

Work ^{junk mail} **POTHOLES** conference calls
8:00 am classes
kids **SCHOOL** stuck zippers
Term Papers automated **evils** evil cats
messages **scratching**
appointments **WRONG ORDERS** the sofa
forced mingling **SLOW WIFI** **Jury Duty**
Waiting Rooms **Thunder Storms**
traffic **Cold Calls** IOS updates
FINALS WEEK! ^{flight delays}
restarting computers
parallel parking
broken
chargers



Life is Hard
Pizza is Easy.

Executive Summary

The Challenge

Pizza Hut's challenge includes raising digital ordering from 43% to 75% of its total orders. 65% of customers are comfortable calling in orders by phone, claiming it was more accurate and secure. Our goal is to promote our digitally driven society, and increase digital ordering by 32%.

The Audience

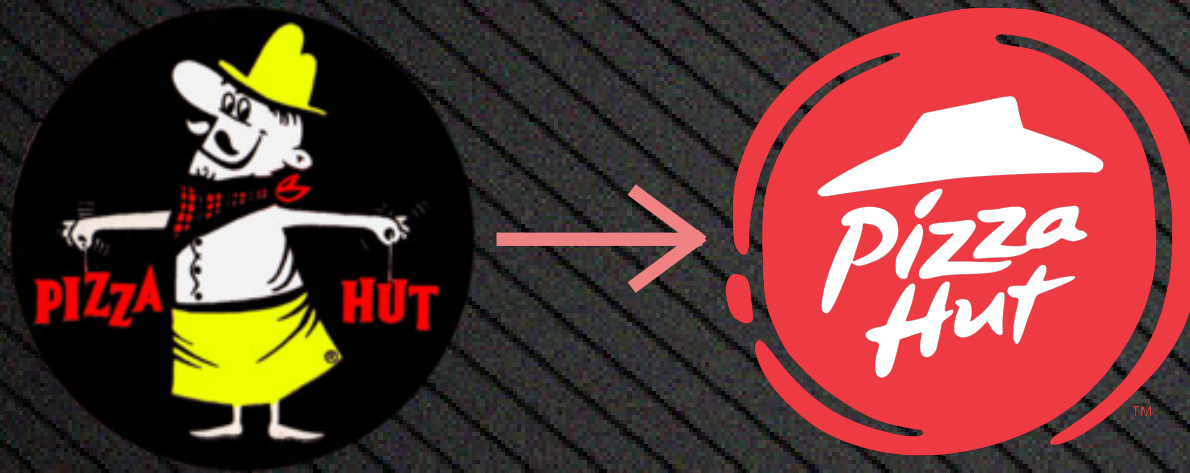
93% of Americans consume pizza every month. Not all consumers choose to convert their ordering methods to digital purchases. Being able to identify and conduct research to further specify our target audience to reach out goal of increasing online ordering to 75%. The Gen X and Gen Y demographic wants fast and easy customer service, as well as accessible internet access. They are interested in what is the best deal for products and services are. Both demographics are interested in businesses that have easy access on the road and internet, as well as businesses and organizations with sales, deals and discounts.



Executive Summary

The Brand

More than 55 years ago, the Carney brothers borrowed \$600 from their mom and set out to change the way the world experienced pizza. With more than 16,000 restaurants in more than 100 countries, Pizza Hut has grown to become the largest pizza company in the world. No matter where you find us, we're making sure each meal our customers enjoy is delicious, bold, and one-of-a-kind. In an oversaturated market of pizza companies, we need to reposition Pizza Hut as the most innovative and relatable voice in the market.



Ordering Methods

Pizza Hut offers traditional ordering methods including calling in orders by phone, as well as digital ordering through the website and the app. Our goal for understanding and changing the ordering system would help us understand the motivation behind why in a digitally driven society, consumers still call-in orders. The majority of consumers prefer calling-in orders due to the perception that they are more accurate and secure.



