



Excelsior Season 4 -  
Brand Strategy Competition by Pizza Hut

**Team - All Stars**

#Loveforpizza



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# Understanding The Market

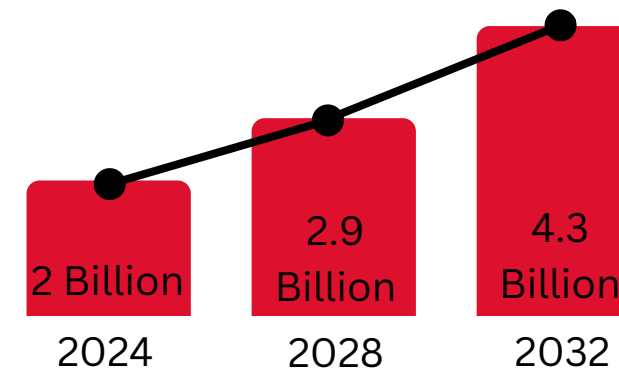
## Consumer Survey

### Surveying Customers:



## Market Landscape

According to Business Line, the pizza market in India is worth around \$2 billion and it is expected to exhibit a Compound Annual Growth Rate (CAGR) of 9.63% between 2024 and 2032.



### Purchase drivers:

- Changing Lifestyles and Urbanization
- Customization
- Steady growth of incomes
- Consumerism

Opportunities in Tier 2,3 cities, Business Line: pizzas were among the top five dishes ordered on Swiggy in cities like Surat, Lucknow, Raipur, and Mangaluru.

### Pizza Competitors



## Meeting The Stakeholders

- Few stores of Pizza Hut have location disadvantages. Competitors are better placed giving the edge in visibility and faster delivery times.
- The pricing of Pizza Hut is a little higher when compared to Domino's. Domino's has more cheaper options available.
- Online orders for Pizza Hut are very less when compared to Domino's.
- The common feedback received from the delivery partners is that customers complain more about the quality of food for online orders.
- Domino's has 20+ vehicles always available for delivery. The split of 30 min delivery is 15 minutes for food preparation, 8 minutes for delivery and 7 minutes buffer time.





# Proposing The Idea

## Celebration Bole Toh Pizza Hut

"Dil Khol Ke Delivering" aligns more with delivery. We propose the campaign:

**"Celebration Bole Toh Pizza Hut"** – a powerful message reinforcing Pizza Hut as the top-of-mind choice for celebration.

The **distinctiveness theory** (Deshpandé, & Stayman, 1994) suggests that if an advert stands out as different it will be considered **distinctive**.

"Meet '**Pizza Pal**,' our brand's flavorful companion. In the crowded pizza QSR landscape, Pizza Pal isn't just a character; it's the secret ingredient that makes Pizza Hut uniquely memorable, carving a distinct identity in every cheesy moment."



## Delivery Experience

81% of delivery app users prioritize convenience, 14% opt for discounts, and 5% for a wider selection, as revealed in a survey of over 27,000 respondents from over 218 districts of India by LocalCircles.

Recommendations based on our research:

- The estimated delivery time should be shown while placing an order through the app/website.
- UI/UX design should be improved. Having 60+ choices in a single tab can be confusing for customers.
- Customized deals based on previous purchase history. Recommendations on the home page. Deals for customized combos. Incentives for purchasing through the Pizza Hut app.
- Early access to new menu items for app users" was appreciated by 61% of respondents, found by Upside.



## Product Innovation

Some of the trends in Pizza Menu as per LightSpeed, Plant-based options, Sauces, Local ingredients, International-inspired pizzas: Korean-style pizza is becoming more popular.

Based on a survey conducted with more than 150 Gen Z & Millennials respondents by World Economic Forum, it was found that 94% prioritize eco-friendly packaging, and 93% are willing to pay more for environmentally friendly packaging. Pizza Hut can eye on sustainable packaging options by partnering with companies like Pappco, GreenHandle Etc.

## Dine In Experience

### Self-service kiosk

A self-service kiosk, featuring a large touch display, payment unit, and receipt printer, allows customers to easily choose menu items, pay with a card, and receive a printed order number for counter pickup.



"McDonald's experienced a 6% sales growth in the first year post deploying self-service, according to wavestech."



### Kiosk stall

**Strategically positioned** kiosk stalls in high-traffic areas, exclusive to Pizza Hut, **cater to on-the-go customers** seeking quick service. Offering a curated menu of **fast-selling, daily favorites** with **minimum order deals**, these kiosks prioritize speed and convenience.

### Social Experience

**Enhancing the dine-in experience, engage customers** while awaiting their pizza with entertaining **puzzles** and **brain games** on tabletops, adding a touch of interactive enjoyment to their dining journey.

