



## CASE STUDY COMPETITION

**Pizza Hut India at Devyani International Ltd**

**Challenge Name: Pizza Hut: Crust Craft Challenge**

### About Pizza Hut:

Pizza Hut, a subsidiary of Yum! Brands, Inc. (NYSE: YUM), serves and delivers more pizzas than any other pizza company in the world. Founded in 1958, Pizza Hut has become the most-recognized pizza restaurant in the world, operating more than 18000 restaurants in more than 100 countries.

Pizza Hut, one of India's most loved and trusted pizza brands, has been delighting its customers since 1996, offering great-tasting pizzas enveloped in warm service and great value.

In June 1996, Pizza Hut made its foray into India with a restaurant in Bangalore and was the first international restaurant chain to pioneer this category. Known for its commitment to quality ingredients and innovative flavours, Pizza Hut is one of the most preferred pizza brands in India and was recognized by ET Brand Equity as the 'Most Trusted Food Service Brand' for 13 years.

Apart from the brand's signature pizzas, its exciting menu also consists of appetizers, pasta, desserts and beverages.

In 2021, Pizza Hut India was recognized as the 3rd best, most trusted brand in the Asia Pacific region by Campaign Asia and won the silver award in February 2022 at the ET Brand Equity Brand Disruption Awards for its hugely successful Influencer Marketing campaign for Momo Mia pizza. Amongst other awards, Pizza Hut bagged the award for Best Influencer Campaign at IPRCCA 2022 and the Most Admired Food Service Retailer Award for Marketing and Promotions at Pepsi Images Food Awards 2022. Pizza Hut India also won Gold in Best Promotion of TV Show on social media, Gold for Best Movie Promotion on social media and Silver for Best Influencer Marketing Campaign at Mad Over Marketing Awards 2022.

Website: <https://www.pizzahut.co.in/>

### Brand Positioning

In 2021, Pizza Hut unveiled its bold new brand platform called 'Dil Khol Ke Delivering' to let people know that Pizza Hut doesn't just deliver, it delivers 'Dil Khol Ke'. With Dil Khol Ke Delivering, Pizza Hut aims to set new benchmarks and elevate the overall pizza experience

in India this means consumers will not only just get the best tasting pizzas but also great value for money, warm and friendly customer service, an easy, hassle-free ordering experience, and the promise of ensuring 'Trust in Every Bite'. And all this would be delivered in every channel consumers access the brand through – Dine in , Takeaway and Delivery.

### Target Audience & Presence

Pizza Hut India caters to fast-food lovers of all age groups including families and budget customers. Although the core TG is 18-34 Yrs. The brand enjoys a strong presence nationwide with outlets found in various formats, including standalone stores restaurants, food courts, malls, airports, and highway



locations, ensuring accessibility and convenience for customers across the country. DIL has Pizza Hut outlets primarily in the North, East, North-East and co-existing with other FZ partner in South, West and Central region.

### **The Challenge**

Pizza Hut has a legacy of Dine-in and a wide range of consumers used to visit the dine-in stores. We were known to be a destination for celebrating occasions.

But currently the “ Pizza “ category has become too cluttered and lots of local brands have entered this space making the category extremely competitive. The key competition is Dominos, Oven Story, La Pinos, Mojo Pizza and Chicago Pizza with 100 + store units .

**We desire to be the preferred choice of brand for the younger target group between the age group of 16-28 and be relevant to them.**

#### **Brand Challenge :**

- The Top of Mind Awareness & Consideration For Purchase seems to be the lowest among QSR category
- Brand Lacks Distinctiveness and Misattribution remains a concern

#### **Business Challenge :**

- New Recruits is a major challenge and affects growth primarily in the offline channel like Dine- In / Takeaway
- Decrease in Repeat is leading to sales erosion.

### **The Ask**

Formulate a comprehensive strategy that effectively utilizes the RED model of Yum to be relevant, easy and distinctive for the younger audience. A brand that appeals to the evolving preferences of the Indian target audience while staying true to its brand legacy in the competitive market.

Deep dive and craft a comprehensive strategy for enhancing the brand experience for both Dine- in and delivery while maintaining brand distinctiveness and legacy of Pizza Hut

#### **A) Brand Distinctiveness : Think About**

- How can Pizza Hut India position itself uniquely within the QSR market to stand out from competitors and capture the attention of the youth index?

#### **B) Delightful Consumer Experience: Questions to consider**

##### **Dine – In Experience**

- What elements of the dine-in store experience would resonate with the youth index in terms of ambience, decor, store team interaction with the consumers and overall experience?
- What technologies or digital solutions can be implemented to enhance the overall dining experience and make it more interactive?



- How can Pizza Hut India personalize the dine-in experience to make each visit memorable for the youth, considering factors like customization, social media integration, or special events?

### **Delivery Experience**

- What elements of the delivery experience would resonate with the youth index in terms of app journey , easy of ordering, loyalty , recommendation .
- How can Food experience be improved in delivery
- What technologies or digital solutions can be implemented to enhance the overall delivery experience and make it more interactive?
- How can Pizza Hut India personalize the delivery experience to make each visit memorable for the youth, considering factors like customization, social media integration, or special events?

### **C) Product Innovation : Questions to Consider**

- What new menu offerings or variations can Pizza Hut India introduce to cater to the changing tastes and preferences of the youth in India? Should we include healthy options with a higher nutritional quotient
- What other than the core offerings should add to the menu to cater to the young audience's palates and preferences?
- How can Pizza Hut India have more sustainable options in Packaging.