Research & Insights

Breakdown

The research conducted focused on brand perception, digital ordering experience and the existing barriers for converting call-in customers. The research included focus groups, interviews with potential target markets, social media interaction, mobile app reviews and research articles. After reviewing the research, the idea of narrowing our focus to call-in consumers will be the most beneficial to see an increase in potential digital ordering.

Target Publics: College Students (18-23 and Young Professionals (24-32) because they show the greatest opportunity for digital ordering conversion.

Brand

After conducting interviews and research of consumers ages 18-64, we came to the realization that all generations prefer calling in to order rather than ordering digitally. To narrow our target audience, we focused on three major factors: pizza consumption, purchasing power and digital usage. Pizza Hut has implemented up to 2 billion new artisan flavor combination options. This was beneficial to pioneering Pizza Hut as the number 1 pizza brand. They do have a strong digital presence, but users lack the awareness and motivation to utilize it.

Opportunity: Pizza Hut is worthy of generating attention, but to increase sales and online ordering, Pizza Hut needs to create a unique brand voice that leads and motivates consumers to digital ordering.

Research & Insights

Analog Problem

Consumers value digital experiences that allow them to connect and share. Even with the love of digital experiences, 65% of all individuals surveyed primarily call in their orders. Most consumers couldn't come up with a response as to why they chose to call in rather than digitally order. Other consumers responded saying that calling in was more accurate and felt more secure rather than using personal information out in the digital world.

Digital Solution

In a world that is so digitally sound, "fixing things that aren't broken" can be considered when trying to create and promote new technology. New technology doesn't necessarily mean it has to fix what is broken, but to solve problems we didn't know existed. Pizza Hut needs to leverage the digital world in the way that Uber has changed the ways of transportation through an app rather than calling a taxi.

Opportunity: Creating a digital ordering experience that changes the pizza experience in ways that calling-in can not.

Strategy

Any successful brand is based on a core brand story that defines its personality, the benefits it promises to deliver to people, and what differentiates it in the marketplace in the mind of the consumer. Pizza Hut's strategy is to develop a sense of togetherness, and to let people know that rough days are going to come and go, but pizza is forever. Our main strategy is to differentiate ourselves by providing examples of real-life, everyday hardships, and utilize those in a way that promotes the easiness and accessibility in the app and ordering process.



Surveys

**Promotions
and
Deals**

**Tracking
Sales**

**Social
Media**

The Big Idea

The campaign theme that we created is “Life is Hard, Pizza is Easy.” We have utilized this theme in a way that promotes Pizza Hut’s easy access app, to promote the digital ordering process. Our theme is relatable to our target publics, including Gen Y customers (18-34) and Gen X (35-50). Throughout our campaign, we focused our ideas on showing ways that the Pizza Hut app can be the best option for ordering, as well as giving real life examples of everyday inconveniences people experience. This campaign is successful by generating awareness towards a digital ordering experience that improves the pizza experiences in ways ordering by phone cannot.

“

LIFE IS HARD

PIZZA IS EASY

”

Manifesto

We've all been there. You're working late, or maybe finishing up that power point you've been procrastinating. Or, are you stuck in traffic trying to get your kids from daycare on your way home from a really stressful test at the doctor's. Did you just get reprimanded by that one really rough superior, or maybe even fired? You probably spent your day listening to professors, and your night stuck in the library for hours on end.

We're busy people, there's no way around it. Life can get in our way and drag us into a black hole of communication overload. Ordering dinner doesn't have to be one of those stressors that we angrily share with our friends in a lengthy text, much like this one. No matter who you are: race, age, gender, demographic, we all run into those days. Give up the 10 clicks you'd use to complain about it, and spend them on an easy to order pizza.

Life is hard. Pizza is easy.

Ok, but you did put in the order right?



Print Ads

Crazy kids

Angry boss

Long calls

Communication overload

Mobile app

#Winning

Some days, you need a break.
Life is hard.
Pizza is easy.

