

## 57 YEARS OF EXCITEMENT JUST WENT DIGITAL.

The one thing Pizza Hut can claim that no other competitor can touch or even dispute is their history. No one has sold more pizzas to more people. So with this rich history, loyal customers, and high awareness, why has Pizza Hut seen same store sales decline the past eight consecutive quarters, while the industry continues to grow?

While Pizza Hut may have been online, their target doesn't think of them digitally. In fact, the target of men and women 18-34 still thinks of Pizza Hut as a dine-in restaurant. So we have to:



**1. POSITION PIZZA HUT AS THE TOP CHOICE FOR CUSTOMERS WHO ORDER PIZZA DIGITALLY.**



**2. PROVIDE THE GREATEST DIGITAL ORDERING EXPERIENCE IN THE CATEGORY.**



**3. REACH THE TARGET OF 75% OF ALL ORDERS DONE ONLINE AND MOBILE BY THE END OF 2015.**

Ultimately, all of these objectives compel us to shift our target's perception of Pizza Hut to make the brand relevant again both on and offline. While these objectives presented us with a challenge, we knew we didn't have to start from scratch. We had something powerful we could leverage – the excitement of Pizza Hut's history.

# \$1.8 BILLION SHIFT... NO SMALL ORDER

From the case we know 93% of the population eats pizza. So we had to ask two questions: "Who orders pizza online?" and "Who eats Pizza Hut?" We segmented our market based on behavior and brand affinity so we could figure out the best way to shift sales.



## WE DON'T JUST SHIFT SALES, WE INCREASE THEM. HERE'S HOW

Out of the four segments, we selected three that represent the greatest opportunity to reach the target of 75% of online orders, resulting in an overall sales increase for Pizza Hut.



### NON-DIGITAL NON PIZZA HUT

Although our campaign will naturally gain new customers from this segment, we do not choose to actively target them.



### NON-DIGITAL ORDERS PIZZA HUT

We encourage 55% of this segment to order digitally. Their average spend will increase by \$2/order.

**➕ \$143 MILLION**



### DIGITAL ORDERS PIZZA HUT

We increase loyalty within this segment who order digitally by growing their annual spend by 5%.

**➕ \$102 MILLION**



### DIGITAL NON PIZZA HUT

We steal 7% market share from major chain competitors.

**➕ \$180 MILLION**



# \$425 MILLION

Incremental opportunity for Pizza Hut in the first 12 months

**BUT IN ORDER TO ACHIEVE THIS, WE HAD TO LEARN MORE ABOUT THE THREE GROUPS WE'RE TARGETING.**





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MEET THE PIZZA PEOPLE

This is the group of 74.3 million<sup>1</sup> men and women 18-34 who make up our target. We recognize they are a very diverse group and we use their ordering behavior to target them uniquely and leverage things they share to drive them to order online.



BRAND AFFINITY			 
ORDERING BEHAVIOR	Orders non-digitally through the phone	Orders digitally through both the app and desktop	Orders digitally through both the app and desktop
DEMOGRAPHICS	Male and Female Age 25-34 Famillennials	Male Age 18-34	Male and Female Age 18-34
GEOGRAPHICS	South and Midwest	South and Midwest	South and West

WHAT DO THEY ALL HAVE IN COMMON?



They love pizza.  
They love deals almost as much.

They listen to/stream more music than any other generation.<sup>2</sup>

They value socially responsible brands.<sup>2</sup>

They're active on social media.<sup>2</sup>

They enjoy attending events and concerts.<sup>2</sup>

NOW THAT WE KNOW WHO THEY ARE, WE NEEDED TO SEE HOW THE INDUSTRY WAS TALKING TO THEM.

## EXPLORING THE PIZZA LANDSCAPE

THE PIZZA INDUSTRY ADVERTISING CAN BE SUMMARIZED IN ONE SIMPLE FORMULA:

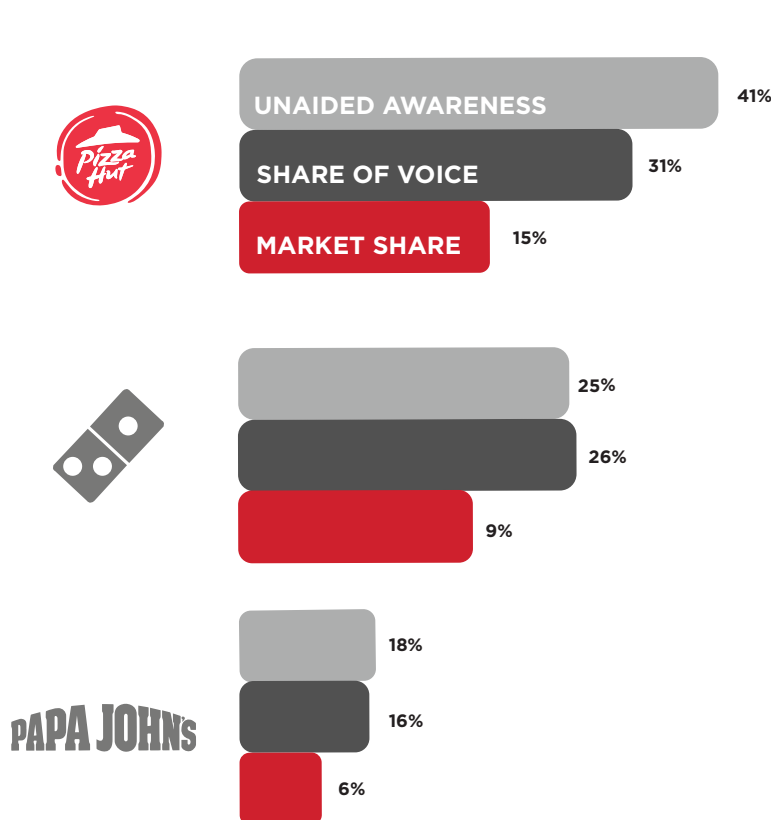


### PIZZA AD

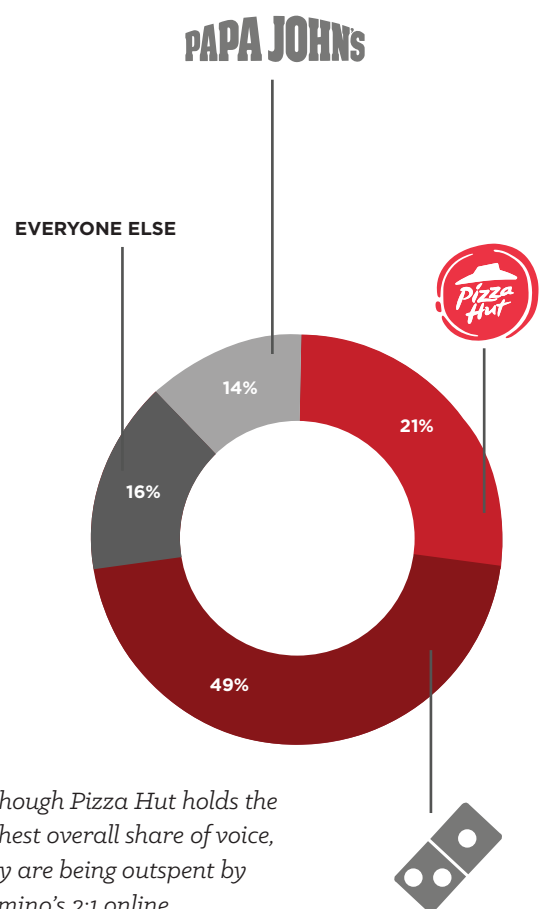
Cue famous football player. With almost a billion dollars being spent in broadcast by the top three chains alone,<sup>3</sup> the market is flooded with this standard. And on the surface, it makes sense. When we surveyed over 600 people, the top two considerations were quality and price. But if everyone is saying the same thing, how can a brand stand out?

### HERE ARE THE PLAYERS

We focus on Domino's and Papa John's as Pizza Hut's main competitors. These chains dominate 75% of the industry's share of voice, have similar digital ordering experiences and are the top three chains in terms of sales. While Little Caesars is another major competitor, they lack digital ordering capabilities, so we choose not to compare them to Pizza Hut based on the case's objectives.



### DIGITAL SHARE OF VOICE



Although Pizza Hut holds the highest overall share of voice, they are being outspent by Domino's 2:1 online.

