

**"DON'T JUDGE  
A BOOK BY  
ITS COVER,  
YA DINGUS."**

**-Rick Drizzle**



**NSAC**  
NATIONAL AND STUDENT  
ADVERTISING  
COMPETITION



# Be the Game Changer

If you want results, go for it – be provocative and get a reaction. You have the potential to be heard and create conversations among your hard-to-reach audience. They will follow the call-to-action to produce your demanded results. Your audience is tech-savvy, curious, informed – they are everything Pizza Hut desires. By using edgy advertising, this campaign will increase digital orders by an ambitious 32 percent in six months. It's time for Pizza Hut to be the game changer in the industry – and it starts now.

## Pizza Hut's 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 by the end of 2015.

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### Evaluation

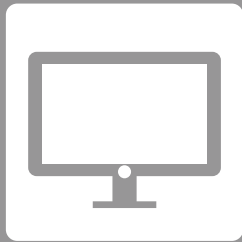
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# Insights

## Target Audience: Millennials

Through primary and secondary research, we found that millennials aged 18 to 34 are the most likely to convert to ordering Pizza Hut digitally within the six month campaign.



Secondary Data



Nielsen & Experian  
Databases

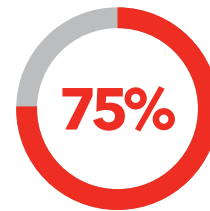
## Demographics & Psychographics

**Primary:** We are targeting the millennial generation, aged 18 to 34, who still call in their pizza orders. Millennials have progressive attitudes, are aspirational and are impulsive buyers. They are subcategorized as digital dependents with digitally driven lifestyles: setting trends, taking risks and transforming their social lives.

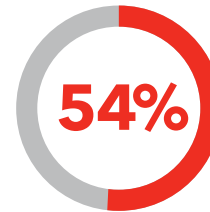
**Secondary:** We are targeting the subsection of the millennial generation known as famillennials, aged 24 to 34 with young children, who also tend to call in their pizza orders or dine in. Famillennials are very responsive to online advertisements and are focused on their children's activities.

## Millennials & Technology

Millennials are proven to be digitally dependent, checking their mobile phones on average 43 times per day.



75% of millennials feel new technology makes their lives easier



54% of millennials feel new technology helps them be closer to their friends and family

Older millennials aged 24 to 34 visit Pizza Hut's website more often than its competitor, Domino's. However Domino's has higher views among younger millennials aged 18 to 24. Millennials are already online looking to order pizza digitally but not always from Pizza Hut.

## Addressing the Objectives

There are two main problems standing in the way of Pizza Hut's objectives:

1. Pizza Hut is not connecting with millennials.
2. Millennials still call in their pizza orders despite belonging to a tech-savvy generation.

## Connecting with Millennials... or Not?

Everyone knows the Pizza Hut logo, but they need something that makes them stand out.  
- Research Participant

Pizza Hut may or may not have commercials, but nobody knows, because they're not memorable or good.  
- FoodSpin

We conducted primary research to discover how to form a relationship with millennials.

### Survey Results

We distributed a quantitative survey across the country.

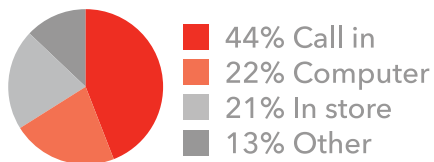
**623** Respondents

**416** Millennials

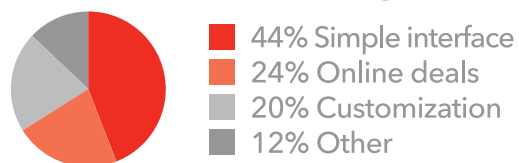
**343** Western region

**45** Mid-western region

How pizza is typically ordered



What would entice ordering online



### Primary Research Methods



Survey



Focus Group

### Focus Group Findings

The goal of our focus group was to understand the ordering habits and preferences of millennials.

- Many said they had attempted to order digitally but ultimately returned to phone orders because they were more convenient.
- Participants said promotions and deals would likely push them to order digitally.
- Participants enjoyed the variety of ingredients from The Flavor of Now after being exposed to it.

# Improving Digital Platforms

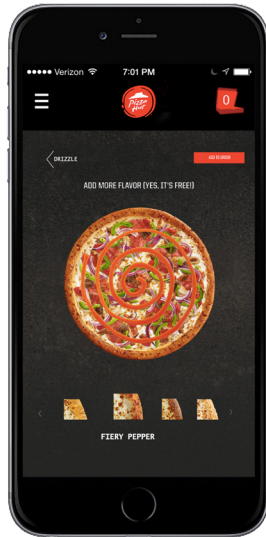
The recommendations below address the issues millennials expressed about Pizza Hut's current digital ordering experience. Millennials will be more likely to complete their digital orders if Pizza Hut improves the technical issues raised in our primary research. The following improvements will simplify and enhance all digital platforms before the campaign is launched.

## Simplifying the Experience

### Mobile and Tablet App

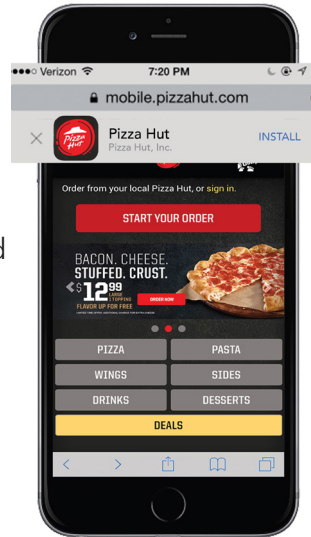
Allow users to immediately start building a pizza before entering any personal information. Ingredients are grouped together by category, allowing the user to work through simple pizza-building steps.

*Participants expressed frustration at having to input their personal information before beginning their order.*



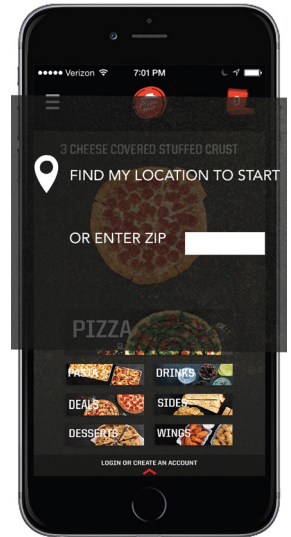
### Mobile Site

Include an option to automatically download the Pizza Hut app at the top of the screen to increase app usage.