“ This was the first print ad which sparked our whole campaign idea. We wanted to continue this into the next two ads- “College is Hard,” and “Work is Hard”. This really allowed us to create the opportunity for more print ads for the entire campaign.”

Print Ads

8:00 am's
bad roommates
no parking
tough professors
summer classes
term papers
group projects
floor showers
finals week

**COLLEGE IS HARD.
PIZZA IS EASY.**

Skip the phone call and order any time and from anywhere using your smart phone or laptop with the Pizza Hut app. Life isn't easy. You earned this.



performance reviews
conference calls
angry bosses
red eye flights
power point
cubicals
CEO visits
deadlines

**WORK IS HARD.
PIZZA IS EASY.**

Skip the phone call and order any time and from anywhere on your smart phone or laptop with the Pizza Hut app. Life isn't easy. You earned this.



Radio Ad

“Pizza Hut is Easy” 30 seconds radio

Voice 1: You want to know what's hard?

Mondays (*alarm clock*), crazy kids (*crying noise*), work (*phones ringing*), college exams (*coffee pouring*), meetings (*multiple muffled voices*), automated messaging (*robotic voice “Press 1 for..”*), morning commutes (*horns honking*), **speed up** weather (*thunder/rain effects*), car accidents (*car breaks screeching*), grocery shopping (*beeping noise*), stuck zippers (*zipping noise*), pets (*dog barking*), restarting computers (*PC noise*), junk mail (*“you’ve got mail”*), potholes (*car bumping*), rushing to put your change away at the counter (*jingling noise with foot tapping*)

Voice 1: You know what's not hard? Ordering from Pizza Hut's mobile app.

dance/hip hop instrumental music kicks on

Voice 2: Order from anywhere using your smartphone or laptop using the Pizza Hut app from the iTunes app store, or Google Play store. Just select your location, your pizza or other specialty items, your dream toppings and add-ons, complete your order, and enjoy your steaming custom order in just 20 short minutes. Life is hard, pizza is easy.

92% of Millennials listen to the radio

Ft. Burial by YOGI



Story Boards

SHOT #

0:03



ACTION

Opens on wide angle of the couple sitting in a white room on red chairs.

DIALOGUE

"We're Jack and Sonja, and we've been married for 57 years."

FX

Names and ages of the two slide in from the sides of the shot.

SHOT #

0:08



ACTION

Close up on Sonja

DIALOGUE

Producer: "Have you ever ordered food using an app?" Sonja: "Oh we still use our landline."

FX

Producer's closed captioning on the bottom of the screen

SHOT #

0:13



ACTION

Pans over to Jack's close up

DIALOGUE

"Well we order out a lot because she's a terrible cook, so it wouldn't hurt to try."

FX

Story Boards

SHOT #

0:18



iStockphoto/ersinkisacik

ACTION

Producer hands couple smartphones.

DIALOGUE

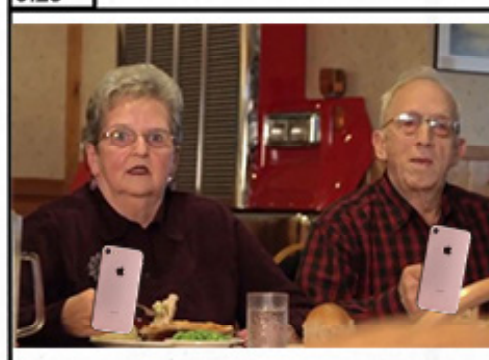
"Ok, go onto the Pizza Hut app and place your perfect order."

FX

Producer's closed captioning on the bottom of the screen

SHOT #

0:23



ACTION

Wide angle of couple using the app, trying to figure out the phone.

DIALOGUE

Sonja: "Oh look how fun. There are pictures of little peperoni. And you can pick the crust!"

FX

Upbeat "muzak" playing in the background.

SHOT #

0:27



ACTION

Close up of Sonja's phone on the app

DIALOGUE

Jack: "I wonder if they have a buttery, flakey, crispy crust" *everyone laughs*

FX

Jack's closed captioning on the bottom of the screen. Muzak still playing.