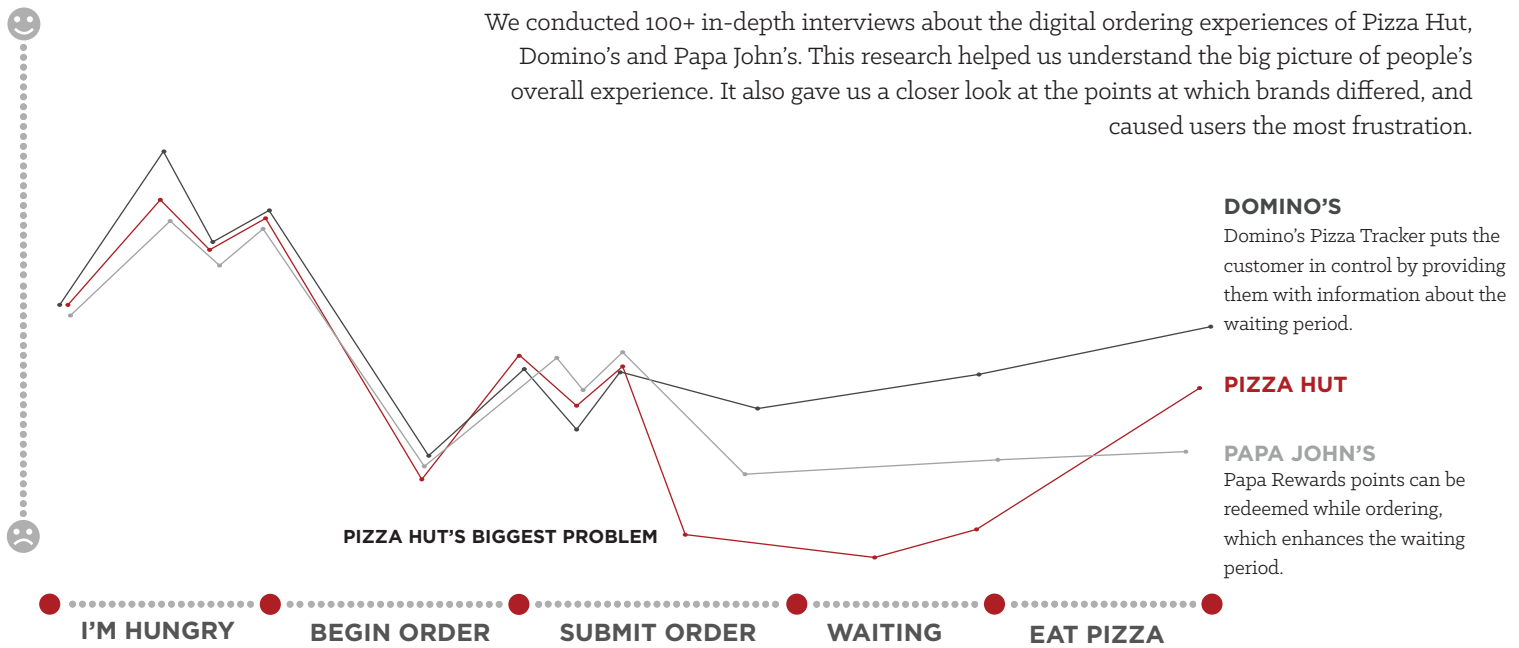


### MEDIA

To be successful, Pizza Hut needs to shout louder and smarter – with a media strategy that leads digital share of voice and a message strategy that breaks away from the industry formula. And this has to apply to the user experience too.

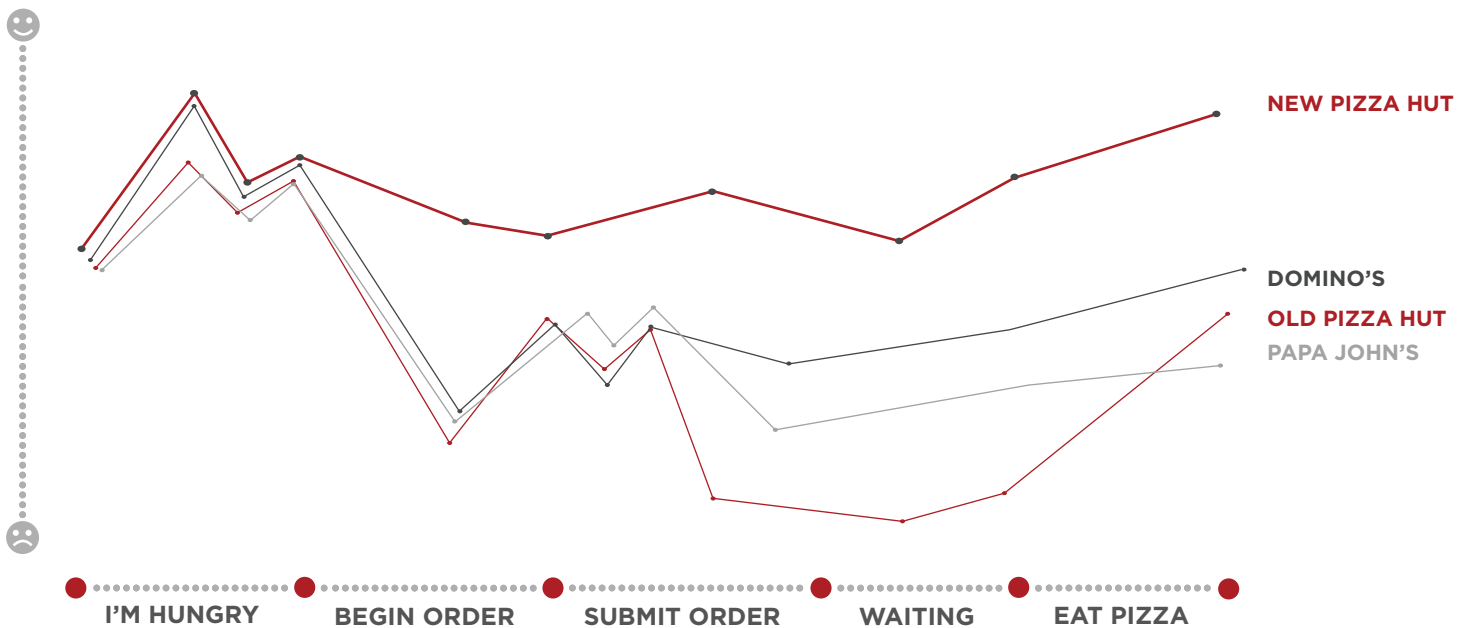
## NAVIGATING THE DIGITAL PIZZA JOURNEY

We conducted 100+ in-depth interviews about the digital ordering experiences of Pizza Hut, Domino's and Papa John's. This research helped us understand the big picture of people's overall experience. It also gave us a closer look at the points at which brands differed, and caused users the most frustration.



While Pizza Hut meets industry standards, the brand has a chance to lead by fixing the worst part of the journey, the waiting. Pizza Hut's new digital positioning emerges in the whitespace above competitors.

## FROM PROBLEM TO OPPORTUNITY



### EXPERIENCE

*If the ordering experiences are similar, whichever chain can win the waiting period, will ultimately win the greatest digital experience in the category – especially if they connect that with a compelling message.*

## CRAFTING THE PERFECT PIZZA MESSAGE

In order to get our target to think of Pizza Hut as top of mind when it comes to digital ordering, we knew it was about more than just having a great user experience. So we held a Google Hangout to see what Millennials thought about Pizza Hut and if there was something we could leverage.

We found they only connected to past memories of Pizza Hut. And while these memories were positive, they were firmly rooted in the dine-in experience. We knew we needed to make Pizza Hut relevant to Millennials' lives today.



We tested five selling claims based on responses from our primary research. Using ZappiStore, we conducted a nationally representative survey of 150 people to discover which claims would resonate best with Millennials.

The claims based on selectivity and excitement pulled highest.



When we looked at the heat map which captured words that resonated most, it was clear we were on to something.

We asked:

Which one of these statements best reflects what Pizza Hut stands for?

1

**AT PIZZA HUT WE HAVE THE PIZZA YOU WANT**

2

**WE'RE JUST AS EXCITED ABOUT PIZZA AS YOU ARE**

3

**THERE'S A LOT TO LOVE ABOUT PIZZA**

4

**GOOD THINGS ARE BETTER SHARED**

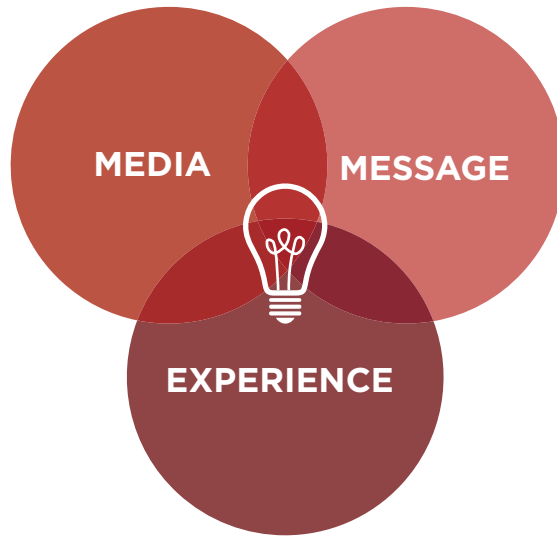
5

**57 YEARS AGO, WE STARTED AMERICA'S LOVE AFFAIR WITH PIZZA**



### MESSAGE

Pizza Hut needs a message strategy that no other brand can claim, that when coupled with a great digital experience, will position Pizza Hut at the top of the food chain. Pizza Hut needs to stand for something.



