

AM/FM RADIO AND CANADIANS THAT HAVE GONE TO WENDY'S



AM/FM RADIO CONNECTS
WITH WENDY'S
CONSUMERS

Wendy's

AM/FM RADIO CONNECTS WITH PEOPLE THAT GO TO WENDY'S RESTAURANTS

In the past week, AM/FM Radio reached **84%** of 18+ Canadians who have visited/ ordered from Wendy's Restaurant in the past month.

AM/FM Radio's **weekly reach** against these consumers is **higher** than the reach of any of the social media platforms over the same time period.

When it comes to audio in general, **AM/FM Radio reaches this consumer more than any other audio platform.**

Ads on AM/FM Radio are the **least avoided**(50%) by this consumer group vs. any other media platform; ads on the web (76%), and social media (74%) are the most avoided, and ads on audio streaming platforms are avoided by 63% of these consumers.

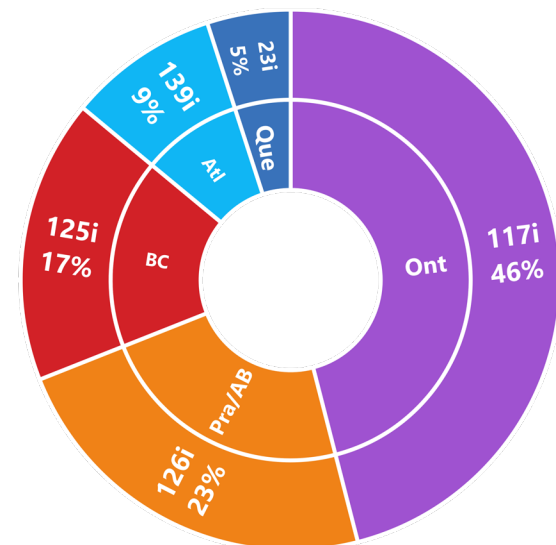
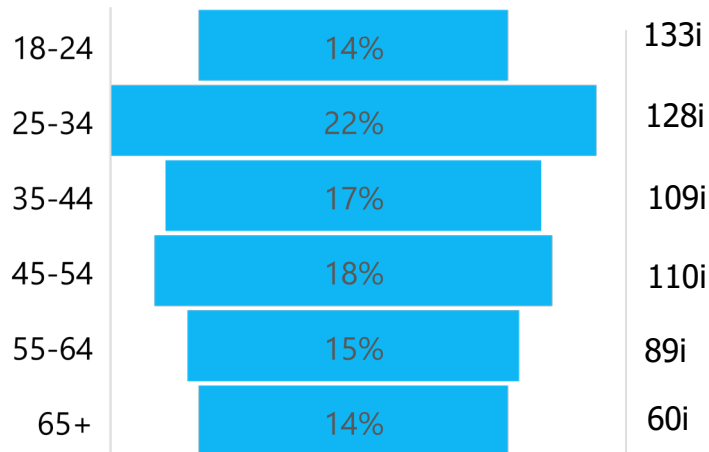
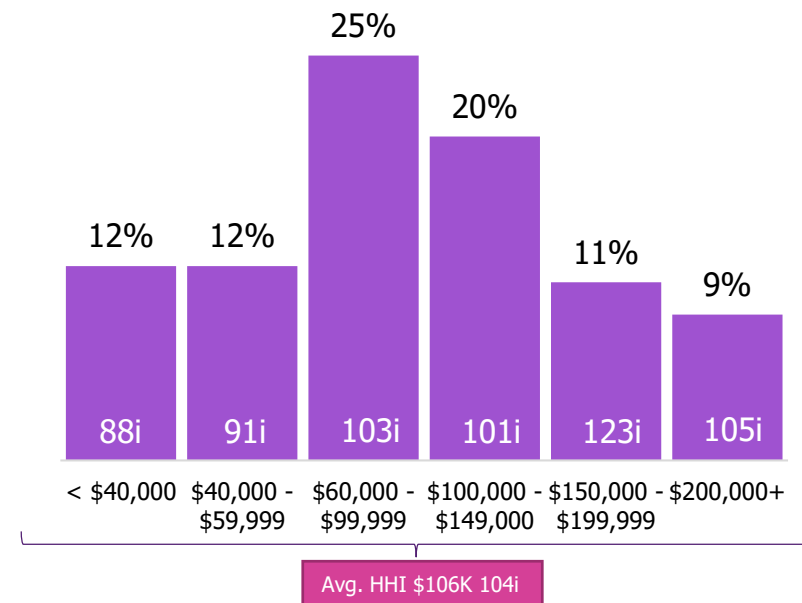
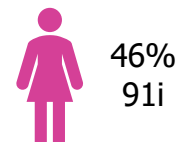
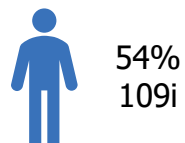
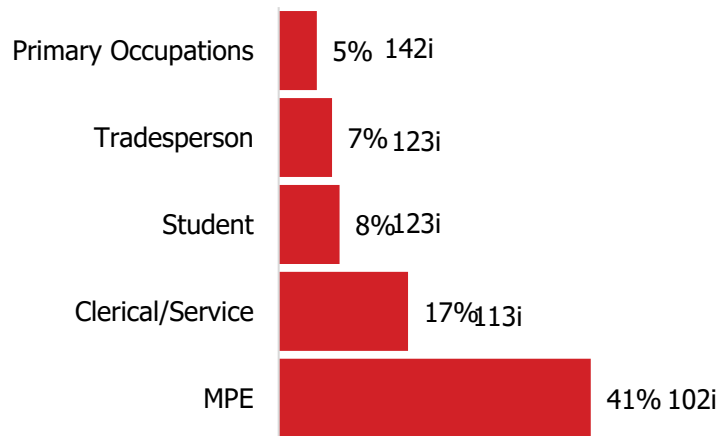
People that have been at Wendy's in the past month **take action** after hearing ads on AM/FM Radio:

- Do a general internet/online search that day **151i**, later that week **146i**
- Visit a specific website later that same day **167i**, later that week **146i**
- Motivated to visit a business that same day **176i**, later that same week **132i**, even more than a week later **159i**

ON A WEEKLY
AVERAGE,
AM/FM RADIO
REACHES 84%
OF CANADIANS
A18+ WHO
HAVE VISITED
WENDY'S IN
THE PAST
MONTH.

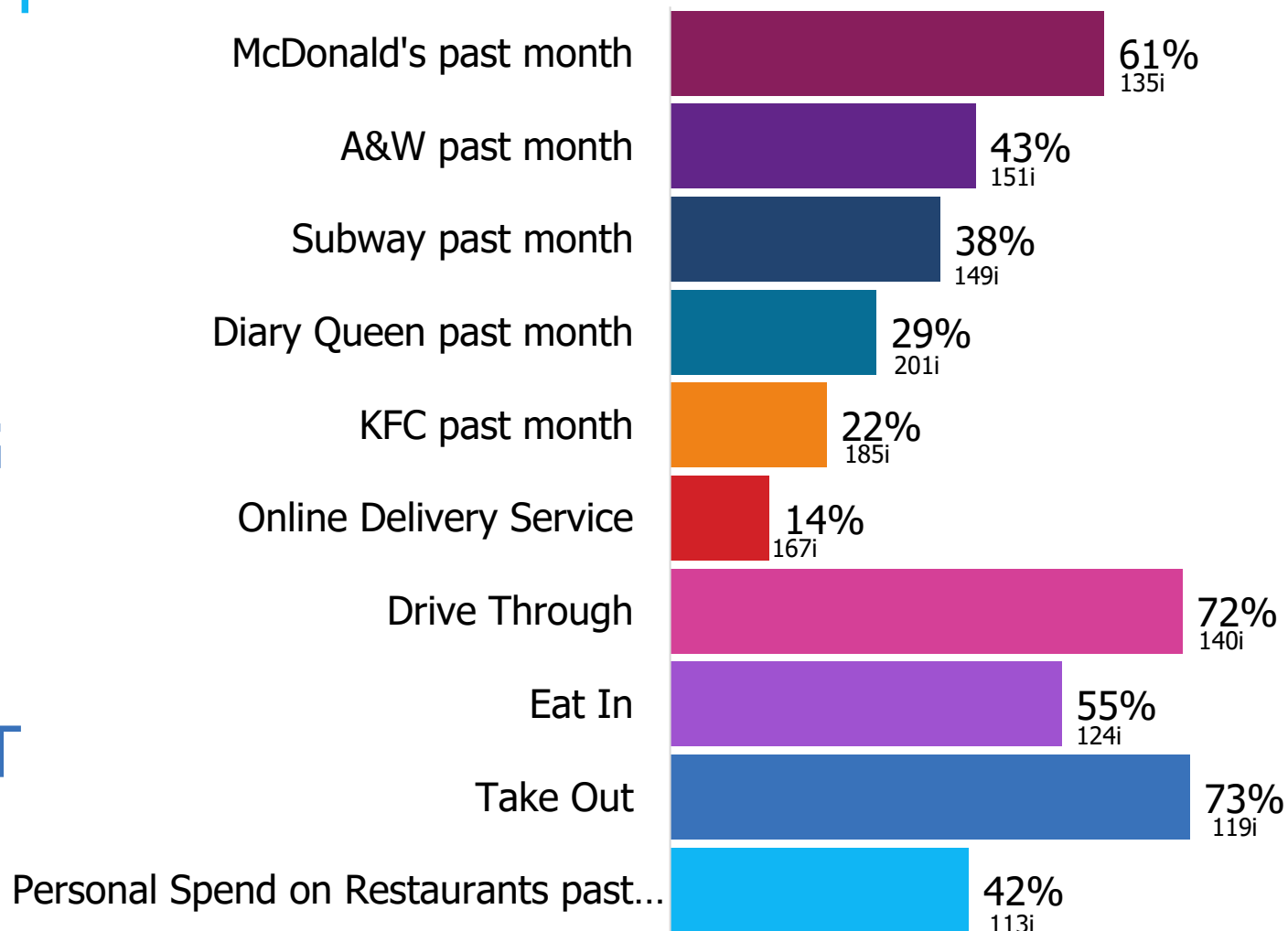
WHO ARE THEY

Top Occupations:



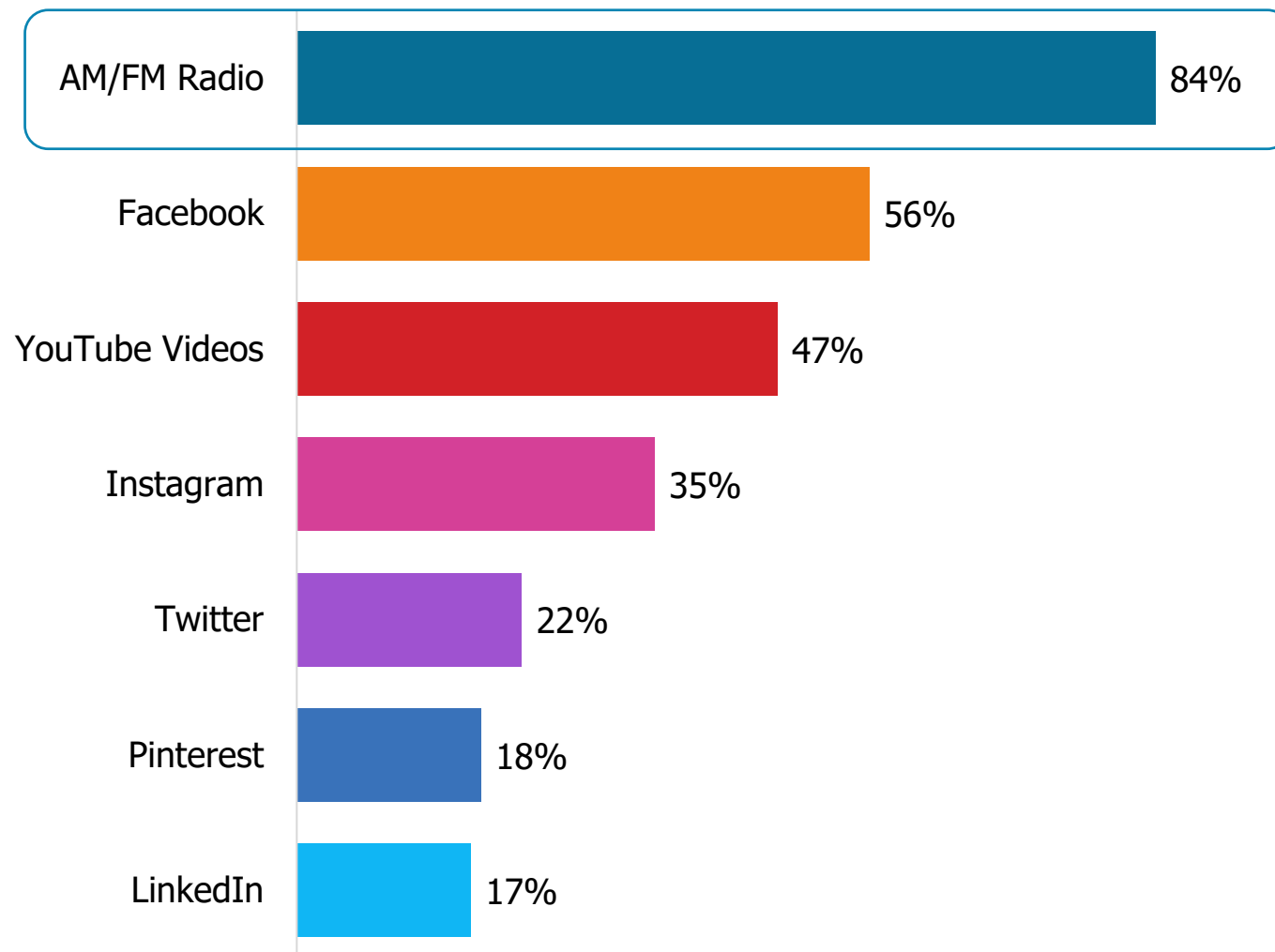
CANADIANS THAT
HAVE GONE TO
WENDY'S MORE
LIKELY TO HAVE
ALSO GONE TO
DAIRY QUEEN,
ORDERED USING
AN ONLINE
DELIVERY
SERVICE, AND
SPEND \$100+ AT
RESTAURANTS
MONTHLY.

CDNS 18+ WHO HAVE VISITED WENDY'S IN THE PAST MONTH:



