



Fans' Tweets Become Songs for Wendy's Pretzel Bacon Cheeseburger

Nick Lachey hosts "Pretzel Love Songs" live stream musical event

Wendy's® marketing celebrates its 'most anticipated product of the summer'

July 8, 2013 (Dublin, Ohio) – Wendy's® is celebrating America's love of the soft pretzel starting today with its most anticipated product in recent history. The Pretzel Bacon Cheeseburger is the perfect blend of three iconic American favorites—soft pretzel, bacon and cheeseburger—and the marketing campaign celebrates the fans who love them.

When Wendy's tested the Pretzel Bacon Cheeseburger in three markets earlier this year, consumers expressed their mad love of pretzel bread and posted their reviews online. This created a viral outpouring of consumers searching for the sandwich at their local Wendy's. This love fest became the impetus for an exciting, new social-by-design digital program.

"We're taking fans' comments about this innovative cheeseburger and amplifying their love by turning their actual Tweets and Facebook posts into lyrics for Pretzel Love Songs," said Craig Bahner, Wendy's Chief Marketing Officer.

Wendy's social media effort invites customers to post their feelings about the Pretzel Bacon Cheeseburger using the hashtag #PretzelLoveSongs on Twitter and Facebook.

"One of my favorite tweets from a consumer: 'Just took my first bite of @Wendys Pretzel Bacon Cheeseburger and I think my soul just smiled,'" confesses Bahner.

Wendy's will turn the most creative posts into love song lyrics, scored and sung by professional musicians and vocalists. These will be featured in five original music videos throughout the summer. The finale video features multi-platinum recording artist and television personality Nick Lachey crooning Pretzel Love Songs from lucky fans' Tweets.

Pretzel Love Songs Event with Nick Lachey

Wendy's will host an exclusive, live event in New York City on July 8. Nick Lachey will sing Tweets using some of the most creative and love-filled posts from Pretzel Bacon Cheeseburger fans.

The public can participate by watching the live stream webpage (<http://bit.ly/1aMX9RS>) or on Wendy's Facebook page (<http://on.fb.me/14Tm6VS>) at 6:30 pm EDT and submit their feelings for the Pretzel Bacon Cheeseburger using the hashtag #PretzelLoveSongs. Wendy's and Lachey will select his favorite posts and incorporate them into a Pretzel Love Songs finale video in August.

360 Marketing Campaign

The colorful marketing campaign is as dynamic as the Pretzel Bacon Cheeseburger, and includes national TV, radio, Hispanic TV, radio, digital and social media, restaurant merchandising and outdoor billboards.

National TV and Radio

Wendy's TV creative underscores the ongoing brand transformation of Wendy's menu, with higher quality, bold flavors and fresh innovation – all at a quick service restaurant (QSR) price. It playfully leverages a character who wants any excuse to get an amazing pub-style cheeseburger that his friends are enjoying which, unbeknownst to him, is the Pretzel Bacon Cheeseburger available right around the corner at Wendy's.

Wendy's radio creative is titled "Know It All" and stars two friends, one of whom is surprised to learn that you don't have to go to a "little pub across town" to get the great tastes of the pub-style Pretzel Bacon Cheeseburger.

Hispanic TV and Radio

Wendy's "Mucho Mejor™" campaign includes both TV and radio creative tied to the Pretzel Bacon Cheeseburger. "Mucho Mejor," loosely translates as "Much Better," and is inspired by today's Hispanic family minded customers and amplifies Wendy's brand promise messages.

The TV and radio creative effectively blends a universal moment in a young romance while at the same time, romancing the attributes of the product. Humor is injected with the surprise that our young couple is sitting among the girl's family at a Wendy's.

For the first time, Wendy's is adapting the Hispanic advertising for national US media, reflecting an innovative approach to multicultural marketing.

For the fact sheet, videos, photos, advertisements and more information about Wendy's Pretzel Bacon Cheeseburger, visit <http://pretzelbaconcheeseburger.aboutwendys.com/>.

About The Wendy's Company

The Wendy's Company is the world's third largest quick-service hamburger company. The Wendy's system includes more than 6,500 franchise and Company restaurants in the United States and 27 countries and U.S. territories worldwide. For more information, visit www.aboutwendys.com or www.wendys.com.

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