



# Pizza Hut



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# EXECUTIVE SUMMARY

Pizza Hut has been delivering delicious family dining experiences through traditional phone service since 1958. Today, according to PMQ Pizza Magazine, industry-wide telephone orders are falling; just 55% of customers now typically order pizza by phone compared to 64% in 2012. More of them—especially Millennials—prefer online ordering.<sup>[1]</sup> Spark has produced a campaign that positions Pizza Hut as the top choice for digital ordering, creates excellent digital ordering experiences, and increases orders placed through Pizza Hut's digital system to 75% of total orders. Our consumer research revealed one universal factor that is crucial in motivating Millennials to use Pizza Hut's digital ordering system while achieving our goals.



We create concepts that ignite lasting brand relationships.

# SWOT ANALYSIS

[9,10,11,12,13]



# COMPETITOR ANALYSIS



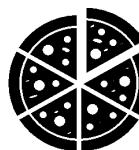
**DOMINO'S** relates to a trendy, young audience on social media by using pop culture references and witty copy. Those who order digitally can use Dom, the voice ordering option, and track their order from beginning to end with the Domino's Tracker®.<sup>[2]</sup> At the end of 2014, the brand generated approximately 50% of US sales from its digital channels.<sup>[3]</sup>



**PAPA JOHN'S** promotes their ability to make quality pizza with "better ingredients." Papa John's is the official pizza sponsor of the NFL, Super Bowl, and the New York Yankees.<sup>[4,5]</sup> They place a heavy emphasis on sales promotions. In 2014, Papa Rewards was the favorite loyalty program in dining/QSR.<sup>[6]</sup>



**LITTLE CAESARS** reported \$2.9 billion in sales last year.<sup>[7]</sup> It is currently the fastest growing chain within the pizza industry. Little Caesars has no online or mobile ordering option, and its menu has little variety. It emphasizes the low price of its pizza and the convenience of its Hot-N-Ready options.<sup>[8]</sup>



**LOCAL PIZZA SHOPS** typically have a weak digital presence. However, they are able to reach a wide consumer base by utilizing third party ordering systems such as GrubHub. Local restaurants have a competitive advantage over national chains due to their perceived quality, variety, and the customers' desire to support local businesses.<sup>[14]</sup>



# THE CHALLENGE

By the end of 2015:

- ▶ Position Pizza Hut as the top choice for consumers who order pizza digitally.
- ▶ Create the greatest digital ordering experience in the category.
- ▶ Reach the goal of 75% of all Pizza Hut orders completed digitally.

**72** DIGITAL TESTS

**24** EXPERIENTIAL TESTS

**1,140** SURVEYS COMPLETED

**70** INTERVIEWS COMPLETED

**2** FOCUS GROUPS CONDUCTED

**17** EXPERTS FOLLOWED

# RESEARCH INSIGHTS

## SECONDARY RESEARCH

To better understand Pizza Hut, its competitors, the industry, and consumers, we analyzed news sources, social media, blogs, websites and research services including Nielsen and Simmons. While immersing ourselves in this research we became more confident and even received a few accolades along the way:



*"Thanks for being top engaged members in my community this week (by <http://commun.it>)"*  
- @PMQpizzamag



*"Thanks for all you are doing for research in the name of pizza!"*  
- Melanie Addington, Social Media Director,  
PMQ.com





## TARGET MARKET RESEARCH

The first step of our consumer research was to determine the most suitable target market for Pizza Hut digital ordering.

- ▶ While consumers 18-34 years old prefer traditional ordering systems, we discovered they are open to ordering digitally.
- ▶ Our survey found that 81% of respondents included the phone as one of their ordering methods.
- ▶ Approximately half of 18-34 year olds said they were open to ordering digitally, compared to only 35% of those 35 and older.
- ▶ We found that the younger demographic was more likely to order Pizza Hut than the older cohort.
- ▶ No significant difference in responses was found between men and women.

Our research in Simmons OneView supported these findings: 18-24 year olds are 42% more likely to select Pizza Hut as their preferred Quick Service Restaurant, or QSR, and 25-34 year olds are 51% more likely to visit Pizza Hut 1-5 times a month.<sup>[15]</sup>

**Accordingly, our campaign will target men and women 18-34 years old.**

# TARGET MARKET

## [18-34]

As result of analyzing our secondary research, including Hitwise and Simmons and our surveys, focus groups, and one-on-one interviews, it became clear that our target market is made up of three unique lifestyle segments. "Strapped for cash, tech-savvy and always in a hurry, Millennials 'want what they want, when they want it,' a Buxton study found."<sup>[16]</sup>

### DIGITELLENNIALS

Sophia is a 19 year old film studies major at Arizona State University. In her free time, Sophia stays up-to-date on upcoming music festivals and plays the guitar. She streams "The Walking Dead" every Sunday with her roommates. Sophia is hyper-connected to her smartphone, constantly checks for social media updates, and chats with her friends using GroupMe. Her Instagram is filled with pictures of her sorority sisters. This is Sophia's first time living on her own and she tries to save money where she can, especially with food.