### All Platforms

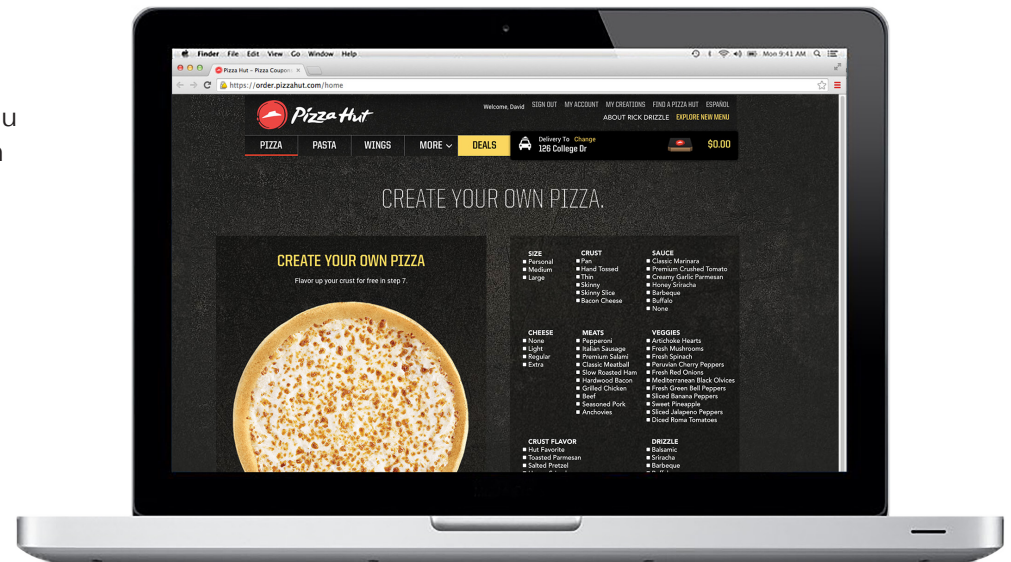
Add a "Find My Location" prompt and an option to check out as a guest at the end to decrease order time.



### Website

Implement a drop down menu checklist with all options from The Flavor of Now menu to help customers build their order without continuous scrolling.

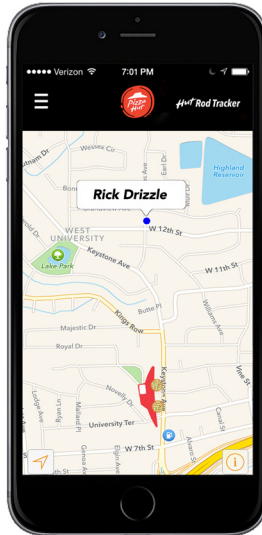
*Participants in our focus groups said a simple, less graphic website would be easier to use.*



# Enhancing the Experience

## Hut Rod Pizza Tracker

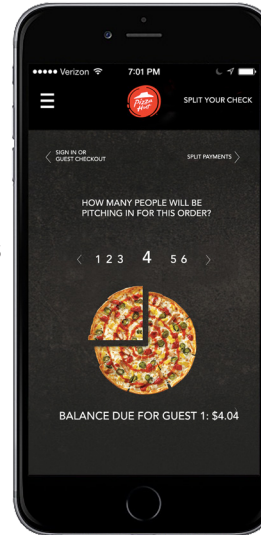
The tracker allows customers to view the location of their order in real time. Push notifications will alert the customer when the pizza is on the way and when it has arrived.



## Split Your Payment

An option to split the payment up to six ways, at the time of the order, will provide further incentive for large groups to order digitally.

*The survey showed that the larger the group, the more likely they are to call in.*



## Mobile and Tablet App

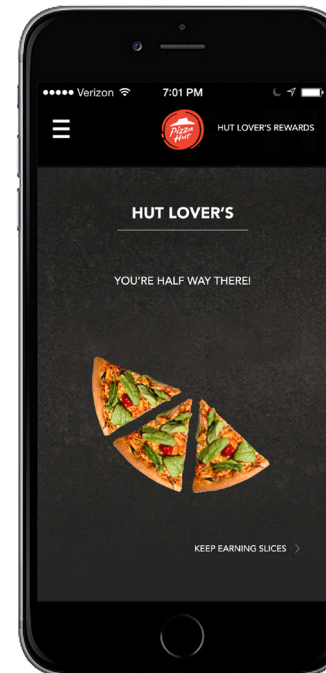
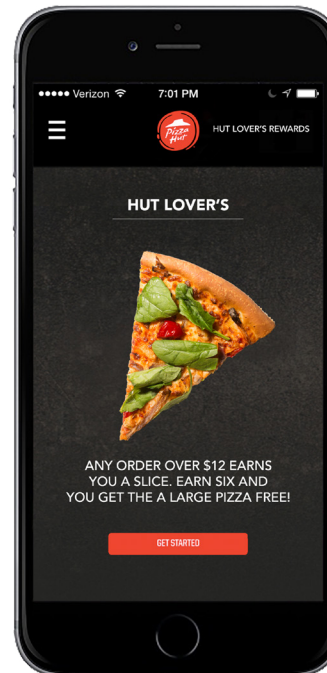
An interactive pizza builder allows users to drag ingredients directly onto their virtual pizza.



## Hut Lovers Program

Loyal customers will accumulate a virtual slice of pizza for every digital order over \$12.00. After six slices are earned the customer will be rewarded with a large one topping pizza.

*Focus group participants responded positively to the idea of a digital loyalty program.*



# Campaign

## Creative Strategy

Our campaign speaks to millennials using off-beat and edgy humor, capturing their attention and directing that attention bluntly toward digital ordering.

This is done through Pizza Service Announcements, which depict situations in which it would be wildly inappropriate to order pizza by calling in. These awkward situations change, but the solution always remains the same— order digitally.

**PIZZA  
SERVICE  
ANNOUNCEMENT**

## Introducing Rick Drizzle

Rick Drizzle delivers the message to get off the phone and order online in a sarcastic, in-your-face and direct way. His consistent direction to digital ordering platforms will ensure that reactions translate into results.

## Characters Sell

Adults, particularly those aged 18 to 34, are keen purchasers of character-merchandised products.

Slapstick, edgy and sarcastic humor resonates highly with men, while women respond to silly, off-beat humor.

The Flavor of Now represents a new, bolder menu rebranding Pizza Hut's flavor profile forever. Our campaign pushes millennials to engage with this menu using digital platforms through bold advertising that reflects Pizza Hut's new, modern style.

THE **FLAVOR** OF **NOW**™

“Nice to meet  
ya, Dingus.”

