



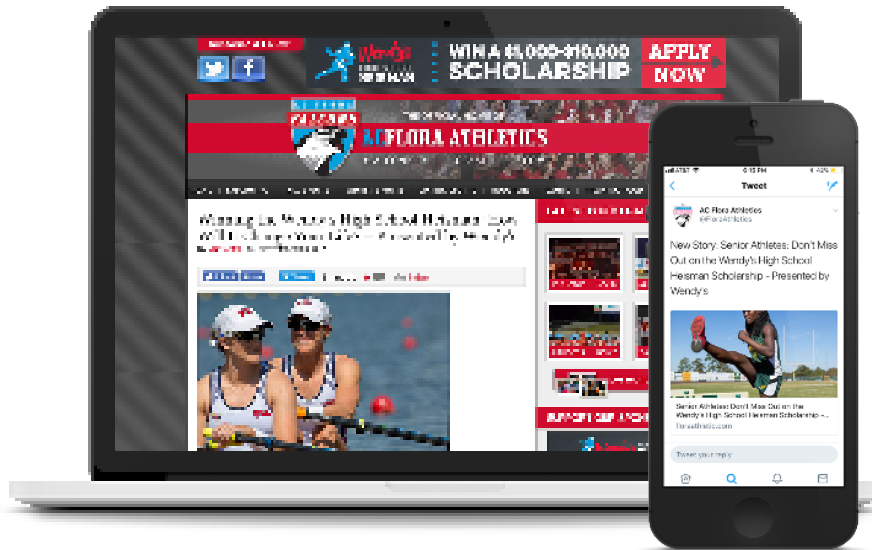
CAMPAIGNS THAT DRIVE RESULTS

WENDY'S HIGH SCHOOL HEISMAN

Native Content / Social Distribution / Contextual Display
Generating scholarship applications from athletes



VNN was **80% more effective** than other paid media advertising at driving applications during the campaign.



Display CTR 40% over nat'l average
3x traffic impact by utilizing Social Sync (to article) vs. article and native alone

13.4% Native CTR drove organic local word of mouth
Application submission outperformed client expectations by 40%