



**JUST WHAT YOU WANT.**

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# COMPANY HISTORY

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In **1958**, the Carvey brothers borrowed \$600 from their mother and opened B&B's, a beer and pizza place targeted toward college students in the area. After two years, they franchised their **FIRST PIZZA HUT** in **TOPEKA, KS.**

In 1977, after switching their restaurant environment from college bar scene to **FAMILY FRIENDLY** sit-down dining, and selling the franchise to PepsiCo,

Pizza Hut had become **ONE OF THE MOST SUCCESSFUL PIZZA CHAINS IN THE WORLD.**

The chain is now owned by **YUM! BRANDS.**

Pizza Hut is currently a franchise that owns over **13,600 RESTAURANTS** in more than 87 countries and territories and generates around **12.9 BILLION DOLLARS** annually.

# COMPETITORS

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## DOMINO'S

Domino's Pizza is owned by Bain Capital and ranks as the second largest pizza chain in the world. With 11,600 locations in 75 markets (70 countries) and 1.5 million pizzas sold daily, Domino's totals \$10.886 billion in annual sales. In 2007, they introduced online and mobile ordering. In 2008, they introduced the pizza tracker. In 2009, they were mocked for having poor tasting pizza, which spurred them to admit their failure and revamp their pizza through a bold campaign. Domino's was then re-named, omitting the word "pizza" in order to emphasize their non-pizza products.

## LITTLE CAESARS

Headquartered in Detroit, Little Caesars is the 3rd largest pizza chain in the U.S. with 3,940 locations and \$2.9 billion in annual sales. Its advertising catchphrase, "Pizza! Pizza!" introduced in 1979, refers to two pizzas being offered for the comparable price of a single pizza from competitors. In 2004, Little Caesars began offering a walk-in "Hot-N-Ready" pepperoni pizza for \$5 after the introduction of the new speed cooking conveyor oven.

## PAPA JOHN'S

Papa John's began in a broom closet and has since relied on various promotions and loyalty programs to drive sales. It tries to stick to its mission statement, which focuses on quality with its slogan, "Better ingredients, better pizza, Papa Johns". Papa John's boasts \$2.6 billion in annual sales with 4,464 locations in 34 countries and all 50 states.

# SITUATION ANALYSIS

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## STRENGTHS

1. Top pizza chain in the world
2. Global recognition
3. New sauces, crusts and toppings
4. Nostalgic brand

## WEAKNESSES

1. All forms of ordering have barriers
2. Current digital ordering experience does not fulfill the needs of the target market
3. Don't always provide the most affordable choice
4. No late night delivery

## OPPORTUNITY

1. Digital ordering experience can be easily fixed with simple improvements
2. Create the best pizza delivery app
3. New recipes fulfill unique taste preferences
4. Millennials crave instant gratification; changes to the app can provide this

## THREATS

1. Competition is implementing innovative ordering options
2. Other chains offering healthier menu items

# TARGET MARKET

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OUR CAMPAIGN IS TARGETING **18-34 YEAR OLDS** WHO ARE MORE LIKELY TO USE DIGITAL ORDERING IN COMPARISON TO THE BROADER PIZZA CUSTOMER. HERE ARE THREE TYPES OF PEOPLE OUR CAMPAIGN WILL REACH:

## **TAYLOR, 19, COLLEGE FRESHMAN:**

Taylor is an extrovert and involved around campus, he loves to order pizza with his basketball teammates because it is: fast, easy and great to feed large groups. He enjoys watching: CMT, Investigation Discovery and MTV. More broadly, he watches shows in the categories of: Comedy and variety. He browses websites including: MTV.com and WWE.com. Though he doesn't always read magazines, when he does he'll usually pick up an ESPN Sports Magazine.

## **MUHAMMAD, 24, YOUNG PROFESSIONAL:**

Muhammad is in his mid-twenties and spends most of his time involved in his career. He works as a consultant for a construction and maintenance company. Muhammad orders pizza because it is a quick meal when he gets home from work and Pizza Hut offers new flavors that he likes to experiment with. He was born in the south but moved north to go to college. His main mediums to relax from work include watching Spike TV and VH1 Classic. He reads Bassmaster Magazine and browses websites such as: VEVO and CBS Sports.

