



Wai Wai Noodles India and Jack in the Box Worldwide create waves on International Crossword Day!

Mumbai, 29 December 2016: Staying true to its brand philosophy of being funky and offbeat, **Wai Wai Noodles India** had a special contest created by integrated communications agency, **Jack in the Box Worldwide** on the occasion of **International Crossword Day**. To reach out to their audience, Wai Wai ran an interesting food crossword contest that had everyone engrossed! Launched on the **Facebook** and **Twitter** handles of **Wai Wai India**, the contest became an instant hit on social media.

The mandate from **Wai Wai** was simple – to create an activity that is high on **engagement**, **interactive** with the audience and **relevant** to the brand. With the social media world abuzz with **Christmas** and **New Year** conversations, **Jack in the box Worldwide** avoided jumping onto that bandwagon and conceptualized the **Food Crossword** to give it a unique touch.

Jack in the Box Worldwide chose Facebook and Twitter to be the platforms to connect with as many users as possible. Crosswords were put up on both the platforms and people had to use the clues to get the answers that were all about FOOD! 10 lucky winners from Twitter and 5 from Facebook took home gift vouchers. The contest was a hit on social media and it racked up some great numbers. On Facebook, the contest reached close to **55,000 people** with an engagement of **13,368**. It drew reactions from over **12,000 users** and **300+ shares**. On Twitter, the **#WaiWaiCrossword** contest gained more than **121,000 impressions!** The brand received over **4,000 tweets**, **5,000 replies** at an **engagement rate of 14%**!

Kaizad Pardiwalla, President, Jack in the Box Worldwide, said, “With the festive season on and everyone talking about Christmas and New Year, we wanted the concept to be original and unique. A crossword and snacking both go hand in hand. And **Wai Wai** being the only **Ready to Eat** noodle brand we thought this was a match made in heaven. So we combined the game with food and came up with the **#WaiWaiCrossword** contest. This helped us get the interaction going through something quirky while staying true to the brand philosophy. We are extremely happy that the contest generated such great numbers and led to strong brand engagement scores. We will continue to churn out new and innovative concepts and keep delighting our Wai Wai fans.”

Head to the WaiWai Noodles India Facebook and Twitter page and be a part of more such yummylicious contests!

About Jack in the Box Worldwide:

Founded in 2009, Jack in the Box Worldwide is a media-agnostic integrated communications company with digital at its core. With offices in Mumbai and Delhi, the client roster includes Unilever's BeBEAUTIFUL, Pond's Men and Vaseline; Aditya Birla Group's Louis Philippe and TheLabel.in and Allen Solly; Reckitt Benckiser's Airwick, The Gateway - Hotels & Resorts among others and Britannia's projects for Good Day, Pure Magic and IPL. A pioneer in Content Marketing and Branded Content, Jack in the Box is one of South Asia's most heavily awarded digital communications entities.

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