### THRIFTY CLIMBERS

A 25 year old Texas native, Brett works in sales at an insurance agency in Austin. For entertainment, he plays Madden on his Xbox 360, watches NASCAR, and stays up-to-date on his favorite sports teams with the ESPN app. Brett spends much of his free time with his friends playing pick-up basketball, hanging out at their favorite local bar, or playing poker in his apartment. Brett is more concerned with saving time than eating a homemade meal. His fridge is stocked with frozen meals and he downloads food apps for coupons.



### PRODUCTIVE PARENTS

Michelle is a 33 year old bank manager living in a suburb of Miami, FL, with her husband and son, Lucas (5). She is an avid social media user and checks her Twitter to stay on top of celebrity news. She uses her Pinterest boards to find recipes and crafts to make with her son. Her phone is her assistant, using it to make lists and keep track of her family's busy schedule. She is an active member of the local PTA and recently created an arts and crafts club for young mothers. Every Thursday night, Michelle takes a break and orders in dinner.



# PRIMARY RESEARCH

## WATCH WHAT HAPPENS

Twenty-four participants were asked to order a large cheese Pizza Hut pizza in a room equipped with a telephone, an iPhone opened to the Pizza Hut app, and a computer with Pizza Hut's website on the screen. After they successfully ordered a pizza, a member of our team interviewed each participant about their experience. Few participants were aware of all three ordering options and a majority of people did not know the Pizza Hut app existed.

**Participants said they chose a method based on what they were most comfortable with and what they thought was the easiest to use.**



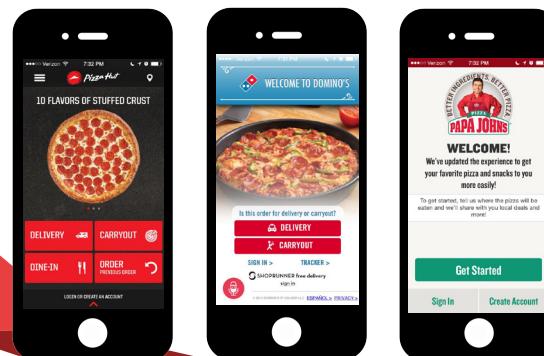
## DIGITAL TEST

This test compared Pizza Hut's digital ordering systems to our primary competitors, Papa John's and Domino's. We first conducted a pre-screen interview to establish perceptual benchmarks. Afterward, the participants were tasked with ordering from Pizza Hut and their competitors using their digital ordering systems, for a total of 72 tests. Participants were given a sample credit card to enter for testing purposes but were told not to follow through with ordering. We found that people liked digital features that had simplistic and intuitive design.

**The two most common reasons why participants avoided digital ordering were perceived difficulty and fear of digital error.**

"I didn't choose the website, because I didn't want to open the laptop, wait for the page to load, and I didn't want to put in a credit card. It takes longer in the long run. I didn't choose the app for the same reason - more so. There is more stuff to navigate."

"I don't like the Papa John's app because there were too many options that made it hard to navigate in the app"



# KEY CONSUMER INSIGHT: CONFIDENCE

Throughout all of our tests we found one common theme: confidence. Whether ordering digitally or over the phone, consumers are loyal to an ordering system based on the confidence they feel while using it. Their confidence consists of three factors:



## CONVENIENCE

The simplicity of the system and its ability to fit into daily life

When we asked people why they like ordering online, 52% wrote about convenience as the main reason they prefer that method. In our "Watch What Happens" experiment and interviews people who preferred ordering over the phone versus digital placed emphasis on convenience as well. When we asked people to draw their ideal pizza app in our focus group, all participants drew features to make ordering faster, such as a "Reorder" button on the main page.

I like ordering using a mobile app when I'm on my way home from work, so that I can time my delivery with my arrival home.

I prefer to order over the phone, it's more convenient, it's quick, there isn't any hassle even when paying with a credit card.

7



## PERSONALIZATION

How well the customer knows the system and how well the system knows the customer

When we asked people in our survey what concerns they had about digital ordering, 40% were concerned about getting their order the way they wanted it. Our interviews showed that people were more likely to keep branded company apps if they were customized towards them, such as knowing their names or recognizing their birthdays.

My favorite app is the Dunkin' Donuts because of the free coffee on my birthday, and the rewards points system.

My biggest concern ordering digitally would be that the pizza doesn't have the exact specifications I want.



## TRUST

The customers' faith in the system to work correctly and fulfill their order.

A third of our research participants expressed concern about their order not going through the digital system correctly, or at all. Respondents in our one-on-one interviews placed priority on the method they could rely on the most for order accuracy and assurance that their order was received.

I like being able to order pizza and know that someone's listening. It's validating that they're repeating the order back to me and that I can trust the person behind the phone.

I always wonder if they actually got the order when I order digitally.

# IT JUST CLICKS.

Our target audience is constantly connected – they communicate, share, discover, and live in a digital world. “It just clicks” represents the “a-ha” moment customers experience when they realize Pizza Hut’s digital ordering system is clearly the best choice.

