



NEWS RELEASE

Wendy's Names VML as Creative Agency of Record

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DUBLIN, Ohio, March 9, 2016 /PRNewswire/ -- The Wendy's Company today announced it has named VML as its creative agency of record. The Kansas City-headquartered firm will expand its role from Wendy's® digital agency of record (AOR) to full creative development.

Kurt Kane, Wendy's Chief Concept & Marketing Officer, said the decision signals the vital importance to Wendy's of seamlessly integrated marketing programming that engages and inspires consumers across digital, social and traditional communications channels.

"VML has proven that it can tell the Wendy's story in a modern and compelling way that drives winning business results," said Kane. "By streamlining the creative process with VML, we believe our advertising and marketing disciplines will continue delivering strong results across our business while further setting our brand apart from the QSR pack."

VML has served as the digital AOR for Wendy's since 2012, and has developed omni-channel campaigns for the brand in 2015 and early 2016. VML's work for Wendy's has won dozens of awards including Cannes Lions, Effies, One Show, and Facebook Studio. Most recently, VML led creative development to launch Wendy's new campaign, internally dubbed "Deliciously Different™." The first installment focused on Wendy's signature hamburger – Dave's Single™ (and Dave's Double™ and Dave's Triple™).

"We are honored to be Wendy's creative agency of record," said Jon Cook, VML Global Chief Executive Officer. "We've always held the same values and beliefs when it comes to how to create impactful messaging. There is no "digital" marketing—only marketing. Our results together have proven out the value of thinking differently. We can't wait for where our journey is going next."

VML will work alongside a roster of top agencies to support the brand, including Bravo, MediaVest, Saatchi and Saatchi X, and Ketchum.

Publicis North America was the advertising agency of record since 2009. "Publicis has made many significant contributions to the Wendy's brand through our previous advertising efforts. We thank them for their many years of stellar service and partnership," noted Kane.

About VML

VML is a contemporary marketing agency that moves brands forward by inspiring a human connection. Founded in 1992 and headquartered in Kansas City, VML joined the world's largest communications services group, WPP, in 2001. VML has more than 2,400 employees with principal offices in 26 locations across six continents.

About The Wendy's Company

The Wendy's Company (NASDAQ: WEN) is the world's third-largest quick-service hamburger company. The Wendy's system includes approximately 6,500 franchise and Company-operated restaurants in the United States and 28 countries and U.S. territories worldwide. For more information, visit www.aboutwendys.com.

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