

facebook × Wendy's

& THE FUTURE OF MARKETING

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We have reached a new era



Boosting awareness & inciting action through Canvas

65-second

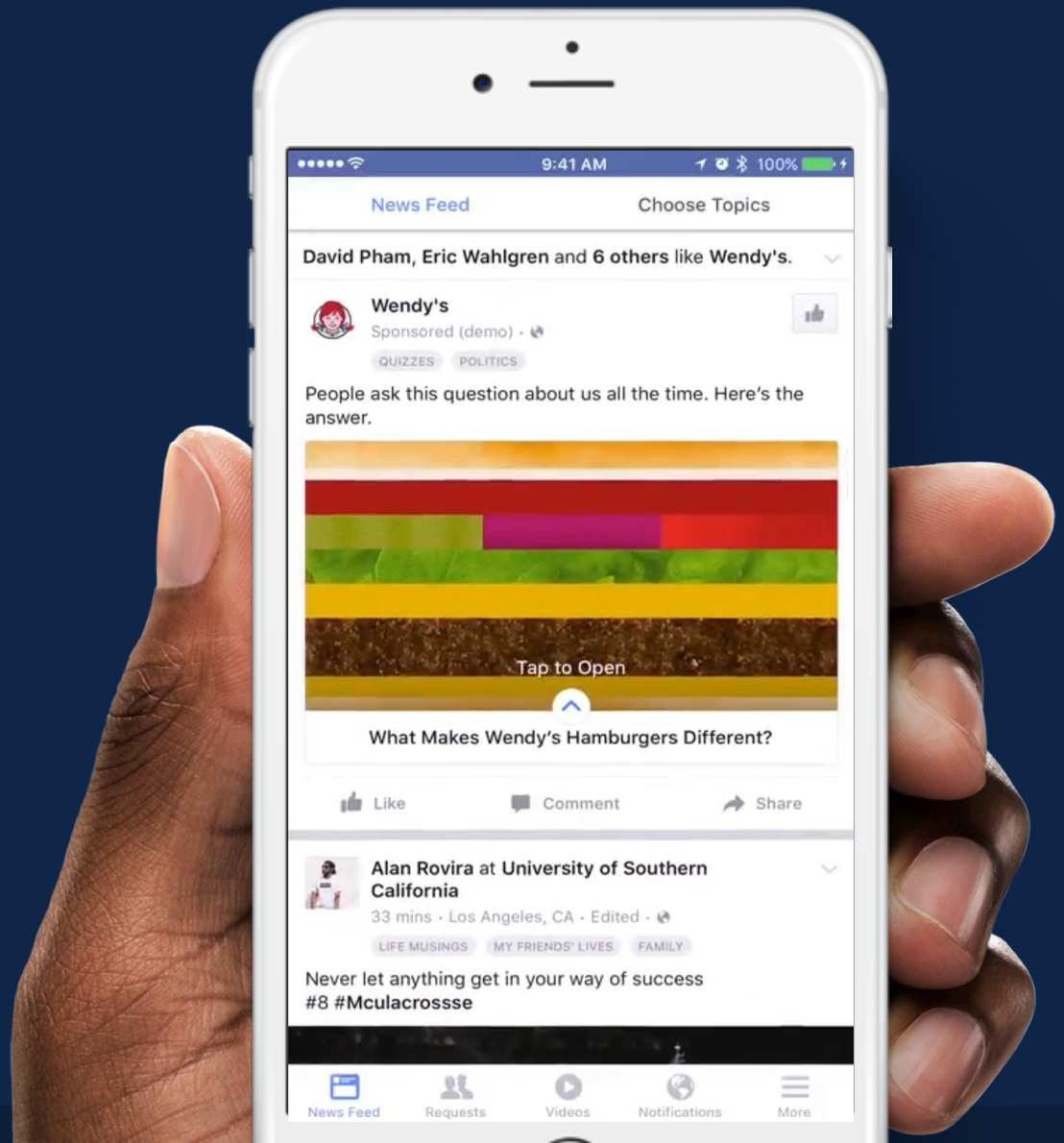
dwell time

2.9%

click through to store locator

38%

of people who opened this ad reached the end



