

In what ways do companies instrumentally use media sharing sites and celebrities to promote the urgency of their product?

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Introduction

Social media is a big part of our everyday lives. Social media is used for many different things, such as sharing our personal life, for personal use, education use and advertisements from companies, etc. Celebrities take a big role in social media, Like Instagram, Facebook, Snapchat and Twitter. We all seem to be interested in many celebrities' lives, always trying to stay updated as to what they post, compared to if

any "regular/normal" person would post something.

Companies tend to use celebrities to advertise their products and Wendy's might've done this with

Chance The Rapper, but why him? Chance has many followers in his platforms and for him to get what Wendy's asked for seemed pretty easy. But in fact, many people were so amused from this,

that Wendy's being a huge company surprisingly replied to many people, and we're not talking



about celebrities who they replied but to normal ordinary people. Why so? Well seems like Wendy's really wanted this to become something big in social media and for their company as well. What seems like is that the artist Chance and Wendy's could've also made

an agreement on doing all this, but we will never know.

Methodology

As a group of researchers, we conducted this study to see how a company like Wendy's, can instrumentally use media sharing to promote the urgency of their products. With the tweet that we used for our research, it allowed us to see how a tweet from a celebrity, Chance the Rapper, helped the velocity of promoting a product from Wendy's. The tweet received 2 million likes within two day of posting, by Wendy's showing support to the users who were liking and retweeting. There were close to half a million people who retweeted the tweet. With close to half a million users retweeting the tweet it spread the word of liking the original tweet.

There were four researchers, which all were given a task within the tweet that was chosen. Within the thread of Wendy's tweet replying to Chance the Rapper, each researcher had to find around twenty comments on the original Wendy's reply. The original date of the tweet that Wendy's sent out was on May 4, 2019. As a group, we came up with a three-day limit on how far out we can record. What each researcher was looking for was when the person was tweeting it and if it fit into a sub-category. The sub-categories were to see if the comment was positive, negative, irony positive, and irony negative. Collectively we came up with ninety-six comments, most being positive. While collecting the data, there were many patterns that each of the researchers have found. A pattern that was found was Wendy's was replying to many comments within the first couple of days, most being the positive comments. Another pattern that was found was Wendy's replies were always short, sarcastic, and always responded very quickly to supporters or non-supporters. A very important pattern that was found was; Wendy's

was replying to many people who did not have many followers, but with the reply time and funniness that Wendy's had brought more publicity.

Findings

When our group compiled our findings on a spreadsheet, we categorized the responses to Wendy's on twitter from nearly one hundred users. To analyze the responses correctly we decided to classify each comment into one of five categories. Below are some examples of different reactions to the tweets and the category they fall within. We chose the five categories to gauge how the message was being received by the audience. The following list takes place from the moment the tweet first came out until the mission was completed four days later.

1. The first group are users who has a positive reaction to the competition
<https://twitter.com/LoveNindo/status/1124858765264728064>
2. The second group had a negative perspective on bringing back the nuggets
https://twitter.com/andrew_soiboi/status/1125448770664181760
3. The third group were ironically made positive comments
<https://twitter.com/i/status/1124783506540957697>
4. The fourth group were ironically made comments with a negative connotation
https://twitter.com/not_daniel_f/status/1124786911833395201
5. The last group were users who received a comment back from Wendy's
<https://twitter.com/LoganJO2794/status/1124763739398344704>

Username	Comment	Positive	Negative	Irony +	Irony -		Wendy's Reply to a comment.
ComedyCentral UK - May 5	How many will it take to get you to come back to the UK? GIF			X			
LadyTigerBomb - May 4	GIVE ME SPICY NUGGETS BACK TWITTER. GIF			X			
Ghilliesuit101 - May 4	I don't even eat spicy food but I'm liking this for the good of the people			X			People coming together is what this is about tbh.
not_daniel_f - May 4	Burger King already has them for a \$1.49, imao.				X		That's like telling your friend that needs new Jordans to check Payless
escapedmatrix - May 5	So let me understand this. Flint still doesn't have clean water, and nobody seems to care. But a tweet about some nasty a** spicy chicken nuggets from @Wendys gets 2M likes & a weird prayer from @chancetherapper. American is officially the most embarrassing countryb of all time.		X				
Granboyy - May 5	Me liking this tweet even though I don't like spicy nuggets. GIF			X			
tayloragreen - May 5	the power of Twitter y'all... THE POWER... I'm crying. GIF			X			
carterjwm - May 4 - blue check mark	FINALLY my life is complete (Heart eye emoji)						
itsjulissaart - May 4	3m followers but asking for only 2m of them to like this? Listen have my sriracha sauce ready. GIF			X			We negotiated hard
JaelynMelton - May 6	Y'all got 2.1 million so where they at????	X					on the way
LoganJO2794 - May 4	Reply and I'll get Wendy's with my family	X					Sure

