

## Wendy's - Background



### Task

Create a campaign to support Wendy's US launch of its new Indian-inspired Spicy Chicken Sandwich with Garam Masala with Mint Chutney. Wendy's is the #5 fast food chain in the country in 2021.

### Challenge

Getting as many people as possible to try this unfamiliar flavor profile

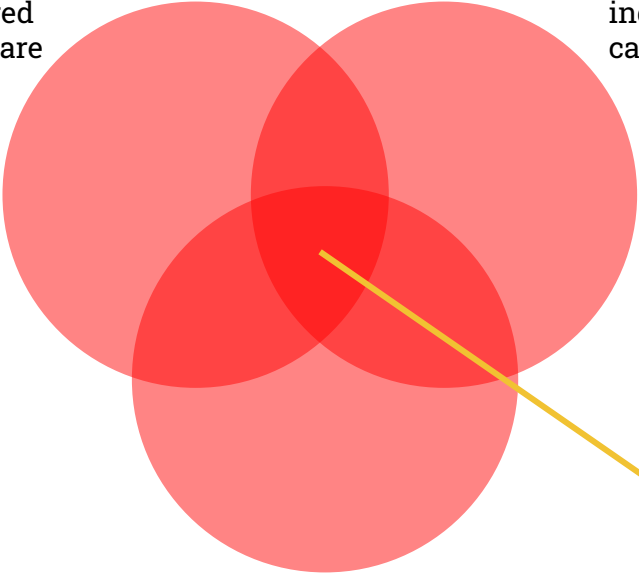
# Wendy's - Strategy

## Culture

Since this is the third year of the pandemic, people are tired of being stuck at home and are craving new experiences.

## Brand

Wendy's is a top player in the QSR industry, with a history of limited-edition campaigns built on big, bold flavors.



## Proposition

Spice up your life with tasty adventures

## Insight

Life is bland without adventure and discovery

## Wendy's - Creative Brief

<b>Get</b>	fast food lovers
<b>Who</b>	are bored of being stuck at home and craving new experiences
<b>To</b>	try Wendy's new Garam Masala Chicken Burger with Mint Chutney
<b>By</b>	spicing up their lives with adventurous flavors