HOW TO SELL PIZZA ONLINE
Pizza Hut made history in 1994 by accomplishing the first online purchase. Twenty years later Pizza Hut still strives to take full advantage of technology. In order for this iconic brand to continue reaching millennials, Pizza Hut must integrate its latest rebrand with a call to action that draws consumers to the app and website. To achieve this, Pizza Hut must identify the key characteristics that set it apart from the competition.

Above all else, extensive research shows the recent Pizza Hut rebrand is an incredible asset to this campaign. Through the 1,500+ data points collected, Tiny Table discovered that when the target demographic knows about the Flavor of Now menu, its view of Pizza Hut significantly improves.

It is impossible to convince millennials to modernize their ordering behavior without showing the brand’s adventurous side – if Pizza Hut wants them to change, millennials need to see how Pizza Hut is changing.

The key to this campaign is to introduce the target demographic to the new Pizza Hut menu and digital ordering platforms through education and activation. The executions focus on bringing awareness to the Flavor of Now menu as well as the customization options that are available to every consumer. By highlighting the strengths Pizza Hut cultivates through television, print, social media and public relations events, Tiny Table ensures consumers will know what is available on the menu and online. The creative implementation of these strategies throughout the six-month campaign will deliver a comprehensive message that is easily leveraged with this target audience through the website and app.
Research Questions

How familiar is the target audience with the Pizza Hut rebrand?

What is the current perception of Pizza Hut?

What causes consumers to choose digital ordering over traditional methods?

Objectives

1. Position Pizza Hut as the top choice for customers who order pizza digitally

2. Provide the greatest digital ordering experience in the category

3. Reach the target of 75 percent of all orders done online/mobile by the end of 2015
RESEARCH TOTALS

1,370 Survey Responses

2 Focus Groups

65 Consumer Interviews

15 Pizza Hut Manager Interviews

62 App Beta Tests

24 Taste Tests

TOTAL IMPRESSIONS 1,538
CONSUMER INSIGHTS

Why do you prefer ordering from a website or app?

- I know my order is entered correctly: 78% (website), 72% (app)
- I can customize the pizza the way I want: 78% (website), 72% (app)
- I don’t feel rushed to get my order out: 69% (website), 60% (app)
- I can use online coupons: 65% (website), 61% (app)

Takeaway

In general, people who are aware of the Flavor of Now menu give food-ordering apps and websites better reviews than those who aren’t aware.
WEB & APP INSIGHTS

People are ready to use the app . . .

“When you get into the details of having a lot of specialized orders, I feel like the online works really well because it really spells it out for them, and eliminates the obstacles of miscommunication.”

- Alicia G.

but there is still apprehension.

“When I have a big group order, I really like having someone to talk to on the other line . . . it’s comforting.”

- Maddy P.

To your knowledge, does Pizza Hut have a mobile app?

48% YES

52% NO

How often do you order food through a mobile app or online?

Never  20%

Once a month  39%

More than once a month  35%

More than once a week  6%
Last time you ordered pizza, how did you order it?

- 8% In-Store
- 5% Mobile App
- 44% Phone-In
- 43% Website

“It is nice when you know exactly what you’re gonna get and it’s correct... it said it right [on the app].”

– Miles H.

In which method do you place the most trust for accuracy of order?

- Online 65%
- Mobile App 7%
- In-Store 18%
- Phone-In 10%
Research indicates 68 percent of the target audience members consider themselves spontaneous. However, they typically order cheese, pepperoni or hamburger pizza. Although customers view themselves as willing to try new things, in reality, their pizza orders often don’t reflect that spontaneous spirit.

In addition, people who order through an app or website tend to order more frequently compared to those who order by phone.

In the past six months have you ordered from Pizza Hut?

- **Yes**: 54%
- **No**: 46%

In the past 30 days how often have you ordered pizza?

- Twice a week: 2%
- About once a week: 2%
- Twice a month: 18%
- Once a month: 14%
- Other, please specify: 13%

**On a Website**
- Twice a week: 5%
- About once a week: 2%
- Twice a month: 46%
- Once a month: 18%
- Other, please specify: 29%

**On a Mobile App**
- Twice a week: 2%
- About once a week: 13%
- Twice a month: 51%
- Once a month: 20%
- Other, please specify: 5%

**By Phone**
- Twice a week: 21%
- About once a week: 9%
- Twice a month: 56%
- Once a month: 12%
- Other, please specify: 1%
Customers who know about the Flavor of Now menu rank Pizza Hut higher on a scale of 1-7 based on website experience, app experience, taste and value.

