



NSAC 2015
TEAM #174

NSAC
NATIONAL ^{AD}STUDENT
ADVERTISING
COMPETITION

Hi, we are the Pizza People.

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Executive Summary

Almost everyone likes pizza.

In fact, 93% of Americans have eaten this cheesy piece of culinary perfection in the past month^[1]. What differentiates consumers in the pizza category is ordering behavior, as everyone has their own preference for how to acquire the food they love. Consumers value taste and affordability. They want pizza quick and in the easiest way possible.

As technology advances, it's no longer as simple as deciding whether to call or walk into a Pizza Hut. Today, it's all about digital. However, many consumers aren't even aware of the new ordering options available or the benefits of digital platforms. Many stubborn consumers are stuck in their phone-ordering ways and need a strong, simple message or incentives to change their habits.

Our campaign is driven by a bold idea that raises the volume of Pizza Hut's brand voice with a redesigned mobile app, the launch of a loyalty rewards program, fresh promotions with compelling offers every month, lots and lots of red, and another Pizza Hut first. We will spend \$164 million to generate over 3 billion compelling impressions and accomplish Pizza Hut's business goals.

Converting 32% of consumers to the digital experience in six months won't be easy. It takes a bold, creative mind to develop such a solution. Luckily, we know where you can find 38 bold and creative minds.

Meet Circle Advertising.

We are a team of advertising enthusiasts who make it a point to incorporate pizza puns into our daily conversations. We have eaten over 250 pizzas since September for the sake of pizza research, which we lovingly call "pizzearch." We are obsessed with the color red and flaunt it. But most importantly, we are Pizza Hut brand ambassadors.

And what has that taught us? Pizza Hut has a unique level of flavor that sets it apart. Better yet, consumers love it! Circle Advertising will capitalize on this flavor while leveraging an enhanced digital experience. We will recommend bold changes to your digital platforms and messaging with the goal of positioning Pizza Hut as the number one pizza brand and creating the best digital ordering experience in the category.

The benefits of the digital ordering experience are clear to us.

Our campaign makes them clear to your consumers.

Let's Get Cookin'

The Challenge: Increase the share of pizza orders that are done digitally by 32 percent from July 1st to Dec. 31st.



ACQUAINT

Acquaint ourselves with Pizza Hut through extensive secondary research to better understand the story of the brand, the pizza category, and the evolution of digital ordering methods.

The Four-Team Approach

To determine who we are advertising to, we had to understand what we were advertising about. To solve this mystery we divided our 38 members of Circle Advertising into four teams to conduct secondary research:

- Consumer Insights
- Digital Media
- Internal and External Relations
- Brand History



DISCOVER

Discover current consumer perceptions using primary research methods. Understand their ordering processes, digital tendencies, and current views of Pizza Hut, its rebranding and competitors.

We poured over 317 sources such as trade journals, annual reports, and news articles to get to know Pizza Hut and the category. Pages were turned, friendships were forged, and pizza was eaten, all leading to a strong foundation of qualitative and quantitative research allowing us to determine our next research steps.



IDENTIFY

Identify which target audience is most likely to help us achieve Pizza Hut's business goals and find what's currently disconnecting them from the brand.



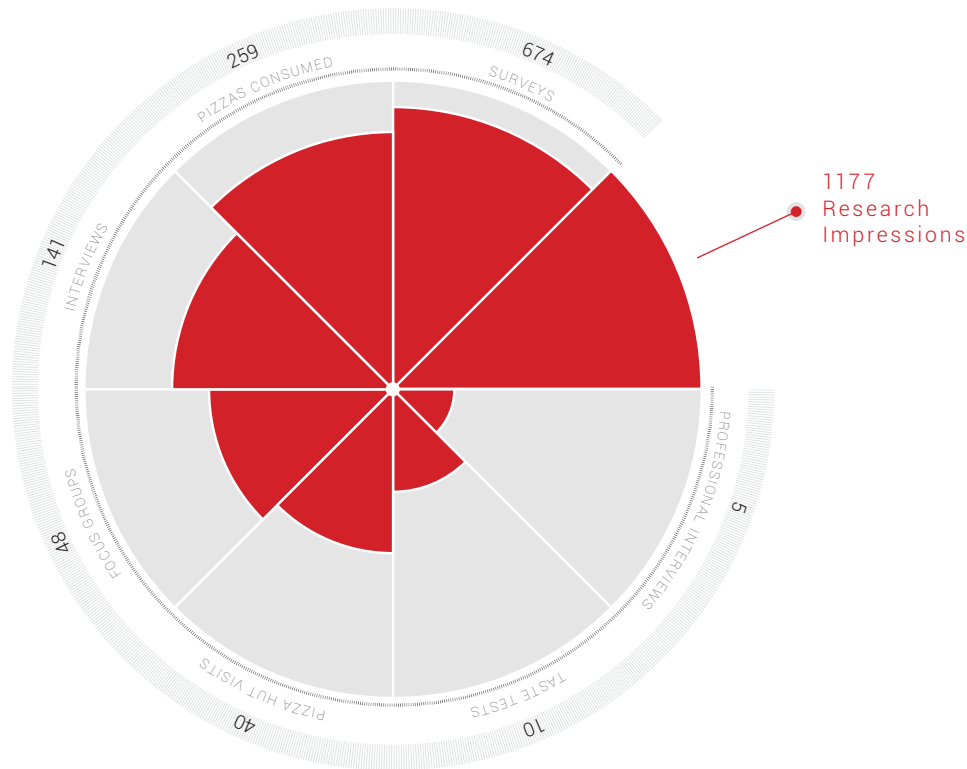
SYNTHESIZE

Synthesize all research to identify Pizza Hut's strategic position in the category.



Who here likes pizza?

As we transitioned from secondary to primary research, it was clear that we needed to understand consumer perceptions and behaviors to develop our target audiences.



Professional Interviews

- Walter Smith EVP and Group Account Director at Deutsch LA
- Jim Fredrick Former SVP Creative Marketing at Warner Bros. Pictures
- Ryan Eytcheson Branded Video Producer at BuzzFeed
- Steve O’Leary Chairman at O’Leary and Partners
- Omeed Boghraty Writer at TBWA\Chiat\Day

Perception of Pizza Hut

When asked what came to mind when they heard the words “Pizza Hut,” 29% of consumers said stuffed crust, 9% said grease, and 7% said BBQ wings^[2]. Respondents associated Pizza Hut with past promotions, old movie tie-ins, and childhood sports parties, meaning nothing distinct is making the brand stick out to consumers.

Flavor of Now

In every focus group, we asked participants about the “Flavor of Now” rebranding^[3]... And found only 23.5% of respondents were aware of it. After showing participants the new Pizza Hut commercials and executions, we learned that they weren’t excited about the rebranding or tone.

“It is really cute. I like the old people, doesn’t make me want to go to Pizza Hut, makes me want to go to Italy and eat their pizza though.”

- Aidan, 21

“Entertaining, but it doesn’t speak to me because I’m like those old people!”

- Robert, 37

“I’m confused. Why didn’t they have more of people eating and liking the pizza at the end?”

- Emily, 18

[2] Focus Groups

Order up!

Your Pizza is Great

What did connect with consumers were your flavor options. We completed pizza taste tests featuring the new toppings, crust flavors and drizzles, and found consumers were pleasantly surprised. In fact, 79% said they liked the new flavor options after trying them. So, even though Pizza Hut's current messaging isn't resonating with consumers, its choice to add more flavor sure is.

"I will literally order that the next time I order pizza."

- Linda, 39

"If this is what Pizza Hut tastes like, I like it"

- Keith, 20

"I wouldn't generally think to get these ingredients, but I like them a lot."

- Cianna, 28

Digital Ordering Process

In our focus groups, we directly compared Pizza Hut and Domino's' digital ordering processes, encouraging feedback.