## **THAT SOMETHING IS EXCITEMENT.**

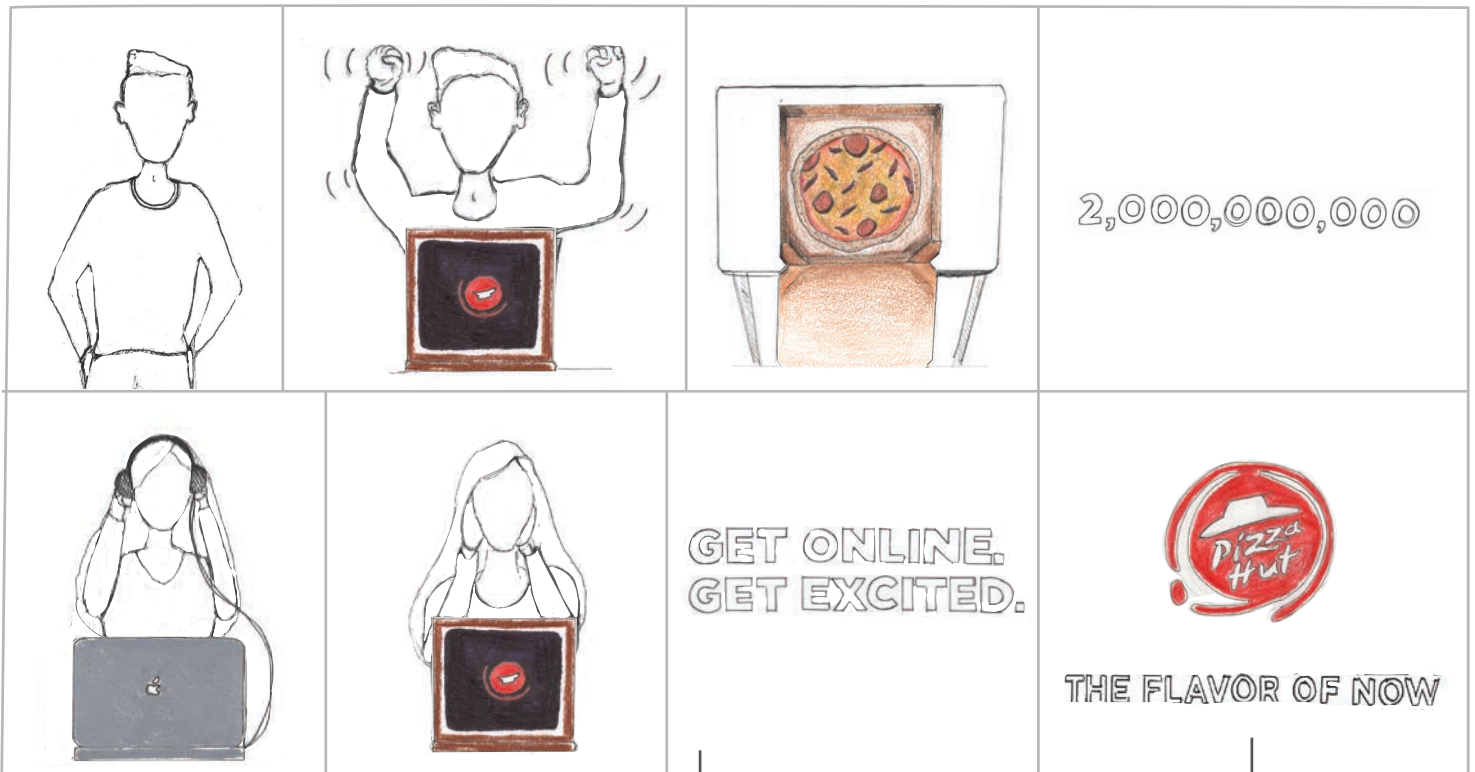
Excitement is a powerful emotion that Pizza Hut can own that not only captures people's feelings about pizza, but their positive feelings about Pizza Hut. The brand's long history of excitement and pizza innovation is something no competitor can replicate. And while the rest of the industry is fighting over price, product and promotions, we give Pizza Hut something to differentiate themselves against the loud chains.

So after four surveys, 110 in-depth interviews, three focus groups, testing five concepts and surveying over 900 people, we knew owning excitement would be the answer to not only connect Pizza Hut with Millennials, but to make the brand relevant. Again.



## LET'S TALK PIZZA EXCITEMENT

In order to make Pizza Hut relevant to Millennials, we knew the creative would have to speak to the emotion of excitement on several different levels. This is especially important because it is essential that every touchpoint with the brand, both offline and online, is consistent. We feature members of our target using digital points of entry to order pizza, directing the audience to order online. We then bring in the product, specifically from The Flavor of Now menu, and physically highlight the excitement it brings them. We add value with a voiceover that incorporates promotional aspects that are relevant to our target. Finally, we drive them online with a call to action that is a testament to the online experience. In other words, we peak our target's interest and leave them wanting more, so they have no choice but to go online and see what all the buzz is about.



*Our call to action speaks to the digital experience while our voiceover incentivizes and drives consumers to place orders online. The ordering directives can be changed to reflect users' ordering preferences.*

*We utilize Pizza Hut's current logo and tagline to maintain brand equity.*

## PIZZA: OWNED, EARNED AND PAID FOR

Our media strategy has both a national and regional focus that positions Pizza Hut as the top digital experience in the category, while encouraging the target to order online. The offline and online elements of the plan work together to introduce and reinforce the campaign theme of excitement. Generating excitement within the target segments encourages sharing, which amplifies our media spend and makes the brand more relatable. We use the regional strategy to further emphasize excitement in selected strategic markets...but more on that later. We set our budget at \$120 million by looking at Pizza Hut's 2013 ad spend and allocating a similar budget for our July-December campaign. Because the objectives of this case are digitally based, we shift media dollars from TV into digital. This allows us to gain the digital presence we need while our revamped broadcast presence still protects market share.



**POSITION PIZZA HUT AS THE TOP CHOICE FOR CUSTOMERS WHO ORDER PIZZA DIGITALLY.**



**PROVIDE THE GREATEST DIGITAL ORDERING EXPERIENCE IN THE CATEGORY.**



**REACH THE TARGET OF 75% OF ALL ORDERS DONE ONLINE AND MOBILE.**

<b>PAID</b>	<p>National: Television, digital banners, paid social, internet radio, YouTube, Hulu, Xbox, paid search</p> <p>Regional: Radio, transit, Hut Spots, partnership events</p>	<p>National: Internet radio, Xbox, paid social, Hulu, Snapchat Stories</p> <p>Regional: All of the above plus Hut Spots</p>	<p>National: Television, digital banners, paid social, internet radio, YouTube, Hulu, Xbox, paid search</p> <p>Regional: All of the above plus radio, transit, Hut Spots, partnership events</p>
<b>OWNED</b>	Social media	Social media, app, website, mobile website	Social media
<b>EARNED</b>	Shared content	Shared content	Shared content



### REMEMBER THE PIZZA PEOPLE?

You'll see these icons throughout our creative next to executions that target each particular segment.

## SIGHT, SOUND, MOTION AND EXCITEMENT

According to Deloitte's Digital Democracy Survey, 53% of Millennials' TV viewing happens on the good old-fashioned television set. So we run a high reach TV buy combining network, cable and syndication. Our spots work hard to establish the campaign theme of excitement, while serving as a behavioral force to drive digital orders.

We run during Primetime, Early Fringe, Late Fringe and Late Night to leverage times when the target is thinking about eating pizza. We run on shows like "Modern Family," "The Voice," "Sunday Night Football," "The Big Bang Theory," "Pretty Little Liars," "Louie" and "How I Met Your Mother."

We launch the campaign with :30 and :15 spots in July. To mirror Pizza Hut's current spend in July, August and December, we run 130 GRPs a week with heavier weight at the end of the week to leverage peak pizza consumption. During September-November, we run 200 GRPs as the industry ad spend increases during this time.

abc family

135

VH1

187

FX

159

E!

133

MTV

199

tbs

152

[adult swim]

207

CN  
CARTOON NETWORK

142

ESPN

127

C

178

Nick  
at nite

162

SPIKE

124

### NOT YOU :30 ANTHEM

Pizza Hut's brand experience needs to match its online one, so our spots establish the idea that the brand is exciting.



Action: Mike stands, unamused with hand on hip.  
FX: Cut in, cut out.  
VO: If you're not excited about pizza this is not for you.



Action: Edzer dances around the pizza.  
FX: Cut in, cut out.  
VO: This is for everyone who's not you. It's for everyone who knows  
Music: Music underneath.



Action: Product shot of Honey Sriracha.  
FX: Zoom in.  
VO: That Honey Sriracha drizzle,  
Music: Music underneath.



Action: Product shot of Ginger Boom Boom crust.  
FX: Zoom in.  
VO: Ginger Boom Boom crust,  
Music: Music underneath.



Action: Product shot of extra cheese.  
FX: Zoom in.  
VO: and excessive amounts of cheese are things.  
Music: Music underneath.



Action: Mollie reacts to seeing the pizza.  
FX: Cut in, cut out.  
VO: Things that you eat on your pizza.  
Music: Music underneath.



Action: Dmytri working on the laptop.  
FX: Cut in, cut out.  
VO: It's for everyone who knows that choosing between 2 billion flavor combinations is easier online.  
Music: Music underneath.



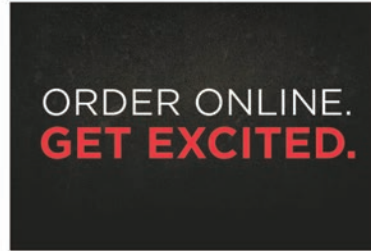
Action: Jasmine dances to music.  
FX: Cut in, cut out.  
VO: It's for everyone who knows that you get a free pre-released Spotify playlist while you wait for said pizza ordered online.  
Music: Music underneath.



Action: Mike stands, unamused with arms crossed.  
FX: Cuts in, cuts out.  
VO: These are the things that everyone, but you is excited about.  
Music: Music underneath.



Action: Denise gets surprised by the pizza.  
FX: Cut in, cut out.  
VO: Because everyone knows pizza is more exciting online.  
Music: Music underneath.



Action: Text appears on screen.  
FX: Fade in, fade out.  
VO: Order Online. Get Excited.  
Music: Music underneath.



Action: Logo appears.  
FX: Fade in, fade out.  
VO: Pizza Hut, The Flavor of Now.  
Music: Music fades out.



## TO BE HAD :15



**Action:** Quick cuts of people on computer, tablet, and smartphone.  
**FX:** Cut in, cut out.  
**VO:** Whether you're on your computer, tablet, or smartphone,  
**Music:** Music underneath.