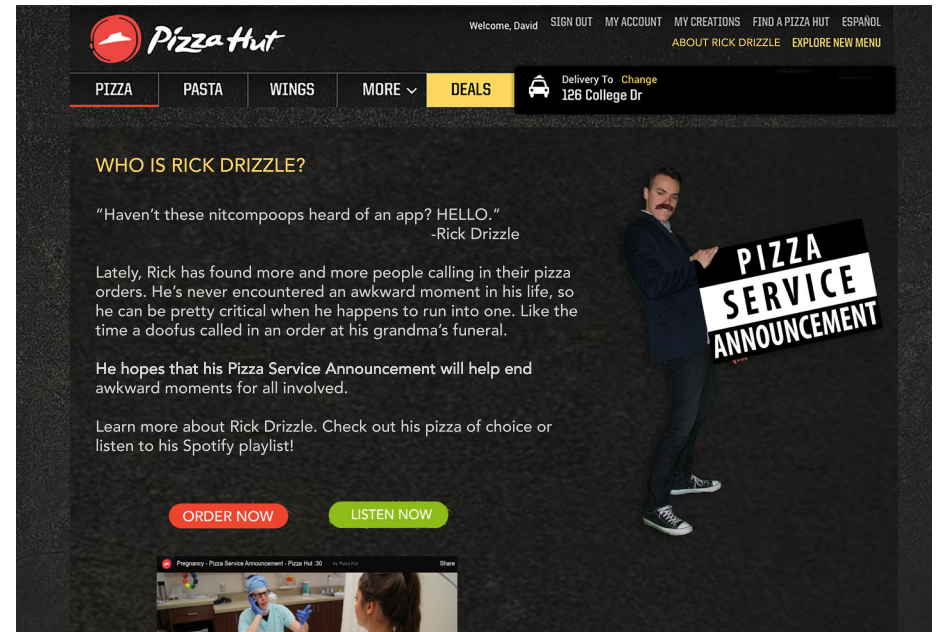
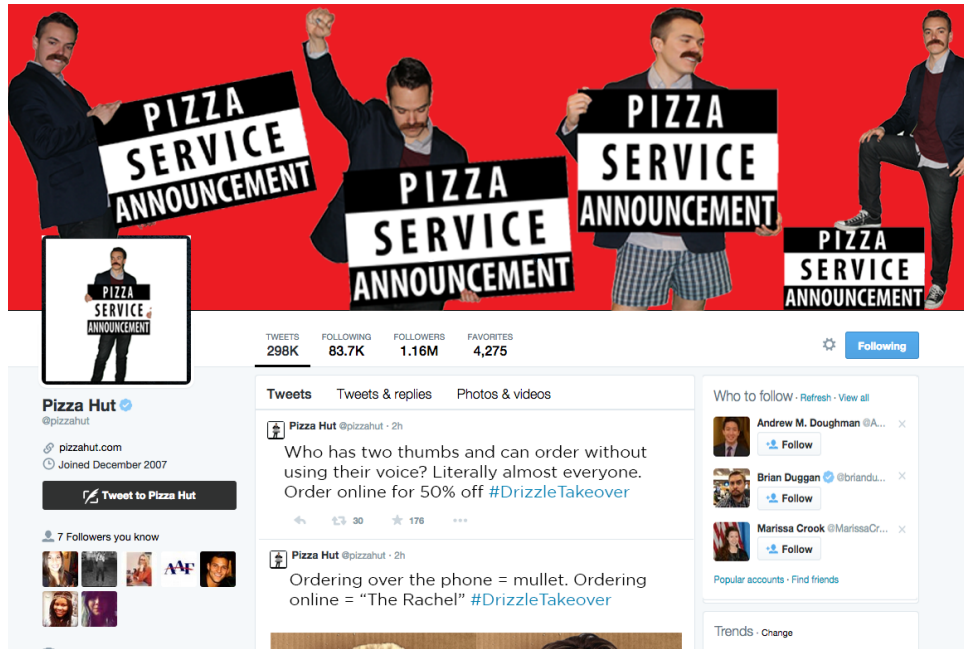


# The Drizzle Takeover

The Drizzle Takeover will kick off the campaign. From July 1 to July 5, Rick will be in control of all Pizza Hut social media accounts and promote digital ordering through online-only deals and edgy humor. Customers who call in during this period will be greeted by a pre-recorded message from Rick, inviting them to learn more about him on PizzaHut.com.

*(Rick) "Hi there, this is Rick Drizzle, your new Pizza Hut spokesman, here to drop some knowledge on ya. Why don't you put down the phone then pick it right back up and visit our mobile app to get 50 percent off your digital order. It's fast, easy, and I'm tellin ya to do it. You can thank me later. This has been a Pizza Service Announcement." (Operator) "Get to know Rick better at PizzaHut.com or press one to continue your full-priced order over the phone."*

The takeover will gain earned media attention and boost social media visitors and conversation. By purchasing #DrizzleTakeover as a trending Twitter topic, millennials will receive the message to convert to digital ordering.



Rick Drizzle will introduce the hashtag #DrizzleKnowsBest which will be seen throughout the entire campaign because, well... Drizzle knows best.

# Overall Media Strategy

Our budget took into account Pizza Hut's previous marketing expenditures, their digital ordering goals and millennial habits. Actionable messages presented to millennials on a national scale will be executed through network and cable television, online and print advertisements. In addition, we will reach millennial-dense regions through local cable, out-of-home transit placements and targeted online ads.

## TV Total • \$67,709,456

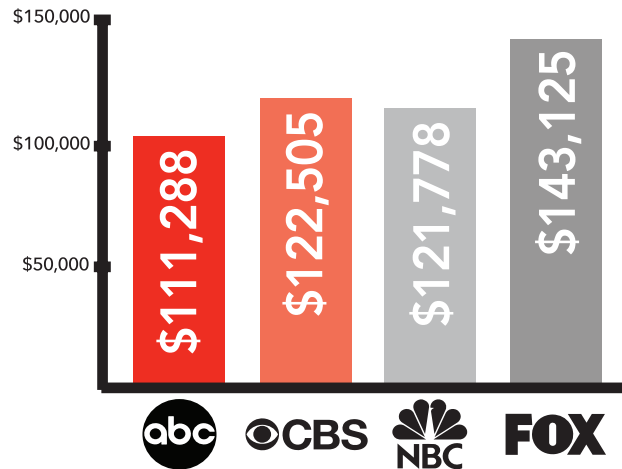
Purchase 30 second spots during primetime, 7 p.m. to 12 a.m.

### Network • \$40,472,456

National network advertising will begin on week 11 and run for the final 16 weeks, coinciding with premieres of the target's most popular shows.

**127,312,000 impressions** **1.65 impressions per millennial**

Average Network Rates Per Show



Each top millennial show listed will hold one 30 second advertisement.

**ABC:** Modern Family

**CBS:** 2 Broke Girls, NCIS LA, NCIS, Criminal Minds, The Big Bang Theory, Thursday Night Football

**NBC:** Sunday Night Football, The Blacklist

**FOX:** Family Guy, New Girl

## Cable • \$22,260,000

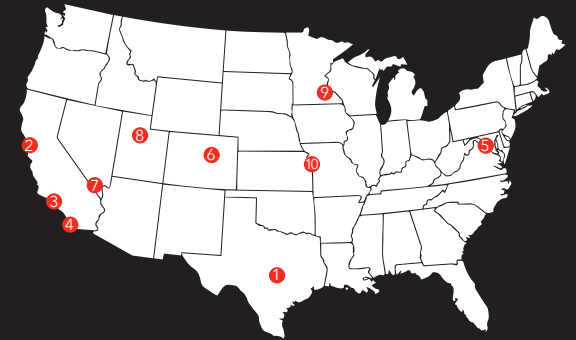
Advertisements will run more frequently in the first ten weeks of the campaign focusing on cities with dense millennial populations.