Story Boards

SHOT #

0:32



ACTION

Wide angle of couple eating their custom pizza.

DIALOGUE

Sonja: "They got the order right. That wasn't too hard."

Jack: *chewing* still good pizza!

FX

Muzak still playing in background.

SHOT #

0:36



ACTION

Wide angle of the couple after eating the pizza, reflecting on the process.

DIALOGUE

Producer: "So did you think it was alright? It looks like you did pretty good."

FX

Producer's closed captioning along the bottom of the screen. Muzak still playing.

SHOT #

0:40



ACTION

Close up of Sonja

DIALOGUE

"It was pretty easy. Next time there's a dinner crisis, at least we can order pizza."

FX

Muzak playing.

Story Boards



“ We plan to release this video on Facebook and Youtube while having a shorter version for TV broadcasting. ”

Alternative Ads

Pizza Hut Pop-Up Shop on campuses (food-truck style)

College students on campuses will be targeted during finals week, Dec. 6-20., at big universities including Penn State, Pitt, Ohio State, Ohio University, Kent, Virginia Tech, Temple, Michigan State, Syracuse, and West Virginia University.

Pizza Hut will be venturing to the largest colleges to create engagement and brand loyalty/recognition. We will offer samples of our featured pizzas, as well as give out flyers regarding our app and how to earn free rewards! Pizza Hut will also be selling pizza at discounted prices during finals week for students who have late-night cravings. With multiple trucks traveling, we will spend 1-2 days at each location. This will benefit sales and interest due to the uniqueness of Pizza Hut personally traveling to campuses. The food truck will include the #LateNightCravings, to promote finals week to college students.



Alternative Ads

Life Hack Boxes

To correlate with our theme, "Life is Hard, Pizza is Easy" we want to include simple life hacks to make life easier that customers will see as soon as they open the box. For example, "Cut open toilet paper rolls and use as a cuff to save your wrapping paper and keep it from unrolling." This will allow the theme to be placed in front of the consumer, without them even realizing. We will encourage the consumers to take photos of their boxes and share them on social media.

Like Snapple with their fact lids, consumers may be more inclined to continue purchasing in hopes to collect multiple life hack boxes.



Partnership

National Association of the Deaf

Partnering with National Association of the Deaf to promote the app and show its value. Pizza Hut will partner with NAD, and donate a percentage of proceeds to the organization. Pizza Hut wants to show its support to those who value the importance and convenience of the app. Similar to how Domino's has partnered with St. Jude, we will partner with NAD. Something we thought of was how disabilities can really impact people's lives in a massive way. When it comes to ordering pizza over the phone, how difficult it must be if you are unable to hear.

The partnership will help to show the app's value among the deaf/ non deaf community. We plan to run advertisements specific to the deaf community, as well as some call-to-action commercials encouraging people to order from the app, and donate to NAD. We believe this partnership will successfully push our solution, while also helping a large demographic of people.



Social Media

Content Creation

The type of content that we will create includes posts relating to our concept that “Life is Hard, Pizza’s Easy.” We aim to relate this theme to holidays, finals week and general everyday experiences to be relatable to our customers. We plan on incorporating the idea that Pizza Hut is available to you at the moments when you need it most, especially during the hectic times of your life.

-Instagram: once a day - S,T,W,TH,F,S: 1-2pm, M: 8-9am (engagement peak)

-Twitter: once a day - Everyday, 12pm or 5 pm (best for retweets)

-Facebook: once a day - S,T,TH,F,S: 1-4pm, W: 3pm (highest clickthroughs)

Content Sharing (text,image,video,gif)

The type of content that we will share will vary between social media platforms. For example, we plan on posting relevant and humorous gifs and text-based content on Twitter, video ads on Facebook, and images and some video content on Instagram. After looking through Pizza Hut’s social media platforms, we noticed that they generally post the same exact content on all platforms. This can be beneficial to developing brand identity, but some users find it “old” and boring seeing the same content on all platforms.

