

PIZZAHUT

Media Plan Jan. - Dec. 2020



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Rachel Cho

Favorite Pizza Topping:
Pineapple



Meg Dickson

Favorite Pizza Topping:
Extra Cheese



Jacob Gonzales

Favorite Pizza Topping:
Sausage

1



Levi Romano

Favorite Pizza Topping:
Jalapeño



Rachel Rullo

Favorite Pizza Topping:
Salami



Kaitlyn Trowbridge

Favorite Pizza Topping:
Pepperoni

MEET THE TEAM

“

AGENCY CREDENTIALS

Scattered along our universe, stars illuminate the night sky in unsurpassable quantities. For over a millennium, people have spent countless hours gazing upwards, trying to draw lines to connect each star and form a clear picture. In this same way, Constellation Media strives to connect the dots between data and the humans behind it in order to form creative, comprehensive strategies for our clients.

Constellation Media is comprised of six talented and relentless individuals who are passionate about the industry, excited about the work, and at the root of it all love working with people. We realize that in this constantly changing industry, having a strong team that works with passion, wisdom, and conviction is our greatest differentiator.

Our goal is to exceed expectations and deliver proven measurable results. We connect brands with people to create unforgettable experiences at an emotional level, all while ensuring that every touch point throughout the consumer journey stays consistent with the brand and forms meaningful connections.

The stars in the night sky are millions of miles apart, and yet we are constantly searching for unique ways to connect them. With our strategic thinking, audience insights, and endless curiosity, Constellation Media never fails to turn seemingly disconnected data into a masterpiece.



EXECUTIVE SUMMARY

Brand Truth: Winning at Life

Since its founding in 1958, one thing has been clear: No One Out-Pizzas The Hut. As America's original pizza chain, Pizza Hut has always been proud of its origins and constant growth as a company who strives to conquer the market. In its effort to help Pizza Hut and its audiences "win at life", Constellation Media has developed a comprehensive media plan using insights gathered on new potential target audiences, geographic markets, and strategies for communicating with them.

Like Pizza Hut, its customers are constantly reaching for success. Whether that means taking care of their families, advancing in their careers, or watching their favorite sports team make the winning touchdown, Pizza Hut wants to be there to celebrate their victories and fuel their aspirations. Because food is such an integral part of any celebration, Pizza Hut has ample opportunity to help facilitate memories that people look back on years down the road.

Constellation Media's plan taps into a universal desire to win, whether that be in the context of an NFL game, online tournament, or a family game night. With its \$200 million budget, Constellation Media will help Pizza Hut not only raise awareness of the brand in a highly competitive landscape, but also develop unique connections with consumers in niche segments. Ultimately, these efforts will result in an overall sales lift of 2% across the United States.

No matter how each individual defines success, every person is constantly pushing until they finally achieve their goals and "win at life" - and Pizza Hut wants to be there when they do.

Constellation Media has used this brand truth to develop a media strategy that reflects the competitive drive of its targets and their desire to be bold and go for the win, no matter what kind of game they're playing.



CAMPAIGN SCOPE

Increased Customer Base:

The primary task at hand is to achieve a 2% sales lift across the board for Pizza Hut. This will involve selling more pizza, both in terms of reach and frequency for each location, and establishing the brand's relevance in various markets.

Other Expectations:

There is an entire generation of consumers who grew up with Pizza Hut. A great deal of this messaging surrounding this group will harken back to what Pizza Hut meant to them when they were younger and reinforce the memories they created with the brand. In addition, Pizza Hut also needs to tap into the Gen Z audience, which consists of people ages 9-24 and is increasingly gaining buying power every year as its members age into adulthood. Within both of these audience, Hispanic millennials are a rapidly growing segment in the US that are keen on brands who make efforts to reach them.



BRAND PROFILE

Founded in 1958 by two brothers in Wichita, Kansas, Pizza Hut is the “OG” pizza chain. With nearly 7,500 locations nationwide, an NFL sponsorship deal, and a loyal base of fans nationwide, Pizza Hut has become one of the most prominent chain restaurants in the country. Pizza Hut values the quality of its ingredients and service because to them, pizza night should be a special time for families and friends to come together. Whether it is a football watch party or a family movie night, Pizza Hut wants to help facilitate people’s efforts to “live life unboxed.”

Pizza Hut is not here to be a typical pizza joint. They strive to push the envelope and stand out, whether it be through their original recipes or crazy PR stunts, such as putting a pizza on the moon. Pizza Hut wants its customers to “live life unboxed” and be their most authentic selves.



Pizza Hut has also recently become more inclusive of customers with dietary restrictions - now, the brand offers a gluten free crust at most of its locations, and while it does not offer dairy-free cheese, there is ample opportunity for vegans to customize their pizza to have a vegan crust and no cheese.

One of Pizza Hut’s most popular offerings is its \$7.99 large 3-topping pizza deal, which is available for pick-up customers. The brand also strives to help facilitate get-togethers through its Dinner Box and Big Dinner Box, which provide consumers with pizza, breadsticks, and wings all laid out in a box for guests to easily munch on at a party.