LoveNindo - May 4	I'm vegan... but imma support my carnivorous brothers and sisters. GIF			X			
noisyboyFGC - May 6	Where they at though we at two mil dammit			X			We're working on the date they'll be back in stores, but it will be soon
mewahpapi - May 6	Me walking into Wendy's, knowing i was a part of the 2M that helped put spicy nuggets back on the menu. GIF			X			
andrew_soiboi - May 6			X				
kim_siason - May 5	Throwback to 2017 when the best complant letter was written by my 10 year olf daughter. Image of complaint			X			
travelsofadam - May 6 - blue check mark	i am ready!						Did not reply to someone who has a following
jak1k98-may 4	you serious?			x			very
BreeSunshinee _ - May 5	1.6 million y'all bet not stop now I'm waiting for these spicy chicken nuggets.GIF						
markischarles - May 4	i retweeted and liked im doing my part						not all heros wear capes
twitter- May 4	There's a chance youll pull this off						it seems like it may actually happen thank you twitter
gerardMgill- May 6	kinda dissapointed i didnt have to break any laws but im happy my dreams are coming true. PIC			x			
nerdistgirl90 - May 4	lets all come together and join forces to bring some good back to this world	x					we can and we will
jalensomoza- May 4	the spicy nugget is the seventh infinity stone						more power than the others combined
dullantsy- May 6	you know what time it is. Video	x					

Starrcastevents - May 4	why you gotta play, wendys?						GIVE ME WHAT I WANT!
dirtydlmao - May 5	OMG ITS SO CLOSE	x					hasnt even been a full day
wizzrobe- May 4- blue check	THIS ABSOLUTELY NEEDS TO REACH 2 MILL LIKES	X					
McGuire_11	It's at this time, that everyone needs to set aside our differences and come together to make this happen. #HereWeGo						bingo
crispy - May 4	am i the only one who prefers spicy nuggets						
badboychadhoy - May 4	God is good			x			
CallEmMarcus - May 4	Wait,Seriously?			x			Swear
Jackmcnerney3 - May 5	Don't even live in America but I'm doing my part	x					We all thank you
Harmonicalce- May 4	I don't even eat meat anymore and i still want this to return	x					selfless
pbas43- May 4	Now this is a cause worth fighting for			x			worth liking for too
chris_breezer - May 4	I hope this happens because I miss spicy nuggets	x					we got apple pie in the sky hopes
JoshuaMontana F1 - May 6	i got a twitter just to like this	x					thank you for doing your part
Angieeb___ -May 4	i got a twitter just to like this	x					Thats why I'm here
DudePikmin- May 4	Look, I don't think Wendy's even is in Italy but I'm gonna like it anyways	x					Getting that help worldwide!
ADon245- May 4	Bring them back!!	x					TRYING!
CEGFSZ- May 6th	Now bring back old barbeque sauce dont like the new one		x				
KAE9- May 4	Can we start a petition to get the old bbq sauce back?		x				

TATSU THE WICKED- MAY 4	TAKE MY ENERGY	x					
Joshua Flores -may 4	I got a twitter just to like this	x					Thank you for doing your part
Trump is not a king- May 6	I wont be going there for chili anymore		x				
Epic LALA Girl May 5	also, if you knew we wanted them back why you toying with our emotions		x				
Cole Wright May 6	Back in the game, baby!	X					
mattwhitlockPM - May 4	Me creating multiple twitter accounts to increase the odds. GIF			x			
Patrick may 6	2.1m likes, what sauce can i get with those nuggets?			x			
Andrew J conningham	How many retweets to end your wage slavery?		x				
Monicaa- May 5th	I dont even eat meat and I still want this to return			x			selfless
Jakob- may 6	WE DID IT	x					YEP
TYTY- May 6	Run us the nuggets	X					
AARON R- May 6	We did it guys	x					
Nicki the Stallion May 6	Oops 2.1 M			x			
TANKSZN MAY 6	LETS GET IT	X					
shaynickii16- may 6	Spicy Nuggets	X					
Stay Frosty	(meme) the nuggets, They return	X					
Preston may 4	(meme) waiting on them nuggets like			x			
Denise Slow May 6	BTS army here coming help	x					
Fun- May 4th	We are in the end game			x			14 million outcomes, but if we