**50,415,680 impressions- first 10 weeks** **4.21 impressions per millennial**

### Targeted Cities & Cable Carriers

Total Impressions: 229,214,000

1. Austin - AT&T
2. San Francisco - Xfinity
3. LA - AT&T
4. San Diego - AT&T
5. Washington DC - AT&T
6. Denver - Comcast
7. Las Vegas - COX
8. Salt Lake City - Xfinity
9. Minneapolis, St Paul - Comcast
10. Kansas City - UVerse



### Targeted Channels



## Providers • \$4,977,000

Target channel clusters will be heavily purchased through Direct TV and Dish for the first ten weeks to reach a national presence prior to our network advertising campaign. Network advertisements will launch in September. A commercial will run one time a day on each channel included in the cluster.

**3.87 impressions per millennial**



\$2,933,000  
Young adult and female  
240,800,000 impressions



\$2,044,000  
Men's sports and young adult  
57,120,000 impressions

# Storyboard- Pizza Therapy



Visual: Opens to a psychiatrist's office  
Audio: (Doctor) "So how does that make you feel?"



Audio: (Patient) "I don't know, doc. Sometimes, I just want to kill everyone I know."



Visual: Shot of patient upset  
Audio: (Doctor) "And how long do you think that's going to take?"



Audio: (Patient) \*impassioned\* "I don't know, doc, I'm on the edge! It could be tonight, could be tomorrow, I don't know!"



Audio: (Doctor) "Is there anyway we can make that happen sooner?"  
Audio: (Patient) "Wait, what?"



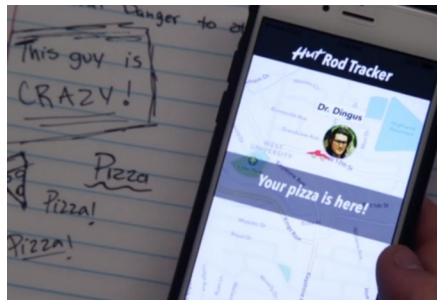
Visual: Pans to doctor on the phone  
Audio: (Doctor) "Okay awesome, and don't forget the buffalo drizzle. I gotta go, I'm with a patient."



Visual: Pans back to shocked patient  
Audio: (Doctor to patient) "What were you saying?"



Visual: Rick Drizzle walks in shot, patient upset with the doctor  
Audio: (Mr. Drizzle) "This awkward encounter could've been avoided if Dr. Dingus over here just ordered online."



Visual: Footage of Dr. Dingus on Hut Rod Tracker  
Audio: (Mr. Drizzle) "Our new Hut Rod Tracker allows you to track your pizza wherever you are and even notifies you when it has arrived."



Visual: Shot of Rick Drizzle, patient strangling Dr. Dingus in the background (less in focus)  
Audio: I'm Rick Drizzle, and this has been a Pizza Service Announcement.



Visual: Promo shot of pizzas  
Audio: (Rick Drizzle) "Now, if you order online you can get two pizzas for a little under \$7.00 each."



Visual: Shot of logo turning into The Flavor of Now tagline on smartphone screen  
Audio: (Rick Drizzle) "Only at PizzaHut.com"

## Online Total • \$39,000,000

Millennials watch more online videos than any other age group. A higher density of video and static advertisements will drive engagement. All online ads will be linked to PizzaHut.com. Location, age and behavioral targeting will communicate with our audience. An aggressive bidding strategy across all platforms will ensure Pizza Hut receives top placement and greatest reach. Because we are purchasing fewer network ads, 40 percent of our online media will be purchased in the first two months of the campaign. **26 impressions per millennial**

### Display Marketing • \$10,530,000

Advertisements will be placed on websites with the greatest millennial usage such as Google, YouTube and Yahoo. AdRoll gives us access to 98 percent of websites including all major ad exchange networks allowing for more effective retargeting of users who have already interacted with the website. The Google Display Network uses a cost per click strategy as opposed to AdRoll's cost per thousand impressions. Ads generating the most clicks through the Google Display Network will then run on AdRoll. Yahoo and YouTube homepage takeovers will also be purchased due to their large millennial following.

**696,428,600 impressions**      **585,000 total clicks**

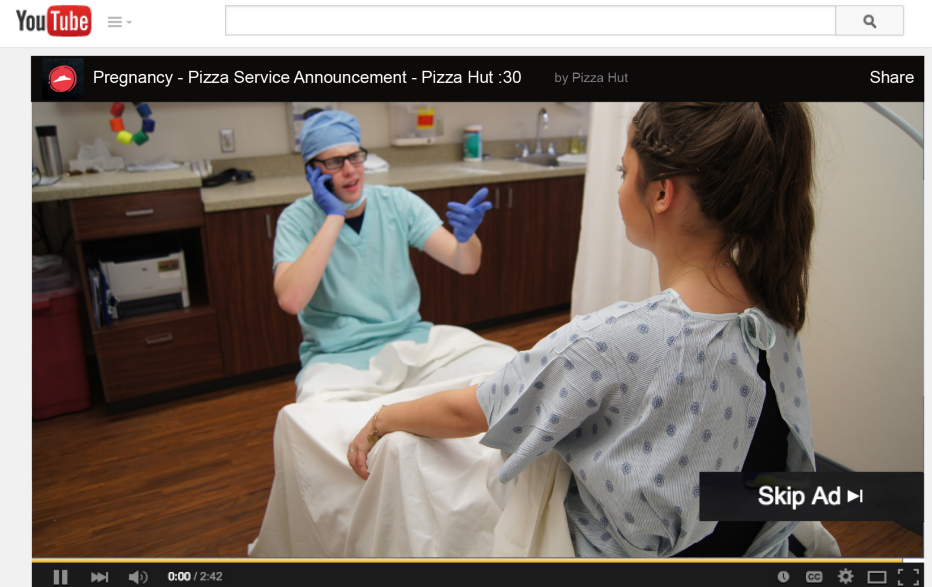
Google Display Network - \$2,925,000  
\$5 cost per click

AdRoll - \$4,875,000  
\$7 cost-per-thousand impressions

Individual Placements - \$2,730,000

Yahoo Homepage Takeover, 3 placements, \$1,365,000  
July 1 - Campaign launch  
August 19 - Wednesday before college classes  
November 30 - Cyber Monday

YouTube Homepage Takeover, 3 placements, \$1,365,000  
July 1 - Campaign launch  
August 19 - Wednesday before college classes  
November 30 - Cyber Monday



### Email Marketing • \$390,000

Email marketing delivers the highest ROI of any digital marketing tactic and 71 percent of millennials use the internet for checking mail. Our campaign uses Pizza Hut's existing customer database and purchasing targeted contacts from Infousa.com to communicate campaign information and new deals.

**2,600,000 targeted millennial contacts**

**67,600,000 emails sent**

## Search Advertising • \$5,460,000

46 percent of millennials visited Google directly before visiting PizzaHut.com. A combination of long and short tail campaign-specific keywords will be used to engage our audience through paid search marketing across three top ranking millennial search sites including Google, Yahoo and Bing.