**Action:** Text "deals" appears on brick.  
**FX:** Cut in, animated text, cut out.  
**VO:** There are deals to be had.  
**Music:** Music underneath.



**Action:** Two people enjoying The Flavor of Now.  
**FX:** Cut in, cut out.  
**VO:** Deals to be had and flavors to be tasted.  
**Music:** Music underneath.



**Action:** Text "2016" appears on brick while exciting locations swipe underneath and land on Sydney.  
**FX:** Cut in, cut out.  
**VO:** Flavors to be tasted and New Year's in places like Sydney to be celebrated.  
**Music:** Music underneath.



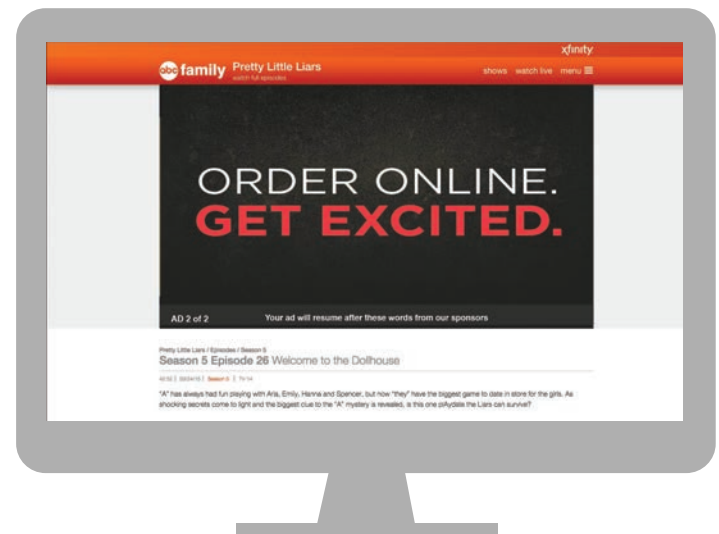
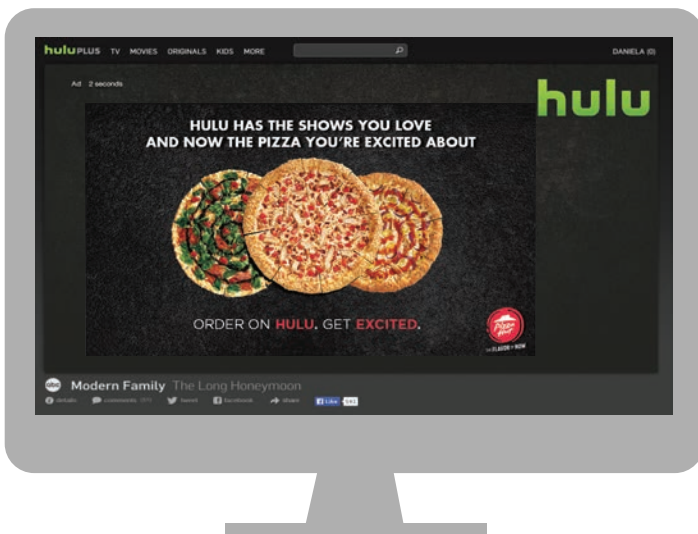
**Action:** Shot of computer and smartphone.  
**FX:** Cut in, cut out.  
**VO:** And it's all possible online or on the app.  
**Music:** Music underneath.



**Action:** Pizza Hut logo swoop appears.  
**FX:** Fade in, fade out.  
**VO:** Because pizza is more exciting on both.  
**Pizza Hut.** The Flavor of Now.  
**Music:** Music underneath.

## TV LIVES OTHER PLACES

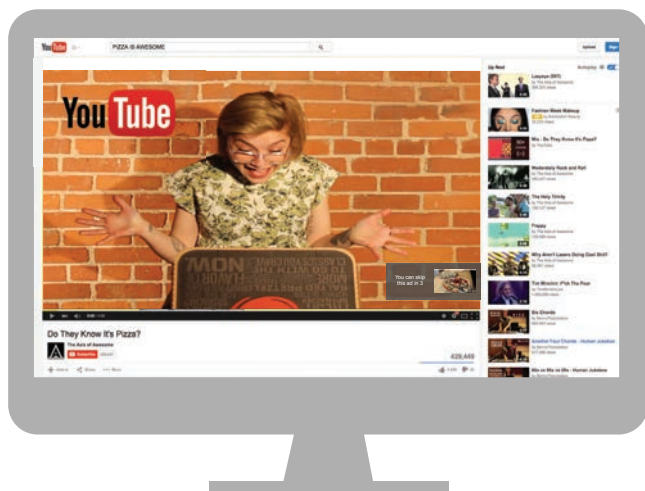
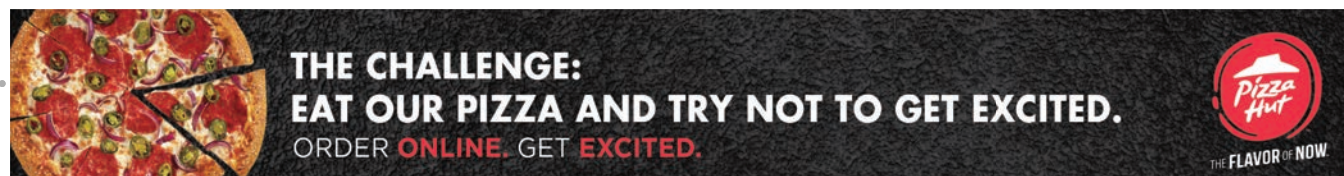
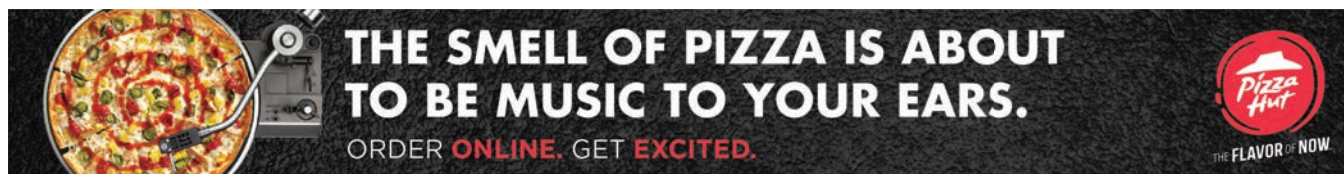
While traditional TV is still important to Millennials, they also consume TV content on other screens. To leverage that behavior, we run targeted pre-rolls during the target's favorite shows on Hulu and network websites.



## LET'S GET DIGITAL

Great digital ordering experiences start with great overall digital experiences, and great overall digital experiences encompass all aspects of the web: paid advertising, search, owned content and social presence. When you tie them all up with excitement, you're on your way to hitting the target of 75% of all orders placed online. And that's where our target is, online – even those that aren't ordering pizza online. As a matter of fact, Millennials spend an average of 35 hours online per week.<sup>4</sup> (That's a full time job!) So everything we do drives the target to different points of entry.

We use direct buys on websites that index high with our target. Buying this way ensures prominent placement and the ability to contextually target, as well as the opportunity to retarget our ads if the prospect doesn't complete the ordering process.



We purchase directly for websites: IMDb.com, ESPN.com, VEVO.com, MTV.com, Urbanictionary.com, gamefaqs.com, and NFL.com so we can match the ads to the site content.



YouTube indexes high with our target so throughout our campaign, we hold a constant presence with pre-roll video in video categories our target favors.






## LET'S KEEP GETTING DIGITAL

As the most cost-effective way to microtarget our segments, we utilize programmatic buying with a combination of static and animated banners. It also delivers low CPM and high reach. We have the opportunity to test which executions pull best, with the option to change up what product, copy, animation and call-to-action is used – now that's exciting! These are examples of 12 different banner ads we run to target each segment.




**ORDERING ONLINE  
IS AS EASY AS  
ORDERING ONLINE.**

ORDER **ONLINE**. GET **EXCITED**.




THE FLAVOR OF NOW



**THERE'S ONLY ONE WAY TO FIND OUT  
WHY PIZZA'S MORE EXCITING ONLINE.**

ORDER **ONLINE**. GET **EXCITED**.



THE FLAVOR OF NOW




**SEND YOURSELF THE GIFT OF PIZZA.  
WE'LL EVEN PUT IT IN A BOX FOR YOU.**

ORDER **ONLINE**. GET **EXCITED**.




THE FLAVOR OF NOW



**YOU KNOW WHAT'S EXCITING? NOT COOKING.**

ORDER **ONLINE**. GET **EXCITED**.



THE FLAVOR OF NOW



**IF OUR SRIRACHA  
CRUST COULD PUNCH,  
IT'D BE A KNOCKOUT.**


ORDER **ONLINE**. GET **EXCITED**.




THE FLAVOR OF NOW

**ORDERING PIZZA IS EXCITING.  
SO IS GOING TO SYDNEY. DO BOTH.**

ORDER **ONLINE**. GET **EXCITED**.



THE FLAVOR OF NOW




**WE'RE ADDING FREE PRE-RELEASED MUSIC TO  
YOUR ORDER. SYNC YOUR TEETH INTO THAT.**

ORDER **ONLINE**. GET **EXCITED**.




THE FLAVOR OF NOW



**DELIVERING MORE THAN PIZZA.  
WITHOUT THE DELIVERY CHARGE.**

ORDER **ONLINE**. GET **EXCITED**.