Video storytelling: Pretzel Love Songs

85M

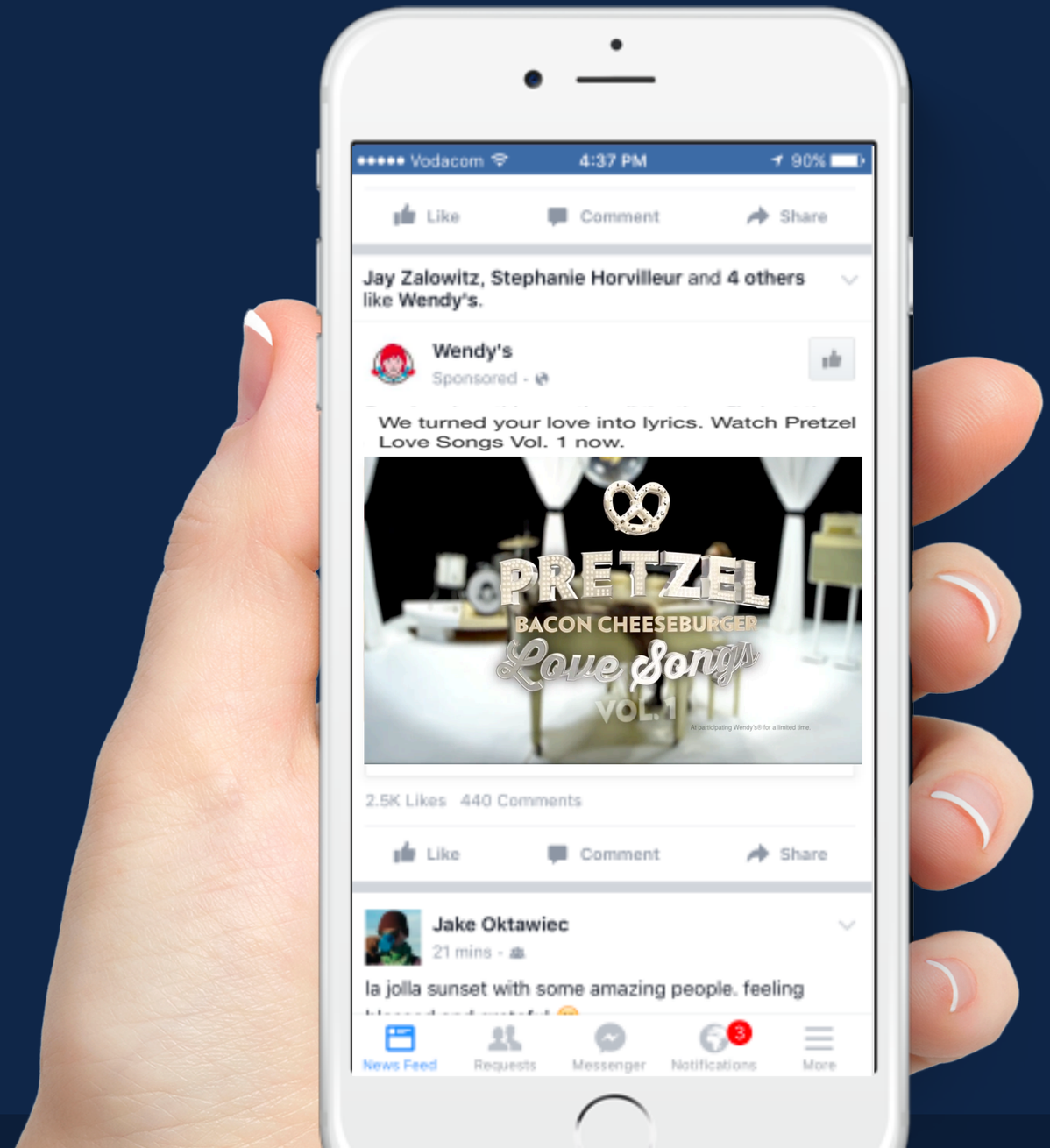
people reached in US

75%

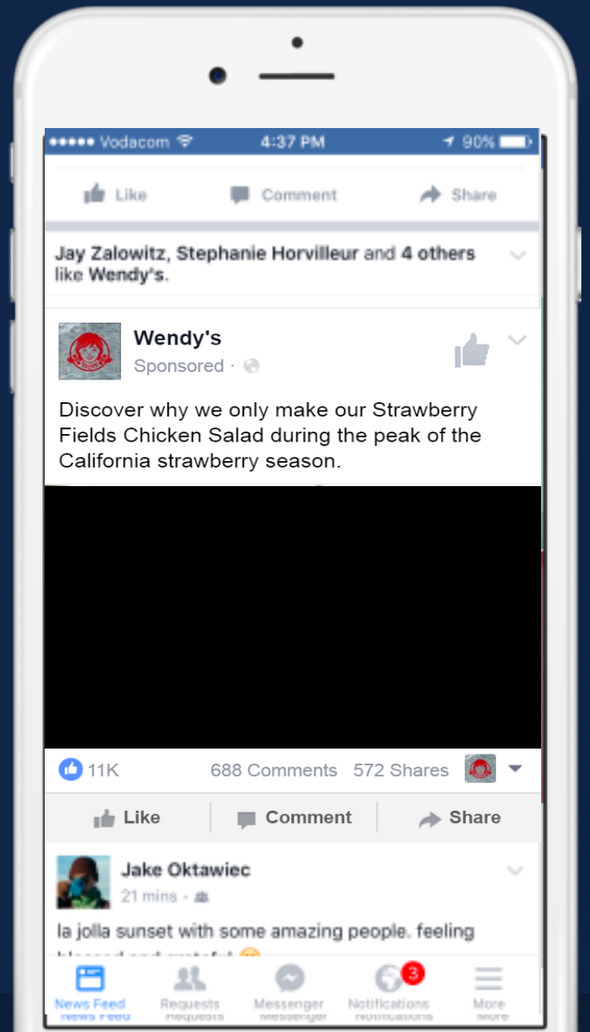
of all impressions served on mobile

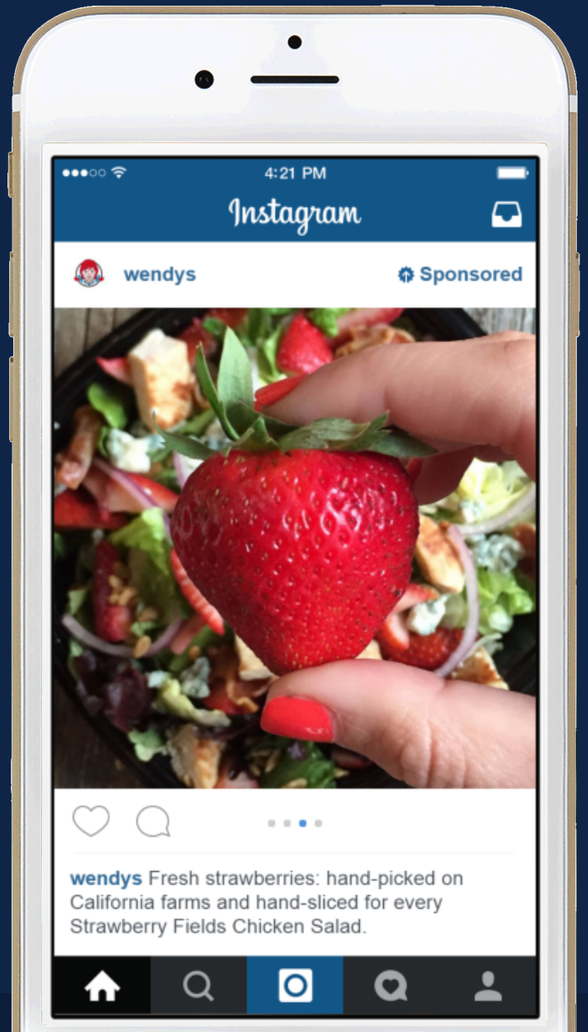
23%

overlapping Facebook & TV reach



Capturing the seasonality of your business





Facebook

+3pt
associating Wendy's w/fresh salad ingredients

+3pt
Intent to visit Wendy's w/in the week (females)

Instagram

+20pt
ad recall

+2pt
willing to recommend to a friend

+2pt
viewing Wendy's salads as favorable

Adapting to people’s behavior is key


The future of marketing will rely on
perfecting the art & science of delighting customers