

WENDY'S PRESENTS



FROM
CLASSIC



TO
IMMERSIVE

START



WNEDYS: BURGERTIME

REIMAGINING A VIDEO GAME CLASSIC.

OPPORTUNITY/IDEA

Recreate a classic arcade game using virtual reality. Modify said game to promote Wendy's "Fresh, Never Frozen" campaign and make it available to play through online and downloadable content.

SOLUTION

Using Unity, a fresh virtual Wendy's store was created to house the classic "burger-assembly" gameplay of the 8-bit classic, BurgerTime. Complete with original logos and permission of gameplay.