THE FLAVOR OF NOW



**COVER ALL YOUR BASES.  
GET BREADSTICKS TOO.**


ORDER **ONLINE**. GET **EXCITED**.




THE FLAVOR OF NOW

**GINGER BOOM BOOM CRUST IS EVEN MORE  
EXCITING TO EAT THAN IT IS TO SAY.**

ORDER **ONLINE**. GET **EXCITED**.




THE FLAVOR OF NOW




**GOOD THINGS COME IN SMALL PACKAGES.  
EXCITING THINGS COME IN PIZZA BOXES.**

ORDER **ONLINE**. GET **EXCITED**.




THE FLAVOR OF NOW



**SOME PEOPLE SAY MONEY BUYS PIZZA.  
THEY'RE RIGHT.**

**\$9.99**

ORDER **ONLINE**. GET **EXCITED**.

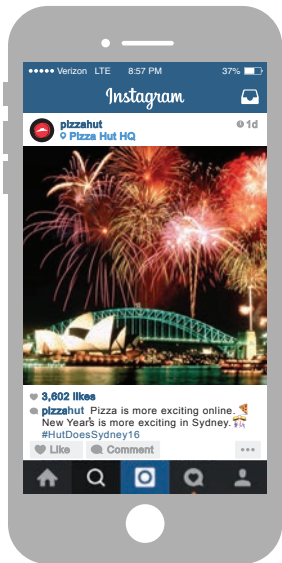


THE FLAVOR OF NOW

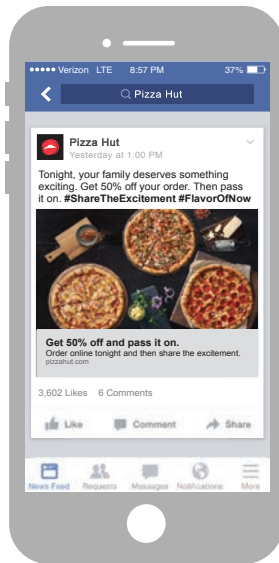
## PROVOKING EXCITEMENT, SOCIALLY

According to eMarketer, 84% of Millennials are active social users. And when they get excited, their first instinct is to share on a social platform that gets them, a platform that speaks their language.

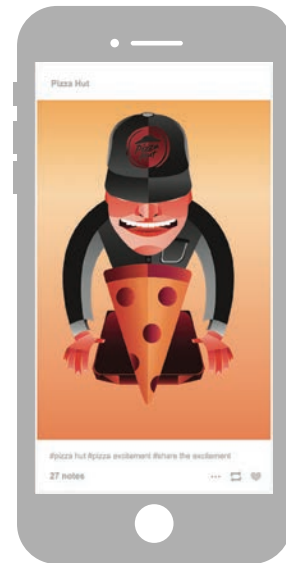
Our strategy is to respect and celebrate each social community by translating Pizza Hut's branded message of excitement into each platform's language. While the social content can live on its own, it is also well-integrated with the rest of our campaign theme. We seize the opportunity to add to the digital conversation and grow our digital presence by posting content worth sharing.



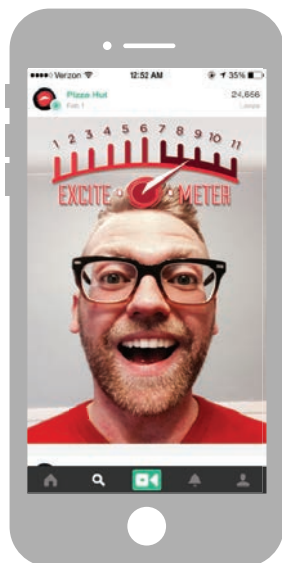
For Instagram, we use high quality visuals to tell our story of excitement as well as feature current promotions.



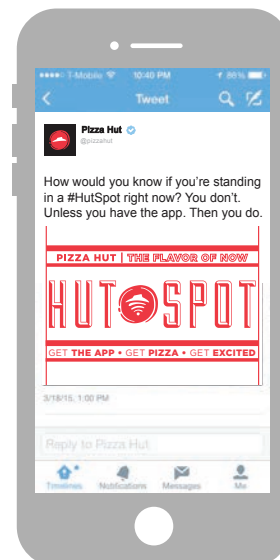
Facebook is our hub for information distribution. Sweepstakes, new rewards, product shots and promotions are served to Pizza Hut's millions of followers.



On Tumblr, Pizza Hut will blog pizza gifs, pizza pop art and other pizza-related posts pulled from the depths of the Internet to a community that responds to relatable and unbranded content.



We use Vine to leverage our target's love for pizza by posting hilarious videos chronicling the ordering process.

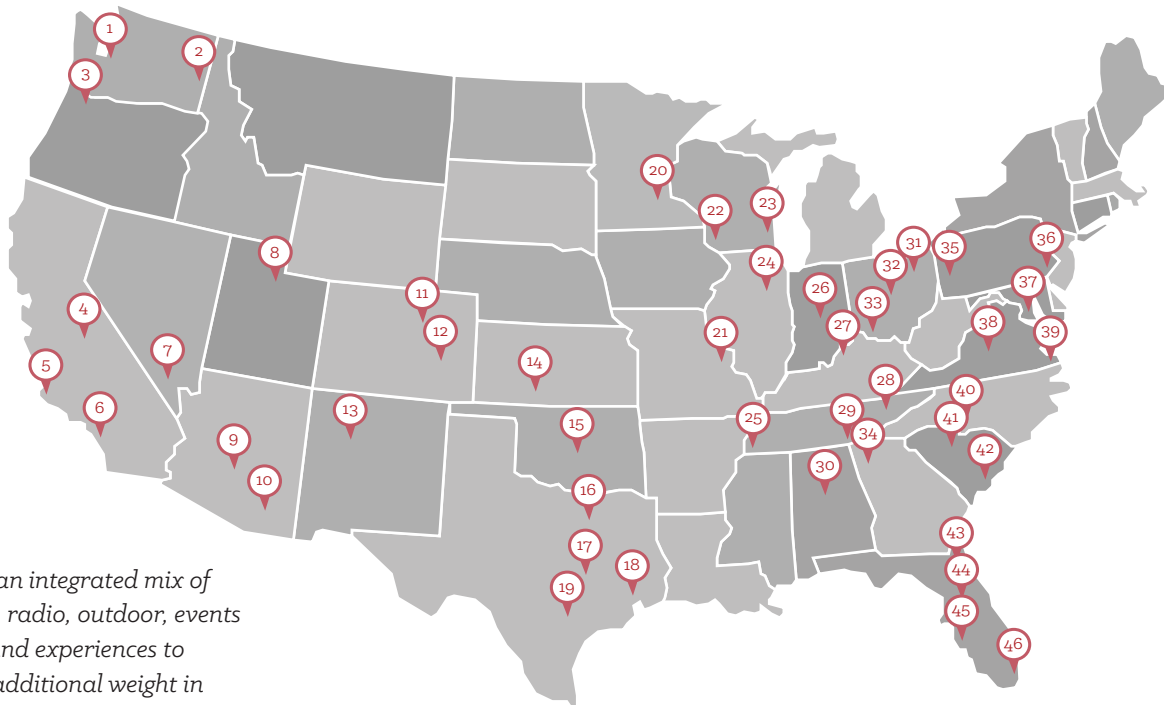


We use Twitter to respond to followers' tweets with excitement, and to connect Pizza Hut with relevant trends.

## LET'S GET REGIONAL

Keep it simple, make it significant. Our regional strategy does just that. We launch a regional campaign targeting 46 DMAs, which deliver 50% of the MF 18-34 population.<sup>1</sup> We select the DMAs with the highest category development indices (CDIs) that are dominated by the three major chains, rather than independents. Our strategy is to protect our strongest markets while targeting non-Pizza Hut digital users, specifically Domino's and Papa John's digital customers.

*A full list of DMAs can be found on page 26*



*We use an integrated mix of spot TV, radio, outdoor, events and brand experiences to deliver additional weight in these key markets.*

## RADIO

According to MRI+, our target indexes high as heavy listeners to traditional radio. Radio spots run during Afternoon and Evening Drive Time when our target is commuting, hungry and thinking about their next meal. We'll run on formats that index high with MF 18-34, using each DMA's top contemporary stations such as KVGQ-FM 106.9 in Las Vegas.



### PIZZA HUT | RADIO SPOT | PIZZA & MUSIC :30

**MUSIC:** Original Content

**VO:** (Spoken with excitement and a purpose)

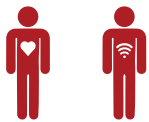
You know what's exciting about pizza besides that it's pizza? It's pizza that now comes with music. For every pizza you order, Pizza Hut will give you an exclusive Spotify playlist while you wait for your delivery. In other words, you can dance around your kitchen, guilt free for half an hour while you mentally prepare yourself for the excitement that is pizza. But this offer is only for a limited time. So get online, get ordering, and get excited. Pizza Hut. The Flavor of Now.



## LET THERE BE HUT SPOTS AND LET THEM BE DIGITAL

The red roof is an iconic symbol of Pizza Hut. We leverage the equity of the roof by integrating it into a new identifier for Hut Spots. By creating these branded locations in key markets, we take the Pizza Hut experience and move it out of the restaurant. The Hut Spots also get the target to think of Pizza Hut digitally, making it easier to achieve our objectives.

Hut Spots use beacon technology to send notifications to Pizza Hut app users within 100 feet. When opened, the Hut Spots give customers access to exclusive deals and prizes, but they have to be redeemed within one day, building a sense of urgency. The Hut Spots also act as new points of entry for the target.