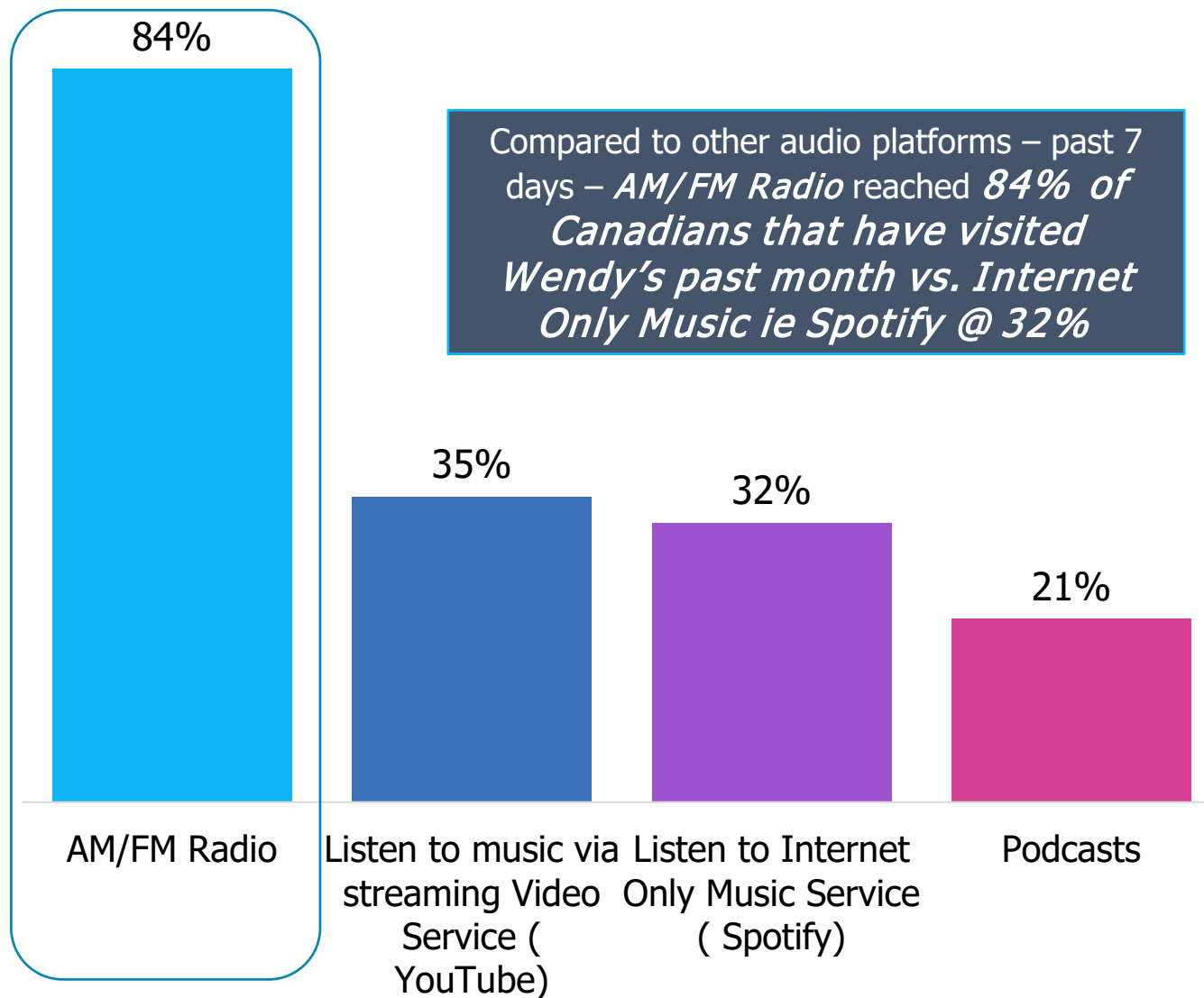
AM/FM RADIO
DELIVERS
MORE REACH
IN THE PAST 7
DAYS AGAINST
THESE
CONSUMERS
VS. ANY
SOCIAL MEDIA
PLATFORM.

Reach Past 7 days : VISITED WENDY'S PAST MONTH



WHEN IT COMES TO AUDIO, NO OTHER AUDIO PLATFORM CAN REACH THESE HIGH VALUE CONSUMERS LIKE AM/FM RADIO.