To our surprise, participants didn't like either of the pizza ordering processes on the app and there was not an initial preference. But when questioned further, 63% of participants chose Domino's.

They found the Pizza Hut online experience easy to use, but unexciting. They liked Domino's Pizza Tracker, but thought Pizza Hut's site was more aesthetically pleasing. Therefore, we'll be recommending a more intuitive app experience and an online feature to rival the Pizza Tracker.

We also found that among the big chains, consumers favored Domino's. However, they didn't cite distinguishing characteristics of the brand when asked further about their decision. In fact, 62% of respondents admitted they just opt for the cheapest, most convenient option available. So, even though consumers show a preference, they're not necessarily brand loyal - they tend to just follow the deal. We concluded that there is a lack of brand loyalty in the pizza category.

Ordering Process

When it comes to ordering a pizza, consumers are stuck in their ways. We looked at how consumers can order a pizza (Online, App, Phone, Dining-In, Xbox) and found their ordering preferences are determined by incentives, perception of convenience, habit and level of comfort with human interaction. There was no consistency in the demographics tied to these preferences.

"It's easy and they don't mess up your order because they can't hear you."

- Duncan, 23, Online Orderer

"Everything is right there and you don't have to deal with anyone."

- Amy, 30, Online Orderer

"It's quick, easy, and I'm used to it. I've done it forever. Like, why would I change?"

- Andrea, 21, Phone Orderer

"It's easiest and I'm engrained to do so from childhood"

- Hector, 36, Phone Orderer

Likes:

- Good colors
- Pizza visuals
- Choices

Dislikes:

- Dropdown menus
- Unintuitive
- Takes too long, they just want their pizza now
- Requires putting in too much info at the beginning



Likes:

- Simpler/easier to navigate
- Good colors
- Better organization
- Animation
- No dropdown menus

Dislikes:

- Dom doesn't work
- Unintuitive



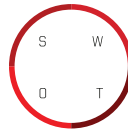
Bring it, Domino's.

STRENGTHS

- Largest pizza company in the world, with more than 15,000 units in over 90 countries
- Broadest ordering options (telephone, Xbox, mobile, desktops, Hulu, tablets, button)^[2]
- More pizza flavor combinations than other brands

OPPORTUNITIES

- Emergence of new technologies
- New flavor options play to customization trend among consumers
- It's faster and more convenient to order Pizza Hut's many flavors digitally



WEAKNESSES

- Brand image and voice
- Low consumer awareness of digital platforms and new menu options
- Unintuitive digital ordering experiences

THREATS

- Domino's current competitive advantage capitalizing on technological trends
- New fast-casual, made to order concepts eating away market share such as Blaze and Pieology
- Loyalty programs of competitors, such as Papa John's

What do they have that we don't?

We compared Pizza Hut to its competitors on a digital level to understand what elements were missing from our digital ordering experience. We looked at the following companies:

- Domino's*
- Papa John's*
- Little Caesars*
- Eat24*
- GrubHub*
- Seamless*
- PostMates*

We identified several features offered by our competitors and not by us.

Domino's Pizza Tracker^[4]

This allows consumers to track the pizza-making process from order to delivery. It keeps the user engaged throughout the entire digital ordering process, creating a seamless, immersive digital experience.

Technology Stunts^[5]

Competitors are using technology stunts to distinguish themselves in an oversaturated marketplace. These stunts have included Domino's and its use of drones^[4].

Split Payments^[6]

This feature makes ordering in groups more convenient. Currently, it gives Papa Johns and food delivery companies like Eat24/Grubhub, a digital ordering advantage.

Rewards Program^[7]

Digitally exclusive rewards programs, like Papa Rewards, offer incentives to order specifically online or through an app. This rewards loyalty, while converting orders to digital.

Dom^[8]

The Domino's voice-ordering function creates an interactive experience on the app.

[2] Case Study
 [4] Forbes.com
 [5] Adweek.com
 [6] PapaJohns.com
 [7] MobileCommerceDaily.com
 [8] AdAge.com

It's all behavioral...

Identify

The realization that consumer pizza-ordering behaviors are driven by incentive, perception of ease, and habit shaped the development of our target audiences. We found no demographic exclusivities or consistencies when it came to these behaviors. This suggested that

demographics aren't the best way to segment our target audience for messaging purposes -- behavior is. So, we cut our audience pie into three saucy slices that each represent a purchasing behavior our campaign will address.

Our creative messaging targets these three behavioral segments. However, as you will see in the media section, demographics drive our media buys. This ensures our messaging is received at the right time, by the right audience.



TRADITIONALISTS

Those who order pizza by calling.



DIGITAL ENTHUSIASTS

Those who order pizza digitally from digital competitors.



LOYALISTS

Those who order pizza digitally from Pizza Hut.

Perceived Benefit

Convenience/Ease/Human interaction

Traditionalists enjoy human interaction, as it leads to easy personalization and strong relationships. They are creatures of habit and struggle to break away from the phone because it's what they've always done. They have the capability to order digitally, just not the incentive or information. They perceive ordering over the phone as more convenient, faster, and easier than any other ordering method. In other words, they don't know what they're missing.

Traditionalist Strategy

- Establish perception that ordering over the phone is less convenient and effective
- Offer digitally exclusive promotions to incentivize them to try the digital ordering experience

Perceived Benefit

Incentive/No Human Interaction

Digital Enthusiasts avoid human interaction when ordering a pizza and would rather let their fingers do the talking. This also allows them to order quickly and catch promotions that are only offered digitally. They've yet to discover the joys of Pizza Hut and the array of new flavor combinations, but when they do it'll rock their motherboardin' world!

Digital Enthusiast Strategy

- Create a distinct brand voice that will make Pizza Hut stand out in the category
- Take consumers away from competitors, specifically Domino's
- Provide superior digitally exclusive promotions
- Leverage an enhanced digital ordering experience

Perceived Benefit

Convenience/Ease/Incentive

Loyalists have it all figured out. They just get you. They're faithful to Pizza Hut and believe digital is the best way to order. They think digital is the most convenient ordering option and that Pizza Hut tastes the best. This is a habit we're not looking to change with our campaign, but encourage.

Loyalist Strategy

- Provide a rewards program with incentives that will motivate Loyalists to purchase more frequently and to increase check size per transaction
- Applaud Loyalists for their ordering behaviors

The Three Barriers

From our extensive research, we identified three obstacles barring our target audience from engaging with Pizza Hut's digital ordering experience.



BRAND VOICE

Indistinct Brand Voice

We found Pizza Hut consumers were mostly unaware of the rebranding, and remembered Pizza Hut from their childhood, past promotions or for having stuffed crust. Aside from the color red, there was little distinguishing the brand from other competitors. The rebranding was bold, but the messaging that accompanied it was not. It gave Pizza Hut distinct attributes, just not a distinct voice.



DIGITAL AWARENESS

Low Digital Awareness

There is a lack of awareness of Pizza Hut's digital ordering opportunities. The majority of pizza consumers we interviewed did not know Pizza Hut had an app. Those who knew about it were usually not convinced of its superiority over the telephone. When asked what would make them switch from phone ordering to digital ordering, they listed incentives, rewards programs, and special digital features.



DIGITAL INCENTIVE

Lack of Digital Incentive

Our targets currently have little reason to change their ordering habits. Pizza Hut's digital experience includes few incentives, lacking exclusive features, rewards, or an intuitive interface to entice consumers to order digitally.

Breaking Through

To break through these barriers, we determined our challenge is to find the single most compelling way to get consumers off the phone and onto digital platforms. Enter Rompe, the culmination of our research activities. During this annual research weekend, members of the Circle Advertising family enter into an environment that fosters contemplation. We dissect trends in the food industry, exceptional uses of advertising, and our own primary and secondary research.