#EasyPizza

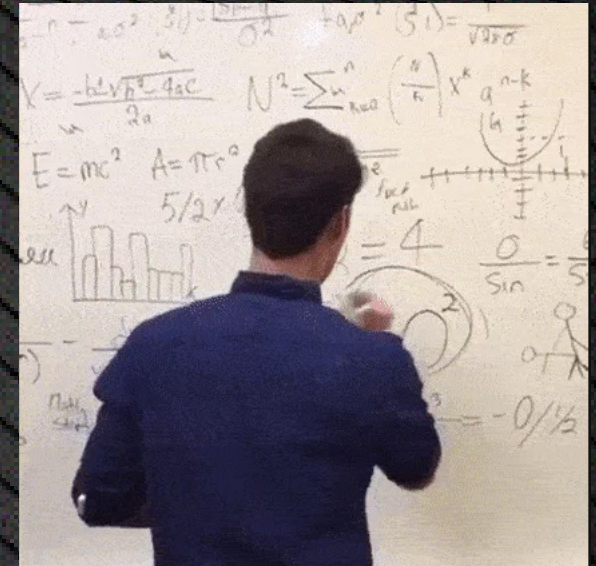
#HolidayHutRewards

#FullBrainFullStomach

Social Media

Twitter

"Finals week is hard.... Ordering pizza off the Pizza Hut App is easy! Instead of cramming for that test, try cramming some pizza in your mouth. #EasyPizza #FullBrainFullStomach



Facebook

"All I want for Christmaaaaaas iiiiiiiis.... An easy-to-use app that allows me to order my custom pizza without having to talk to someone over the phone

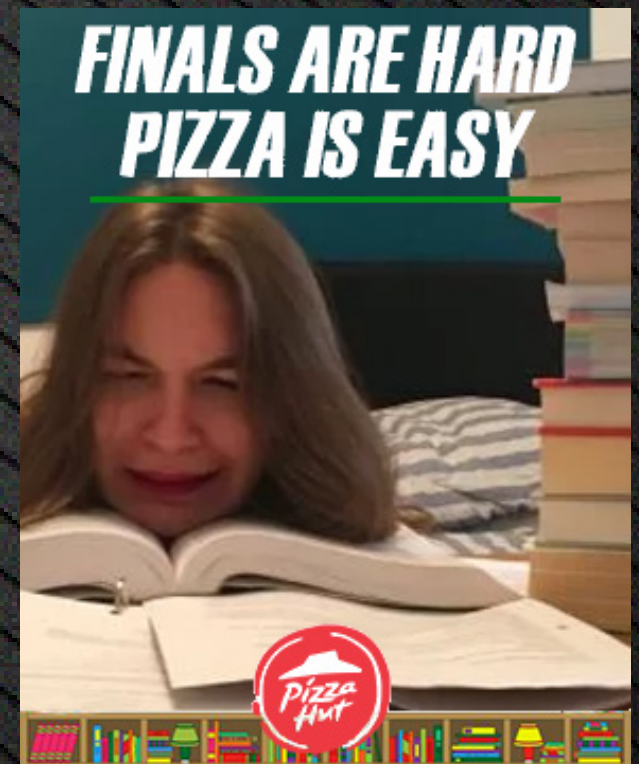


because my
kids are freaking
out about the
snow and Santa coming.
Please someone help me.
#HolidayHutRewards
#MerryCheesmus"

Snapchat

Snapchat Story

We will create a handout that goes on every pizza box included social media tags. There will be a snapchat barcode to add Pizza Hut, instructions to take a snapchat with your pizza and the filter (Christmas, thanksgiving, finals week is hard... pizza is easy). The best one is picked at the end of the week, winner gets a free pizza.