**203,005,199** impressions   **400** pizza related keywords  
**1,684,199** total clicks

Ad Words - \$3,705,000

First two months: \$10 cost per click. Final four months: \$5 cost per click.  
Average paid search position: 1.3

Bing Network - \$1,755,000

First two months: \$5 cost per click. Final four months: \$3 cost per click.  
Average paid search position: 1.33

## Mobile Advertising • \$8,190,000

84 percent of millennials own smart phones. Millennial Media offers access to 170 million unique monthly impressions, over 9,000 mobile devices and 60,000 apps and mobile websites. Due to the efficiency of mobile advertising, video advertisements will be placed on mobile apps and websites with high millennial usage. The Google Display Network will be used to reach Google properties and test the efficiency of ads with cost-per-click pricing.

**780,000,000** impressions   **546,000** total clicks

Millennial Media - \$5,460,000

Maximum \$7 cost-per-thousand impression

Google Display Network - \$2,730,000

Maximum \$5 cost per click

## Pizza Related Keywords

Flavor of Now

Rick Drizzle

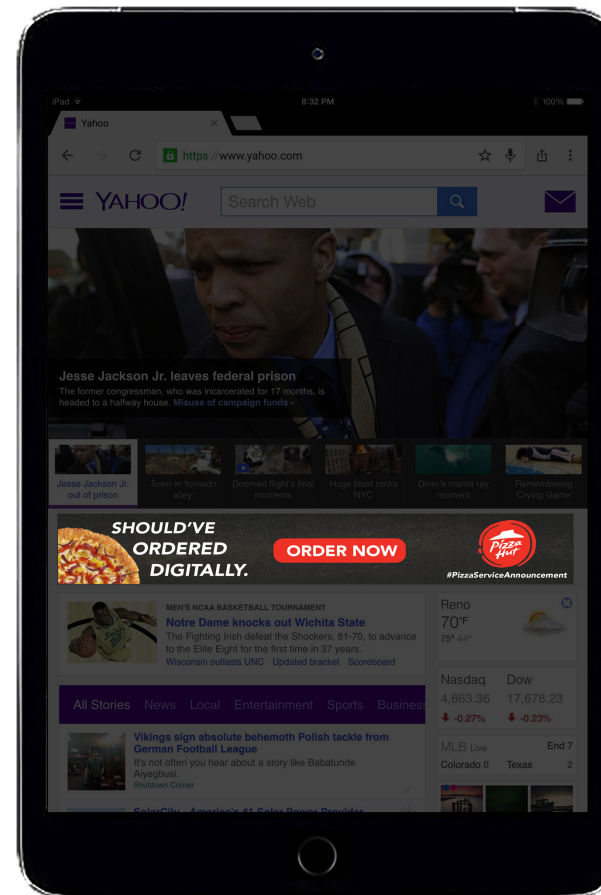
Pizza Service Announcement

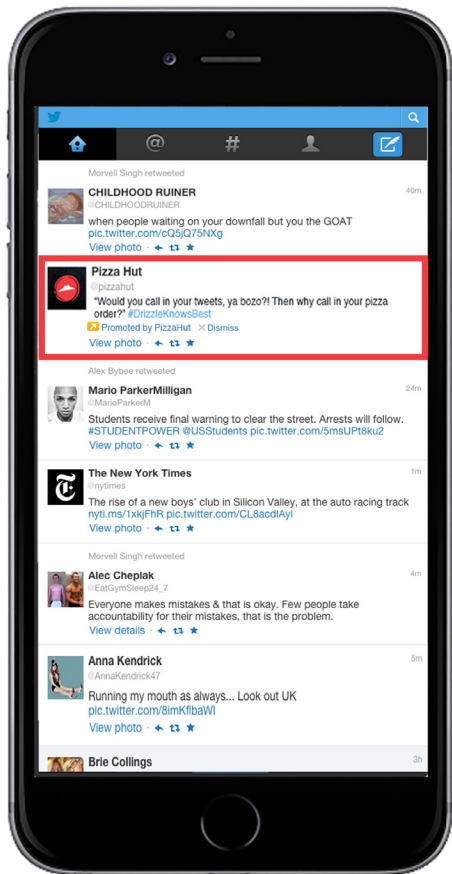
pizza

pizzahut

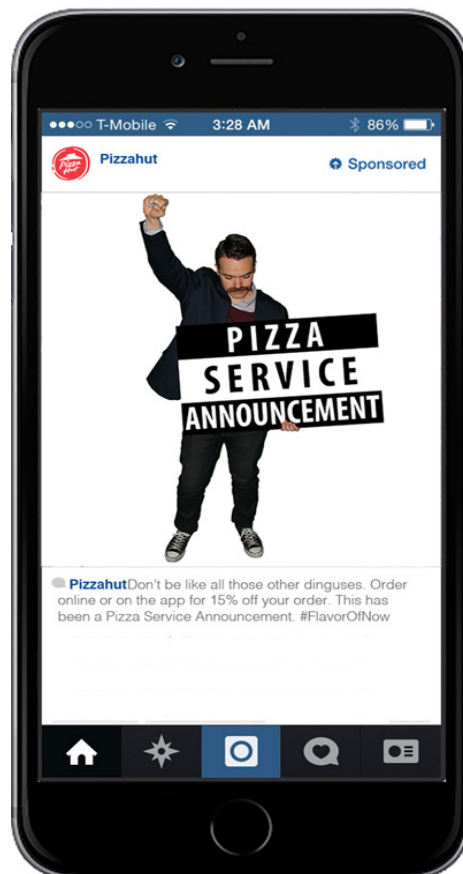
order pizza

stuffed crust pizza





Twitter



Instagram

## Social Media • \$9,360,000

The average millennial operates at least three social media accounts and is more likely to share content via social media than any other platform. The Facebook mobile app is the most popular application and the second most popular website followed by Twitter and Instagram. Our marketing dollars will be focused on boosting Pizza Hut's social media content. A four week campaign on Instagram will be purchased as well as ten Facebook log-out screens and five days of Twitter trending topics.



5.4 hours a day are spent on social media by millennials



Twitter - \$3,510,000

Promoted tweets, maximum \$4 cost per interaction  
627,500 interactions

Trending topics

July 1 to July 2 - Start of campaign

August 19 - Wednesday before college classes

November 27 - Black Friday

November 30 - Cyber Monday



Facebook - \$4,290,000

\$3 cost per click

1,096,667 total clicks

Log-out screen takeovers

July 1 to July 5 - Start of the campaign

August 19 - Wednesday before college classes

October 31 - Halloween

November 12 - National Pizza Day

November 27 - Black Friday

November 30 - Cyber Monday



Instagram - \$1,560,000

12,500,000 impressions



Facebook

## Native Advertising • \$1,170,000

Native advertisements are viewed 53 percent more and purchase intent is 53 percent higher than banner ads. Our engaging content will provide millennials the opportunity to share the story on social media.