<http://blog.pizzahut.com/our-story/>

<https://www.instagram.com/pizzahut/?hl=en>

<https://www.peta2.com/vegan-life/pizza-hut-vegan-options>

<https://www.pizzahut.com/index.php?faq-help=#/menu/deals>

<https://www.forbes.com/sites/aliciakelso/2019/09/03/pizza-hut-generated-new-customers-with-nfl-sponsorship-heres-whats-planned-for-year-two/#6e8fa4f428b3><https://www.instagram.com/pizzahut/?hl=en>

BRAND PROFILE CONT.

Last year, Pizza Hut was announced as the NFL's official sponsor, which launched a series of nationally broadcast ads, the \$7.99 pickup deal, and a digital platform called Game Plan, which is tied to the rewards program on Pizza Hut's app.

On last year's Super Bowl Sunday, Pizza Hut received orders for 5,000 pizzas each minute during the game's peak time, and by the end of the day, the company had also delivered over six million wings. Even in the months following the Super Bowl, Pizza Hut's traffic and awareness were raised across the country and its online sales received a 9% boost.

On social media, Pizza Hut seems to be trying to appeal to younger audiences with its frequent use of memes across Facebook, Instagram, and Twitter. These memes are photoshopped to look more vintage, which correlates with the brand's current use of its original logo in an effort to inspire nostalgia. Many of these posts are the same across all three platforms, and while Pizza Hut has millions of followers across social media, it is not achieving very high engagement with its posts. For instance, on its Instagram, which has 1.6 million followers, each post achieves on average five to ten thousand likes, which is at best an engagement rate of 0.6%. For reference, an engagement rate of 1-3% is considered a solid level of engagement.



MENU

Currently, Pizza Hut offers a wide variety of delicious, carb-filled products for consumers, including:

- Pizzas P'zones (Pizza calzones)
- Wings
- Pasta
- Salad
- Desserts (including Cinnabon cinnamon rolls)
- Stuffed Cheez-It pizza
- Stuffed garlic knots

COMPETITIVE PROFILE

Domino's is Pizza Hut's main competitor. In 2017, Domino's rose to #1 with the highest global pizza sales surpassing Pizza Hut's year-long lead. Domino's has over 20 million active members with their loyalty program, whereas Pizza Hut is in second standing with around 12 million members as of 2018. Other strengths include their live pizza tracker, early adoption to the delivery and technology space, and having no intention to partner with a third-party delivery service. Domino's has been successful in optimizing with social media channels, posting solely food-focused content of all of their menu items on Instagram.

Papa John's lost their partnership with the NFL to Pizza Hut in 2017 after the controversial political statements made by former founder and CEO John Schnatter, with whom the company parted shortly after. By redirecting their investments into new technology and emphasizing food quality in their marketing, Papa John's has shown recovery in sales and appointed a new CEO from Arby's who has demonstrated a history of success. They have also made significant changes, such as adding Shaquille O'Neal to the board as a brand ambassador, expanding their menu, and improving their delivery experience.

Little Caesars has the most competitive price point and capitalizes on their \$5 "Hot-N-Ready" pizza. Their specialty remains their thin crust pizza. With the option to order from a kiosk Reserve-N-Ready, Little Caesars has developed a Pizza Portal to serve consumers pizza in a heated box to pick up, which is streamlined with the use of the app.



Disclaimer: Fast-casual pizza places such as Blaze Pizza and MOD Pizza are becoming increasingly popular because of consumer demand for customized options. The California-based pizza chain, Blaze Pizza, has boomed and continues to grow rapidly because of the appeal to health-conscious consumers with their artisan menu options with an array of personalized toppings. As mentioned by PMQ, about 64.5% of pizza restaurants offer gluten-free crusts and 23.9% of the remainder offer vegan pizza. An important factor to keep in mind is healthy and fresh offerings are crucial to stay alive in the pizza game to avoid declining sales.

			
Loyalty Program			
Message	It's What We Do	Better Ingredients	Pizza! Pizza!
Rank (2017 Sales)	#1 \$5,925,100,000	#4 \$3,009,700,000	#3 \$3,722,000,000

GEOGRAPHIC PROFILE

After considering many different markets, the ten specified cities were chosen by the following criteria:

- High number of Pizza Hut locations
 - % of existing Hispanic population
 - Growth rate of Hispanic population
 - High concentration of age range
- Pizza Hut is currently targeting
- Popular surrounding colleges
 - High buying power index (BPI)

Moreover, the chosen locations include a combination of cities with an opportunity for growth as well as cities that are already successful with sales. By focusing on these key variables in each city, Pizza Hut will ensure a 2% sales lift in the upcoming fiscal year.



CALIFORNIA

Los Angeles, San Diego

These two metropolitan areas in Southern California feature large, diverse populations that fall into all five of our target markets. Nearly 30% of the population in these areas speaks Spanish, so there is ample opportunity to communicate with Matriarchs and their traditional families. However, it is also worth noting that 14% of LA's population is Asian, who are likely to fall into the eSports target. Additionally, the presence of large universities supplies the cities with a subculture centered on college football and celebrating college sports in general.