From this information, we worked to find a single area that Pizza Hut can slice into its own-- a slice that none of its competitors could ever eat.



Where is our niche?

Once we had an understanding of Pizza Hut, its competitors and our consumers' perceptions, we needed to find our ideal position (niche) in the category. How will Pizza Hut stand out in a cluttered environment?

We believe the most lucrative place for Pizza Hut to be is at the intersection of flavor customization and superior digital experience. Thanks to the "Flavor of Now", Pizza Hut uniquely offers the most pizza flavor options/combinations in the category. We will take this fact and establish that it's easier to explore these new flavors digitally. This will deter phone ordering while leading consumers to a reinvigorated Pizza Hut digital experience.

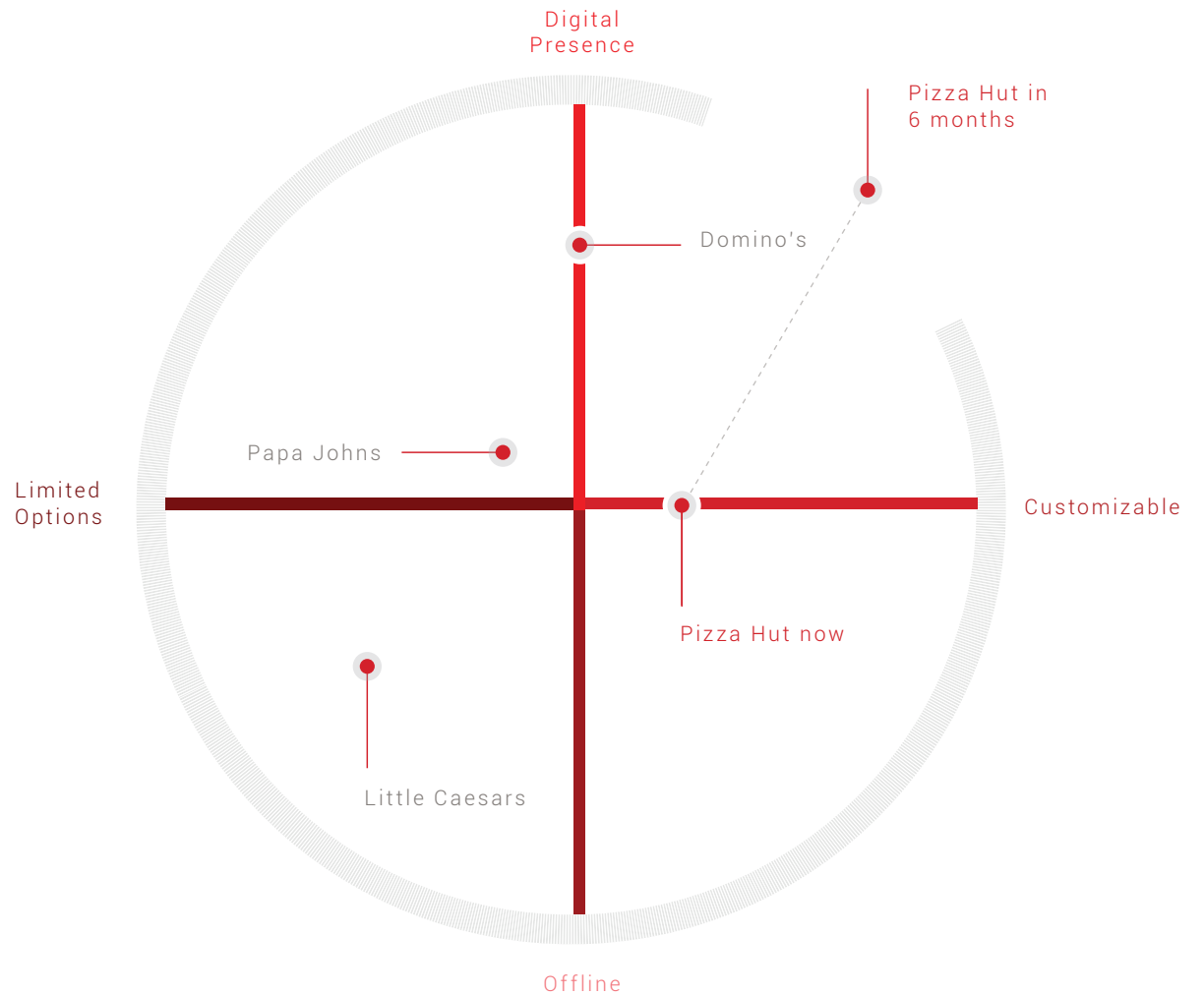


Focusing on the Objective

The overarching objective of this campaign is to convert 32% of Pizza Hut consumers to order digitally by the end of 2015. To do this in such a short period, we needed a simple and bold strategy that will position Pizza Hut as digitally superior and the most customizable, while rendering telephone ordering obsolete.

Perception Map

We analyzed the industry and found a lucrative position that Pizza Hut can own.



You gave us three objectives...

OBJECTIVE 1

To position Pizza Hut as the top choice for people who order digitally.

OBJECTIVE 2

To provide the greatest digital ordering experience in the category.

OBJECTIVE 3

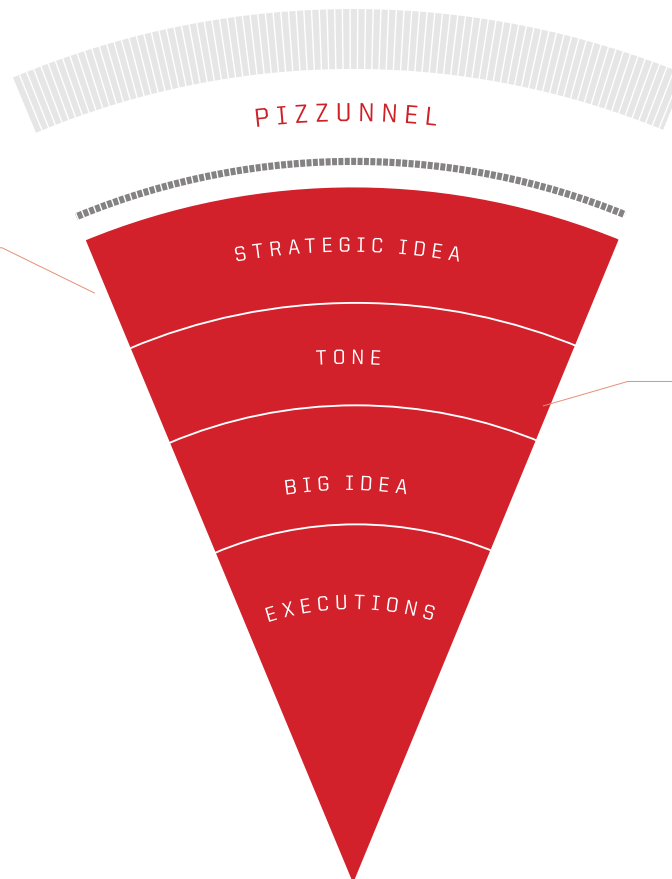
To reach the target of 75% of all orders done online/mobile by the end of 2015.

Introducing the Pizzunnel

Our campaign focus is best illustrated with the "Pizzunnel" (pizza meets funnel). It helps guide our campaign to make everything, from our strategy all the way down to our executions, seamless.

STRATEGIC IDEA

Deter consumers from ordering over the phone by leading them to an enhanced digital experience that capitalizes on the unique level of choice Pizza Hut provides.



TONE

The success of this strategy relies on how we deliver the messaging to consumers. Therefore, our campaign needs to be:

*Simple
Daring
Tongue-in-Cheek*

Our campaign has to change consumers' perception of the most convenient way to order pizza. Since we're deterring calling, we need a message that is easy for the consumer to digest, bold enough to break through the clutter, yet humorous enough that the message sticks in their heads.