## **SAM, 32, NEW MOM:**

Sam is a new mom and a college graduate. She has an eight month old son. She orders Pizza Hut to give herself a break from cooking or on nights when she has friends over. She indulges in media such as: Lifetime TV and Bridal Guide or Fit Pregnancy magazines. When she does go online, she sometimes gravitates to Yahoo! answers for tips on parenting. She is interested in fashion but keeps traditional roots in styling and decor.

# OBJECTIVES

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**1.** PROVIDE THE **BEST DIGITAL** ORDERING EXPERIENCE.

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

**3.** BY THE END OF 2015, GET **75%** OF **ORDERS** TO BE VIA DIGITAL.

# RESEARCH

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We started our primary research with a twenty-five question survey targeted towards 18–34 year olds. We received **1,312** completed responses.

This survey asked customers about their previous pizza ordering experiences. The responses helped us understand the relationship our surveyors have with Pizza Hut and **EXACTLY WHAT THEY WANT** in a digital ordering experience.

We then conducted a focus group containing six members of our target audience in order to better **UNDERSTAND THEIR NEEDS**. We then analyzed the areas of the current pizza ordering process that require improvement.

Lastly, we did one-on-one interviews with five additional people in order to obtain information about their **INDIVIDUAL PIZZA ORDERING EXPERIENCES**.

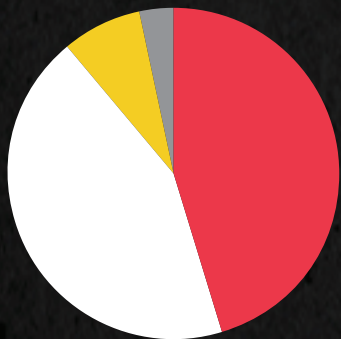
We used this knowledge to focus our campaign on improving the digital ordering process and decipher **WHAT CUSTOMERS NEED AND WANT FROM PIZZA HUT**.



# FINDINGS

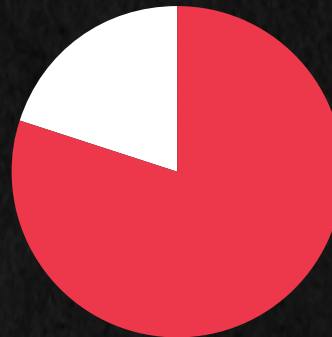
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We found that very few consumers use an app to order their pizza, but many do order online. Most consumers have their pizza delivered and would be more likely to use an app if it had a pizza tracking element or if they could receive notifications about their pizza order status. These findings demonstrate the importance to consumers of knowing where their pizza is and when it will arrive. The app gives consumers an easier way to order their pizza and follow its status. All they really want is their pizza.



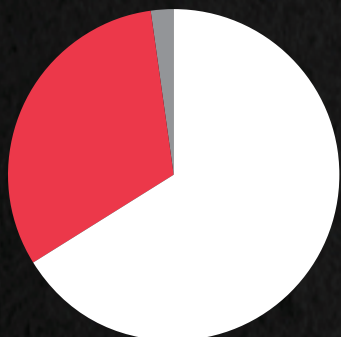
What is the main method you use to order pizza?

- Online 45.1%
- Phone 43.3 %
- In-person 7.5%
- App 3.3%



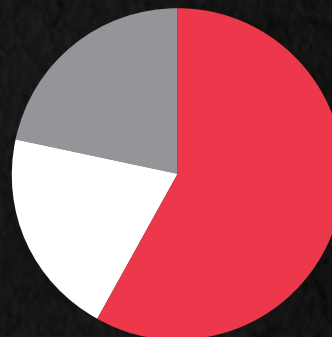
Are you most likely to pick up your pizza or get it delivered?

- Deliver 78.8%
- Pick up 19.7%



Have you ever used a pizza ordering app?

- No 65.7%
- Yes 31.3%
- Unsure 2.1%



Would you be more likely to use an app if it had a pizza tracking element?

- Yes 56.7%
- No 19.7%
- Undecided 20.9%

# CREATIVE BRIEF

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## SITUATION

Pizza Hut is the most successful pizza company in the world. This success was built on a hybrid delivery and dine-in pizza experience, which is fondly remembered from the childhoods of Pizza Hut's millennial target audience.

## PROBLEM

It's evident that pizza eaters see all pizza as the same. In the end, it is convenience and simplicity of the ordering experience that differentiates Pizza Hut from its competitors.

