



#### NEWS RELEASE

## Wendy's Launches New Mucho Mejor Advertising Campaign to Hispanic Consumers

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- Company Introduces the Rojo Family to Hispanic Audiences • Ad Creative Plays up Flavorful, Innovative Menu Options

Dublin, Ohio – Wendy's® is rolling out a new wave of Hispanic advertising this week with the goal of creating a stronger connection with this fast-growing demographic, which makes up nearly 17 percent of the U.S. population 1. The Mucho Mejor™ Hispanic advertising campaign will reinforce Wendy's shared values with Hispanic families, focusing on the best in family and food.

"Mucho Mejor," loosely translated as "Much Better," will become the new Hispanic advertising tagline and complements Wendy's mainstream "Now that's Better™" campaign.

"Our increased effort to reach Hispanic consumers is an important element of our Brand Transformation initiative to be a cut above the competition," said Craig Bahner, Wendy's chief marketing officer.

"The Hispanic consumer is a growing opportunity and we are tailoring our advertising to speak to them in a relevant way," said Liz Geraghty, Wendy's vice president of brand marketing. "Wendy's is proud to share the same family values as the Hispanic community, and to offer the high quality food and flavor we know this audience is seeking."

The Mucho Mejor campaign is the next evolution in the company's Hispanic advertising strategy. In 2010, the company and its Hispanic agency of record Miami-based Bravo launched the "Sabor de Verdad®" campaign, which focused on Hispanic customers' savvy and appreciation for real, quality, tasty food.

The Mucho Mejor campaign features a Hispanic family, the Rojos, who embrace both American culture and their Hispanic roots.

The Rojo family comprises a bilingual mom and dad with three children ranging from 7 to 16 years-old. Teenage daughter Roselin also dates Dylan, her teenage "mainstream" boyfriend — whose minimal Spanish skills lend a touch of humor to the campaign.

The Mucho Mejor advertising campaign launches this week on Spanish language TV and radio with the introduction of Wendy's new Frosty™ Waffle Cone.

#### 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](http://www.aboutwendys.com) or [www.wendys.com](http://www.wendys.com).

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#### Source:

1- 2011 U.S. Census Bureau: <http://www.census.gov/newsroom/releases/archives/population/cb12-90.html>