

## Wendy's

### Problem

How does a well-known quick-service restaurant effectively announce the grand opening of its remodeled location?

### Solution

By displaying an eye-catching directional bulletin in close proximity to the remodeled location to lead consumers directly to the restaurant.

### Background

Wendy's recently remodeled one of its restaurant locations and wanted to announce the grand reopening.

### Objective

It wanted a billboard in close proximity to the newly remodeled restaurant to drive traffic directly to this location and raise awareness of the remodel.

### Strategy

The team put together a plan of several options that were in close proximity to the desired address and utilized OOH ratings to select the best location. It also created an eye catching design to drive home the impact of this campaign.

### Plan Details

**Markets:** Jacksonville, FL

**Flight Dates/OOH Formats:**

- 1 Bulletin
- Flight: April 4 - May 1, 2016 and May 16 - November 3, 2016

**Budget:** \$10,000 and over

### Results

The quick-service restaurant saw a 32 percent increase in sales within the first week of the billboard being posted.