## THE EXECUTION

Our executions use bold humor to highlight the features and usability of the online ordering system through witty euphemisms and relatable conversations. We showcase the convenience, personalization and trustworthiness of Pizza Hut digital ordering. As a result, our audience will feel confident that they will always have a successful ordering experience with Pizza Hut.

## THE COPY

Our dialogue and body copy capture the humorous appeal that scored highest among our target audience. Each advertisement suggests that the characters are speaking about a spicy subject, only to find out that the characters are actually talking about Pizza Hut’s app or website. These conversations will grab the attention of our target and motivate them to use digital ordering.

## THE ART

We maintain Pizza Hut’s current visual style throughout our campaign in order to reinforce the rebranding introduced last Fall. We combine Pizza Hut’s fresh, bright colors and fonts with relatable people in familiar settings. This complements the contemporary appeal of our advertisements and resonates with our target.

# COMMERCIALS

## 30 Seconds: Trust - "BOMBSHELL® IN BED "

A couple sitting up in bed is in the midst of a disagreement. The woman is trying to convince the man to try something different while holding an item out of frame.



**W:** I just don't understand why you won't use it.

**M:** I told you, it's uncomfortable for me.



**W:** You shouldn't feel uncomfortable. It's better this way.

**M:** How can we be sure?

**W:** We won't have to worry. Even Liz got Dave to use it and they swear it works every time. Just try it.



**He glances at what's in her hand.**

**M:** Fine. I'll try it. But only because I love Pizza Hut and—



**W:** And me.

**M:** And you. Can we get wings too?



*Girl hands him the phone in her hand that is showing the app.*

**W:** Yeah, as long as I can get the Bombshell pizza. It's all on the app, take a look.



**Voiceover:** Order from the Flavor of Now menu online at [PizzaHut.com](http://PizzaHut.com) or download the app. It just clicks.

**Hand clicks on logo.**

# COMMERCIALS



30 Seconds: Personalization

## "MEAT LOVERS® IN THE CAFE"

Three women, all in their early 30's, are sitting around a table at a coffee shop. One woman begins to gossip about her night. The audience is led to believe that she's talking about an intimate experience. The end of the commercial reveals that she is actually talking about the personalization of the Pizza Hut app.



15 Seconds: Personalization

## "NSFW?"

Two 26 year-old men are in an office looking at a computer screen. Their dialog makes it seem as though they are looking at inappropriate pictures but the viewers soon learn that the men are enthusiastically checking out PizzaHut.com and ordering online. Their conversation highlights how PizzaHut.com allows for personalization.

## "HOT AND TWISTED™ IN THE KITCHEN"

After work, a husband and wife have a flirtatious conversation in their kitchen. It sounds as though they are planning to head to the bedroom before their kids get home, but viewers soon learn that they are referring to how quickly they are able to order from the Pizza Hut app. The convenience of the app will allow them to have dinner by the time their kids arrive home.



15 Seconds: Convenience

# ONLINE RADIO

## 30 seconds: Personalization - "COFFEE SHOP"

**SFX:** (Background sounds of a coffee shop in and under.)

Female Voice 1: Girls, let's talk. I tried it last night.

Female Voice 2: Did you really? How did it go?

Female Voice 1: It was SO GOOD. So sleek, so simple to use. I was hesitant at first, but it followed through. It's like it knew what I wanted before I did.

Female Voice 2: And you just did it by yourself?

Female Voice 1: Well yeah, and then Bobby came over, and I showed it to him and he was really into it. I was surprised because he's usually so traditional.

Female Voice 2: This sounds amazing...can we do it now?

Female Voice 1: Sure, just download the Pizza Hut app! (short pause) Pretzel crust?

Male Narrator: Click the banner to order from the Flavor of Now menu or download the Pizza Hut app. (SFX: clicking noise.) It just clicks.

A screenshot of a mobile device displaying a radio application. The top part shows a digital radio interface with playback controls (play, pause, volume). Below this is a social media feed with a post from 'My Profile'. The main content area features a large advertisement for Pizza Hut with the text 'WANT TO GET SAUCY?' and an image of a pizza. To the right of the ad, there is promotional text about classic marinara, creamy garlic, and barbecue flavors, and a call-to-action 'Order Now' with a link to download the app. The bottom of the screen shows a partial view of a pizza.

# TRANSIT ADS

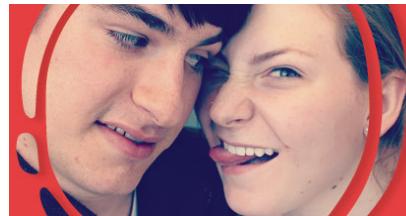
BUS AND TRAIN SHELTER



# BANNER ADS

LEADERBOARD (728 X 90)

FRAME 1



**WE'RE GONNA GET SAUCY**

**Order Now**



It just clicks.

FRAME 2



...by ordering pizza with an extra barbecue drizzle from  
[PizzaHut.com](http://PizzaHut.com)

**Order Now**



It just clicks.