## DESIRED OUTCOME

To stay on top, Pizza Hut needs a bold, comprehensive advertising campaign touting the digital ordering options, allowing customers to get just what they want.

## BRIEF IN A TWEET

Position Pizza Hut as the top choice for customers by removing any barriers to the digital ordering experience.

# THE BIG IDEA

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PIZZA TRACKER? NIFTY. LISTS OF HUNDREDS OF LOCATIONS? COOL. CHEAP PIZZA? SWEET. WHAT DO PEOPLE REALLY WANT? THEIR DAMN PIZZA. THE FOCUS OF OUR CAMPAIGN IS TO CUT OUT ALL THE FLUFF AND GIVE CUSTOMERS JUST WHAT THEY WANT AND NOTHING MORE. WE'VE ACCOMPLISHED THIS BY DEVELOPING AN EXPERIENCE THAT MAKES ORDERING DIGITALLY SO EASY THAT YOU'LL WONDER WHY CALLING IS EVEN AN OPTION.

AFTER TALKING WITH THE TARGET AUDIENCE, ONE THING WAS CLEAR; ALL THEY CARE ABOUT IS GETTING WHAT THEY WANT WITH NOTHING IN THE WAY OF THEIR PIZZA. WE DECIDED TO REVOLVE OUR ENTIRE CAMPAIGN AROUND THIS SIMPLE IDEA:

## JUST WHAT YOU WANT.

WE CUT OUT EVERYTHING THAT IS UNNECESSARY IN THE ORDERING EXPERIENCE AND CREATED A CAMPAIGN FOCUSED SOLELY ON THE SIMPLICITY OF GIVING CONSUMERS JUST WHAT THEY WANT.

# MOBILE APP



## HERE'S WHAT WE NOTICED

We took the current Pizza Hut app for a test run. While it's a gateway to excellent pizza, there were some barriers that made the ordering experience less than ideal. From the tedious information entry to confusing navigation, we knew that there was a better way to order Pizza Hut while mobile.

## HERE'S WHAT WE CHANGED

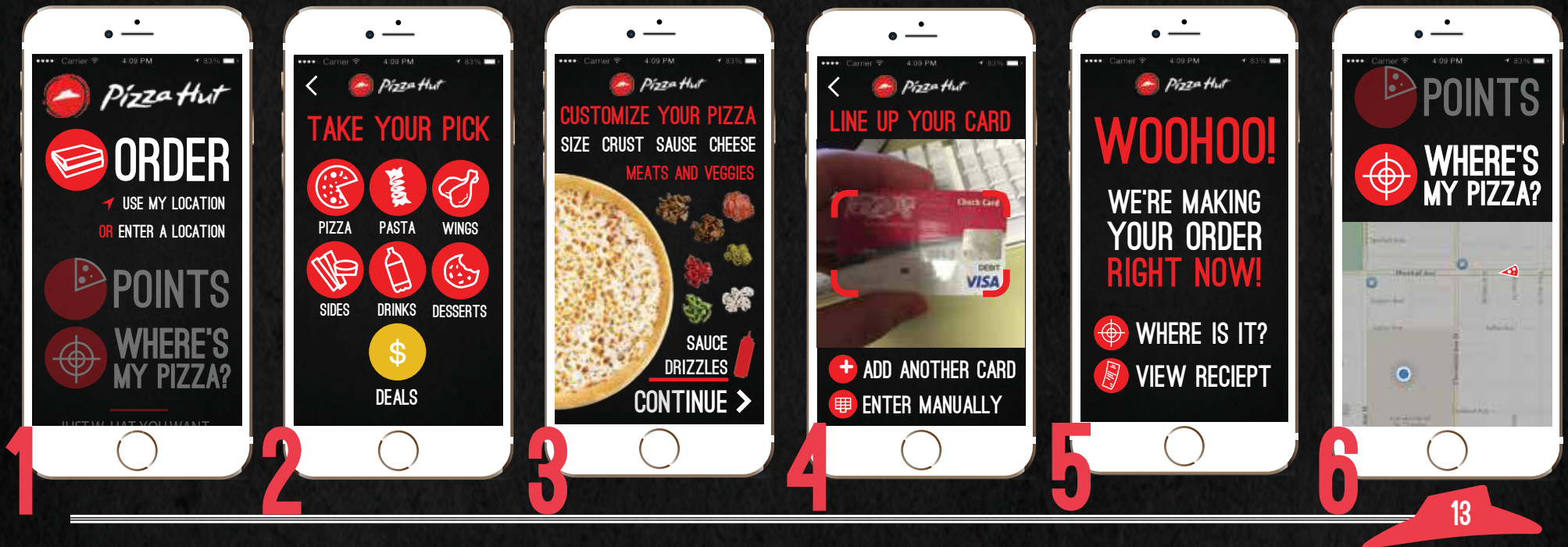
First, we removed all of the data entry by implementing top-notch location services and a credit card scanner. It now takes seconds to start and finish your order rather than minutes of typing on a tiny screen. Next, we listened to our target audience and implemented the "Where's my Pizza?" feature. We learned that people don't care about who is making their pizza and how it's being done, they just want to know **WHERE** it is and **WHEN** it will be at their doorstep. Last, we learned that most people order pizza with their friends, but they always struggle to split the bill evenly. Our camera-driven credit card scanner allows users to quickly import multiple payment methods or link Pizza Hut profiles to one order so everyone sharing the pizza can equally contribute.