- Website Experience: 5.46 (+18%)
- App Experience: 4.83 (+14%)
- Taste: 5.56 (+18%)
- Value: 4.91 (+11%)

People who ARE aware Pizza Hut has new menu offerings
People who ARE NOT aware Pizza Hut has new menu offerings

Are you aware of the new Pizza Hut menu?

41% YES 59% NO
Brand Personality
Pizza Hut is adventurous and dependable. It is always ready to try something new. To remain a leader, Pizza Hut understands it must constantly grow and adapt.

Opportunity
To make consumers aware of the rebrand, engaging them with the new menu options and digital ordering methods.

Reason To Believe
Research concludes the new Pizza Hut menu entices consumers to explore their options. Familiarity with the Flavor of Now menu improves consumer perception of the product and increases ordering on digital platforms. The inviting online ordering system and free app give every consumer the opportunity to embrace the new taste of Pizza Hut.

Solution
Exposure to the Flavor of Now menu is key to providing the best digital ordering experience and increasing the share of orders through digital platforms. By improving awareness of the new menu and incentivizing orders made through the website and mobile app, this campaign supports the latest rebrand, raises the percentage of digital orders and boosts overall sales.
What if the new Pizza Hut menu and rebrand had a story behind them? A story so absurd you almost wouldn’t believe it – unless it was seen through the eyes of a Pizza Hut delivery guy.
These ads manifest the campaign’s big idea. Featuring different Flavor of Now pizzas, the ads show a Pizza Hut delivery guy’s unusual and unexpected encounters. These occurrences provide visual representation for the new Flavor of Now pizzas.

Each pizza on the Flavor of Now menu has its own unique story. To showcase the new Pizza Hut Garden Party pizza, Tiny Table created a shindig like no other. Embodying this fresh and colorful pie, this print ad brings out the zest, inviting veggie lovers of all kinds to join the party.

Gather all the veggie fanatics you know. This one’s for them.

It’s the Garden Party, fresh off Pizza Hut’s new Flavor of Now menu. With green peppers, red onions, mushrooms, diced Roma tomatoes and spinach over a premium crushed tomato sauce with the Hut Favorite crust, it’s finished to perfection by a balsamic drizzle. Get your party started—order online or through the app today. Use the code “RSVP” to get 30% off your order.

Offer valid through 8/31/15.
The Giddy-Up BBQ Chicken ad features a Pizza Hut delivery guy stumbling upon a cowboy walking his beloved chickens across the road.

Unleash your inner cowboy. It’s the new Giddy-Up BBQ Chicken pizza from Pizza Hut’s Flavor of Now menu. With barbeque sauce, grilled chicken, hardwood smoked bacon and fresh red onions with toasted cheddar on the crust edge and a barbeque sauce drizzle, it’s the tastiest way to ride off into the sunset. Round up the crew and order one online or on the app today. Use the promo code “Howdy” for 30% off your order. Offer valid through 8/31/15.
TEAM 145

VIDEO

Tiny Table’s commercial features a Pizza Hut delivery guy arriving at the O’Hanlon house. It is here he stumbles upon a family with a unique way of defending their passion for meat. Introducing the Old Fashioned Meatbrawl pizza.

DOOR SWINGS OPEN.
CHORUS (LOUDLY): We’re all O’Hanlons.

CUT TO MCU OF VIRGIL O’HANLON (ANNOYED): Is there any meat on it?
CUT TO CU OF DELIVERY GUY (PERPLEXED): Uh, no.

CUT TO MS OF FAMILY WITH VIRGIL: Generations of butchers and meat packers in this family, and one of ‘em would order a meatless pizza? (POINTING AT JERRY) I bet it was Jerry’s boy.

CUT TO MS OF FAMILY WITH VIRGIL: You ordered the meatless pizza.
JERRY (INDIGNANT): Well, ain’t you the accusin’ type, Virgil? All the O’Hanlon problems on my family ‘cause we don’t follow your old traditions.

CUT TO LOGO AND OFFER VOICEOVER: Join the brawl. Order online or on the app with promo code MEATBRAWL for 30 percent off your entire order.

SON: (Pointing) This is Jerry’s boy.

CUT TO MS OF YOUNG O’HANLON SILENT AT THE DOOR.

CHORUS: We’re all O’Hanlons.

