

Wendys

Business



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They wanted to use social media to bring as much attention to the advertising campaign as possible without overtly pointing people to the Wendy brand. On the Wendy menu, the number six spot had been noticeably vacant without any item filling that slot. This campaign, the Girl behind six, was the introduction of an item to fill that vacant spot on the menu. Below is a picture of the new product that the campaign introduced.

Goal of Organization For a company interested in showcasing a new product, there are several marketing strategies available to choose from to get the message across to the targeted audience.

Wendy and an advertising company, Kaplan Thales Group, chose to go with a social media campaign. The goal of the campaign was to launch a new mid-size burger to the general public. Mr.. Danny Flambé, managing director of strategy and CRM for the Kaplan Thales Group, who was responsible for this campaign, said that “ The goal was to surprise and delight and give [consumers] a picture of Wend’s they hadn’t seen before. Wassermann, Todd, 2011) Strategy Employed to Accomplish Goal As part of the promotions for the launching of this new burger which was named W, Wend’s created a ‘ game show onTwitterto help to grab attention without making mention of the fact that the whole thing was by Wend’s until the last day of the campaign. So all people saw was the advertisement of a new game show on which participants could win several prizes. They chose the twitter handle @Girlishness, a clue pointing to the slot on the Wend’s menu that the new burger , W, was going to fill.

Below is the campaign's 'official' page on Twitter. The @Childbearing's 'game show hostess challenged her followers to answer questions and complete various tasks in order to win prizes. One had to be 'following' the twitter handle of the campaign in order to be eligible to participate in the competition.

" Various prizes were available to be given away including mopeds, a shark sleeping bag, bullhead based on your pet and voice-activated robots, with six of each to give away'. (Owen, 2011).

The game show was launched on October 31st 2011, the first round of the game show saw 6 followers who retweeted the rules of the game awarded \$1000 prize each. Then later on as the game went on and more people signed on (by follow the handle, @Girlishness), more prizes were added and also the more tasks were required in order to win. Some of the challenges were a participant taking a Twit pick of their old headphones to win new ones and also coming up with a name for a moped gang to win a moped.

According to Danny Flambéed, managing director of strategy and CRM for the Kaplan Thales Group, who provide " things you wanted, but would never buy for yourself.

" (Wassermann, Todd, 2011) The introduction W, the mid-size burger by Wendy was done purely on social media and the campaign made use of Twitter to get the attention it needed. Although there was no mentioning in the beginning of its affiliation to the Wendy brand, the @Girlishness campaign revealed the relation in the last week of the game show competition.

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Although the campaign bought a promoted trend for one day on Twitter to advertise the campaign, “ the only other paid promotion was an ad that ran a few places on Sixth Avenue in New York and on the 6 subway line that described @Girlishness as a “ 140-character game show” (Wassermann, Todd, 2011) . A remoter trend is where “ users see time-, context-, and event-sensitive trends promoted by our advertising partners. These paid Promoted Trends appear at the top of the Trending Topics list on Twitter and are clearly marked as “ Promoted.

” (Twitter, 2013).

Measurable Success Factors Beginning in October 2011 and running for a month, the @Girlishness campaign drew a lot of interest Twitter . The idea of a game show on Twitter was a huge success as it saw a high number of participation and involvement. People were not only following’ the @Girlishness game show, they were tweeting and rewetting about t. The campaign ran for only a month and by the time it had ended, @Girlishness had gained 33, 000 followers and had gone from 0 to 72 on the clout score, a measurement of online influence.

Some of the challenges were “ First 5 to name #SIX red-headed celebrities – Fictional, Dead or Alive.

” (Russell, 2011). Another challenge wanted people to draw a hamburger & tweet pick themselves eating it to move on in the competition and a step closer to winning a prize. This campaign was a success in the sense that it brought the attention to the promotion the Wendy company set out to et for the new burger. It was a success also because a similar campaign in 2009, <https://assignbuster.com/wendys/>

only a couple years earlier, also by Wendy on Twitter to introduce a new product gained only “ 16000 following and ran for eight weeks” (Russell, 2011).

This was double the amount of time the @Girlishness campaign took to make the impact it did on Twitter. The final followers the game show gained by the end of the campaign was bigger than that of some big companies such as Honda and Puma and these companies have been on Twitter much longer than the four weeks it took for this campaign.

This puts things in perspective for determining the success or failure of the campaign and also gave them something to compare to, a sort of measuring stick. Every company that gets on Twitter is trying to get closer to their customers and also gain new ones.

Being on Twitter is just another avenue to get to those customers quicker and cheaply, compared to other mediums of advertisement such as print and television. According to Brandon Rotten, Digital Director at Wendy's, “ the goal was to create conversations around the new combo/cheeseburger and test this platform to see if it's viable for something as big as a launch” (Cookhouse, 2011). The success of the @Girlishness campaign paved the way for a moderately successful television advertising campaign in the same year.

Conclusion and Analysis of End Results of Initiative After a month of the @Girlishness campaign and how successful it was, the reason for the whole campaign was to launch a new product, the W burger.

33, 000 followers in a month for one product was a success by Twitter standards, especially as very minimal investment was used to achieve that feat. The brand was able to end over to the Wendy company Twitter handle a large number of their followers from the @Girlishness campaign using the same tactics it used in this campaign.

They gave away Southwest Airline tickets to the many people who responded to this new attempt to keep the followers from the campaign.