							tell you how it ends, it wont happen.
Trev.Life- may 5	(meme) its really about to happen though	x					
Jay Squidzz- May 4	(meme) Twitter ...Assemble	x					
That Gal Jae- May 6th	Yall got that 2.1 million, so where they at???		x				On the way
Drew Carter- May 4	(meme) all these people linking and not RT'n		x				
SoaR Chai- May 6	Yall gotta bring them back now (pic)	x					
SQUIDZ - May 4	twitter assemble. GIF	x					
azzure_c - May 6							well were gonna bring
Morgan Bartels- May 6	one year later and it applies now more than ever (pic)	x					
jon_rolfes	watching @stranger_things and get a notice that you may bring back your spicy nuggets .. please let this happen..						stranger things have happened nailed it
Gian Vargas After Hours- May 5	ME the first day spicy nugs return (pic)	x					
Los Angeles Gladiators- May 4	Make it happen	x					Cheers love, the calvary is here
KngEliiii- May 6	Hold up y'all, it's at 2M, now y'all gotta hold y'all Bargain			x			We will
Kateelizrogers- May 6	Colleg me is living for this. Late night spicy nuggs+ranch+chocolate frosty <3	x					
itsjulissaart	3m followers but asking for only 2m of them to like this? Listen have my sriracha sauce ready. GIF			we negot iated hard			
kae_will- May 4	Can we start a petition to change the BBQ sauce back?		x				

Prince Charming- May 6	can you throw a big relaunch party in LA? nuggets and drinks... I'll host.	X					
	But... spicy chicken nuggets						
Fun154 - May 4	we are in the endgame						14 million outcomes, but if we tell you how this ends, it wont happen
MorBuddyCrafted - May 6	Those chicken nuggets sucked never bring them back.		x				
PaTRICK OR TREAT- May 4	ALright brand... Just this once (GIF)			x			
walltallover- May 4	please?						share with everyone you know pls
DOLO_ May 4	Wait seriously? (GIF)	x					Swear
lejaz2- May 6	well y'all got 2.1 million. i'm coming to get my spicy nuggets tommorw	x					
lejaz2- May 6	they should've known better !! i'll be there tommow and if they don't have em, i'm calling HR	they should've known better !! i'll be there tommow and if they don't have em, i'm calling HR	x				
Arxzi- May 4	Reply and I will Wendy's			x			ok
Carter Wilkerson- May 4	FINALLY my life is complete	x					

no1angelbb- May 6	literally will stop being vegetarian if you do this			x			
danthepsycho2 - May 6	But I don't like spicy nuggets.		x				
davidirvving- May 6	Let's gooooo	x					
josepho800858 07- May 6	It's about dam time Wendy! It makes the 4-4-4 that much more worth it.		x				
Schlatt- May 4	now more than ever I feel like chowing down on a delicious Baconator and a small chocolate Frosty	x					
Trevor_Ray - May 4	Vegetarian, but idk if it makes other ppl happy I'll like it			x			

Discussion

As a group of researchers we were trying to find the velocity of a tweet. You may ask yourself what is velocity. Velocity is the speed of something in a given direction. During our research process we discovered that Wendy's utilized Chance the Rappers tweet that got 35.5k retweets and 229.9k likes to promote the return of spicy chicken nuggets. While when Wendy's quoted the tweet, it got 402.8k retweets and 2.2 million likes. We went on twitter and looked at the tweet that wendys quoted and made a spreadsheet with categories of the comments on the tweet. Discussing if the comments were negative or positive.. etc and how many followers each person who commented had. Wendys responded to others without a blue check mark very fast. Why? Is it just because the topic of the nuggets or wendys was proving they really were coming back? Building anticipation. When Wendy's comments on "normal" peoples tweets they are spreading the come back of wendy's spicy nuggets so their followers will see it too even though

it doesn't have as big of an impact. When Wendy's replies to others it builds excitement. Eager to get the spicy nuggets.