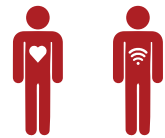


*We also put Hut Spots in unexpected places to increase the excitement of finding one.*

*To create awareness, we use bus shelter ads near locations our target frequents. We scheduled 60 boards in each market.*

LET THERE BE HUT SPOTS AND LET THEM LIVE IN OTHER MEDIA

In our 46 DMAs, we run :15 spots to create awareness of Hut Spots and extend the Hut Spot excitement to a broader audience. The spots drive the target to download the app if they don't already have it, and enter the promotional code to get access to Hut Spot exclusive deals. In essence, we've turned people's living rooms into Hut Spots.



HUT SPOT :15 SPOT



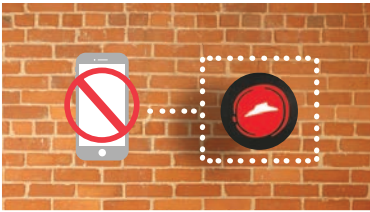
Action: Hut Spot logo appears on brick wall.  
VO: Wherever you are just became a Hut Spot.  
FX: Cut in, cut out.



Action: Pan down from Hut Spot logo onto Mike looking curious.  
VO: Which means wherever you are just became the most exciting place in the history of all things exciting.  
FX: Cut in, cut out.



Action: Code appears on brick wall.  
VO: Enter this code in your Pizza Hut app before your show ends.  
FX: Cut in, cut out.



Action: Image of smartphone being crossed out while the app is shown on the right.  
VO: Don't have it? Download it.  
FX: Cut in, cut out.



Action: Mike is shown excited about the deals he is hearing.  
VO: To claim the pizza deals you deserve, the trips you haven't been on.  
FX: Cut in, cut out.



Action: Mike abruptly takes off headphones and looks intrigued.  
VO: And the music no one else has.  
FX: Cut in, cut out.



Action: Mike gets off couch and walks off screen while text appears on brick wall.  
VO: Because pizza is more exciting online  
FX: Cut in, cut out.



Action: End tag.  
VO: Pizza Hut. The Flavor of Now.  
FX: Cut in, cut out.

HUT SPOT RADIO SPOT

PIZZA HUT | RADIO SPOT | HUT SPOT :30

MUSIC: Original Content

VO: (Spoken with excitement and a purpose)

Why would you order pizza without the deals? Probably because you're just as excited about pizza as we are at Pizza Hut. But also because you're probably not standing in a Hut Spot. Which leads us to our next question. Why are you standing where you're standing when you could be standing in a Hut Spot? The best pizza deals only exist in Hut Spots and Hut Spots only exist if you download the Pizza Hut app. So download it and get the deals you deserve because pizza's more exciting on the app. Pizza Hut. The Flavor of Now.

..... We run radio to encourage this segment to download the app and take advantage of exclusive offers.

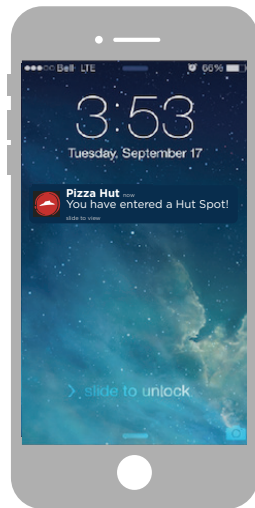


## EXCITEFEST...NEED WE SAY MORE

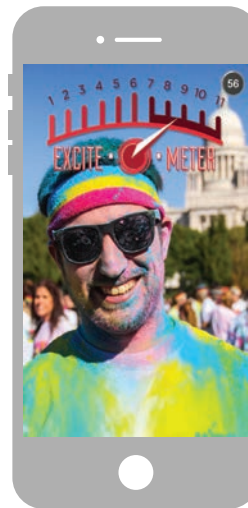
To make Pizza Hut more relevant, we leverage the target's love for music and getting together with friends. We do this by partnering with Nexus, a company that specializes in event planning. We take exciting events such as Slide the City, Lantern Fest and Color Me Rad to the next level as the only national sponsor. In addition, these events provide countless shareable moments that can be posted to social media.



The events launch during the first weekend of our campaign and run in July in all 46 DMAs.



Events feature Hut Spots that the target can use to get VIP access and claim various giveaways.



We use sponsored Snapchat Stories so the target can share and participate in everyone's excitement.

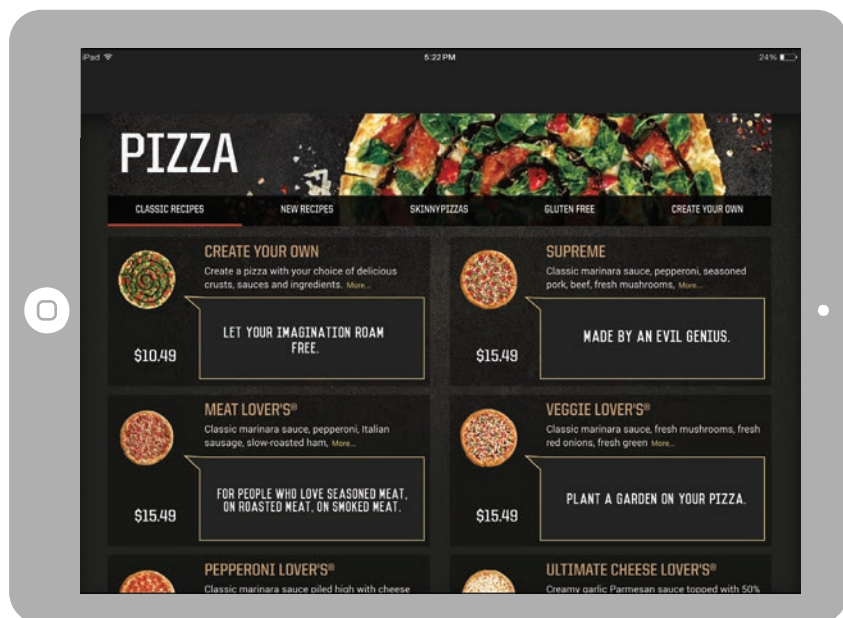


In the event DMAs, we use this pizza box as a medium to increase awareness. We also feature the scannable Snapchat icon on the inside of the pizza boxes. When scanned, it gives users access to exclusive behind-the-scenes content.

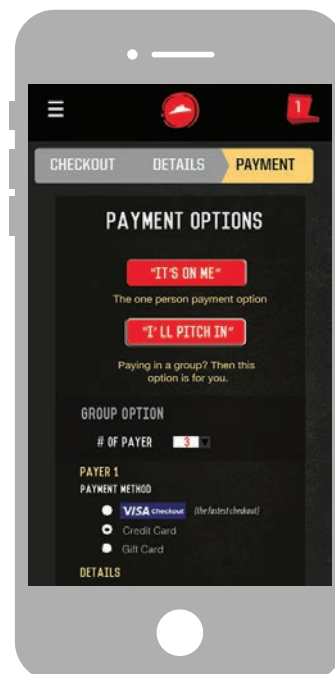


## LET'S GET TO IT ALREADY!

Our primary research showed that 86% of the target said Pizza Hut's online ordering platforms were easy to use, but didn't include any distinguishing features. So to create the greatest digital ordering experience in the category, we approached our redesign in two ways: first, with a simple navigation reorganization, second, by identifying points to which we could add excitement. This transforms the experience from a purely ecommerce one to an entertainment one.



Callouts are geotargeted and personalized based on previous orders.



### DIGITAL CALLOUTS

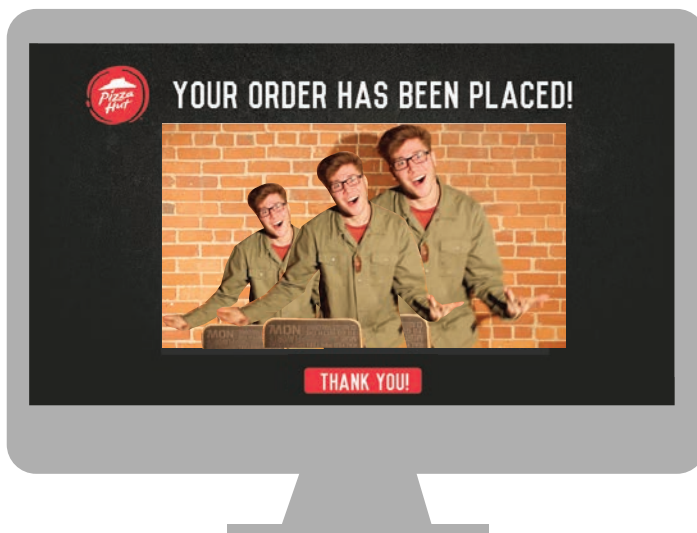
Callouts add excitement to the user's experience while bringing Pizza Hut's brand voice to life.

### GROUP PAYMENT AT CHECKOUT

We make IOUs a thing of the past with group checkout and encourage Visa Checkout to cut down time on their ordering process.

### SUBMIT ORDER

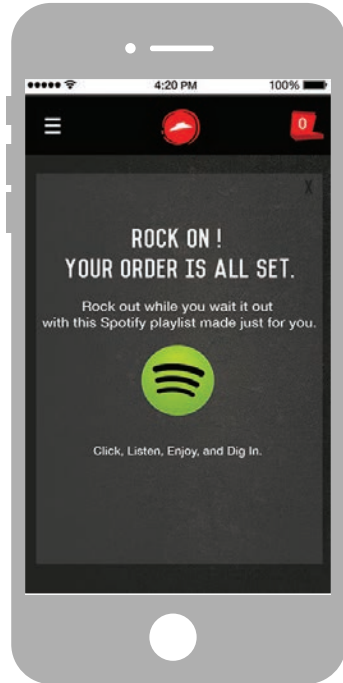
Pizza anxiety sets in the moment users click the order button. We combat this by adding instant excitement with hilarious videos thanking customers for their order.