**BuzzFeed** 39,026,000 millennial visits per month  
6 posts for \$100,000

## Non-Traditional Online • \$3,900,000

Our campaign implements creative strategies for Spotify and Pandora including lightbox pop-up ads, mid-page unit ads, homepage takeovers, audio ads and a Rick Drizzle sponsored playlist. Five Spotify homepage takeovers will commence during the campaign launch week to reach both paid and unpaid subscribers. Online radio as well as in-stream advertising on Hulu will run to effectively reach our target audience.

**8/10** millennials listen to online radio  **12** hours a week are spent on online radio by millennials



Spotify- \$1,450,000  
\$15 cost per thousand impressions  
96,666,667 impressions



Pandora- \$1,650,000  
\$5-7 CPM visual ads  
\$8-12 CPM audio ads  
\$15-25 CPM video ads  
137,500,000 impressions



Hulu- \$800,000  
\$25-30 CPM in-stream video ads  
29,090,909 impressions

# BuzzFeed




## 10 Things You Can Learn From Rick Drizzle


Rick loves pizza. So should you. But more importantly, you should realize that ordering your pizza over the phone is super uncool. And Rick is the king of cool. Be like Rick. Order digitally.

PROMOTED BY 



Spotify Premium

PLAYLIST

 Rick Drizzle  
Don't be a dingus, order a Flavor of Now pizza at [www.pizzahut.com](http://www.pizzahut.com)

PLAY  FOLLOWERS 0

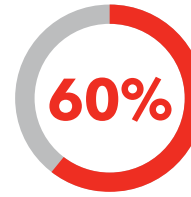
Created by: Pizza Hut • 36 songs, 2 hr 22 min Available Offline

SONG	ARTIST	ALBUM		
✓ Boom, Boom, Boom, Boo...	Vengaboys	Boom, Boom, ...	14 minutes ago	3:22
+ Pour Some Sugar On Me (...)	Def Leppard	Pour Some Su...	13 minutes ago	4:22
+ Bump & Grind 2014 - Radl...	Waze & Odyss...	Bump & Grind ...	13 minutes ago	3:00
+ Stayin' Alive	Bee Gees	Mythology	13 minutes ago	4:47
+ Uptown Funk	Mark Ronson, ...	Uptown Special	13 minutes ago	4:30
+ Afternoon Delight	Starland Vocal ...	Starland Vocal ...	12 minutes ago	3:13
+ Push It <small>EXPLICIT</small>	IShI, Pusha T	Push It	12 minutes ago	3:49
+ Baby Come Back	Player	Best of Player	12 minutes ago	4:15
+ It's Not Unusual	Tom Jones	The Best Of T...	10 minutes ago	1:59
✓ Good Vibrations	Marky Mark An...	Music For The...	10 minutes ago	4:29

# Traditional Print Total • \$13,198,524

Print advertising will be purchased in publications with large millennial readership that have national circulation.

**110,257,958** impressions    **1.43** impressions per millennial



of the millennial generation considers print and online newspapers to be "trustworthy" sources of news and information

## Newspapers • \$2,798,304

Millennial hard copy readership equals that of digital publications. The use of print advertising in The New York Times and The Wall Street Journal present an opportunity to use an established form of media to reach the millennial audience. Both newspapers will feature full-page ads.

### The New York Times

\$698,304  
6 placements  
1,257,958 Sunday circulations

### THE WALL STREET JOURNAL

\$2,100,000 contract  
7 placements  
2.2 million subscribers





## Magazines • \$10,400,220

Advertisements will be purchased in top millennial publications with national reach throughout the campaign ensuring exposure and reaching our target.

**Sports Illustrated**

Sports Illustrated - \$4,204,200  
Reach: 23 million per issue

**gameinformer**

Game Informer - \$1,266,900  
Reach: 7.8 million per issue

**ESPN**  
THE MAGAZINE

ESPN Magazine - \$1,395,520  
Reach: 15 million per issue

**COSMOPOLITAN**

Cosmopolitan - \$1,380,000  
Reach: 17 million per issue

**People**

People - \$2,153,600  
Reach: 44 million per issue

This is an example ad that would be placed in Cosmopolitan and other media to appeal to both genders.

**"LOOKS LIKE DINGUS IS SLEEPIN'  
ON THE COUCH TONIGHT"**

**-RICK DRIZZLE**

**SHOULD'VE ORDERED  
DIGITALLY.**

**#DrizzleKnowsBest**

**PIZZA SERVICE ANNOUNCEMENT**

**Pizza Hut**

## Transit Systems Total • \$2,968,750

### Transit Marketing • \$2,968,750

Target markets were cross-referenced with cities that have high public transportation rates to increase brand recognition and digital ordering. In these millennial cities, 100 advertisements will be placed on subway and bus formats. Short-term campaigns will be divided among four high-impresion advertising arrangements for consumer awareness and frequency. These include backlit dioramas, vertical format interiors, bus stops and bus exteriors. The initial disbursement will run through the first two months due to less national reach through TV network advertising. The next two series will run every other month to avoid campaign ubiquity.

**18,200,000** millennial impressions    **4.8** impressions per millennial

The following target cities have an average of 14 percent millennial concentration and score highest within city transit scores.

San Francisco  
Los Angeles  
Washington D.C.  
Denver  
Salt Lake City





## Share Your Pizza Service Announcement

Research shows that millennials are active donors to charity organizations with 60 percent of millennials donating to organizations digitally. The Share your Pizza Service Announcement will run throughout the month of October, National Bullying Prevention Awareness Month, in order to:

1. Raise money for STOMP Out Bullying
2. Create positive brand association with Pizza Hut
3. Share the campaign on social media, creating attention for Pizza Hut

We recommend partnering with STOMP Out Bullying™, the leading national anti-bullying and cyberbullying organization for kids and teens in the U.S.

The philanthropic campaign begins with a promotional video, released on Oct. 1, that identifies the negative impacts of social media associated with bullying, but ultimately highlights the power of the internet to spread positivity. Instead of Rick Drizzle delivering the Pizza Service Announcement, the audience will share their own, inspiring, 30 second video about their experience with bullying. They will shoot the 30 second video through the app and submit it by sharing to Facebook or Twitter. This encourages users to download the app and share Pizza Hut content digitally. Every time a person makes a PSA, Pizza Hut will donate \$5.00 to STOMP Out Bullying through the month of October or until the goal of \$1.5 million is reached.