Even after the 2 mil likes were reached Wendy's still commented confirming that the likes or the goal had been met. June 25th Wendy's made a tweet officially announcing the come back. Retweets 99.2k & 171.1k likes. July 1st Wendy's replied to didUMsME and confirmed the date of August 19th. August 8th Wendy's continued to keep the crowd eager and excited and tweeted “Ok! Spicy Chicken Nuggets will now be back in all restaurants THIS MONDAY! Get ready.”

Wendy's later on in August announced the official return of the spicy nuggets. The tweet was then shared on the news, Facebook, Instagram and many other sites on the internet. Wendy's used social media to promote the comeback of the spicy chicken nuggets because it gets the word out to almost every platform very fast. Wendy's replied to many tweets on Twitter even to some people who very few followers, to give people the urge to get the nuggets. Wendy's used hashtags such as #wendyspcinuggets so when people used that hashtag it was all about the return of the nuggets. Even when the tweet got negative replies Wendy's still replied.

Literature Review.

When researching our topic a few different sites made quite the impact on our findings and the direction we took with our research. In Business Insider Simply Zesty's article “How to track a tweet that goes viral”, Business Insider released this article to help make sense of different functions on Twitter. The key information in this article was the knowledge that directly tracing the tweet is more complex than the algorithms Twitter currently has in place. Companies have created mappings and charts of the direction and velocity the tweet has taken.

Another useful tool we found was Twitter's own help center. On the twitter platform we used the "How to tweet" insite page.Using the help center from twitter's website gave the team the ability to navigate easily knowing properly how twitter was designed to be used. Within this section of the website we found technicalities for searching, sharing, and adding content to tweets. Definitions and explanations of functions can be found under the help section listed.

Social sprout released an article called "How to Go Viral". In the port the writer, Dominique outlines eight principle ways to get a tweet to go viral. He highlights from a marketing perspective, different aspects needed to gain and focus the audience's attention on the rhetoric at hand. For the project this article is particularly useful as we are examining the rhetoric used by Wendy's and other celebrities to promote the spicy chicken nuggets.

Times released a page of influential tweets and most popular events, by searching the page we began to realise the rhetoric being used on mainstream viral tweets. The article is titled "Most Popular Tweets" Time released an article noting the most popular tweets of all time. Researching some of the greatest helped the group understand how critical the rhetoric is when aiming for a viral tweet. Another key we learned from this page is how quickly a single message can be spread through the vast corners of the internet on a variety of media sites.

Lastly, we used the textbook from class "writing about Writing." A critical source to cite for this project, in chapter four we learned about mapping a rhetorical ecology. Mapping was one of the biggest portions of the project as we have collected and categorized all the finds from our research. In the same chapter we learn to analyze the rhetoric being used and how to identify a purpose for the words being used rather its obvious or deeper meaning takes place.

Simply Zesty

Work Cited page

<https://time.com/4263227/most-popular-tweets/>

<https://sproutsocial.com/insights/how-to-go-viral/>

<https://help.twitter.com/en/using-twitter/how-to-tweet#source-labels>

<https://www.businessinsider.com/how-to-track-a-tweet-that-goes-viral-2013-3>

“Writing about writing” Elizabeth Wardle & Doug Downs

Conclusion

After collecting research for our project, we concluded that there are many ways to use media sharing and celebrities to promote products. With our research, it showed that by having Chance the Rapper tweet about the hope of spicy chicken nuggets coming back it sparked the trend of Wendy's bringing them back. Since Wendy's replied to Chance the Rapper it gains velocity because of the following that Chance the Rapper has. Wendy's gained more velocity by



replying to the participants who were in support of getting to two million likes to bring the spicy nuggets back. By Wendy's interacting with repliers it gains more velocity because the marketing team was using it as a tool to promote. More people responded to the tweet because it showed that big companies can reply to normal original people. By using a

media site and a celebrity it brought advertising towards the product. Wendy's used the opportunity to use the tweet as a marketing tool to spread awareness about the release of the spicy nuggets. Our research question was answered, companies can use media site and celebrities as a tool for marketing. Wendy's showed that marketing on social media can bring immediate responses about a product. Even though our research question was answered, gaining velocity on social media does not always have to happen. A company can still use social media to get information to loyal customers.