

# Wendy's

## Objective

Wendy's wanted to increase awareness and drive excitement of the launch of their new Flavor Dipped Chicken Sandwich in October 2008.

## Facebook Solution

Engagement Ad: Virtual Gift

This homepage ad unit allows users to send a virtual gift and an accompanying message, all inline. Messages previously exchanged between a user's friends are seen below the ad, increasing the trust and likelihood of the user to engage in the brand. These comments are public and may appear in friends' News Feeds.



**Wendy's® Flavor Dipped**  
Wendy's® has waaaay better chicken sandwiches. Tender center-cut chicken dipped in Buffalo or BBQ sauce. For a limited time only.

Give this gift to a friend.

**Chris Pan to Tim Kendall:**  
happy boss day TK! you're the best and deserve a Wendy's chicken sandwich.

**Matt Hehman to Teddy Underwood:**  
Can you serve Wendy's at your wedding this weekend?

5 more gifts

## Results

### Awareness

- Over 191,000 gifts were given in the course of 1 week. These gifts led to viral impressions through users' News Feeds and Wall posts, yielding an over-delivery of impressions by 209%.

### Buzz

- Discussions about "Wendy's" on Facebook (as measured by Facebook Lexicon) increased by 60% while the gift was available. This continued at an increased rate in the week following the flight as well.
- The engagement ad got users talking about Wendy's beyond the new sandwich. Users talked to other users about bacon, burgers, fries, frosties and using the drive-thru when mentioning Wendy's in Wall posts.



“The Facebook Virtual Gift was a unique and creative way to create awareness of our New Flavor Dipped Chicken Sandwich and drive conversation about the Wendy's Brand overall. Facebook advertising solutions provide great tools to keep Wendy's top of mind with our consumers.”

— Mark O'Leary,  
Director of National Advertising