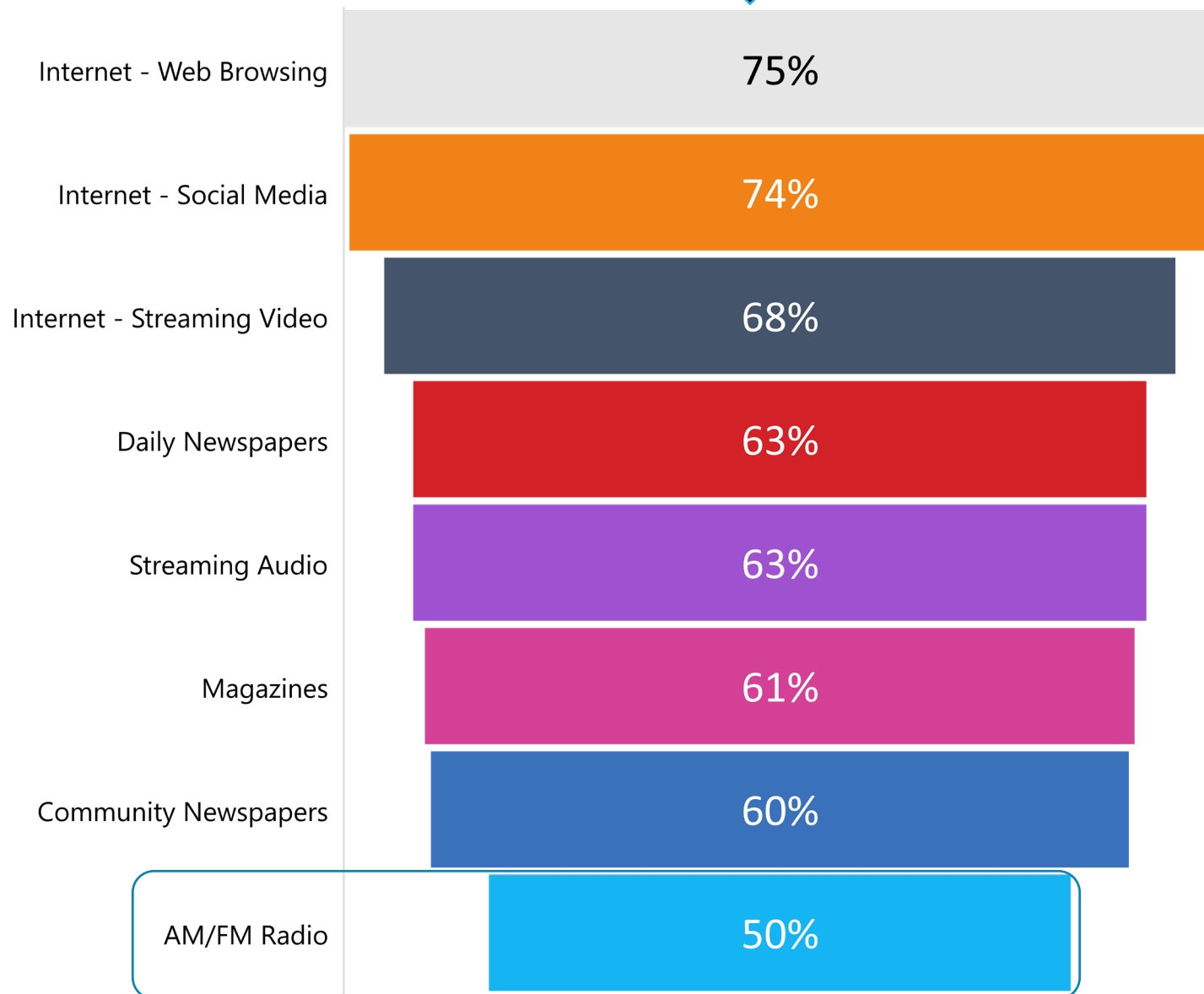
AM/FM RADIO ALSO FEELS MORE PERSONAL THAN OTHER MEDIA: 41%



WHEN IT COMES TO
AD AVOIDENCE, ADS
ON AM/FM RADIO
ARE THE LEAST
AVOIDED BY THESE
CONSUMERS.

ADS HEARD ON
INTERNET
STREAMING AUDIO
SERVICES ARE
AVOIDED 26% MORE
THAN ADS ON AM/FM
RADIO BY THESE
CONSUMERS.

