



PROGRAM DETAILS FOR SCALING A ONE DAY EVENT ACROSS THE UNITED STATES

PROGRAM GOALS

GOAL #1

Hire student reps

GOAL #2

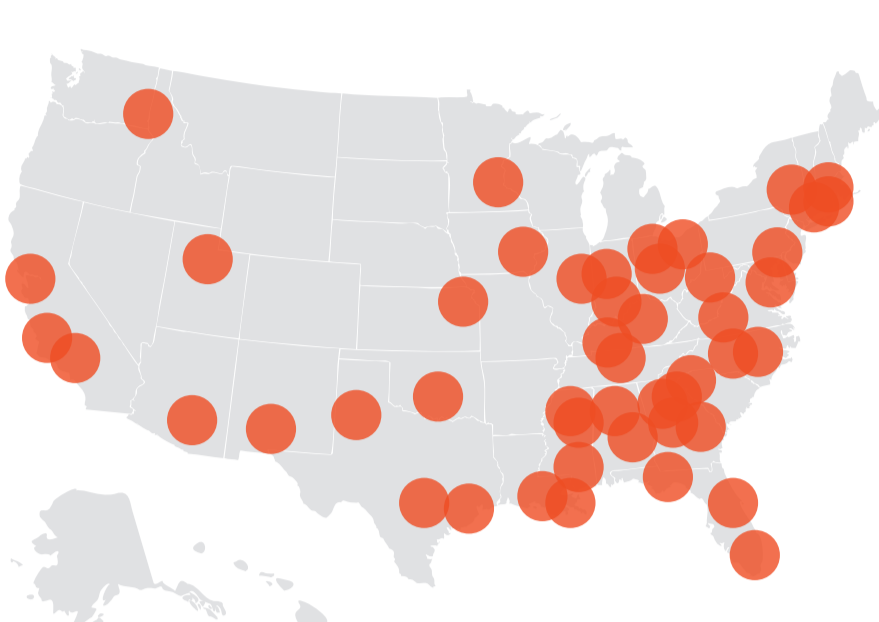
Manage distribution of gift cards across campuses

GOAL #3

Increase awareness of the 4 for \$4 deal

TARGETED MARKETS

THIS PROGRAM TARGETED STUDENTS AT 50 SCHOOLS



OUR SOLUTION

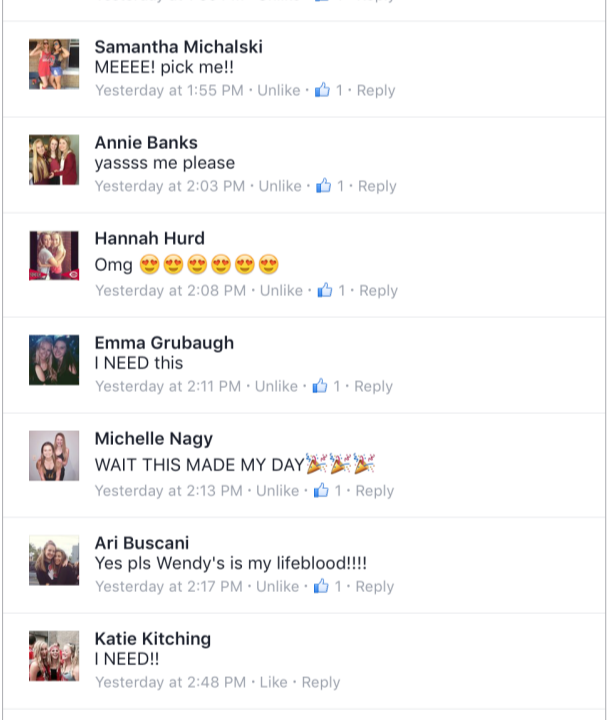
EXECUTING AN EVENT AT 50 CAMPUSES ON 4/4/2016 AT 4:00PM

The Wendy's 4 for \$4 event was a hit across America. Our students were incredibly excited about the opportunity to represent Wendy's. The excitement grew when they were given 200 \$4 gift cards to hand out to their fellow classmates.

"I felt like a hero" - William, New Mexico State University.