Media

Strategy

Commercial (NCB, CBS, FOX, ABC, ESPN)

-It takes about 3 minutes to place an order from the app. We could make a commercial relating how long it takes to place an order vs how long it takes to do other tasks. This commercial would air during the later hours of the day when students and young professionals are home from school and work.

-It is easy to place an order online- what could you do while you're waiting for your pizza to be delivered.

-what could you be doing while ordering your pizza online?

- Make a commercial that plays during football game times (Sunday afternoons) and promote NFL teams.

Handouts/print media (Nation-wide/storewide/apartment guides)

-Providing coupons and promo codes on pizza boxes for future discounts

- Target college campuses and hand out barcode cards that provides discounts

- Automatic 10% off your first in-app purchase

Radio (Nation-Wide/ Spotify/ Pandora)

-Develop short advertising commercials on Pandora and Spotify in between songs to promote Pizza Hut's app

-Create short company jingle to play during intermissions

KIIS-FM – 102.7 KIIS-FM – Los Angeles
WBMP-FM – 92.3 AMP Radio – New York
KAMP-FM – AMP 97.1 – Los Angeles
WKSC-FM – 103.5 KISS-FM – Chicago
WBBM-FM – B96 FM – Chicago
KHKS-FM – 106.1 Kiss FM – Dallas-Forth Worth
WXKS-FM – KISS 108 – Boston
WIHT-FM – Hot 99.5 – Washington, D.C.
WIOQ-FM – Q102 Philly – Philadelphia
WHTZ-FM – Z-100 – New York

Media

Outdoor Advertising (NY, LA, PA, IL, etc)

- Create billboards on major highways targeted to consumers traveling home from work to recognize Pizza Hut as the easy dinner choice
- Use appealing images of the pizza along with brief app information
- Maintain the red colored palate
- Use billboards to promote dine-in options as well including the nearest Pizza Hut exit

Digital Media (Social Media (Twitter, Instagram, Facebook, Snapchat))

-Since the demographic is spending a lot of time online, it would make sense to run a variety of ads through their social medias. For example, we could run an Instagram ad using "boomerang" with someone sprinkling cheese on a pizza like the well-known meme of a guy sprinkling salt.

-Snapchat is being used by a large part of the demographic, particularly the millennial generation. We could run a snapchat story that people could submit to in hopes of being added publicly. This provides an incentive to answer the following questions from Pizza Hut:

- what they would get on their ideal pizza
- what they do while they're waiting for their pizza to be delivered (approx. 20 min)
- what's the weirdest thing they've ever done/could do while ordering a pizza from the app
- Record a snapchat of your best reaction to the delivery of your pizza
- Facebook newsfeed ads to increase awareness of in-app features
- Facebook ads have a large target market, since more Gen X and Gen Y use Facebook
- Create Twitter polls about Pizza Hut favorites to gain consumer insight

94.8 K
Twitter followers

1.3 M
Insta. followers

30,958,024
Facebook Likes

Objectives

Traditional Media

Commercial- aired January 3rd, 2018

Increase digital sales of millennials by 15% by January 30th, 2018.

Handout/print ads

Engage 25% of existing customers to utilize coupons and promo-codes through digital orders

Digital Media

Social Media
(Twitter, Facebook, Instagram)

Engage directly with at least 70% of followers

Snapchat

Increase brand loyalty and awareness with our filters by 40%

Radio Media

Pandora/Spotify
Persuade 45% of listeners to download the Pizza Hut App

The Numbers

Markets

We market nationally due to our campaigns that are ran throughout the US.

We plan to specifically target the top 50 media markets including New York, Chicago, Pittsburgh, Los Angeles, Denver, etc.

Timeline- time of year, general overview (months)

January 1st 2018- Dec 1st 2018

Holiday/seasonal ads

Budget

\$200,000,000 Budget

Metrics and Evaluations

Compare sales before, during, and after an ad campaign.

Measure how long people are spending on Pizza Hut's site/app and how many pages they are viewing per visit

Social Media Metrics

Impressions, followers, engagement.