LARGE RECTANGLE (336 X 280)

**WE LIKE TO MIX IT UP.**

This week we got Fiery Red Pepper crust, last week was Toasted Cheddar. We knew Pizza Hut's app would get it right - and they delivered.

**Order Now**

It just clicks.

MOBILE LEADERBOARD (320 X 50)



**WE'RE GONNA GET SAUCY**

**Order Now**



It just clicks.

# BRAND ACTIVATION

**OUR STRATEGY:** "Millennials want to be active co-creators; they want to interact with brands and interact with their food—which is the exact model of fast-casual pizza concepts." We will persuade our target to engage digitally with Pizza Hut through activations that highlight convenience, personalization, and trust. By utilizing experiential, digital, and promotional tactics, with themes that are important to our consumers, we will connect with them on a personal level. Our vehicles provide instant gratification and reward consumers for digital ordering. Brand activations are marked with icons to represent their fulfillment of our three-pillared confidence strategy:



CONVENIENCE



PERSONALIZATION



TRUST



## PIZZA WHEEL

When redeeming promo codes, customers can enter them online or within the mobile app. After a code is entered, a prize wheel resembling a pizza will appear for customers to virtually spin. Once the wheel stops, a pizza slice will reveal the discount or food item won.



## LICENSE

To revitalize the Hut Lovers Membership, we will introduce the Slicense Rewards Program in an effort to reinforce digital ordering by saving previous orders, rewarding customer loyalty, and increasing customer lifetime value. Each customer's unique Slicense ID number will save account information and repeat purchases, making it convenient for future orders. Users can customize the look of their Slicense by adding a photo and their purchases will allow them to progress through three tiers: Learner, Junior and Full Slicense.

**Learner:** After every order, customers have one chance to spin the Pizza Wheel.

**Junior:** Customers receive their Junior Slicense after purchasing 8 orders. They will receive one free order of breadsticks per month and continue to spin the Pizza Wheel after every order.

**Full:** Customers receive their Full Slicense after purchasing 12 orders with their Junior Slicense. They will receive one free order of breadsticks per entree order and continue to spin the Pizza Wheel after every order.

## XBOX AND HULU

Pizza Hut customers who order from Xbox and Hulu will receive a personalized, platform-specific sticker on their pizza box. The sticker will feature a peel-off promotional code for an instant sweepstakes.

Prizes included are:

- Breadsticks, soda, or dessert
- One month subscription to Xbox Live Gold or Hulu+
- One year subscription to Xbox Live Gold or Hulu+
- Pizza Hut for a year

Customers will be prompted to enter their email address to redeem their prize and will be prompted to register for their Slicense.



**Game On,**  
*Brandon*



Peel now for your chance to win  
free pizza, sides, or a subscription to

**XBOX  
LIVE**

The graphic features the Pizza Hut logo at the top left. In the center, the text "EVERYONE GETS LUCKY AT #APPYHOUR" is displayed in bold, white, sans-serif font. Below this, there's a photograph of a cocktail glass filled with a red drink and garnished with breadsticks. To the right of the photo, the text "Half-priced flavor sticks, wings, desserts and beverages, EVERY MONDAY 4 - 8 P.M. with the purchase of any entree on the Pizza Hut app or through XBOX 360." is written. At the bottom left, there's a photograph of breadsticks, and at the bottom right, there's a photograph of a smartphone displaying the Pizza Hut mobile app interface.

## APPY HOUR

To increase sales on the slowest day of the week, each Monday from 4-8 pm, Pizza Hut will run a promotion called Appy Hour for customers who order via the Pizza Hut mobile and Xbox 360 apps. Customers are able to order half-priced sides, desserts and beverages. We will encourage customers to share a picture on Instagram of themselves enjoying Pizza Hut using the hashtag #AppyHour. Leading up to Appy Hour, we will remind consumers of the promotion by sharing pictures of the discounted items on our Snapchat Story.



## MOBILE KITCHEN

We will bring a fun, interactive ordering experience to NASCAR fans by taking the Pizza Hut Mobile Kitchen to the Ford 400 in Miami. The Mobile Kitchen is a customized tractor trailer where fans can create personalized pizzas on large, built-in touchscreens that mirror the look and functionality of the Pizza Hut mobile app. In addition, using a specific geotagged locale, consumers can order pizza to be delivered directly to their seat. Current app users will be sent a push notification informing them of the in-stadium delivery option during the race. To increase participation, brand ambassadors will have cozies, thundersticks and other branded fan-gear to distribute and encourage app downloads.

Our Mobile Kitchen will also appear at music festivals, state fairs, urban office areas, and other large sporting events in our key market areas.



## MAKE CHANGE

As part of our corporate social responsibility initiative, Pizza Hut's "Make Change" is a philanthropic opportunity that's simple and fulfilling for Pizza Hut and its customers. At checkout, both digitally and in-store, customers will have an option to round their total to the nearest dollar. Pizza Hut will match it and donate the change to Feeding America, a nationwide network of 200 food banks that feeds more than 46 million people annually.