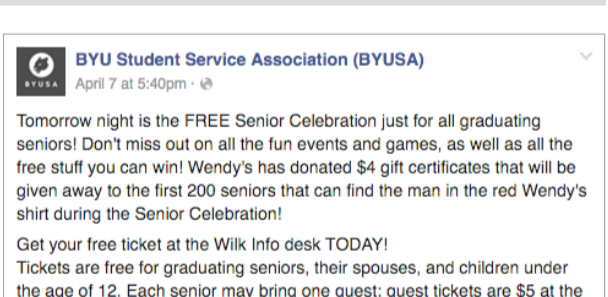


The program kicked off on Monday, April 4th with about 30 of our students starting the program between 11:00 AM and 1:00 PM. The students posted a public post on their Facebook pages as well as other channels including Snapchat, Instagram, and Twitter. They were instructed to ensure that they followed the social media guidelines provided to them and they were asked to document their posts. Our students mentioned a time, place, and location that they would be available on campus for their fellow peers to find them. What ensued after their social post was a bombardment of students getting the surprise and delight of the day: a Wendy's 4 for \$4 gift card.



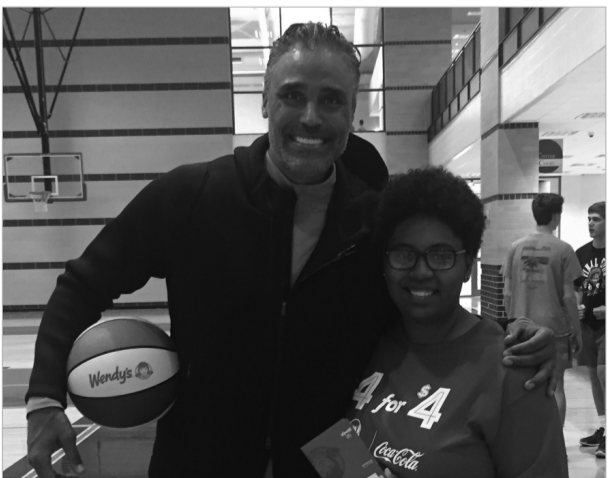
BYU SENIOR CELEBRATION

On Friday April 8th our Wendy's rep partnered with the BYU Student Association's Senior Celebration. The event had an attendance of 1,750 students and in order to get the guests to receive a gift card they had to be the first 200 to find the student wearing the Wendy's red shirt. The students had a great time engaging with our staff member and receiving the gift cards. Prior to the event, the BYUSA posted about the event on its Facebook page which had a **total reach of 5,989 students**.



THE GREAT RICK FOX

The focus of the Campus Commandos program was to have student workers across the U.S. execute a social media and gift card distribution program. However, we had the pleasure of providing an assist to the Ketchum PR Agency. Their goal was to enhance the excitement of the 4 for \$4 program and pair it with the fact that the Final Four championship game was being played in Houston.



Ketchum was challenged with gaining access to a space at the University of Houston within a short window of time. Typically to execute on a campus it takes 2-3 weeks for approvals, paperwork, and proof of insurance. With the relationship that Campus Commandos has developed and the experience we had in regards to the necessary paperwork needed to expedite the process, we are delighted to have helped Ketchum executed their campaign in a **mere 5 business days**. The program was a huge success, and the students were thrilled to meet NBA great Rick Fox.

RESULTS

Gift Cards Passed Out: 10,000 gift cards

Photo Documentation: 2,253 photos

Social Engagement: 553,668 Potential Impressions

(Facebook: 432 Engagements x 1,250 Followers (Avg. Go Commando Student's Social Score) = 540,000 Potential Impressions)

(Instagram: 17 Engagements x 804 Followers (Avg. Go Commando Student's Social Score) = 13,668 Potential Impressions)

Scalability: 50 Campuses executing the same campaign on 4/4/2016 at 4:00PM

STUDENT FEEDBACK

Jalena L
Ohio State University-Main

This task was by far the best task ever! These responsibilities were the best. I was swarming me after chapter was over because they read my Facebook post. Also had a guy tell his mom he had to get off the phone because something very important was going on. And also had a girl stop her car in the middle of the road because she saw I was handing out the wendys gift cards. Wendy's is not too far from 15th (Greek row where I handed out all 200 gift cards) so after about 10 min a few people were walking back with their wendys 4/4. Thanks again!

Kenzie S
University of Illinois at Urbana-Champaign

Loved this task! People were very interested in the gift cards and everyone got very excited at the idea of a free meal! Very fun work.

Report

