

**WINGSTOP
WEARABLE BILLBOARDS**

**Turn brand enthusiasts
into influencers &
drive social buzz**

OBJECTIVE

Break through the clutter of traditional advertising by turning Wingstop enthusiasts into wearable billboards.

SOLUTION

Wingstop launched a two-prong influencer campaign that rewarded the first 1,000 Wingstop fans that registered with branded sweatshirts. Once these newly identified influencers received their “wearable ads,” they could take to Instagram and post a photo or video showing off their swag in exchange for a \$10 Venmo payment.