VIRGIL: Well, there’s one old traditional way to solve this. (O’HANLON FAMILY BEGINS POUNDING TABLE AND CHANTING): Meat brawl, meat brawl, meat brawl.

MUSIC (IRISH PUNK IN AND UNDER):

VIRGIL: Choose your weapon.

OLD FASHIONED MEATBRAWL

JERRY (ANGRILY): You did not … You did not just challenge me to an Old Fashioned Meatbrawl. (JERRY AND VIRGIL STAND AND RAISE THEIR FISTS WITH MEAT IN HAND) FREEZE FRAME.

OLD FASHIONED MEATBRAWL PIZZA SLIDING IN. HAND APPEARS TO SWIPE IT OUT.

THE FLAVOR OF NOW

JOIN THE BRAWL. ORDER ONLINE OR ON THE APP WITH PROMO CODE "MEATBRAWL" FOR 30% OFF YOUR ORDER.
TIMES SQUARE AMBIENT

An electronic advertisement will be placed in Times Square to showcase one-half million pizzas that can be created through the new Pizza Hut menu options.

Each pizza will be shown for 5.2 seconds through a series of animated transitions counting up to 500,000. Every other day, a Flavor of Now pizza will be featured on the screen and offered for free on digital ordering platforms for the following 30 minutes in select cities.

On the last day the screen is active, it will unveil the final pizza as the newest Flavor of Now menu option. Pizza Hut employees will emerge in Times Square to hand out sample slices.

The digital billboard will generate buzz at the beginning of the campaign and create more awareness of the Pizza Hut rebrand. It will highlight the diversity of the new menu options and demonstrate that Pizza Hut is continually inventing new pizzas. The execution will integrate the app to draw consumers from across the nation.
To capture the attention of millennial mothers, and to convey the origin of the Pretzel Piggy, this radio spot uses the adorable unpredictability of children. All mothers can relate to the playfulness of a child’s mind and how it can make anyone smile.

SFX | DOOR OPENS, KIDS YELLING AND PLAYING IN THE BACKGROUND
MAN | Hello! I have your Pizza Hut order
WOMAN | (EXASPERATED) Thank goodness
BOY | (YELLING) Mom, what is that?
WOMAN | Your favorite
BOY | Is it bacon?
WOMAN | No – it’s pizza
BOY | I HATE pizza
WOMAN | You love pizza
BOY | I love pretzels
WOMAN | (SIGHS)
BOY | I’m going to my room, and I’m not coming out until there’s bacon and pretzels in that box

Introducing Pizza Hut’s new Pretzel Piggy pizza. It’s what he wants, with fresh mushrooms, fresh spinach and hardwood smoked bacon over creamy garlic Parmesan sauce. The pretzel-crusted pizza is topped by a balsamic sauce drizzle. Try one today by ordering on the Pizza Hut app or online. Use the promo code pretzels for 30 percent off your entire order.

The outdoor ads feature the Flavor of Now menu items with concise copy that grabs the attention of consumers while they are on the road. However, to avoid endangering drivers during their commute, these billboard ads are designed to be easily processed without engaging commuters with their mobile devices. Instead, they urge consumers to order online upon arrival at their destination.
Tweeets, posts and selfies allow the target audience to interact with Pizza Hut through its popular social media platforms. Tiny Table will strengthen continuity across all platforms, establishing Pizza Hut as the leading voice in the industry, creating authentic content. On Facebook and Instagram, followers will be encouraged to comment with their own inventive names for pizzas created by the Times Square digital billboard. Pizza Hut will continue to use promoted hashtags that activate discounts and contests, as well as sponsored posts that include a call to action. Additionally, a Snapchat account allows for both crowd-sourced content and a new way for Pizza Hut to connect with the customer.

**BuzzFeed**

BuzzFeed provides an enormous amount of shareable content. To connect with millennials Pizza Hut can create quizzes such as “Which Flavor of Now pizza should be your soulmate?” and “What does your delivery guy think about you based on your order?”

**Instagram**

Instagram has become more than just a place to share photos. Pizza Hut has the opportunity to reach its followers via helpful 15-second video “Life Hacks” about pizza, such as “How to Reheat Pizza Without Making the Crust Soggy.”

