

WE HELPED WENDY'S DRIVE IN-STORE VISITATION USING BUS MEDIA

Wendy's announced the return of its fan-favorite "\$3 Breakfast Deal" in March 2023 and leveraged over one hundred ad placements on MBTA buses to boost local engagement and drive traffic to Boston-area Wendy's restaurants. OUTFRONT partnered with StreetMetrics, an independent third-party measurement and attribution provider, to understand the impact the bus campaign had on in-store visitation at local locations.

STRATEGY & EXECUTION

- **Advertiser & Campaign:** Wendy's "\$3 Breakfast Deal"
- **Market & Format:** Boston Bus Kings w/Headliners (122 Units)
- **Run Dates:** April 10, 2023 - May 7, 2023 (6 weeks)
- **Methodology:** Control vs. Exposed

HIGHLIGHTS & RESULTS

Across the board, those exposed to Wendy's bus advertisements had a higher visitation rate to Wendy's Restaurants than those not exposed.

- The exposed group was **63% more likely to visit a Wendy's** vs those not exposed.
- The exposed group's visit rate exceeded that of the control group through the duration of the campaign with a significant spike in week four.
- **Nearly half of the visits (48%)** were to a Wendy's location along, or within a ¼ mile of, a bus route.
- While just under one-third of visits occurred during breakfast hours, visits peaked between 10am-12pm and again between 3pm-5pm indicating that the ads, while promoting a breakfast deal, **kept Wendy's top of mind** for the remainder of the day.



SOURCE: STREETMETRICS
 DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.



RESULTS

603

TOTAL VISITS (EXPOSED GROUP)

63%

LIFT IN STORE VISITATION

48%

OF VISITS WERE IN CLOSE PROXIMITY TO BUS ROUTES