**Talk about your experience with bullying:**  
**Did you get bullied?**  
**Did you bully?**  
**Did you watch it happen?**  
**Did you do anything to stop it?**

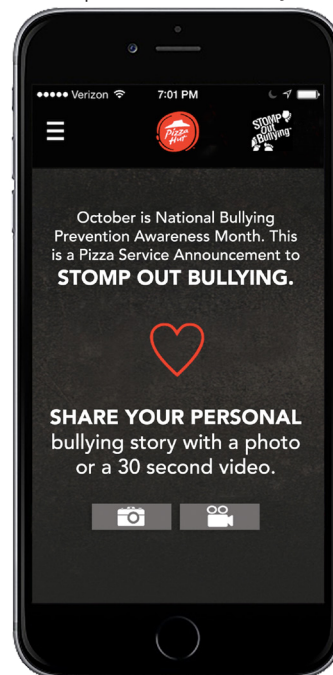
Pizza Hut will reach out for endorsements from celebrities who have spoken out about being bullied.

Having more information on what constitutes bullying makes (millennials) more vocal against it and less likely to put up with it.

**7/10** young people 13 to 22 years old are victims of cyberbullying

**90%** of those who witnessed cyberbullying have ignored the behavior

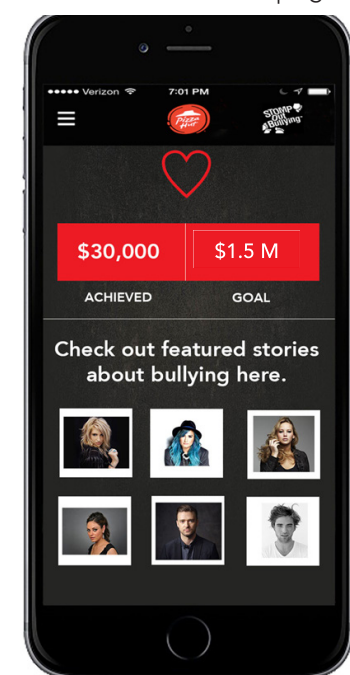
Option to share story



Example story to share



Measurements of campaign



# Connecting With Millennials

Our campaign will further engage millennials by sponsoring a music festival. We chose the Austin City Limits music festival because Austin has the highest percentage of millennials at 16 percent and it falls within the time frame of the campaign.

## Austin City Limits

Pizza Hut will be an official sponsor for the Austin City Limits Festival taking place over two weekends from October 2 to 4 and October 9 to 11 in Austin, Texas.

Pizza Hut will host a Red Hut Tent in the park that will provide air conditioning, comfortable seating, charging stations, and appearances by live local entertainment and DJ Drizzle. The lounge will include a photo booth where festival attendees will take photos and be encouraged to write their own Pizza Service Announcements and upload them to their social media platforms. Pizza Hut will have "Pizza Power Hours" where free pizza will be distributed to all festival attendees who download or have the mobile application.

To get national coverage and recognition, our campaign will boost social media posts about the event and seek media coverage in the Austin area.

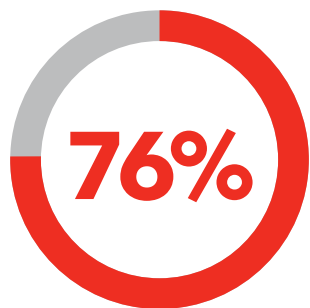


 **Pizza Hut** @pizzahut • Sept 28  
Our flavors are limitless. #AustinCityLimits

🔄 108 ⭐ 259

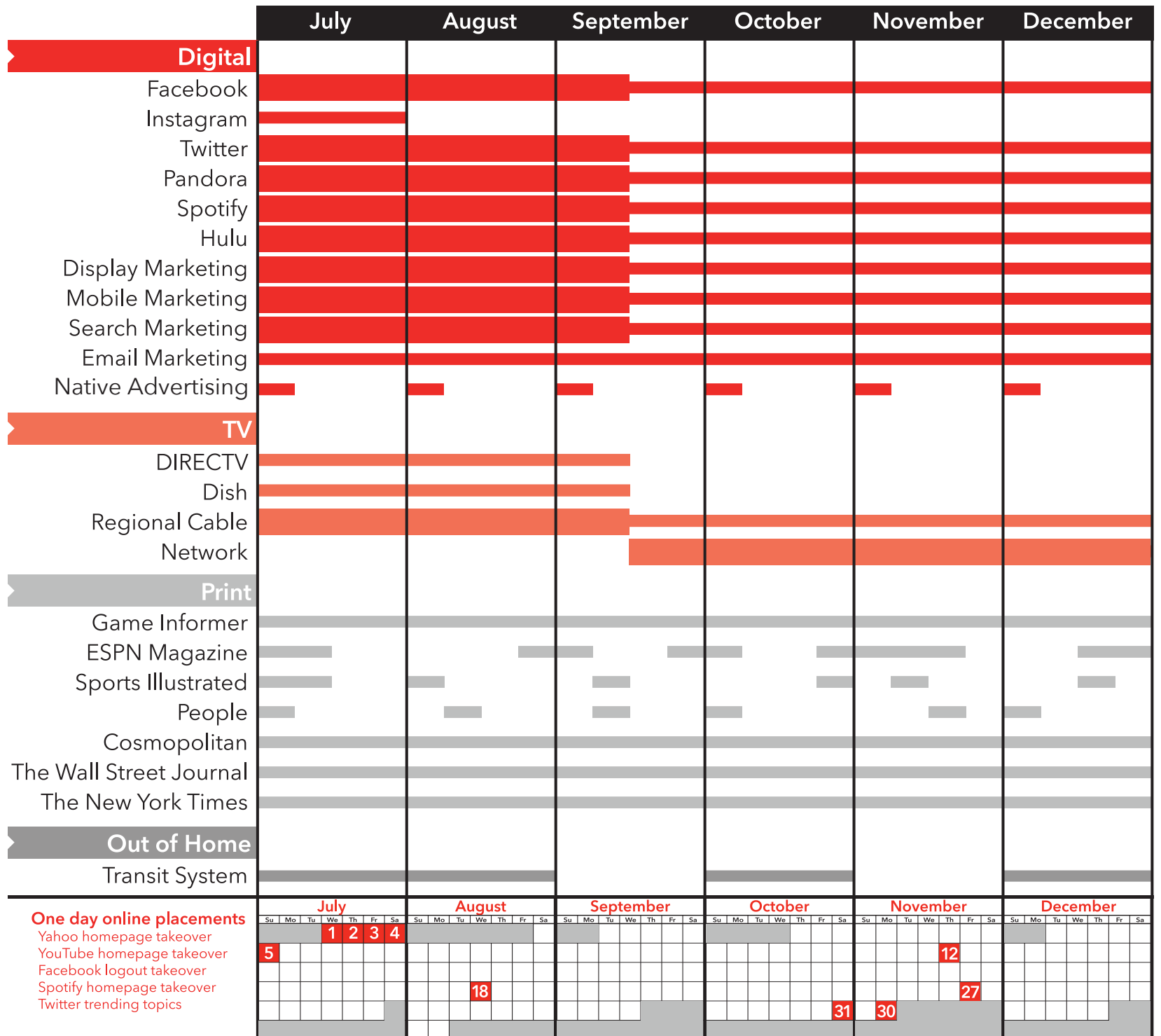
 **Pizza Hut** @pizzahut • Oct 3  
DJ Drizzle is about to raise the hut. #AustinCityLimits