**Tinder**

A popular dating service among millennials, Tinder provides an opportunity for Pizza Hut to engage with consumers in a new way. Users in major cities will be encouraged to “swipe right” or match with the new Flavor of Now pizzas. Once the user matches with the pizza profile, a short and playful dialogue will lead the user to place an order online or through Pizza Hut’s app.
Pizza Teasers

Pizza Teasers are made for people who stick to traditional pizzas. By matching one of the new menu pizzas to the customer’s order, a mini Flavor of Now pizza will be sent with their order. For example, if someone orders a classic pepperoni, a possible pizza match would be the Cock-A-Doodle Bacon. This activation will only be available to those who order online or through the app and will run for the first month of the campaign.

BOOK IT!

By creating a contest through BOOK IT!, children will have an opportunity to create stories behind a new pizza’s name. One story will be selected, then made into an illustrated children’s book, which will then be distributed to all the schools and organizations involved in the BOOK IT! program.

Pizza Box Stories

Inserts will be placed in the pizza boxes of Flavor of Now pizzas ordered through the website and app. When the customer opens the lid of the box, a 30-second narration will play, recounting the story of how the pizza received its name. Six hundred thousand inserts will be sent to Pizza Huts around the United States.
After seeing creative executions 64% of those surveyed rated Pizza Hut a 4 or higher on a scale of 1–5.

When consumers saw two creative executions from the campaign, they were more likely to order from Pizza Hut, to use a digital medium and to try the new menu items.

Additionally, before seeing creative executions 42 percent of respondents rated Pizza Hut a 4 or higher on a scale of 1-5. Seeing creative executions increased this figure by 22 percent.
BUDGET OVERVIEW

Budget Rationale

For this campaign, Pizza Hut gave Tiny Table the freedom to determine its own budget. After extensive research and deliberation, Tiny Table decided on a final budget of $69 million. This number was calculated using the past two years’ worth of total advertising and annual media budgets, extrapolating what a six-month campaign requires. Most importantly, Tiny Table recognized the recent Pizza Hut rebrand that hit the market in November 2014. By factoring in the rebrand expenditure, Tiny Table believes this number reflects not only the necessary media buys but also allows the use of non-traditional methods to reach the right audience.

Strategy & Tactics

1. Use an integrated mix of traditional and non-traditional media to reach the target audience.

2. Increase customer awareness and frequency of digital ordering through paid, earned and owned media. This includes using online radio, outdoor billboards, airport ads, Internet banners, television, digital television, social media, promotions and public relations tactics.

3. Utilize a continuous media schedule to reach the target throughout the six-month campaign, which includes a three-month television schedule.

Timing

July 2015
The launch of the campaign will immediately establish a strong presence across all forms of media.

September 2015
A three-month television campaign begins during prime-time series premieres and sporting events to boost target audience exposure.

Objectives

Establish a 75% reach with a nationwide average frequency of three.
Achieve 80% reach and an average frequency of three among our target audience.
Cultivate impressions primarily within the target market using digital, traditional and nontraditional advertising.

Tiny Table determined the budget using past Pizza Hut national advertising budgets, while considering the most recent rebrand. Tiny Table believes a campaign of this caliber and creativity is executable for 28 percent of the annual budget or . . .

$69M
**Digital Television: $2,310,000**  
**Impressions: 72,150,000**

As the largest online premium video marketplace, Hulu’s online television streaming reaches 4.9 million people ages 18-34, over half of whom are female. Utilizing a 30-second video ad and a branded slate that can’t be skipped increases the likelihood that consumers will see the full ad.

According to Nielsen statistics from May 2014, YouTube is home to 30 million users ages 18-34, with 47 percent being female. YouTube offers TrueView InStream ads that range from 12 seconds to 3 minutes, delivering a message to users in the target demographic.

**With over 72 percent of millennials using free online video-streaming services such as YouTube, digital television provides a logical outlet to reach the target demographic.**

**Digital Radio: $3,000,000**  
**Impressions: 215,146,000**

Spotify has over 50 million users, 40 percent of whom are ages 18-24. It is available in 58 markets and is home to over 30 million songs. Spotify allows brands to target messages based upon demographics, geographic information and user preferences. With 7 million channels available to over 2.5 million members within the target audience, Pandora online radio offers a variety of platforms, reaching specific markets. Pandora’s 30-second autoplay videos and 30-second audio advertisements can target individuals within the target demographic. Additionally, ads cannot be skipped or muted.