## WAITING IS THE HARDEST PART

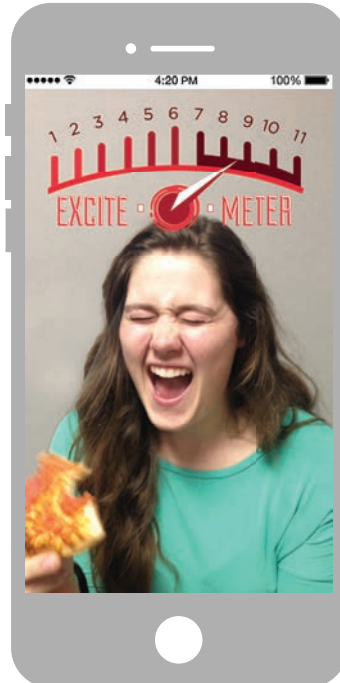
### SPOTIFY

Waiting becomes more exciting when we give away free pre-released playlists.



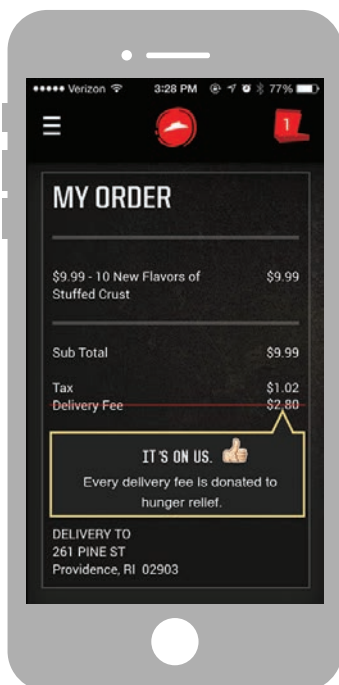
### EXCITE-O-METER

The Excite-O-Meter leverages how excited people get about their pizza. We prompt them to use the Excite-O-Meter to capture and share their pizza excitement.



## PIZZA WITH A PURPOSE

According to MSL Group, 69% of Millennials want brands to make it easy for them to get involved in giving back. We allow them to do just that while keeping the focus on Yum! Brands' efforts to aid hunger relief.



### DELIVERING CHANGE

During the month of December, Pizza Hut incentivizes the target to order online by covering their delivery charge and matching it to donate to hunger relief.

### ROUND UP TO BRING HUNGER DOWN

We offer the target the opportunity to round-up to the nearest dollar on their final order amount and donate the change to hunger relief.



## SWEEPSTAKES ARE EXCITING TOO

And you know what makes them really exciting? When you don't know what you'll win. Our sweepstakes entice the target to order online, as rewards are randomly distributed throughout the ordering process. Prizes range from free breadsticks, to vintage Pizza Hut memorabilia and even fabulous New Year's vacations.

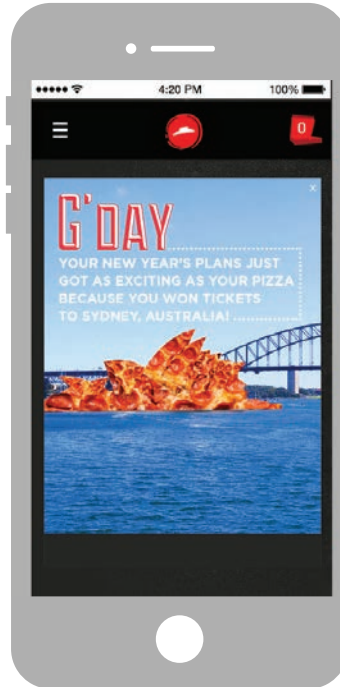


### PIZZA HUT | RADIO SPOT | SYDNEY :30

**MUSIC:** Original content

**VO:** (Spoken with excitement and a purpose)

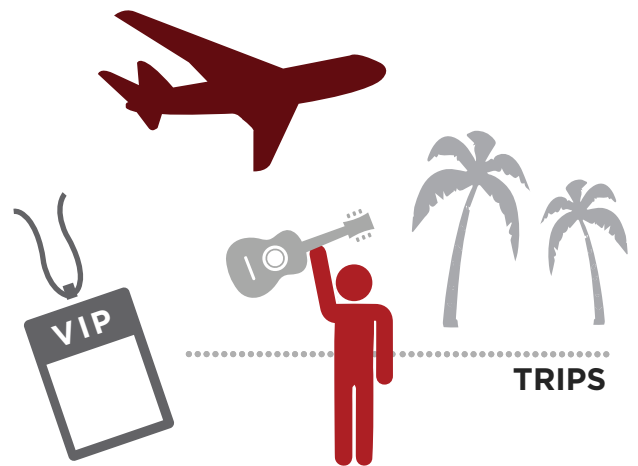
Stop what you're doing and go to Pizza Hut's website right now. Because your New Year's plans just got really exciting. Before the ball drops in New York City, you could be experiencing it all firsthand from Sydney, Australia. That's right. You could be having your very own midnight kiss in the capital of the land of kangaroos. So go online and place your order to have your name entered. Because pizza is more exciting online and New Years is more exciting in Sydney. Pizza Hut. The Flavor of Now.



## PIZZA PERKS

According to MarketingCharts.com, six out of ten Millennials are willing to switch brands if they have a loyalty program. So we designed one to excite our customers.

But instead of boring giveaways, we reward members with exciting stuff. And by integrating this into the online ordering process, the Pizza Hut user experience becomes better.



CONCERT + VIP EVENT ACCESS



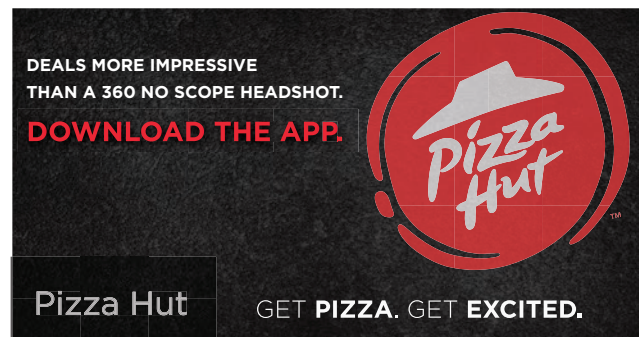
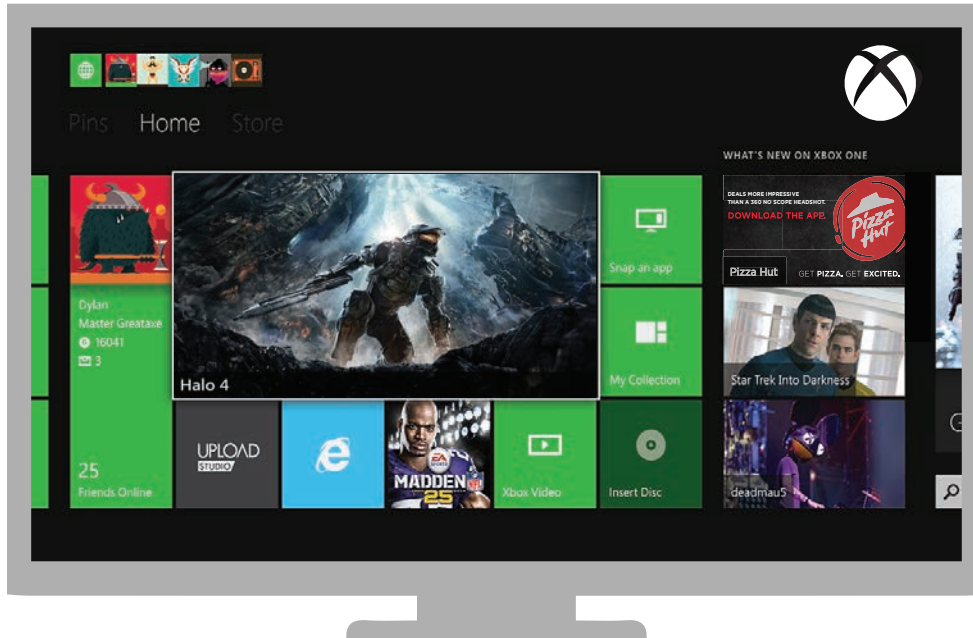
VINTAGE PIZZA HUT MEMORABILIA



MUSIC

## XBOX STRATEGY

We place in-game ads on Xbox to let gamers know they can order Pizza Hut directly through their consoles. To create awareness for this point of entry, we direct-buy banner ads on popular gaming websites like gamesfaq.com.



## LET'S KEEP SEARCHING

We buy Google Adwords to have a significant presence when our target searches for pizza. Using SpyFu.com, we monitor what keywords our competitors bid on, so we can ambush and bid on the same ones, reaching Domino's and Papa John's digital customers.

Additionally, we employ a behavioral nudge strategy by moving the Website button to the far left on our ads as a small way to encourage online ordering over phone ordering.