# PIZZAPOCALYPSE

On Halloween, we will stage PizzApocalypse. When customers call their local Pizza Hut to place an order, a pre-recorded message will explain that while our phone lines are down due to the zombie apocalypse, customers can still order digitally. While this message will drive online and app orders, customers will be given an option to order over an "emergency phone line." The PizzApocalypse will increase customer trust with digital ordering by showing that even in unexpected situations, Pizza Hut digital ordering will always be available to customers. Throughout the day, pizza will be delivered in a specially-designed box featuring a perforated machete to defend against "zombies."

## TO PROMOTE THE PIZZAPOCALYPSE:

- Pizza Hut will stage a press conference about the PizzApocalypse featuring Pizza Hut CEO, David Gibbs.
- Paid social media posts will compliment our PizzApocalypse-themed takeovers on Pizza Hut's social media. Of course, our digital ordering platforms will remain "uninfected."
- Press kits will be distributed to generate earned media on sites such as reddit and The Huffington Post. Delivered in our limited edition PizzApocalypse box, kits will include a list of zombie survival tips and photos of the campaign elements.
- Native advertising will be purchased on Buzzfeed.



# PIZZAPOCALYPSE SOCIAL MEDIA

We will use platforms such as Twitter, Facebook, Instagram, Snapchat, BuzzFeed, and reddit to promote our various activations due to the high importance our target places on social media. The following posts for our PizzApocalypse activation highlight our social media strategy throughout this campaign.

Pizza Hut  
October 31 ·

More PizzApocalypse Survival Tips:

- 1: Order Pizza Hut; fuel up
- 2: Find your slowest friend
- 3: Use as human shield
- 4: Avoid selfies with the zombie
- 5: Go for the brains

**PIZZAPOCALYPSE SURVIVAL**

STEP 1: FUEL UP  
STEP 2: KILL ZOMBIES

Find us on Facebook for more tips

Like · Comment · Share · 7,979 59 92

## BuzzFeed

News Buzz Life Entertainment Quizzes Videos More 4.6m

**15 Times Pizza Literally Saved Your Life**

Like that time you hitched a ride back with the delivery guy after a night out.

**Pizza Hut** Brand Publisher

Pizza Hut @PizzaHut Following

Don't lose your head! Phones are down, but online orders are operational! Order now to #FuelYourFight for the #PizzApocalypse

Reply 303 Retweets 579 Favorites More  
10:55 AM - 31 Oct 15 · Embed this Tweet

Pizza Hut @PizzaHut Following

Slice your way to survival. #FuelYourFight for the #PizzApocalypse

Reply 396 Retweets 401 Favorites More  
12:36 PM - 31 Oct 15 · Embed this Tweet

PizzaHut 31 Oct 100% Social Dummy

2368 Likes @PizzaHut The #PizzApocalypse is upon us! Luckily, our pizza boxes are equipped with a little something for self-defense...

# DIGITAL ENHANCEMENTS

## USER EXPERIENCE

Currently on the app, users must enter their address or login before viewing the menu. Users should be able to view the menu as soon as they open the app.

## PHOTO BOOTH

To encourage customer interaction with our campaign and increase Pizza Hut app downloads, there will be a camera feature in the app that will allow customers to take their own 'selfie' and insert it into their favorite "It Just Clicks" ad. Users will have the option to share their photo on their social media networks.



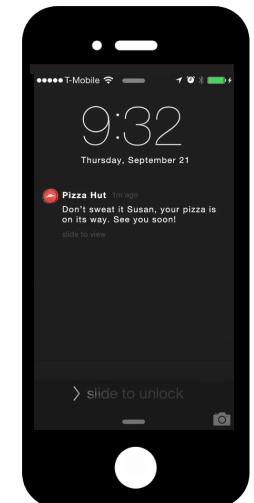
## SPLIT THE BILL

Groups will have the ability to split the bill among themselves using their Slicense when ordering digitally. This will encourage others to download the app, register their information and receive their Slicense. With this feature, Pizza Hut will come to mind first when friends or coworkers place an order together but want to pay separately.



## PUSH NOTIFICATIONS

Customers who order via the app will receive a notification once the delivery driver leaves with their order as an additional confirmation that their order was received and processed. Customers will also receive a push notification exactly one week later, thus reaching them in the same setting in which they previously ordered and acknowledging that consumers have habitual ordering behaviors.



## HUTDASH

HutDash puts the customer in the driver's seat to deliver a pizza against the clock while avoiding obstacles. Customers will be prompted to play via push notification when they place their order. To personalize the experience, their Slicense will appear on the dashboard. The inclusion of HutDash will boost retention of the Pizza Hut mobile app.