Enter our big idea...

Don't Call Us



Don't Call Us

Don't Call Us encourages consumers to break a habit, while altering the perception that ordering over the phone is easier. Anytime "Don't Call Us" is seen as a tagline, it will be paired with a reason to convert to the digital experience, giving consumers a clear alternative to phone ordering. For example: "Don't Call Us. The Deals Are Digital." "Don't Call Us. Get Appy." "Don't Call Us. The flavor of digital." This avoids confusion and ensures that consumers understand we want them to order digitally, all while highlighting features unique to Pizza Hut.

Are we coming off too strong?

Well, we prefer to think of it as "daring." It may be a risky idea, but with great risk comes great reward. Even though "Don't" is denotatively negative, we found when paired with the digital call-to-action, our signature tongue-in-cheek tone, and visuals, the messaging was well received and easily digestible. This will lay the foundation for a new brand voice for Pizza Hut--one that will make it distinct in the category.

Will this alienate our target audiences?

Actually, we believe it will embolden them. *Don't Call Us* speaks directly to Traditionalists to get them off the phone, without deterring them from Pizza Hut. *Don't Call Us* establishes a distinct brand voice for Pizza Hut that will resonate with Digital Enthusiasts, inspiring trial from our competitors' consumers. *Don't Call Us* will also motivate Loyalists to order more frequently, as their current behavior is not only being validated, but celebrated.

Testing

To assuage any worries surrounding *Don't Call Us*, we initially concept tested it, showing over 40 consumers from our target audiences mock print ads and executions with our "Don't Call Us. _____." messaging. Overall, the responses were overwhelmingly positive.

7/10 Traditionalists would try digital ordering next time

7/10 Digital Enthusiasts would try Pizza Hut's digital ordering experience next time

9/10 Loyalists liked it and thought it was humorous

"I actually kind of like how it catches me off guard, but I still know what to do instead of calling." - Evan, 38

"I like Don't Call Us, it's unconventional and with the call-to-action I know exactly what to do." - Saied, 47

"I think the tagline is so clever!" - Julie, 31

Mandatories

Anytime "Don't Call Us" is used as a tagline, it will be paired with a digital call-to-action.

Every execution and promotion leads to the digital experience

Capitalize on flavor

Breaking Through The Clutter

Our messaging targets our Traditionalists, Digital Enthusiasts, and Loyalists, but how do we make sure they see it?

To convert consumers to the digital experience, we identified our media audience by those who are digitally capable—males and females 18-49^[1] years old. Additionally, we placed an emphasis on those who generally order the most pizza—moms and younger males^[1].



[1] Case Study

Reaching Our Audience with Paid Media

TOP MEDIA MARKETS

We cross referenced Nielsen's top media markets, cities with high concentrations of pizza consumers to Pizza Hut storefronts, and cities with the highest traffic to digital ordering platforms. Then, we compared them to Google Trends, which determines market areas where keywords such as "pizza delivery," "Pizza Hut," "Domino's," and other competitors, are most frequently searched.

- | | |
|-------------------|-----------------|
| Atlanta, GA | St. Louis, MO |
| Cleveland, OH | Tampa, FL |
| Dallas, TX | Houston, TX |
| Los Angeles, CA | Detroit, MI |
| Miami, FL | Chicago, IL |
| Minneapolis, MN | Charlotte, NC |
| New York City, NY | Denver, CO |
| Phoenix, AZ | Seattle, WA |
| Pittsburgh, PA | Milwaukee, WI |
| San Francisco, CA | San Antonio, TX |



MEDIA MIX

Online

78% of Americans live in a household with high-speed internet, while the average American spends an average of 2.2 hours a day on their desktop/laptop^[9]. This media vehicle will increase reach and awareness of our campaign

WEBSITE PLACEMENTS (Online/Mobile)**] msn.com, answers.com, yahoo.com, bleacherreport.com, rollingstone.com, ign.com, imdb.com, huffingtonpost.com, sports.yahoo.com, rottentomatoes.com, hulu.com, spotify.com, pandora.com, youtube.com, facebook.com, twitter.com, buzzfeed.com

Mobile

Heavy ad placement will take place during peak usage times. For example, between 8 p.m. and 9 p.m., 39.4% of smartphone owners use a phone for social networking and 22.4% play games[*].

APP PLACEMENTS [**] Instagram, Twitter, Youtube, Pandora, Hulu, Spotify, Flipboard

Television

TV remains America's #1 leisure activity^[11]. Americans spend an average of 4 and a half hours watching TV each day^[1] and more than half view it while multitasking on their computer or phone ^[12]. TV will increase awareness of the digital ordering process by increasing the frequency of our message. 30 second commercials will air nationally throughout our campaign during primetime and early fringe.

BROADCAST PLACEMENTS [***] ABC, CBS, NBC, Fox, Univision

CABLE PLACEMENTS [***] ESPN, TBS, ADULT SWIM, COMEDY CENTRAL

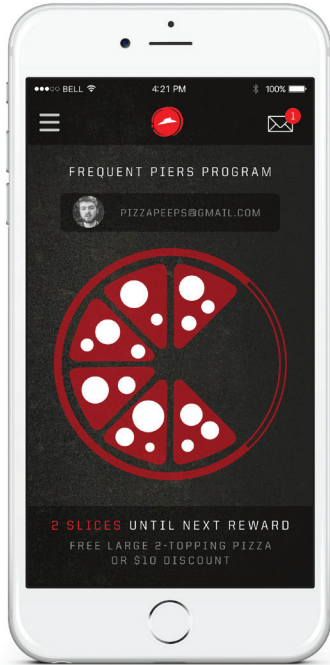
Out of Home & Radio

OOH and Radio advertising will be placed in our top media markets as a tool to extend the reach and frequency of our campaign while users are offline. The brevity of OOH and radio messaging is ideal for driving traffic to the Pizza Hut website and other digital ordering options.

We will place billboards, transit shelters, and wallsapes in high traffic locations within our top media markets. For radio, 60-second spots, which have a higher recall than 30-second spots ^[10], will be placed in the top 5 radio stations of each media market.

[9] AdAge Marketing Fact Pack 2015
 [10] Radio Advertising Bureau
 [11] Bureau of Labor Statistics
 [12] Experian
 [*] Cross referenced websites from Nielsen, MRI plus and Quantcast.
 [**] Cross reference apps from Nielsen, Quantcast, and most downloaded in app store.
 [***] Cross-referenced networks from Nielsen, MRI plus and Kantar Media SRDS. Timing: highest viewership level.

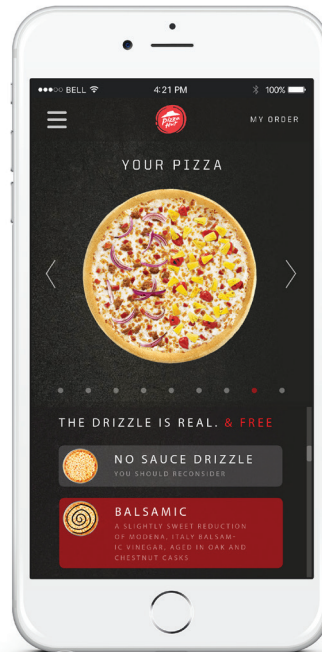
Our Recommendations



“Frequent Pie’s Rewards Program”

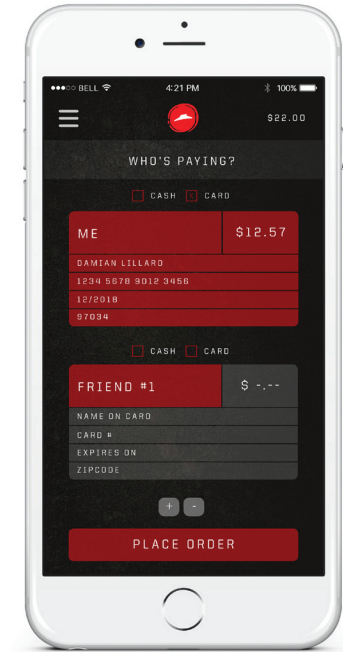
We will launch Pizza Hut’s digitally exclusive *Frequent Pie’s* rewards program on July 1 on the Pizza Hut website, app, and all other digital platform. Upon downloading the Pizza Hut app, users will be asked to create an account that automatically enrolls them in their *Frequent Pie’s* membership. Users will start receiving “slices” with each digital order made through this account. Any digital order under \$15 fills up half a slice of the rewards pie, while any digital order over \$15 results in a full slice. Once the customer has filled all 8 slices of their pie, they can claim a large three-topping pizza for free.