## HERE'S WHY IT MATTERS

We quickly learned that people just want pizza and are frustrated by anything that gets in their way. This is why we did everything we could to ensure customers will get just what they want: nothing more and nothing less. Pizza Hut has already accomplished this with their variety of toppings, drizzles and crusts, so we decided it was time for the mobile experience to catch up.

# MOBILE APP (CONT.)

- 1. ORDERING** To make ordering as effortless as possible, we've made it easy to add your address via location services. If you'd like to do it the old way, you can also do that here.
- 2. MENU** We've also simplified the menu. The images show Just What You Want- food. Select what you're in the mood for and you'll be brought to a page to make it yours.
- 3. DIY PIZZA** We didn't want to mess around with drop-down menus. Instead, drag what you want where you want it or select one of the new or classic recipes.
- 4. PAYMENT** Why type sixteen numbers when the app can do it for you? We now have the technology to securely add your credit card information instantly with your camera. Here you can also add a friend with an existing Pizza Hut profile or simply scan additional cards.
- 5. CONFIRMATION** The confirmation page assures you that your pizza is on its way. Continue to see where it is.
- 6. WHERE'S MY PIZZA?** When you have a live order, the homepage opens to show the "Where's My Pizza?" feature. From here, you can see where your pizza is from the second it leaves Pizza Hut all the way until it's safely in your hands.



# GUERRILLA

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## LESS TALK, MORE PIZZA.

Our Guerilla strategy entails cutting all Pizza Hut phone lines for one day to expose customers to the digital ordering options. When they call in, a pre-recorded voicemail will say the following:



Voicemail: "Wait, why are you even calling us when we have an app and a website? Join the 21st century and get a free medium one-topping pizza when you order online or with our app today. See you soon!"

Customers calling in can then visit Pizza Hut's online website or download the app, and for that day only will receive a free medium one-topping pizza of their choosing. To reward customers who are already using the digital ordering options, they will also receive a free pizza. This will encourage existing digital customers to continue ordering through the app and online.

We feel that by keeping the voicemail short and simple, while also giving incentive with free pizza, customers calling in will be more willing (and less pissed) to use Pizza Hut's digital forms of ordering. This strategy aligns with our campaign because it strives to achieve the goals set out by Pizza Hut by bringing awareness to the digital ordering experience. Once again, this tactic highlights simplicity by keeping the voicemail short and also giving consumers what they want through an easy and efficient ordering process.

# SOCIAL MEDIA



Pizza Hut's promotional deals advertised on Facebook and Twitter will directly link to the app or website and will intentionally not be available via phone. The goal is for customers to associate Pizza Hut's digital platforms with deals. No digital device? No dice.

The week prior to our July 1st campaign launch, we will be building anticipation for the free medium one-topping pizza by tweeting out a daily countdown. Along with these promotional tweets, we will include unexpected hashtags of things people want. These hashtags will associate free pizza with the universal things people want and spark conversations around the upcoming deal. Tweeting about the launch will help spread the word, and in return, more people will download the app or order online.