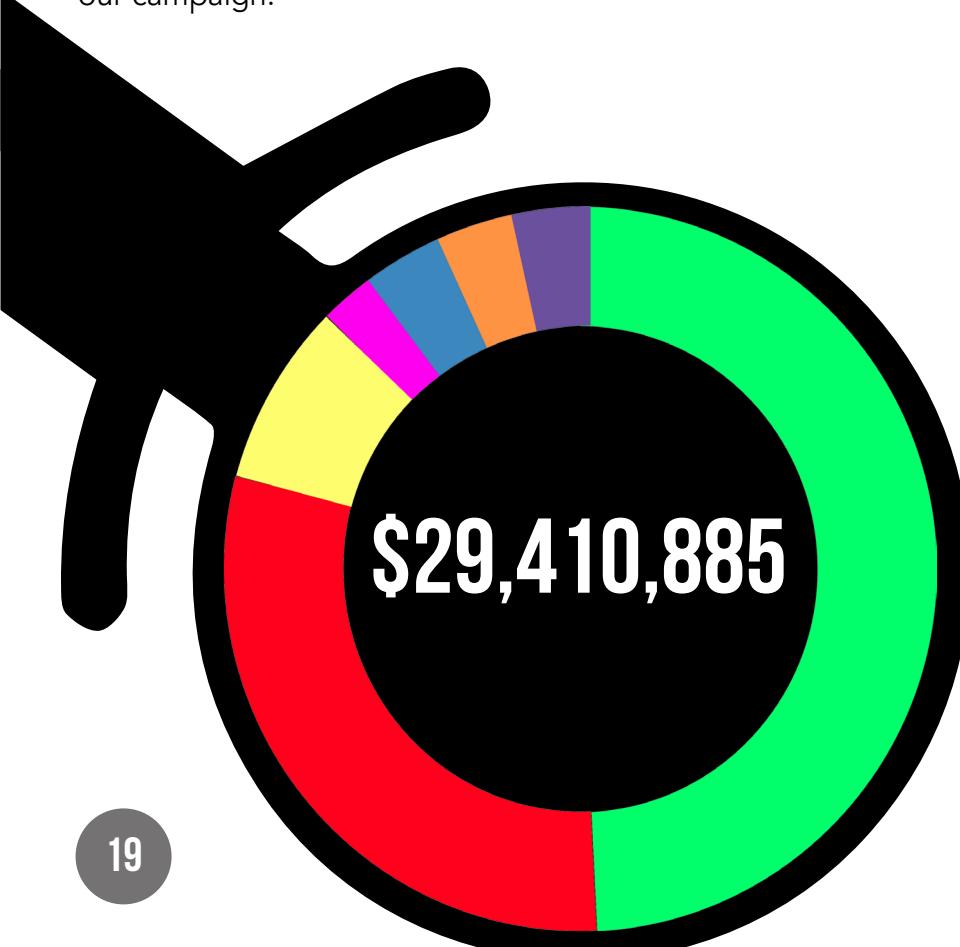


# MEDIA OBJECTIVES

- Achieve marketing goals with a \$30,000,000 budget
- Obtain an effective reach of **80** with an effective frequency of **4**
- Launch a six-month campaign starting July 1, 2015

## FREQUENCY REASONING

We used the Ostrow model to discover our effective frequency. This model takes marketing, copy, and media factors of our entire campaign into consideration to know what an effective frequency would be for our target. Beginning with the Ostrow benchmark frequency of 3, we calculated that 4 is the effective frequency for our campaign.<sup>[17]</sup>



# MEDIA STRATEGY

- Use a mix of traditional, digital, and out-of-home media to reach 18 to 34 year old men and women.
- Implement a pulsing media schedule for television, out-of-home, and online media with additional weight placed in the key months of October, November, and December when pizza sales increase.
- Target nine key market areas in the United States based on Pizza Hut's popularity in those regions.

# BUDGET

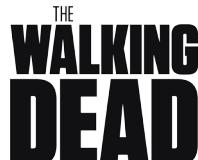
After comparing Pizza Hut's advertising budget used to promote its digital offerings to those of its major national competitors, we created the budget for our "It Just Clicks" campaign. With a \$30,000,000 budget for six months, Pizza Hut can stay competitive with a solid share of voice in media channels important to our target. Our budget places additional weight on cable television where Pizza Hut has the opportunity to dominate its competitors.<sup>[18]</sup>

Cable: \$13,852,005	Social: \$992,000
Broadcast: \$10,095,574	Websites: \$1,040,000
Streaming: \$1,897,000	Out Of Home: \$943,956
	Activation: \$ 590,350

# TELEVISION MEDIA

## CABLE

According to Statista, 62% of Millennials say that “real time” cable television is the way they regularly watch shows.<sup>[19]</sup> By focusing our buys in cable television, we will reach a large portion of our audience and maximize our budget with cable’s generally less-expensive placements and greater targetability. For example, The Walking Dead is selected to tie in with our PizzApocalypse brand activation. Other programs were selected based on high Nielsen index ratings among our target as well as a higher overall viewership.<sup>[20]</sup>



## BROADCAST

Broadcast television is still a large part of our target's entertainment habits. We selected programming based on our target's preference for comedic and dramatic themes.<sup>[21]</sup> We used Nielsen ratings and network scheduling to select specific shows that support the creative executions and brand activations of our campaign.<sup>[22]</sup> Several of these vehicles will also be included in our online placements with Hulu.



