Wendy’s Sends Fans on an Internet Scavenger Hunt

|
2 hours ago
Wendy’s is giving away $5,000 in gift codes through Friday (April 8), but there’s a catch: Fans have to search the internet for them.

The fast-food chain will share hints via its Twitter account every day, with the clues pointing to the company’s digital brand assets, including Wendys.com.

Whoever gets there first gets the code.

> *Welcome to Wendy’s Cyber Search. All week we’ll be sharing hints to codes hidden across the internet to win Wendy’s gift cards. Each worth a little something, some worth a lot of something. DM us the code on Twitter for your chance to win. Happy hunting!* *https://t.co/H9bM7rWONS*
>
> *— Wendy’s (@Wendys)* *May 4, 2020*

https://www.adweek.com/digital/wendys-sends-fans-on-an-internet-scavenger-hunt/