**Pizza Hut** @pizzahut  
Hi. Free pizza July 1st. #NoTraffic #75AndSunny #FreePizza  
3462 RETWEETS 11380 FAVORITES  
9:43 AM - 24 Jun 2015 - via Twitter · Embed this Tweet  
Reply Delete Favorite

**Pizza Hut** @pizzahut  
July 1, 2015 the world will be forever changed thanks to FREE PIZZA #FullyChargedPhoneBattery #PoppingBubbleWrap #FreePizza  
5910 RETWEETS 12380 FAVORITES  
2:23 PM - 27 Jun 2015 - via Twitter · Embed this Tweet  
Reply Delete Favorite

**Pizza Hut** @pizzahut  
Only three more days until FREE PIZZA #FinishedMyShampooAndConditionerAtTheSameTime #FreshCutGrass #FreePizza  
8293 RETWEETS 19284 FAVORITES  
1:26 PM - 28 Jun 2015 - via Twitter · Embed this Tweet  
Reply Delete Favorite

**Pizza Hut** @pizzahut  
Two. Days. Until. Free. Pizza. #RaindropsOnRosesWhiskerOnKittens #SleepingInFreshSheets #FreePizza  
8293 RETWEETS 19284 FAVORITES  
4:32 PM - 29 Jun 2015 - via Twitter · Embed this Tweet  
Reply Delete Favorite

# PUBLIC RELATIONS

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Pizza Hut will be taking over various events around the country. From music festivals to the local high school football game, Pizza Hut Ambassadors will be showing attendees how precise the new app is in getting you Just What You Want. Through the app, ambassadors will be delivering Personal Pan Pizzas to you at the venue along with anything else you want. Want pepperoni pizza and an umbrella when it rains at Bonnaroo? If it's just what you want, consider it done.

How will we pull this off? Incognito Pizza Hut Ambassadors will be strategically placed in the crowd using the app's geo-locating technology to have just what they want delivered to their spot. This will spark conversation in the crowd, encourage app downloads and inspire a viral mini-movement and social media buzz.

This strategy is applicable to any event and exemplifies our goal to deliver "Just What You Want" to the entire target audience in any setting they may find themselves. We intend to showcase how precise the new location finder is while proving that ordering pizza through Pizza Hut's app is really the best option.

# #JUSTWHATYOUWANT



# OUTDOOR BUS STATION

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Our bus station advertisement is designed using lenticular printing, starting with the image of the app and transitioning to a picture of pizza with the tagline “Just Want You Want” and accompanying copy underneath saying “Download the New Pizza Hut App Today.” We will also include an interactive element, engaging riders’ senses with heat-activated pizza-scented oil that wafts into the air when the bus station is heated during the winter months. This strategy is consistent with our campaign by giving consumers what they want. Because, whose mouth doesn’t water when they smell pizza?



# TELEVISION SPOT

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Our three TV spots are all 10 second commercials featuring easy life tasks that when compared to the app, highlight its simplicity. These commercial spots align with our strategy because brushing your teeth, doing laundry, and tying a shoe, are all simple tasks that require a step by step process, similar to the app and its easy functionality. Below is a list of additional examples that can be applied to the same strategy:

- GETTING GAS
- STARTING THE CAR
- TAKING THE GARBAGE OUT
- MAKING YOUR BED
- MAKING A PAPER AIRPLANE
- PUTTING IN CONTACTS
- PARALLEL PARKING



# BILLBOARDS

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Our digital billboards will closely resemble our 10 second TV spots, condensed down to three seconds, so the message can be quickly absorbed. There will be three moving images that appear consecutively, starting with a simple everyday task (brushing your teeth) with the text "Simple," followed by a person clicking the order button on their Pizza Hut app with the text "Simpler," and lastly the Pizza Hut logo appearing with the text "Just What You Want." Our billboards will exemplify the simplicity of the app ordering experience by comparing it to easy life tasks. We aim to show that these things are simple but the app is even simpler and Just What You Want.