## STREAMING

Experian Marketing Services reports that 70% of the Millennial generation streams or downloads content from the Internet. Hulu, YouTube, Pandora, and Spotify are the most popular video and music streaming services with our target.<sup>[23]</sup> Video ads on Hulu deliver 92% viewability, 80% above the MRC industry benchmark.<sup>[24]</sup> Hulu inspired our sweepstakes brand activation tactic. We also have the ability to segment the 165 million unique users on YouTube to pinpoint Pizza Hut's millennial target.<sup>[25]</sup> Likewise, Twitch is a popular video game streaming network that connects well with Pizza Hut's Xbox ordering.



# SOCIAL

According to *Forbes*, "62% of Millennials say that if a brand engages with them on social networks they are more likely to become a loyal customer."<sup>[26]</sup> We can take advantage of these highly interactive platforms to increase exposure of our campaign, as well as reach our target audience throughout the day. For example, with paid posts during our PizzApocalypse activation, our audience will be engaged on a platform which facilitates digital ordering.



## TRANSIT

According to the American Public Transportation Authority, 69% of Millennials use public transportation "a few times per week or more."<sup>[29]</sup> The placement of our advertisements will allow our on-the-go consumer to choose Pizza Hut digital ordering while commuting. These executions will be placed in key market areas on buses and trains along high-ridership commuter lines.

Phoenix, AZ	Los Angeles, CA	Austin, TX
Houston, TX	San Antonio, TX	Atlanta, GA
Miami, FL	Las Vegas, NV	Denver, CO

# WEBSITE

Our target audience spends an overwhelming amount of time online for work, news, and entertainment purposes. According to Simmons OneView, banner and full-motion video advertisements are the most effective in grabbing our consumers' attention.<sup>[27]</sup> With this in mind, we have selected websites that index highly with our target and promote synergy with our Pizza Hut advertisements and branded experiences.<sup>[28]</sup> Websites like ESPN and Sports Illustrated were inspired by our NASCAR mobile kitchen.



## INSIDE TRANSIT (TRAIN)

**I TAPPED THAT ON THE TRAIN,**

on the bus, and during last week's board meeting. No matter where I am, the Pizza Hut app lets me get my Ultimate Cheese Lovers® pizza, when I want it.

Visit [PizzaHut.com](http://PizzaHut.com) or download the mobile app to order from the Flavor of Now® menu. It just clicks.

## INSIDE TRANSIT (BUS)

**I TAPPED THAT ON THE BUS,**

on the train, and during last week's board meeting. No matter where I am, the Pizza Hut app lets me get my Ultimate Cheese Lovers® pizza, when I want it.

Visit [PizzaHut.com](http://PizzaHut.com) or download the mobile app to order from the Flavor of Now® menu. It just clicks.

# FLOW CHART

[30,31,32]

	July	August	September	October	November	December	GRPs	Impressions Paid	Cost (\$)
<b>Cable TV</b>									
The Walking Dead							175.2	N/A	3,729,975
WWE Raw							62.4	N/A	1,392,334
SportsCenter							192	N/A	1,614,912
The Big Bang Theory							208	N/A	4,571,056
E! News							168	N/A	1,413,048
Pretty Little Liars							28.8	N/A	651,253
Guy Code							57.6	N/A	479,427
<b>Broadcast TV</b>						Cable Total:	892	N/A	13,852,005
The Tonight Show							194.4	N/A	3,935,678
Brooklyn Nine-Nine							31.2		1,388,428
Scandal							76.8	N/A	3,248,676
Jane The Virgin							33.6	N/A	1,522,792
<b>Online Streaming</b>						Broadcast Total:	336	N/A	10,095,574
Hulu							12	9,000,000	117,000
YouTube							80	60,000,000	780,000
Spotify							10	7,500,000	60,000
Pandora							27	20,000,000	160,000
Twitch							80	60,000,000	780,000
<b>Social/Native</b>						Streaming Total:	209	156,500,000	1,897,000
BuzzFeed					P P P P		60+	45,000,000	100,000
Twitter					P P P P		27+	20,000,000+	160,000
Facebook					P P P P		66+	50,000,000+	300,000
Reddit					P P		47+	35,000,000+	272,000
Instagram					P P		27+	20,000,000+	160,000
SnapChat							N/A	N/A	0
<b>Websites</b>				P denotes paid content		Social Total:	N/A	115,000,000	992,000
AOL							80	60,000,000	170,000
Yahoo!							80	60,000,000	170,000
ESPN.com (espn go)							80	60,000,000	200,000
Pop Sugar Network							32	24,000,000	32,000
Cosmopolitan.com							20	15,000,000	20,000
E! online							40	30,000,000	40,000
MTVNetworks							20	15,000,000	60,000
RottenTomatoes							19	14,000,000	56,000
UrbanDictionary							32	24,000,000	96,000
Imgur							53	40,000,000	140,000
Gamespot							6	4,000,000	16,000
IGN							13	10,000,000	40,000
<b>Out of Home</b>						Websites Total:	475	356,000,000	1,040,000
Transit							663	N/A	943,956
<b>Brand Activation</b>						OOH Total:	663	N/A	943,956
PizzApocalypse									\$58,000
NASCAR									\$392,350
Xbox/Hulu Sweeps									\$15,000
Appy Hour									\$0
License									\$20,000
New App Features						Activation Total:			\$105,000
									\$590,350
								Final total:	29,410,885