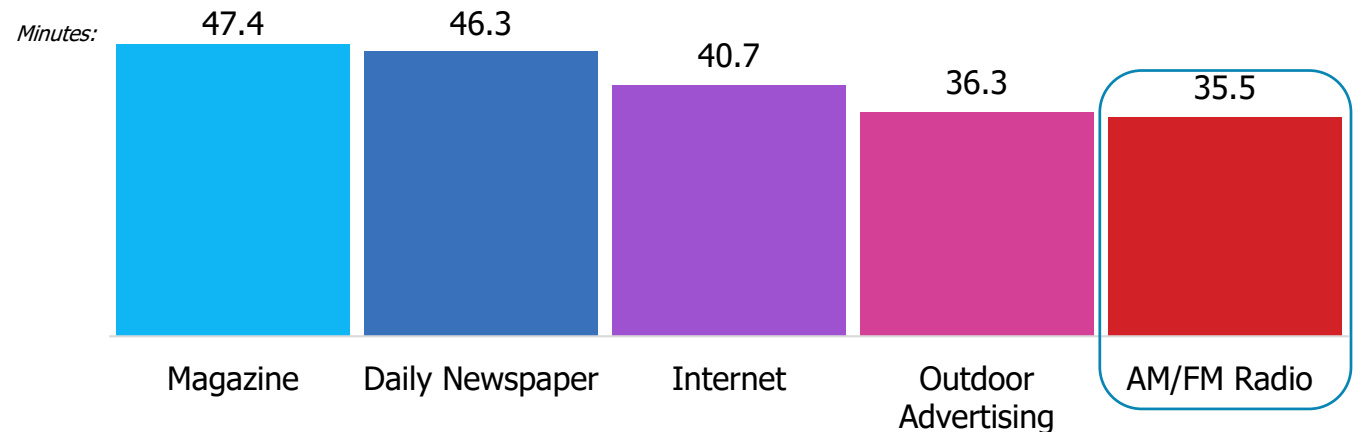
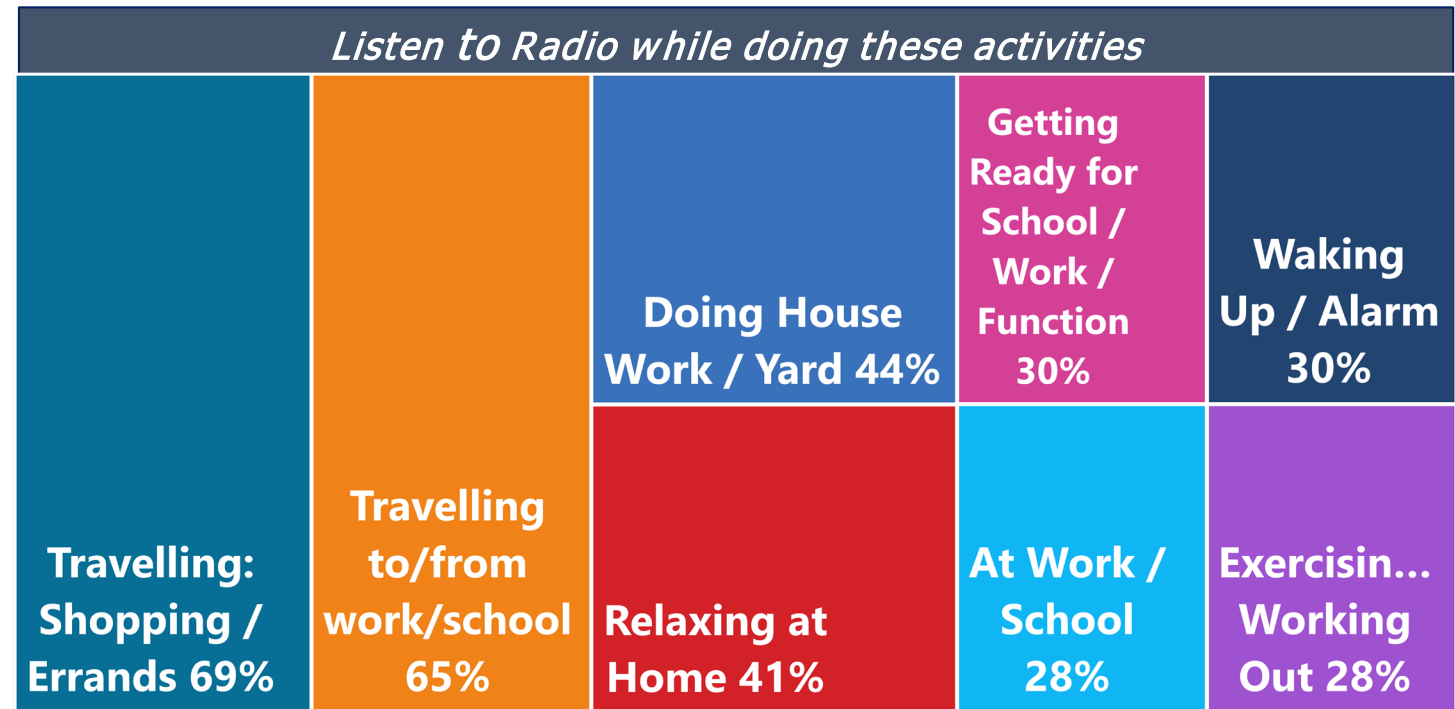
75% of Canadians that have visited Wendy's past month -
Avoid Ads on the Web