🔄 157 ⭐ 321



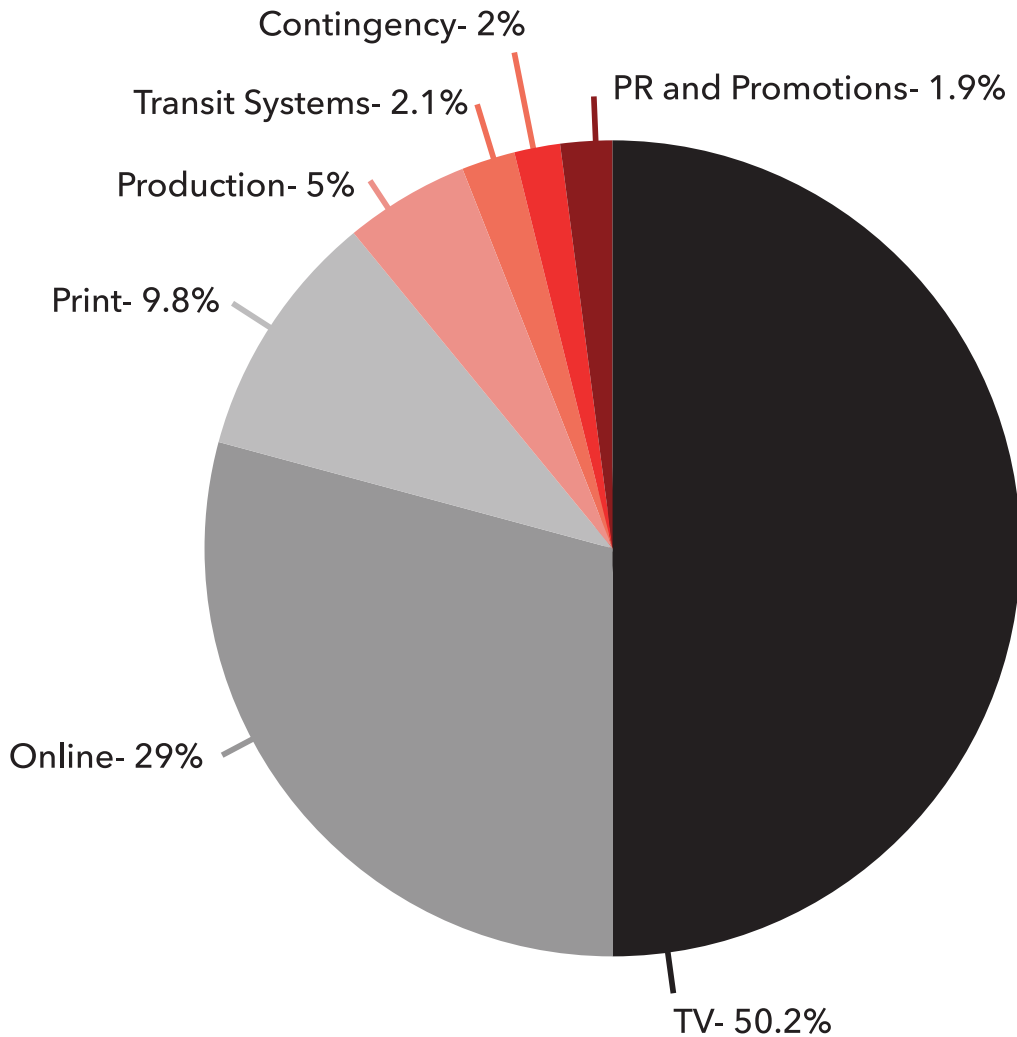
76% of festival attendees report feeling more favorable toward brands that sponsor a tour or concert

# Media Buying Calendar



## Budget Reasoning

In addition to our media buying budget our total budget includes production costs for commercial, print, application development and the rights to the Let's Get Digital/Physical song. The contingency budget will be allocated as needed throughout the campaign as tactics are evaluated.



<b>TV</b>	<b>\$67,709,456</b>
Network	\$40,472,456
Provider	\$4,977,000
Cable	\$22,260,000
<b>Online</b>	<b>\$39,000,000</b>
Social Media	\$9,360,000
Native Advertising	\$1,170,000
Non-Traditional	\$3,900,000
Display Marketing	\$10,530,000
Mobile Advertising	\$8,190,000
Search Advertising	\$5,460,000
Email Marketing	\$390,000
<b>Print</b>	<b>\$13,198,524</b>
Magazine	\$10,400,220
Newspaper	\$2,798,304
<b>Production</b>	<b>\$6,707,068</b>
<b>Transit Systems</b>	<b>\$2,968,750</b>
<b>Contingency</b>	<b>\$2,916,202</b>
<b>PR and Promotions</b>	<b>\$2,500,000</b>
Austin City Limits	\$1,000,000
Stomp Out Bullying	\$1,500,000
<b>Total</b>	<b>\$135,000,000</b>

# Evaluation

## Objective 1

Measurement: Monitor digital sales monthly throughout the campaign and compare to top 3 competitors; include social media monitoring of impressions, sales conversion and likelihood to recommend.

## Objective 2

Measurement: On Sept. 1, conduct focus groups and distribute a survey to gain insight on how the message is received by the audience. Include testing and monitoring of digital enhancements.

## Objective 3

Measurement: Compare digital sales bi-weekly to track progress in reaching 75 percent of orders made digitally.

## Possible Pitfalls

- 1** The media strategy targets ten cities with high millennial populations for increased advertising purchasing. This was a cost efficient move, but it could potentially limit the overall success of the campaign because of the more narrow scope. A larger budget would have provided the same level of purchasing nationwide.
- 2** The media ratings we have referenced while constructing our media plan are from 2013. This is the most recent data available, but it is possible that media trends have changed and that millennial preferences have transformed. Closely monitoring changes in online sales will allow for reallocation of funds to different platforms of media, if necessary. Additional funds would be provided through the contingency budget if needed.
- 3** This kind of edgy creative strategy comes with inherent risks. There is a possibility for negative reactions among certain groups. A less edgy approach might not draw the negative reactions but would not gain as much attention.

## Contingency Budget

Our budget allocated \$2,916,202 towards addressing any costs associated with advertising, production costs or the Stomp Out Bullying campaign that may be a problem as the campaign progresses. It will allow Pizza Hut to reallocate money throughout the campaign to media that is more effective towards interacting with our audiences.

### Total national impressions per millennial

Online, Network, Dish, DIRECTV, Print

**8.25**

### Total regional impressions per millennial

Cable, Transit

**12.75**

# Will You Change the Game?

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Are you convinced yet? Are you ready for something bold – something unconventional? Pizza Hut needs to push the boundaries of its past and present and move into something progressive and relatable. This campaign challenges norms and resonates with an audience immersed in digital communication.

It's time to dominate the world of online ordering.  
It's time to change the game.  
It's time to get digital.



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