# MEDIA SCHEDULE & BUDGET

## REDBOOKS 2014 TOTAL MEDIA SPEND VS. COMPETITORS

Campaign Element	July 1. 5. 12. 19. 26 2. 9. 16. 23. 30.	Aug. 6. 13. 20. 27.	Sept. 3. 10. 17. 24. 31.	Oct. 7. 14. 21. 28.	Nov. 4. 11. 18. 25.	Dec. 2. 9. 16. 23. 30.	Total Cost
<b>Cable Television</b>							
Adult Swim	4						\$390,000
Cartoon Network	Summer - kids watching daytime TV						\$130,000
Comedy Central							\$390,000
Disney XD							\$130,000
E!							\$390,000
ESPN	College football (Saturdays)						\$260,000
Fox Sports 2							\$390,000
Fuse							\$260,000
NFL	Pro football (Sundays & Mondays)						\$130,000
Nickeloden							\$130,000
Nick @ Nite							\$130,000
Teen Nick							\$130,000
Nick Jr.							\$130,000
							\$3,120,000
<b>Network Television</b>							
ABC							\$20,000,000
CBS							\$20,000,000
NBC							\$20,000,000
							\$60,000,000
							\$1,400,000
<b>Online</b>							
MTV.com	Commerical production (4 concepts \$350,000 each)						\$1,400,000
Hulu.com							TBD
Spotify.com							*Dependent on website holding companies
Fandango	Big movie releases						*
ESPN.com	Big movie releases						*
VEVO							*
WWE.com							*
Yahoo! Answers							*
NFL.com	Pro football season begins						*
Gmail.com							*
							\$2,500,000
<b>Public Relations/Social Media</b>							
Less talk, more pizza	24-hr phone lines cut						5,000,000
Lollapalooza	July 31 - Aug. 2						3,000,000
WeFest	Aug 6-8						1,000,000
State Fairs							5,000,000
Basilica Block Party	July 10-11						250,000
VidCon	July 23-25						1,000,000
High school football (Southern region)							1,500,000
College Target Run Tour							1,000,000
Jingle Ball							500,000
Turkey Trot							500,000
Misc. events							1,250,000
							20,000,000
<b>Outdoor</b>							
Digital billboards	Commuting parents thinking about dinner plans						TBD
Scented bus-stop ads	Heated bus stops in colder weather						*Dependent on geographic location, impression rate
							\$300,000
							\$67,320,000
							\$20,000,000
							\$500,000
							\$87,820,000

Pizza Hut = \$239+ M

TV = \$217+ M

Internet Display = \$5+ M

Outdoor = \$600,000

Domino's = \$247+ M

TV = \$195+ M

Internet Display = \$15+ M

Outdoor = \$600,000

Papa John's = \$146+ M

TV = \$116+ M

Internet Display = \$875,000

Outdoor = \$350,000

# MEDIA EVALUATION

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## WHY THESE TV CHANNELS AND WEBSITES?

By analyzing data provided by the MRI+ Mediamark Reporter, we were able to determine which cable TV channels and websites are most likely to be viewed and visited by millennials aged 18–34. MRI+ uses a base index number of 100 to represent the average adult. Index numbers above 100 indicate that the selected age group is more likely than the average adult to perform the particular behavior.

Among the TV channels we have chosen for this campaign, there is a range in index numbers between 141 and 242. This means that millennials aged 18–34 are between 41% and 242% more likely to view these channels than the average adult. Among the websites chosen, there is a range in index numbers between 147 and 254, meaning that the same age group is between 47% and 254% more likely to visit these websites than the average adult. According to this data, we believe the cable TV channels and websites span a variety of TV and online content while effectively reaching our target audience.

# CAMPAIGN EVALUATION

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- FROM JULY TO DECEMBER, **HOW MANY PEOPLE** HAVE DOWNLOADED THE APP?
- AS COMPARED TO THE OLD PIZZA HUT APP, **HOW MANY DOWNLOADS** DOES THE NEW APP HAVE?
- IN **COMPARISON TO THE COMPETITION**, HOW MANY DOWNLOADS DOES THE NEW PIZZA HUT APP HAVE?
- WHAT IS THE **CLICK THROUGH RATE** ON THE PIZZA HUT WEBSITE? HOW MANY **VIEWS** PER MINUTE, SECOND, AND PER DAY AS COMPARED TO BEFORE?
- WHAT IS THE PERCENT **DECREASE IN CALLING ORDERS**? PERCENT INCREASE OF **ONLINE/APP ORDERS**?
- HAVE WE REACHED THE GOAL OF **75%**?
- MAKE SURE PIZZA HUT DOES EVERYTHING IN THEIR POWER TO **ENSURE EFFICIENCY FOR CUSTOMERS** TO LIVE UP TO THE IDEA OF "**JUST WHAT YOU WANT**" - NOT JUST FOR THE DURATION OF THE CAMPAIGN, BUT FOREVER.

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