**Online Displays: $3,400,000**  
**Impressions: 3,115,924,164**

Millennials are exposed to roughly 11 hours of digital media per day. With this in mind, Tiny Table will utilize sites visited frequently by people ages 18-34. Aside from BuzzFeed content, banner ads on The Weather Channel, Internet Movie Database, Tripadvisor and Foursquare will introduce the target audience to the idea of multitasking online while visually presenting Pizza Hut options. Advertisements on the apps will also raise awareness of Pizza Hut locations.

**Social: $2,800,000**

Millennials are always connected via social media and will not interact with boring accounts or social advertisements. To effectively engage these consumers, Tiny Table will revamp the Pizza Hut Tumblr, Pinterest and Facebook pages to provide more interactive and shareable content. The posted videos will include a series such as “Pizza Life Hacks.” The LinkedIn page will also be improved to engage followers. The Twitter account will continue to use promoted hashtags linked to discounts and contests. Promoted tweets with calls to action will also be included. Pizza Hut will interact with users through crowd-sourced ads via Snapchat and will use Tinder to connect consumers with different pizzas and their individual personalities. Tiny Table will also implement BuzzFeed quizzes such as “Which pizza should be your soulmate?” and “What does your delivery guy think about you based on your order?”
OUT-OF-HOME ADVERTISEMENTS ARE THE MOST READILY ABSORBED FORM OF ADVERTISING BY PIZZA HUT CONSUMERS.

Out-of-home advertisements are the most readily absorbed form of advertising by Pizza Hut consumers. Placing outdoor billboards in 20 urban markets throughout the United States, will effectively reach famillenials. The markets were determined by comparing the population of people ages 18-34 to other factors, including cost of living and unemployment rates. Additionally, advertising in frequently-traveled airports where Pizza Hut is available will help reach a variety of individuals within the target audience.

TELEVISION: $29,049,936
Impressions: 1,205,280,000

Because less than half of all millennials subscribe to cable services, according to MRI+ data, Tiny Table will focus on prime-time shows on the four major networks: ABC, CBS, Fox and NBC. These shows are more likely to be watched in real time. Nielsen indicates these networks carry an average audience of 800,000 individuals in prime time. Television shows including Modern Family, The Voice, Scandal, NCIS, New Girl, The Black List, The Amazing Race, Big Bang Theory and Sunday Night Football reach a significant portion of the target demographic.

MAGAZINES: $9,247,662
Impressions: 256,071,000

Current Pizza Hut customers are 22 percent more likely to be heavy users of magazines, and females ages 18-34 are also 22 percent more likely to be heavy users of magazines. Tiny Table will feature advertisements in magazines that are commonly read by famillenials and adults ages 18-34 including Food Network, Entertainment Weekly, Cosmopolitan, People, Rolling Stone, Us Weekly, Wired and Glamour. People magazine, for example, holds an audience profile of 5.8 million readers, 97 percent female and 66 percent under age 35. Magazine ads will visually stimulate readers and keep the Pizza Hut brand relevant.
Public Relations: $6,200,000

The PR budget accommodates a wide variety of executions and activations, complementing the creative campaign. These include general fees, video production fees, executionary costs and miscellaneous expenditures specifically for PR. Also funded are contests, surprise-and-delight activations and philanthropic events to support the Flavor of Now rebrand. Each concept drives consumers to the Pizza Hut website and app and ultimately increases sales.

Promotions: $6,000,000

An incentive of 30 percent off an entire order directs consumers exclusively to the Pizza Hut app and website. Discounts or promotions need to be provided to encourage consumers to choose Pizza Hut over the competition.

Fees and Miscellaneous: $2,376,169

These finances will fund the production costs of all video advertisements, print advertisements, radio spots and social media content. It will also cover any miscellaneous expenses used throughout the six-month campaign.
<table>
<thead>
<tr>
<th>Media Type</th>
<th>Cost</th>
<th>Timing</th>
<th>Impressions</th>
</tr>
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<tbody>
<tr>
<td>Prime-time TV Commercials</td>
<td>$29,049,936</td>
<td>3 mo.</td>
<td>1,205,280,000</td>
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<tr>
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<td><strong>Total</strong></td>
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There is a distinct advantage to having goals that involve online or mobile sales. In this campaign, analytics and consumer tracking become much more readily available.

1. Pizza Hut has the ability to gauge the app and website’s top-of-mind awareness with consumer post-testing interviews.

2. The promotional codes offer incentives for customers to order digitally while allowing Pizza Hut to follow consumer trends and determine which ads are most effective.

3. In terms of online sales, Pizza Hut has the ability to monitor which platforms are outperforming the others.


Media


