

Wendy's/Disney "Animal Kingdom" Continuity Game



Wendy's operators had three objectives in mind when developing this promotion: A) build traffic; B) encourage purchase continuity (repeat store visits); and, C) create in-store excitement.

By tying in with the new Disney venue, Animal Kingdom, Wendy's was able to appeal to a family audience by offering free trips for four. Each week, a different game card featuring a "Get Wild" animal was distributed to encourage customers to come back and "match and win" pre-selected numbers posted in each store location.

Sales were up during the promotion and, more importantly, stayed up even after the promotion ended. All objectives were met.