



Wendy's Food Truck Campaign

CONCEPTING

INSPIRATION: LOCAL FLAVOR



Millennials love to discover new things,
especially local flavor.



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CONCEPT 1

“WENDY’S Gets Fresh with The Neighbors”

The Idea

Local flavor defines a neighborhood. It's the identifying taste that transports you to a community or its home country. Local flavor is rich, authentic and fresh.

There are so many great food-centric neighborhoods across the US, so let's dive and plus up WENDY'S favorites with local flavor.



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HOW IT WORKS:

- Partner with a local food blogger (e.g., Thrillist) to create a food truck crawl within neighborhoods in select cities. WENDY'S food truck menu complements the neighborhood flavor (Ex. Make a cubano in Little Havana, add kimchi in Korea Town)
- Invite local chefs out for cooking demos at the food truck
- Set up at neighborhood gardens or farmer's markets to utilize local produce grown locally.



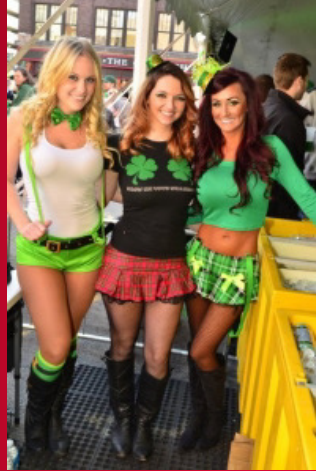
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INSPIRATION: PROGRESSIVE GROUP FUN



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CONCEPT 2

“WENDY’S Pigtail Pub Crawl”



The Idea

Pub crawls continue to evolve. It's not just St. Patrick's Day that inspired costumes and consumption. Now packs of people are sporting onesides or '90s themed clothing and making a night of it. But making a night of it also needs food close at hand.

WENDY'S is calling for fans to put on their pigtails in select cities and we'll follow you for a fresh take on pub crawls.



HOW IT WORKS:

- We announce the best and brightest pub crawl in select cities. What's the catch? You have to wear red pigtails in each bar to eat at the WENDY'S food truck.
- Participating bars donate x\$ from their Pigtail Pub proceeds to Wendy's charity of choice



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INSPIRATION

TransfarencySM : Defined

Treating you with fairness, honesty, and respect
—especially when it comes to fares.

That's TransfarencySM



Transparency
is The New
Green.

Millennials don't want life wrapped in complicated corporate layers. They see through gimmicks, stunts and smoke and mirrors. They consume from the inside out to enjoy life to the fullest.

CONCEPT 3

“WENDY’S Transportainment”

The Idea

Fast food operations aren't known for open kitchens or transparent operations. Let's join the trend of our fast casual and dining counterparts for a fresh perspective to show we're a fun force to be reckoned with, not a chain smothered in BS. We want millennials to feel like an insider.



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HOW IT WORKS:

- The food truck has a transparent shell that you can see inside - from the food handling to the cooking.
 - These panels can even project a custom design, movies or video content while it's stopped (like the dress at the Oscars)
 - Opportunity for local short film festivals (Wendy's insiders)
- Wendy's educates through transparency about their operations – food sourcing, etc.



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