# EVALUATION

## CREATIVE, ACTIVATION, AND MEDIA METRICS

- ▶ Recognition and day-after-recall (DAR) tests will measure creative messaging.
- ▶ Tracking attendance and engagement with our brand activation tactics, as well as monitoring news and social media activity to determine earned media.
- ▶ Click-through rates, transaction amount by channel (e.g., comparing sales from social media versus traditional site banner ads), and other methods will be used to determine channel effectiveness for media scheduling adjustments.

## GOAL #1: Position Pizza Hut as the top choice for customers who order pizza digitally.

### App Annie and Alexa

Analyze competitor's application and online activity against Pizza Hut data: more app downloads and website visits, and greater consumer order activity.<sup>[33,34]</sup>

### Google Analytics

Track recency, frequency, and monetary for current and new Pizza Hut digital consumers.<sup>[35]</sup>

## GOAL #2: Provide the greatest digital ordering experience in the category.

### People Browser and Marketing Grader

Analyze quality metrics for Pizza Hut digital features: opinions, feelings, satisfaction ratings, quality of shares, comments, re-tweets, replies, and quality of engagement over time.<sup>[36]</sup>

### Net Promoter

Identify consumers' positive perceptions of Pizza Hut brand by the likelihood of recommending Pizza Hut digital ordering to a friend.<sup>[37]</sup>

### Online Satisfaction Survey

After online or app purchase, a brief survey will pop up that assesses key features consumers used on Pizza Hut's digital ordering system (e.g., Split the Bill).

## GOAL #3: Reach the level of 75% of all orders completed digitally by the end of 2015.

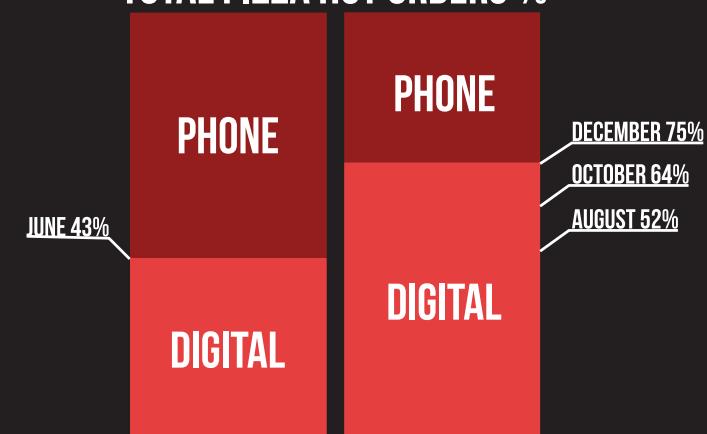
### Ordering Benchmarks

By analyzing our media and brand activation schedules and Q3/Q4 pizza sales proclivity, we have estimated bimonthly benchmarks against which actual digital ordering results will be compared to determine if adjustments need to be made during our campaign.

### Sales

According to Pizza Marketplace, "check averages run 15 to 20 percent higher for online orders than phone orders."<sup>[38]</sup> By reaching our target of 75% digital ordering, a 32% point increase, we estimate that Pizza Hut could realize an additional \$273.6-\$364.8 million in annual revenue (based on Pizza Hut's 2013 sales<sup>[39]</sup>).

## TOTAL PIZZA HUT ORDERS %



# OUR TEAM

## CO-DIRECTORS

Zach Briggs  
Nicole Panuccio

## ACCOUNT PLANNING DIRECTOR

Cole Tessler

## ACCOUNT PLANNING TEAM

Jaclyn Cheri  
Claire Farrell  
Cody Merrow

Stephanie Schloss  
Annie Yuen

## CREATIVE DIRECTORS

Chelsea Gillette (Copy)  
Carolyn Hartley (Art)

## CREATIVE TEAM

Elissa DeBruyn  
Sarah Duchano  
Hannah Fitzpatrick

Emily Ingwersoll  
Kt McVeigh  
Sarah Megarr

Nicole Viteritti

## BRAND ACTIVATION DIRECTOR

Jordan Darkow

## BRAND ACTIVATION TEAM

Emily Dunn  
Kelly Fishback  
Chris Frost

Greg Johnson  
Emily Massaro  
Ryan McGee

Kate Powers

## PRODUCTION DIRECTOR

Allyson Mnich

## PRODUCTION TEAM

Sarah diGiovanna  
Tyra Mazzer  
Kristen Swanson

## MEDIA DIRECTOR

Matt Adams

## MEDIA TEAM

Elbridge Luther

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