CANADIANS THAT HAVE VISITED WENDY'S SPEND 19% OF THEIR MEDIA TIME* WITH AM/FM RADIO.

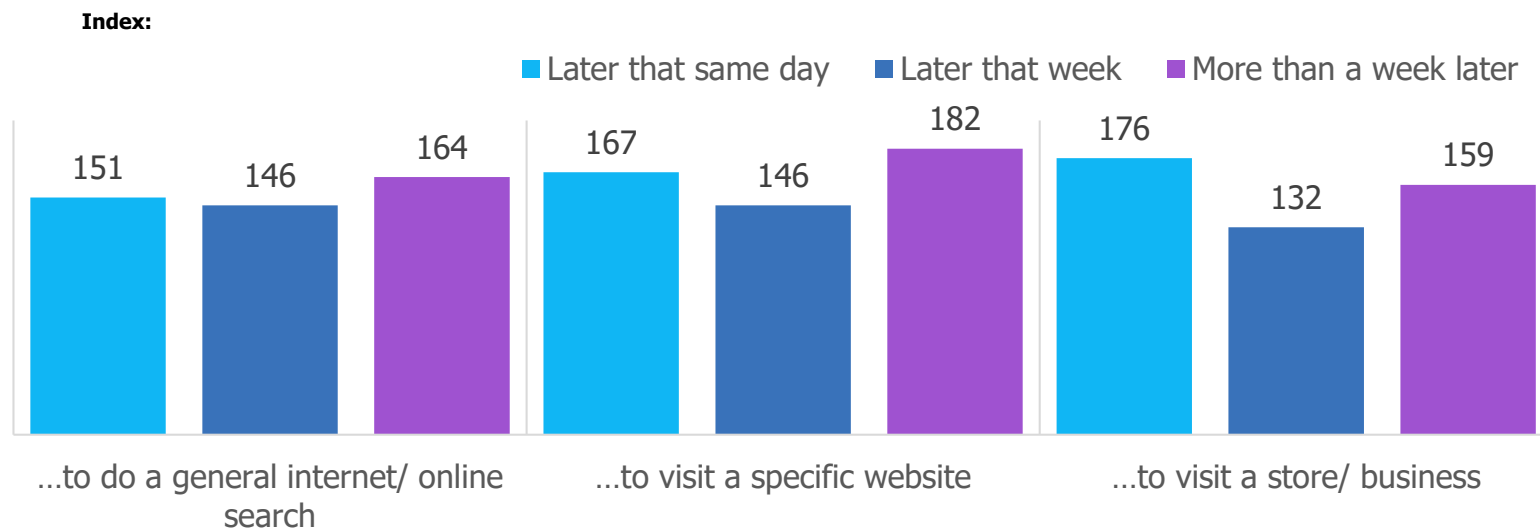
WHEN THEY ARE OUT AND ABOUT, THEY ARE ACTIVE AND ENGAGED AM/FM RADIO LISTENERS.

THESE CONSUMERS ARE EXPOSED TO ADS ON AM/FM RADIO CLOSE TO WHEN THEY ARE MAKING A PURCHASE.



AFTER
HEARING AN
AD OR
DISCUSSION
ON AM/FM
RADIO,
THESE
CONSUMERS
ARE LIKELY TO
TAKE ACTION.

Canadians that have been to Wendy's who have heard an AM/FM Radio Commercial are more likely motivated to...



Canadians that have been to Wendy's who have heard a local on-air discussion on AM/FM Radio (On air personality) are more likely motivated to...