Once registered for the program, *Frequent Pie’s* will receive emails with special discounts and the first look at promotions.



App Interface

We redesigned the app interface to focus on simplicity. A new landing page allows customers to customize their order before committing to the purchase. By beginning with the menu and ordering process, the app showcases the variety of flavor choices, serving as a vehicle to convince potential customers to order from Pizza Hut. Overall, we compartmentalized the ordering experience, allowing customers to swipe through each stage of the process while watching their pizza come to life, topping by topping. Both the pizza and the price will be constantly updated, according to the customer’s choices. After completing the pizza, the user will see a review screen, allowing them to confirm their order or swipe back and make any desired changes.



New Features

All Pizza Hut digital ordering processes will include the following new features:

Automatic *Frequent Pie’s* profile after initial purchase

Split payment to add additional contributors to your bill

Camera tool for the option to take picture of credit or debit card to automatically apply card information to an order

Getting Digi With It

“Putt Putt Pizza Hut”

Exclusively for the Pizza Hut website, we will create a simple, keyboard-controlled, and addictive game called *Putt Putt Pizza Hut* that will pop up immediately after the customer completes their digital order. The endless runner web game features a man in a car who avoids giant domino blockades while collecting Pizza Hut toppings. Signature Pizza Hut drizzles serve as power-ups. As the game progresses, it speeds up and builds the user's game score based on how many toppings are collected and the time that has passed. On extremely rare occasions, a pizza slice will appear in the game and if collected it adds a slice to their *Frequent Pie's* rewards pizza, giving them an incentive to play the game.

“Your Delivery Dial”

Your Delivery Dial is a feature offered on every digital platform allowing the consumer to monitor the five step process of their delivery:

- Dough
- Toppings
- Getting Baked
- Boxed Up
- On Its Way

Your Delivery Dial offers an estimate of time until delivery. Specifically on the Pizza Hut website, it will pop up next to *Putt Putt Pizza Hut*, further enticing the user to remain online.



Launch of "Don't Call Us."

"Don't Be a Phoney"

When consumers call Pizza Hut on July 1, instead of speaking with an employee, they will hear a voice recording directing them to a digitally exclusive deal for a 99-cent, two-topping medium pizza (with choice of sauce, drizzle and crust).

This is one-upping Domino's recent one dollar, one-topping pizza deal. Users will have the option to stay on the line to order traditionally, where they won't receive the deal. This will be promoted by social media and press releases the day of.

The phone script:

*"Heyyyy friend! This is Pizzahut.com and for the day, I've hacked into Pizza Hut's phone servers. Muahahaha! Why have I done this you ask?! Because, in my completely unbiased opinion, you are much better off ordering online or through our app than on the phone. And to show you how serious I am about this, I'm offering you a 99 cent, two-topping medium pizza all day, and all you gotta do is go order on our website or app! That's it. So, what are you waiting for? Go get your digitally-delicious deal now! *pause* Oh... I see... You don't want to try my deal? Kindly wait while I connect you."*

Commercials

Our six TV commercial concepts (one for each month) feature Connor, a traditionalist, and Angelo, a loyalist in a series of scenarios depicting the disadvantages of phone ordering versus the benefits of digital ordering. This allows our messaging to be flexible to target specific audiences with specific messages. Every commercial is set against a clean, white background and will promote a specific element from Pizza Hut's digital ordering experience.

Commercial Placement

CABLE & BROADCAST TELEVISION (July 2- Dec 31)
 ABC, CBS, NBC, Univision, ESPN, TBS, Comedy Central, Adult Swim

Example Concepts:

"Get Appy"

Opens on Angelo and Connor. A cover of Bob Marley's "Don't Worry, Be Happy" plays, but the lyrics are changed to "Don't Worry, Get Appy." Angelo is swaying to the song, wearing a Hawaiian shirt. He swipes his phone and instantaneously a Pizza Bar slides in. Connor is still dialing, but startled. A Pizza Hut employee serves flavor sticks and stuffed crust pizza, adding a whole heap of toppings. Connor throws his phone in frustration and walks off screen. A voiceover reads, "During Appy Hour, flavor sticks are \$2 and adding toppings and stuffed crust is free. Don't Call Us. Get Appy."

"Mobile Pizza"

Opens on Angelo and Connor. They stare at each other, then order pizza. By the time Connor has dialed, Angelo has already ordered his pizza. Angelo pulls a piece of pizza directly out of the phone, while Connor looks shocked.

Connor grows more frustrated with his phone call, while Angelo pulls more pizza out, happily. Connor tries to do the same with his telephone, and then when he can't, he smashes it. They stare at each other again, then Angelo pulls a pizza out and hands it to Connor. The tagline reads, "Don't Call Us. Order faster digitally."

"Life Happens When You're On the Phone"

This commercial compares the phone ordering experience directly to the digital ordering experience. Connor and Angelo begin ordering their pizza at the exact same time. Angelo receives his pizza in seconds, then experiences life's biggest moments, from graduation to marriage to having children. Meanwhile, Connor is stuck talking on the phone, obviously and enviously missing out. The commercial ends by saying, "Don't Call Us. Life happens when you're on the phone."



“Appy Hour”

Starting on July 6th and extending the duration of the campaign, Pizza Hut will offer an *Appy Hour* promotion. Discounts will be digitally available Sundays-Thursdays from 2-4pm, as well as Fridays and Saturdays from 10pm-12am for *Appy Hour After Dark*. The deals include three free toppings on any pizza, \$2 flavor sticks, and free stuffed crust, and are exclusive to *Frequent Pie’rs* members. Any messaging surrounding *Appy Hour* will say, “Don’t Call Us. Get Appy.”



“Pizza Bars”

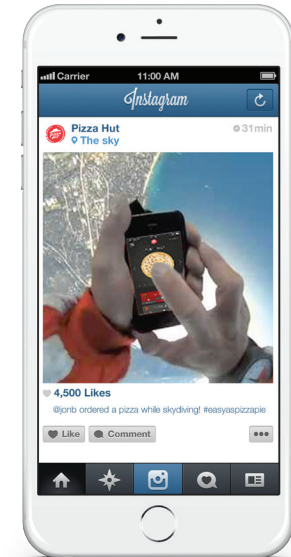
To launch *Appy Hour*, Pizza Hut will host guerrilla *Pizza Bars* throughout 11 high traffic locations in our target cities on July 6th from 2-4pm. These will include:

- Hollywood Boulevard (Los Angeles)
- Times Square (New York City)
- Millenium Park (Chicago)
- Pike Place Market (Seattle)
- Union Square (San Francisco)
- South Beach Boardwalk (Miami)
- Westside Market (Cleveland)
- Klyde Warren Park (Dallas)
- Epicenter (Charlotte)
- 16th Street (Denver)
- Campus Martius Park (Detroit)

The *Pizza Bars* will include a wooden bar and signage announcing *Appy Hour* and its deals. The bartenders will give out free pizza slices to anyone who posts on Facebook, Instagram, or Twitter with the #AppyHour hashtag. Passersby can choose from predetermined pizzas featuring the new flavors, which will be prepared in an on-site kitchen.

