

David Taylor

Comms 432
Pizza Hut

Local. Everywhere.



Summary

Pizza Hut was lagging behind on the pizza competition and wanted to push digital sales. It was our job to make Pizza Hut cool again by increasing orders online and through the app. Of course nothing is cool if it's coming from "The Man" so we gave Pizza Hut a local makeover.

What I Did

- Wrote position statements for the creative brief
- Conducted ethnographic research, including following the subject around for 3 hours, capturing every moment on video and asking questions and exploring their environment
- Found subjects for ethnography and focus group
- Assisted in conducting focus group, recorded video
- Uploaded and edited video footage
- Analyzed video footage, wrote up key insights
- Managed the research team, essentially kept them in the loop
- Bounced off ideas with the creatives

Research

For our ethnographic research I followed Ryan for 3 hours on a Saturday afternoon. Ryan's a senior at BYU, married, and really loves hobbits.

Ryan would consider Pizza Hut his #2 favorite chain, just below Little Caesars. When asked why he prefers Little Caesars Ryan said, **“Just cause a lot of times it's like, you know we got a Little Caesars right there and it's hot and ready...It's nice to be able to just go and grab it”**. And who can blame him, newly married and with a Little Caesars just around the corner, a \$5 dinner for two is extremely attractive. It's interesting to note that in Ryan's response he added lots of emphasis on “hot and ready”. **“I'm hungry, I don't wanna go home and make something. Let's just go grab something”**.

Convenience is key, pizza lovers order on a whim when they're hungry, they don't like to wait.

Pizza lovers are highly motivated by deals. Ryan was ordering a pizza online during the 3 hours of filming and what's most interesting is not what Ryan says but what happens as a result of him finding the deal.

“You get a free order of CHEESE STICKS.

Don't mind if I do! -Ryan (silence)

CHEESE STICKS -Ryan's wife”.

Ryan's wife got excited about the cheese sticks. She wasn't even ordering! This was fascinating, not only was the deal reaching another consumer but the excitement level was multiplied. When was the last time you heard someone repeat a banner advertisement online?

Website retention is huge on PizzaHut.com because consumers like a good deal.

2. Have you ever ordered pizza online?

#	Answer	Response
1	Yes	463
2	No	51
Total		514

4. Have you ever used a mobile app to order pizza?

#	Answer	Response
1	Yes	225
2	No	289
Total		514

14. When you order pizza, how often do you use the following sources?

Created a nationwide survey for 514 people. 90% of the respondents have used the internet, yet only 44% have used the app.

After conducting a friendship group and reviewing the video, these were the three most prominent insights we felt were most insightful.

Insight #1: Needs to be fast and convenient
“Why is it taking so long?”

Insight #2: Not Magical
“Pizza ordering is not magical, Chinese food is magical.” It should be simple and ordinary.

Insight #3: Good pizza means party time
“Whenever we order pizza its a catalyst for a good night.”

Brief

Creative Brief

Objective

Increase the number of online orders by 32% by the end of 2015.

Target

This group of people want it their way. They are millennials plus everyone who wishes they weren't millennials. They are people who are using their devices more and more. They live on their phones and use it as a command center. They would rather text someone next to them than have a real conversation. Pizza is a staple of their diets, they eat it

Insight

"I expect my pizza ordering to be extremely personal and customizable; I don't want to be given the standard cliché options of cheese or pepperoni."

Promise

Ordering from Pizza Hut is an experience full of possibilities. You get a pizza you'd think came from the local joint down the street with the convenience and quality of your favorite chain.

Support

Lots of customizable options
Each pizza is unique
Most other chains have 1 or 2 options

Tone

Straight forward
Authentic
Alternative

Assignment

In-app advertisements to direct users to the Pizza Hut app
Online banner/skyscraper ads to direct users to the new PizzaHut.com
Hulu/YouTube commercials, direct users to order on Hulu
Twitch.tv sponsorships
XBOX ads, direct users to order on XBOX, emphasis on Kinect motion ordering feature
Creative collaboration with
YouTube/Vine/Instagram/Twitter celebrities
Content Marketing, sponsored BuzzFeed posts
Sponsor local parties in college towns
Partnership with Push For Pizza app, make Pizza Hut the default
Guerrilla marketing

The Brand Model

Current Brand Position

"A pizza chain that is still cool, just not as cool as it used to be."

Future Brand Objective

"The Pizza of Now"

Conceptual Target

"The Disgruntled Orderers"

People who are sick of having 2 options for their pizza toppings. These people feel the need to experiment with different styles of toppings; mixing, matching, and creating new variations of the pizzas that they love. They have their favorites, but they still love to strike out on their own and explore untapped territories. Current options for ordering pizza work but the disgruntled orderer desires more, they demand a better way to get their custom pizza to their front door.

Core Desire

"To Be Satisfied My Way"

After a long day or during an energetic game or perhaps just a spur of the moment hankering, nothing compares to biting into a hot, saucy, delicious piece of pizza that you designed. People want deliciously baked and topped pizza and they want it quickly. If they have to settle for cheaper pizza that doesn't make them wait, most will. What they really want, however, is fast pizza that is customized to their tastes.

Role of the Brand

"Giving you the possibilities you want, when you want it."
The pizza of now.

Compelling Truth

A pizza place with the strengths of a pizza chain, and variety of a local pizza joint. Pizza Hut gives you exactly what you want when you want it with thousands of possibilities.

Selling Idea

"Quality Possibilities"

You get the delicious tastes you want, when you want it.

Creative

FREE T-SHIRT with online order

<https://order.pizzahut.com/apps>
<https://order.pizzahut.com/site/menu/pizza/39>

GET THEM

Eleven new flavors

Local. Everywhere.

Available on the App Store
 Get it on Google play



SHOP PARTICIPATE BLOG

SHOP THE \$12 TEE COLLECTION + FREE SHIPPING! *** USE CODE *** THREEDAYS44 (ENDS 12/11 AT 11:59PM CT \$49 US | \$75 INTL. MW)

Design a t-shirt inspired by Pizza Hut's new recipes

- Users create t-shirts based on their creations.
- Winner will get free pizza

Sprint 12:04 AM 28% 🔋

14 Likes

Like Comment Share

Suggested Apps

Pizza Hut Sponsored

Order the new 7 Fire Alarm pizza with the all new Pizza Hut app and get a free t-shirt.

Pizza Hut ★★★★★
 1.1K Likes · 90 Comments

Like Comment Share

News Feed Requests Messenger Notifications More

Sprint 5:08 PM 85% 🔋

Pizza Hut

HOME

PREVIOUS ORDERS

INBOX

GIFT CARDS

LOGIN

LOCAL

DELIVER

DINE IN

- User generated pizzas
- Find local favorites
- Name your creations
- Earn a t-shirt by ordering through the app