

# Creative Brief

## Background

The fast food industry in Singapore is in its growth stage with many competitors entering the industry. This acts as a challenge for Wendy's as they have to compete with the dominant competitors like McDonalds and Burger King. Despite Wendy's reputation as a worldwide fast food chain, Wendy's lacks brand awareness in Singapore as it only recently re-entered the market in 2010 since 1990s. Therefore, there is a need for Wendy's to create a campaign that differentiates them from its competitors.

## Positioning

Student-friendly restaurant that serves as the customers' second home.

## Objective

To gain awareness and build positive reputation by allowing groups of students to eat and study at Wendy's.

## Target Market

Students aged 15-25 in Singapore who need a place to study. These students prefer studying in outdoor environment rather than their homes. Unfortunately, most restaurants would ask them to leave as they expect overcrowding, especially at peak timings. Wendy's can invite them to study in their location instead. Also, as these students sometimes come in groups, they will associate Wendy's as not just a place to study, but also a comfortable environment to hang out with their friends.

## Proposition

Wendy's is your nest.

## Support

- Wendy's offers comfortable service with employees that do not kick you out.
- Wendy's allows student customers make the restaurant as their base for hangouts and studies.
- Wendy's is 24/7, with full aircon and WI-FI.
- Wendy's offers comfortable atmosphere with cozy seats
- Wendy's has affordable meals for students. Less is more.

## Deliverables

ATL: Print Media (Magazines), Television

BTL: Internet, OOH (Billboard and posters in schools)

## Briefing Description

We brief them on the issues highlighted in the creative brief. An emphasis is given on the problem of Wendy's lacking in brand awareness as well as the reasoning behind its solution on Wendy's being a hangout place. After the brief, we'll take the creatives to typical student hangout areas such as Starbucks, McDonalds, and KFC to show how many of their customers are students studying with books strewn about and to highlight the stores' notice of "Please refrain from studying".