“Easy as Pizza Pie Video Contest”

The launch of *Don’t Call Us* will direct consumers not to call in their orders. The *Easy As Pizza Pie* video contest will show consumers why. In this video contest, participants will post a 15-second video responding to the prompt “The Pizza Hut app is so easy to use, I can order pizza while _____” on Instagram with the #EasyAsPizzaPie hashtag and a @PizzaHut tag. The contest will begin on July 20th and end on July 30th, with the winner being announced on August 6th. One hundred winners will each receive a \$100 Pizza Hut gift card. One Grand Prize Winner will receive free pizza for a year (in the form of a \$1000 gift card).



Media

APPY HOUR (July 6-Dec 31): Online Billboards, In-Stream(Video/Audio)Ads, Homepage Takeovers, Facebook Ads, “Install App” Tweet, Sponsored Tweet, Online Mobile Ads, In-App Ads
 Placements: Spotify, Pandora, IGN, MSN, yahoo, Flipboard, Answers, Twitter, Facebook, Youtube, Hulu, Twitter
 DONT CALL US! (July 2-Dec 31): In-Stream (Video/Audio) Ads, Homepage Takeover, Skyscraper Online Ad, Sponsored Instagram Photo, Online Mobile, Facebook Ads
 Placements: Huffington Post, Youtube, Hulu, Rollingstone, Bleacher Report, Instagram, Answers, Yahoo

“Wi-Pie Hotspots”

In the spirit of engaging our audience and demonstrating the convenience of Pizza Hut's digital ordering process, we will make non-digital public areas digital with Wi-Pie Hotspots. These will have free wi-fi (branded *Wi-Pie*), red seating, and a red payphone with “Don't Call Us. The Deals Are Digital.” inscribed. This red payphone also serves as a charging station. During the months of August, September, and October, these will appear in our top markets at bus stops, beaches, parks, and transit stations for a total of 40 hotspots. At the beach and park *Wi-Pie Hotspots*, consumers will also be able to get pizza delivered directly to them, making Pizza Hut more accessible than ever.

“Wi-Pie Hotspots” locations include:

Grand Central Terminal, New York, NY
 Centennial Center Park, Denver, CO
 King Street Station, Seattle, WA
 Garfield Park, Los Angeles, CA
 South Beach, Miami Beach, FL

“Megabite Promotion”

To promote the many flavors of Pizza Hut, we will officially rebrand Pizza Hut Personal Pan Pizza's as *Megabites*. We found in our research that consumers would be more willing to try new flavors if they didn't have to commit to a full pizza. So for the month of August, *Megabites* will be discounted to \$3 (from \$6). This offer will be digitally-exclusive and allows the consumer to try one new topping, in addition to new crust and drizzle flavors. *Megabites* messaging includes the tagline “Don't Call Us. The Flavor of Digital.”

Recurring

Appy Hour
 Frequent Pie'rs

Media

MEGABITES: Online Billboard Ad, In-Stream (Video/Audio) Ad, Homepage Takeover, Facebook Ads, Skyscraper Ads, Online Banner Ads
 Placements: Spotify, Pandora, Youtube, Flipboard, IGN, Bleacher Report, MSN, Yahoo Sports

“Buzzfeed Listicle”

Pizza Hut will sponsor a total of three listicles on BuzzFeed. One will launch on August, then another in September, and finally October.

“9 Things You Do While Stuck in a Long, Boring Phone Conversation”

The August listicle will address the funny, unconscious things people do while they're stuck on long and boring phone calls. Examples include:

- “Roll your eyes every time the person goes on a tangent”
- “Switch ears at least three times a minute”
- “Wonder what people did before texting”
- “Google what people did before texting”

This will be a shareable post that ends with “Hang up on them and order a pizza online, of course!” promoting the use of the digital platforms.



“Hut Hut Huddle Tailgate Tour”

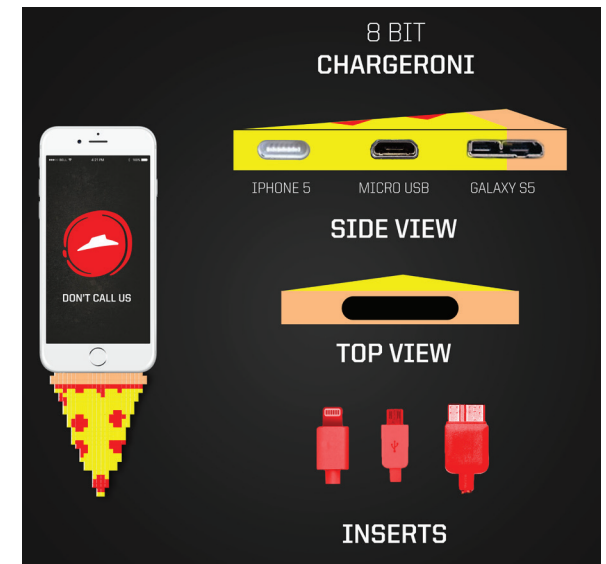
From September 5th to November 28th, two *Hut Hut Huddle* busses will visit Division I college football games in our top markets, hitting one game per weekend for a total of 13 tailgate parties, garnering over 1 million impressions. Busses come complete with an internal kitchen, built-in iPads for ordering pizza, and beer and Pepsi on tap. Tailgaters will have the option of ordering on the iPads and receiving their pizza at the bus, or ordering on the Pizza Hut app to have food delivered to their trunk. Pizza Hut will navigate the event using GPS location markers placed throughout the tailgate area. During the game, Pizza Hut will sponsor the home student section and provide free *Megabites*.

The day before the game, one bus will arrive on campus with a street team to hand out pizza-shaped portable phone chargers, called *Chargeroni's*, as well as a digitally-exclusive game day promo code. This will promote the next day's *Hut Hut Huddle* tailgate party.

The tailgate tour schedule is as follows:

- Week 1: University of Virginia @ UCLA - 9/5
- Week 2: Oregon @ Michigan State - 9/12
- Week 3: Stanford @ USC - 9/19
- Week 4: USC @ Arizona State - 9/26
- Week 5: Alabama @ Georgia - 10/3
- Week 6: Wisconsin @ Nebraska - 10/10
- Week 7: Michigan State @ Michigan - 10/17
- Week 8: Florida State @ Georgia Tech - 10/24
- Week 9: Arizona @ Washington - 10/31
- Week 10: Virginia @ Miami (FL) - 11/07
- Week 11: Oregon @ Stanford - 11/14
- Week 12: Michigan State @ Ohio State - 11/21
- Week 13: Alabama @ Auburn - 11/28

Any messaging surrounding *Hut Hut Huddle* will say, "Don't Call Us. The Deals Are Digital."



Recurring
 Appy Hour
 Frequent Pie'rs

“Redbox Pizzabox”

Who doesn't enjoy a good dinner and a movie? Starting on October 1st, we will show how convenient Pizza Hut is by installing Redbox kiosks inside restaurants. For the entire month, we will offer the *Redbox Pizzabox* promotion, which adds a free, one-day Redbox DVD and a two-liter Pepsi to any current Dinner Box. Customers will select their rental title on Pizza Hut's digital platforms. If they specifically order through the Xbox, then the game rental is free, promoting the Xbox ordering app. This free promotion will run during October, but the partnership will continue afterwards. Consumers will still be able to add a Redbox DVD or game to any purchase. This will be tested in our target cities for the duration of the campaign, and if successful, will roll out nationally. The messaging surrounding *Redbox Pizzabox* will be tagged, “Don't Call Us. The Deals Are Digital.”