### [The Best Pizza Deals](#)

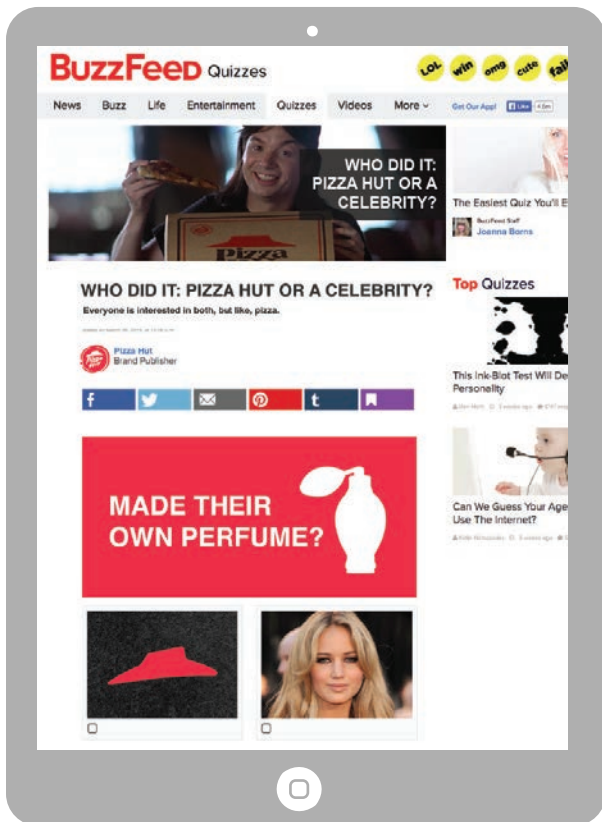
Exciting pizza deals and promotions  
[pizzahut.com](http://pizzahut.com)

### [Pizza Near Fargo](#)

Combinations to get excited about!  
[pizzahut.com](http://pizzahut.com)







## SOMETHING TO BUZZ ABOUT

According to Digiday, more than half of Millennials visited BuzzFeed at least once during October 2014. We leverage the site's ever growing popularity with Millennials and sponsor engaging, softly branded content the target can easily share.



## COMCAST PARTNERSHIP

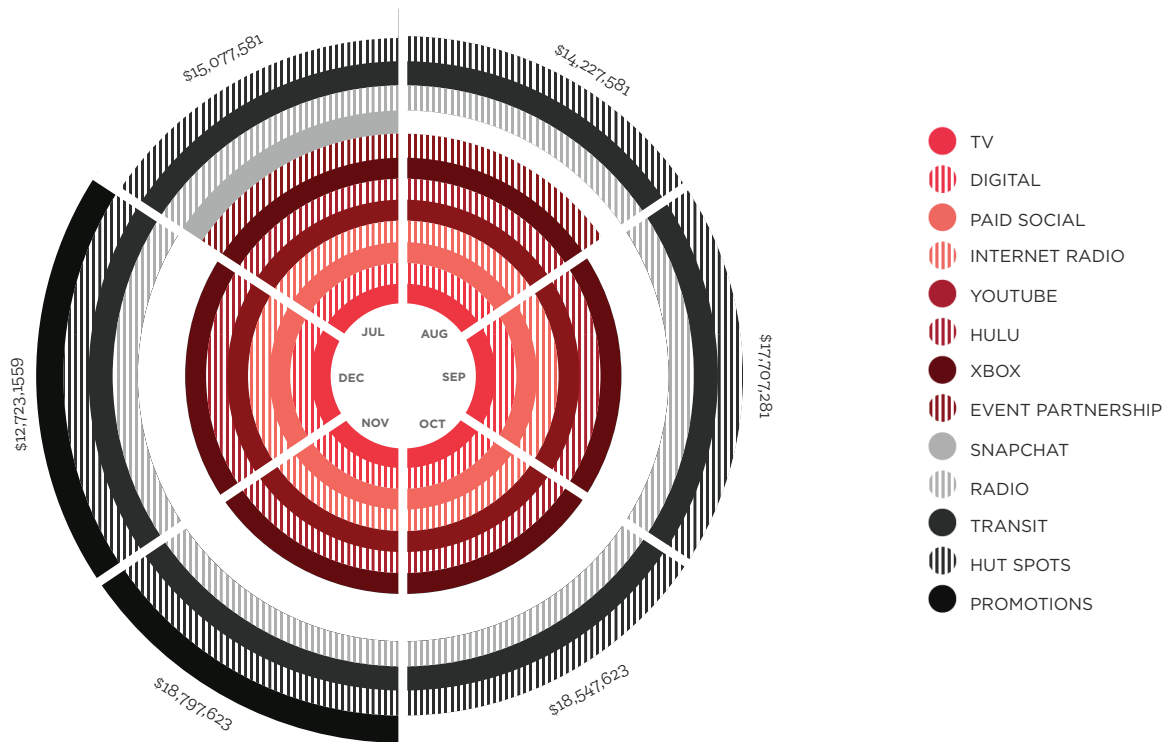
What's better than movies and popcorn? Movies and pizza. Our partnership with Xfinity Comcast gives Pizza Hut an additional point of entry by bundling ordering with on demand movies.

We promote ordering on low volume pizza nights to boost sales. Comcast's new microtargeting opportunities allow us to focus on selected DMAs and match the ad content to the featured film.





## MEDIA SCHEDULE + BUDGET



## EVALUATION

To track Pizza Hut's positioning digitally, we administer pre/post surveys to see if our advertising puts Pizza Hut as the top choice for digital ordering.

We also track the engagement with Hut Spots by measuring how many people opt-in and order using the app. We monitor social engagement using Radon 6 and Yum! Brands' Social Hive.

Google AdWords allows us to track the effectiveness of paid search and we monitor CTR on banner ads, both direct-buy and programmatic, to evaluate the success of our digital buy.

We also monitor increases in app downloads, enrollment in our new loyalty program and participation in cause marketing and events.

MEDIUM	COST	IMPRESSIONS
National TV	\$63,373,617	4,884,600,000
Spot TV	\$9,990,981	372,672,235
Hulu	\$400,000	14,488,000
Cable Partnership	\$100,000	
Radio	\$3,872,700	398,763,255
Spotify	\$800,000	66,700,000
Pandora	\$360,000	36,000,000
Transit	\$749,550	172,472,410
Hut Spots	\$200,000	6,667,000
Display	\$10,500,000	1,500,000,000
Search	\$1,234,000	822,666
YouTube	\$850,000	47,200,000
Facebook	\$1,000,000	100,000,000
Twitter	\$800,000	69,025,000
Snapchat	\$750,000	530,500
BuzzFeed	\$100,000	2,916,666
Trip Partnership	\$100,000	
Xbox	\$350,000	15,217,391
Event Partnership	\$1,150,000	4,600,000
Cause Marketing	\$500,000	
Total	\$97,180,848	7,688,075,123
Budget	\$120,000,000	
Contingency	\$22,819,152	

## WE DELIVERED.



### **POSITION PIZZA HUT AS THE TOP CHOICE FOR CUSTOMERS WHO ORDER PIZZA DIGITALLY.**

We did this and more by shifting the target's perception of Pizza Hut from a dine-in location to a digital brand experience, with an engaging message strategy that's integrated offline and online, a greater digital media spend and Hut Spots that drive customers online through TV, radio and outdoor.



### **PROVIDE THE GREATEST DIGITAL ORDERING EXPERIENCE IN THE CATEGORY.**

We did this and more by winning the digital waiting period turning pain points into opportunities to excite customers with digital callouts, loyalty and cause marketing programs and exciting sweepstakes and promotions.



### **REACH THE TARGET OF 75% OF ALL ORDERS DONE ONLINE AND MOBILE.**

We did this and more with a highly targeted media and creative strategy dedicated to driving users online by changing ordering behavior, increasing loyalty for Pizza Hut and stealing market share, resulting in a \$425 million increase in sales.

SOURCES

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AdMall  
Advertising REDBOOKS  
Avi Goldfarb, Ryan C. McDevitt, Sampsa Samila, and Brian Silverman  
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Cause Marketing Forum  
Deloitte: Digital Democracy Survey  
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<sup>2</sup> Nielsen  
NY Daily News  
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Primary Research  
QSR Magazine  
Slate.com  
SSI  
<sup>3</sup> Stradegy  
Statista  
SpyFu.com  
Tech Crunch  
<sup>1</sup> U.S. Census  
Thebillfold.com  
Variety  
Washington Post  
Yum! Brands Annual Report 2014  
ZappiStore

REGIONAL DMAs

1. Seattle, WA	24. Chicago, IL
2. Spokane, WA	25. Memphis, TN
3. Portland, OR	26. Indianapolis, IN
4. Fresno, CA	27. Louisville, KY
5. Los Angeles, CA	28. Knoxville, TN
6. San Diego, CA	29. Chattanooga, TN
7. Las Vegas, NV	30. Birmingham, AL
8. Salt Lake City, UT	31. Cleveland, OH
9. Phoenix, AZ	32. Columbus, OH
10. Tucson, AZ	33. Cincinnati, OH
11. Denver, CO	34. Atlanta, GA
12. Colorado Springs, CO	35. Pittsburgh, PA
13. Albuquerque, NM	36. Philadelphia, PA
14. Wichita, KS	37. Washington, DC
15. Oklahoma City, OK	38. Richmond, VA
16. Dallas, TX	39. Norfolk, VA
17. Austin, TX	40. Charlotte, NC
18. Houston, TX	41. Columbia, SC
19. San Antonio, TX	42. Charleston, SC
20. Minneapolis, MN	43. Jacksonville, FL
21. St. Louis, MO	44. Orlando, FL
22. Madison, WI	45. Tampa, FL
23. Milwaukee, WI	46. Miami, FL