDonalds and Burger King on notice.

This success is also driven by there clever ad campaigns and social media presence. The social media aspect of the company is what really put it ahead of the rest with the savvy and sassy responses on Twitter that has forced other companies to adapt or to respond in kind which only emboldens Wendy's prompt and ready retorts that advertise how great there products are with public opinion to back them up on the platform.



**Wendy's**

**Campaign:**

**Keeping It Fortnite Fresh**

**[YouTube Link](#) for more  
detailed insight**

# Campaign Results

- Fortnite (Epic Games)
- Twitch Stream
- Social Media Storm
- Viral Sensation

## SAVING FORTNITE FROM FROZEN BEEF

**CHALLENGE:**  
Reach gamers through the biggest game in the world - Fortnite - a cultural phenomenon. Brands are either left tweeting about it from the sidelines or paying big bucks for in-game sponsorships.

**IDEA:**  
When Fortnite announced a new game mode called Food Fight, pitting Team Burger against Team Pizza, Wendy's found an organic way in.

Join Team Pizza. Because Team Burger stored their beef in freezers.

AND, WENDY'S DOESN'T DO, FROZEN, BEEF.

So we picked up a controller, but instead of killing other players, we killed freezers. Again and again. And we streamed it all on Twitch, where hundreds of thousands of gamers watched us wage war on Fortnite's frozen beef.

After claiming dominance over brand Twitter, @Wendys has moved on to take over Twitch

I just seen Wendy's playing fortnite and all they were doing was smashing freezers lmao. That's pure genius.

Oh my god. THIS IS THE KIND OF FORTNITE CONTENT WE NEED

Wendy's  
BERRY BARRER BURGER, YOU GOT THE FROZEN BEEF AND WE WIFE YOU GOT THE MEAT.  
WHO'S NEXT?

**WHY WENDY'S SPENT 10 HOURS KNOCKING FORTNITE'S DUBRR BURGER**

**WENDY'S IS WAGING WAR ON FROZEN BEEF**

**1.5M** HOURS RESTORED

**119%** INCREASE IN POSITIVE MENTIONS OF WENDY'S

**752** NEGATIVE MENTIONS RESTORED

# Campaign Credits

- Agency Network:: VMLY&R
- Holding Company: WPP Group
- Production Company: VMLY&R, Kansas City
- Advertiser Brand: Wendy's, Dublin
- Advertising Agency: VMLY&R, Kansas City
- Entrant Company: VMLY&R, Kansas City
- Public Relations Agency: Ketchum, New York
- Global Chief Creative Officer: Debbi Vandeven / VMLY&R
- Chief Creative Officer, North America: John Godsey / VMLY&R
- Executive Creative Director: Derek Clark / VMLY&R
- Executive Creative Director: Chris Corley / VMLY&R
- Chief Client Officer, North America: Jennifer McDonald / VMLY&R
- Creative Director: McKay Hathaway / VMLY&R
- Group Director, Client Engagement: Kelly Gartenmayer / VMLY&R
- Supervisor, Client Engagement: Colin Belmont / VMLY&R
- Associate Director, Conversation Design: Matt Keck / VMLY&R
- Director, Connections & Social Strategy: Charles Gooch / VMLY&R

- Analyst, Strategy & Insights: Jeremy Cline / VMLY&R
- Senior Art Director: Conor Clarke / VMLY&R
- Account Manager: Jayne Andrews / VMLY&R
- Supervisor, Client Engagement: Erica Hudson / VMLY&R
- Associate Creative Director: Eamon Conway / VMLY&R
- Associate Analyst, Strategy & Insights: Katie Furman / VMLY&R
- Associate Connections Manager: Emmy Hanlon / VMLY&R
- Senior Channel Manager: Samantha Schuster / VMLY&R
- Senior Art Director: Elias Julian / VMLY&R
- Senior Campaign Program Manager: Laura Picci / VMLY&R
- Campaign Program Manager: Ashley Thomas / VMLY&R
- Senior Copywriter: Nate Steele / VMLY&R
- Assistant Account Manager: Margaret Reed / VMLY&R
- Art Director: Jourdan Hull / VMLY&R
- Connections Manager: Steven Austin / VMLY&R
- Senior Director, Media and Partnerships: James Bennett / Wendy's
- Social Media Strategist: Kristin Tormey / Wendy's
- Vice President, Senior Media Specialist: Marissa Kandel / Ketchum

# Final Thoughts

Wendy's changed the game in a manner of speaking when advertising across multiple platforms even with outside the box thinking of gaming which normally wouldn't be associated with their products.

It can be argued they inspired Samsung and other companies to embrace gamers, streaming, and social media interaction together to start a wave of interest in their products and renewed interests in the companies as well.

# Thank You!



# Wendy's®