“Creepy Callers”

Starting on October 25th, Pizza Hut will release a series of Halloween-themed short videos on social media including Instagram and Snapchat. We will share one video each day, releasing the final video on Halloween. Each video will showcase a classic monster trying and ultimately failing to order pizza over the phone.

October 25: Frankenstein tries to order pizza over the phone but is unable to because he speaks solely in growls and moans.

October 26: Dracula has bad cell service, but can't leave his basement because the sun is out.

October 27: A zombie tries to order, but when he opens his mouth to talk, his jaw falls off.

October 28: A witch is on the phone but can't stop cackling, making the Pizza Hut employee on the other end so uncomfortable that he hangs up.

October 29: A man starts to order pizza over the phone but then the full moon comes out, turning him into a wolf. He's a werewolf!

October 30: A ghost tries to order a pizza, but he can't pick up the phone because he lacks a corporeal form.

October 31: All the monsters have a pizza party. They all grab a slice of pizza from the box, except for the ghost whose hand passes right through it.



Recurring

Appy Hour
Frequent Pie'rs

Media

REDBOX PIZZABOX: Homepage Takeover, MPU Ad, In-App Ads, In-Stream Ads (Video/Audio), Facebook Ad, Sponsored Tweet
Placements: Spotify, Pandora, Rotten Tomatoes, IMDb, Flipboard, Huffington Post, Rolling Stone, Yahoo, Twitter

SteamVR Pizza Hut App

Pizza Hut will continue to be the brand of “firsts” by being the first to enable virtual reality pizza ordering. We will create an app for Valve’s new virtual reality platform, SteamVR [13], allowing users to immerse themselves in the pizza-making experience, from choosing crust type to placing toppings. The virtual app will begin in a white space, where the user can choose the location, making it a customizable experience. Upon launch, this app will be available to anyone using SteamVR through the platform’s flagship HTC Vive headset. To gain attention on a national level, we will have talk show hosts Jimmy Fallon and Stephen Colbert order pizzas this way on their shows. We will share these videos through social media with the tagline, “Why call pizza, when you can experience pizza?”

“Thanks for Not Calling Us”

To thank Loyalists for not calling, Pizza Hut will determine the top 10 digital orderers in the nation and deliver free pizza with a SteamVR console and HTC Vive headset to their homes or work. These Loyalists will have the opportunity to be the first to experience Pizza Hut’s virtual reality app. These surprise visits will be filmed on Thanksgiving Eve and shared through Pizza Hut’s social media channels on Thanksgiving Day, when social media usage is high.

Recurring

Appy Hour
Frequent Pie’s

Media

CYBER MONDAY: Online Billboard Ad, In-Stream (Video/Audio) Ad, Homepage Takeover, Facebook Ads, “Install App” Tweet, Online Mobile Ads, In-App Ads, Sponsored Tweet
Placements: Spotify, Pandora, Flipboard, IGN, MSN, Yahoo, Answers, Facebook, Twitter

[13] PCWorld.com

“Dine in Line”

As a guerrilla marketing stunt, in select malls in our target markets, we will bring Megabites to hungry Black Friday shoppers waiting in line. This will promote our Cyber Monday deal using the tagline “Don’t Call Us. The Deals Are Digital.”, while building brand loyalty.

“Half the Price, Double the Rewards”

To capitalize on Cyber Monday, we will offer customers a 50% discount and double Frequent Pie’s rewards points for all online orders. Our Cyber Monday tag is “Don’t Call Us. The Deals Are Digital.”



The Taps of our Campaign

“12 Days of Flavor”

To promote Pizza Hut's flavor options, we will offer discounts on pizzas containing the signature flavors. Each day will feature a different pizza which will be discounted 50% and promoted prominently on the Pizza Hut website.

December 1st: Pretzel Piggy

December 2nd: BBQ Bacon Cheeseburger

December 3rd: Garden Party

December 4th: Old Fashioned Meatbrawl

December 5th: Cock-A-Doodle Bacon

December 6th: Giddy-Up BBQ Chicken

December 7th: Buffalo State Of Mind

December 8th: Cherry Pepper Bombshell

December 9th: 7 Alarm Fire

December 10th: Sweet Sriracha Dynamite

December 11th: Hot and Twisted

December 12th: Choose Your Flavor

Throughout the promotion, the app and the website will have a unique splash page based off the pizza of the day. Our tag for this promotion is "Don't Call Us. Experience the Flavor of Digital."

Recurring

Appy Hour
Frequent Pie'rs

Media

12 DAYS OF FLAVOR: Online Billboard Ad, In-Stream (Video/Audio) Ad, Facebook Ads, Online Mobile Ads, In-App Ads
Placements: Spotify, Pandora, Flipboard, IGN, MSN, Yahoo, Youtube, Facebook, Yahoo Sports
TAPPY HOUR: Online Banner Ads, Facebook Ads, Skyscraper Ads, Online Banner Ads, Sponsored Tweet
Placements: Facebook, Flipboard, IGN, Bleacher Report, MSN, Twitter, Yahoo Sports, Hulu, Spotify, Pandora

“Tappy Hour”

From 11pm until midnight on New Years Eve, we will be holding an hour-long digital promotion entitled *Tappy Hour*. For the hour, we will offer customers a promo code for 50% off their next order if they post a selfie on social media with something red, using the hashtag #tappyhourNYE. We will promote *Tappy Hour* during commercial breaks on the live NYE broadcast.



Times Square Sponsorship

Pizza Hut will be an official sponsor of Times Square's New Year's Eve event, allowing us to end the campaign in front of millions of viewers around the globe. We will hand out free branded red hats and touchscreen-compatible red gloves, creating a sea of red while allowing partygoers to warm up and maintain the ability to use their phones throughout the event. This encourages digital usage, especially to easily capture memorable moments like the ball dropping. The tag of our sponsorship is "Don't Call Us. Get Tappy."



Let's Get Them Talking

Social Media Guidelines

Pizza Hut's social media presence needs to shift to focus more on creatively sharing promotions and deals, sharing videos more often, and responding to comments on the ordering process more frequently and in a more personal manner.

The tone of all social media platforms needs to be daring, simple, and tongue-in-cheek, while still being relevant and relatable. Creative ways Pizza Hut can engage with customers through social media include sharing fan-recommended flavor combinations, capitalizing on pop culture moments, sending pizza to top Instagram influencers, and ensuring posts are varied and the tone stays tongue-in-cheek, all while focusing on digital ordering.



Pitch Schedule

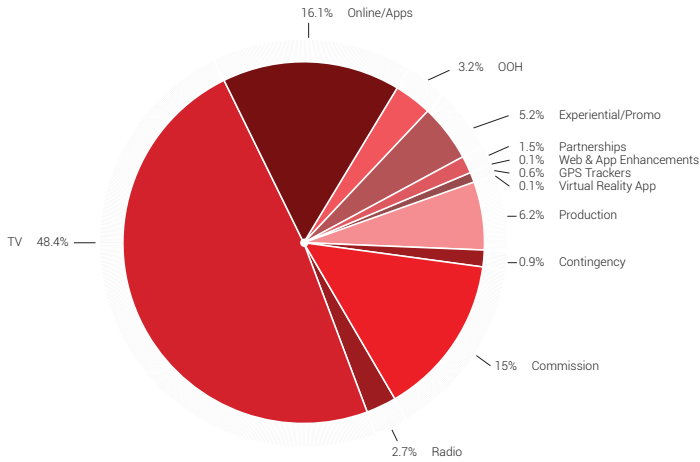
We will rigorously pitch all of our promotional activities to local and national news outlets to secure earned media hits.

