

Rick & Morty X Wendy's Research Campaign

MARCH 2022

OBJECTIVE

To generate and collect 500 surveys from on-site participants. Bring awareness to Wendy's with an exciting collaboration with Rick and Morty.

STRATEGY

Brand Ambassadors will engage with participants at multiple, high foot traffic areas.

MORTY'S
MAYHEM

LOCATIONS

Las Vegas, NV

Resort World
3/18/22 & 3/19/22 (19 Total Hours)
Two Brand Ambassadors per day

