

Solution Strategy

1. Campaign Goal

Our goal is to make Domino's app more rewarding and fun, so users prefer it over Zomato or Swiggy. We'll do this with personalized offers, fun campaigns, and loyalty rewards.

2. Solution Ideas

1. App-Exclusive Deals

Why: Gives users a reason to use the app directly

Idea: “₹100 OFF on your first 3 app orders”

Bonus: Promote these deals with app banners + notifications

2. WhatsApp Reordering Bot

Why: Super easy for repeat customers

Idea: User just sends “Hi” on WhatsApp to reorder their last pizza

Bonus: Add emoji-based menu like 🍕🍕🍕

3. Pizza Personality Quiz

Why: Fun, viral content users love

Idea: Add a quiz in the app like “What's Your Pizza Personality?”

Bonus: Share results on Instagram for discounts

4. Loyalty Rewards Program

Why: Encourages repeat orders

Idea: “Order 5 times, get 1 pizza free”

Bonus: Show progress tracker in the app

5. Smart Push Notifications

Why: Brings users back to the app

Idea: “Hey ADITI], your Spicy Veggie is waiting 🍲👤. Tap to reorder now!”

Bonus: Send during lunch/dinner times

Section 3: Expected Outcome

If Domino’s uses these strategies, we expect:

- More app downloads
- Better app engagement
- Increase in direct orders (lower dependency on Zomato/Swiggy)