<i>EXECUTION</i>	<i>MEDIA OUTLET</i>	<i>MONTH</i>	<i>THE PITCH</i>
Don't Call Us	New York Times LA Times Buzzfeed Huffington Post	July	"Pizza Hut launches bold new campaign"
Appy Hour	Huffington Post NBC Slate	July	"Pizza Hut takes new approach to Happy Hour"
Wi-Pie HotSpots	Buzzfeed Forbes Washington Post Billboard	August	"Pizza Hut 'Wie-Pie' takes digital to the next level"
Hut Hut Huddle	ESPN (Online & TV) Bleacher Report College Publications Yahoo Sports	September	"Pizza Hut adds flavor to college football tailgates"
Redbox Pizzabox	Huffington Post Entertainment Weekly LA Times	October	"Redbox Pizzabox delivers dinner and a movie"
SteamVR	Wired Magazine Game Informer Magazine PC World	November	"Pizza Hut creates first virtual reality pizza ordering app"
Times Square Sponsorship	New York Times New York Magazine LA Times	December	"Pizza Hut announced as official sponsor for New Year's Eve"

MEDIA FLOWCHART

		2015																															
		JULY					AUGUST					SEPTEMBER					OCTOBER					NOVEMBER					DECEMBER						
WEEK OF (STARTING WEDNESDAYS)		1	8	15	23	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	COST	IMPRESSIONS			
TRADITIONAL																						\$88,910,659.61	648,168,786										
Television																						\$79,317,041	287,656,937										
OOH																						\$5,173,831	140,511,849										
Broadcast Radio																						\$4,419,787.61	220,000,000										
DIGITAL																						\$26,290,000	1,386,853,657										
In-Stream Ads																						\$6,300,000	330,806,451										
Mobile and Web Ads																						\$8,700,000	906,250,000										
Homepage Takeover																						\$4,500,000	17,647,058										
Online Radio																						\$5,500,000	50,000,000										
Sponsored Tweets																						\$680,000	61,818,181										
Sponsored Instagram Photo																						\$500,000	12,500,000										
Facebook Ads																						\$50,000	6,825,000										
BuzzFeed Sponsored List																						\$60,000	1,006,967										
PROMOTIONS																						\$8,572,625.71	1,037,726,703										
Appy Hour																						\$861,000	7,333,800										
Pizza Bar																						\$475,000	103,225										
Easy as Pizza Pie																						\$11,000	22,495,907										
12 Days of Flavor																						\$143,500.00	814,866										
Cyber Monday																						\$287,000	924,600										
Dine in Line																						\$60,000	120,000										
Wi-Pie Hotspots																						\$1,286,198	504,000										
Hut Hut Huddle Tailgate																						\$2,975,500	1,222,300										
Megabite																						\$131,142	1,555,555										
Redbox Pizzabox																						\$262,285.71	1,252,450										
Don't Call Us Recording																						\$80,000	1,400,000										
NYE Sponsorship																						\$2,000,000	1,000,000,000										
PARTNERSHIP																						\$2,500,000	7,333,800										
Redbox																						\$2,500,000	7,333,800										
PIZZA HUT INTERNAL																						\$37,499,000											
Digital Enhancements																						\$1,249,000											
Production Costs																						\$10,200,000											
Contingency																						\$1,500,000											
Commission																						\$24,550,000											
TOTAL																						\$163,772,285.32	3,080,082,946										

Here's the Dough



We will conduct concurrent and post testing to reaffirm the achievement of our objectives throughout the campaign.

Surveys, telephone and email interviews, and post-exposure focus groups will take place every month to continually measure the level of effectiveness of our campaign. They will confirm whether our target's perception of the Pizza Hut digital ordering system is changing for the better and if our messaging is being interpreted as we intended.

We will monitor sales patterns, conduct social listening and use mobile/web analytics to ensure we are most cost-effectively reaching Pizza Hut's business goals. Post-impression tracking will help us understand which ad placements actually lead

to a completion of our intended call to action—switching to digital ordering. This continued research will reveal any pitfalls along the way, enabling us to make any necessary changes and better optimize our media placements and messaging.

Post-testing will occur directly after the campaign. This will include conducting recognition and recall tests and dissecting sales patterns. Recognition tests are most valuable to evaluate brand awareness and lasting favorability.

OBJECTIVES	EVALUATION TECHNIQUES	INTENDED OUTCOMES
Increase awareness of the digital experience	Website traffic, surveys (including all concurrent testing), recognition testing, app downloads, social media followers	A substantial increase in awareness of the Pizza Hut digital experience and all of its benefits and platforms
Alter perception of digital ordering	Post-testing, surveys (including all concurrent testing), website traffic, digital sales	A majority of pizza consumers view the Pizza Hut digital experience as more convenient than ordering over the phone
Generate digital engagement	Interaction with brand on social media, social media followers, website traffic, digital sales	Superior perception of Pizza Hut's digital experience and increased traffic to its digital platforms
Amplify loyalty	Frequent Pie'rs members, social listening, post-testing	Adds value to the Pizza Hut brand and increases customer retention, brand loyalty and advocacy
Drive digital conversion	Website traffic, app downloads, digital sales	Reach goal of 75% of all Pizza Hut orders being done digitally

FINAL CONCEPT TESTING

To determine whether our concept and executions will be received well by our target audience, we conducted a series of in-depth interviews with Traditionalists, Digital Enthusiasts, and Loyalists. We asked them to comment on the "Don't Call Us. _____ ." idea and executions such as *Appy Hour*, *Redbox Pizzabox*, *Hut Hut Huddle* and the digital enhancements. The responses were overwhelmingly positive, telling us our suggestions are on strategy and likely to convert consumers to Pizza Hut's digital experience. Respondents made minor suggestions for how to make our ads clearer, which we implemented in our executions.

On the campaign...

"I like 'Don't Call Us' I think it's sort of sassy and funny." - Alex, 32

"Why isn't more advertising like this? It's so straightforward, but like, it catches me off guard." - Emily, 19

On the digital enhancements...

"I can't imagine people would see it and not try it, I think people will definitely want to play [the game]. I'd play it, for sure." - Richie, 22

"I think having the online game is a good promotional idea. The delivery dial is really clever." - Adeline, 28

On Redbox, Pizzabox...

"I LOVE the RedBox idea. I think it would work so well, because everybody wants to save themselves the trip." - Haley, 21

"I would want the convenience of having [my] Redbox movie and favorite dinner delivered to [my] door. Pizza Hut would seriously benefit from that." - Shayla, 35

On Appy Hour...

"Totally doable and totally genius for their app." - Jonathan, 25

"No one's doing that now? That would definitely make me try the app." - Pete, 19

On Hut Hut Huddle...

"Football and pizza just makes sense, and tailgaters are always hungry." - Andrew, 42

"It's super cool that I can get pizza delivered to my car. It doesn't interrupt the experience." - Jess, 23

PITCH

The *Don't Call Us* campaign brings a bold voice to Pizza Hut. The flexibility of our messaging allows us to promote all digital enhancements across multiple media platforms by merely mixing up the copy. It will make 'Pizza Hut's digital ordering experience' and 'convenience' synonymous with one another, as it conveys Pizza Hut's unique customizable pizza options.

We believe *Don't Call Us* will convert at least 32% of Pizza Hut consumers to the digital experience by the end of 2015. We estimate this conversion uptick will continue beyond our campaign, due to the enhanced digital experience, Frequent Pie's rewards program, Redbox partnership, Times Square sponsorship and other elements of our campaign.

Don't Call Us isn't just daring, simple and tongue-in-cheek. It's something much more. It's *different*. It sticks out, but in the most easily digestible way possible. And as we found in concept testing, *Don't Call Us* resonates with Traditionalists, Digital Enthusiasts, and Loyalists.

Don't Call Us gives Pizza Hut a distinct brand voice.

Let your consumers hear it.

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