People in LA and San Diego typically have long commutes to work via car, as these cities do not have subway systems. Southern California is warm and sunny year-round, so there is opportunity throughout the year for Pizza Hut to put together outdoor events to connect with audiences. These areas are also very left-leaning politically, which could become a major topic of conversation with the coming election in 2020.

Facts

Los Angeles



Population

4 M



Hispanic Pop.

49%



Pizza Hut locations

32



Buying Power Index

4.89



UCLA, USC, Cal Tech



Rams and Chargers

Facts

San Diego



Population

1.4 M



Hispanic Pop.

30%



Pizza Hut locations

12



Buying Power Index

1.06



UC, San Diego

TEXAS

Austin, Houston, San Antonio

These three Texas cities are home to very large Hispanic populations that Pizza Hut can reach through its many locations in each area. Texas' cities are also rapidly growing each year because of the influx of technology companies moving into the state, which in turn help bring other jobs in the service, retail, and medical industries. These cities are surrounded by quickly-growing suburbs that are generally more affluent and rely on jobs in the city center, which they commute to via car on the many major highways in each area.

Texans love their sports, and major NFL teams like the Houston Texans and Dallas Cowboys have very devoted fan bases across the state. This love of sports extends to high school and college football, so After-Gamers and Tailgamers are prominent segments of the population. Despite the hot weather that affects the state nearly year-round, Texans are dedicated to tailgating, watching, and celebrating their sports teams.

Fast Facts: Texas

Austin

- Population: 950,000
- Hispanic pop.: 34.2%
- Buying Power Index: 0.78
- Universities: University of Texas at Austin
- Pizza Hut locations: 19

Houston

- Population: 2.31 million
- Hispanic pop.: 44.6%
- Buying Power Index: 2.31
- Universities: University of Houston
- Pizza Hut locations: 78

San Antonio

- Population: 1.51 million
- Hispanic pop.: 64.1%
- Buying Power Index: 0.81
- Universities: University of Texas at San Antonio
- Pizza Hut locations: 53



NORTHERN CITIES

Chicago, NYC, Philadelphia

These three Northern cities are major areas of opportunity for Pizza Hut, as they each have multiple Pizza Hut franchises but underperform in Google searches. Cities in the Northeast are the least likely to search for Pizza Hut but the most likely to search for pizza in general, indicating that there is a viable market that Pizza Hut has left untouched. Additionally, Fantasy football is most popular among adults in the Northeast, and therefore, All-American gamers can be found in these cities.

Each of these cities has a smaller population of Hispanics than those in California and Texas, but the growth rate of Hispanic people in the Northeast is very high and increasing each year. Given that Hispanic families are very likely to be searching for affordable pizza for the whole family to eat, Pizza Hut has ample opportunity to become a family favorite amongst newcomers and existing consumers in the cities.

These cities are structurally very different from California and Texas in that they are much more packed together and rely on their vast subway networks to get people to and from work or school. Chicago, New York, and Philadelphia all experience very cold, snowy winters and relatively warm summers, although most homes in these areas do not have air conditioning. Seasonal factors could impact delivery drivers and people's overall likelihood of ordering a hot pizza.

Fast Facts: Northern Cities

Chicago

- Population: 2.72 million
- Hispanic pop.: 28.7%
- Buying Power Index:3.07
- Chicago Bears
- Pizza Hut locations: 23

New York City

- Population: 8.62 million
- Hispanic pop.: 26.7%
- Buying Power Index:2.63
- Giants and Jets
- Pizza Hut locations: 21
- NYU

Philadelphia

- Population: 1.55 million
- Hispanic pop.: 12.4%
- Buying Power Index:7.46
- Eagles
- Pizza Hut locations: 11
- UPenn, Temple University

MIAMI

Florida

Of our targeted cities, Miami, Florida has the most Pizza Hut locations. In addition to this, the existing Hispanic population is extremely high and increased by 45% from the previous year. The median age in Miami was 39.8 in 2017 but the population collectively is getting younger. Most people drive alone on their commute, which takes on average about 27 minutes, rather than utilizing public transit.

Facts

Miami



Population: 463,354



Hispanic population: 68.30%



NFL teams: Eagles



Pizza Hut locations: 36



Universities: University of Miami (Hurricanes)



Buying Power Index: 1.49

PHOENIX

Arizona

Phoenix, Arizona is a viable market for Pizza Hut because of the brand's current presence through its 50+ franchises in the area. Phoenix is a growing market for young people to move to, with Hispanic families being a major segment of the growing population in Phoenix and its surrounding cities. Many of these people are Spanish speakers, with over 37% of the Phoenix population speaking a language other than English.

With both an NFL team and a large state university within the city, Phoenix has a large population of All-American Gamers and Tailgamers for Pizza Hut to reach. Arizona State University is known for its football and party atmosphere, which would pair well with Pizza Hut's "Game On" campaign.

Like Texas and California, most people in Phoenix commute by car into the city from the surrounding areas. The weather in Phoenix is very hot in the summer and mild in the winter, so most outdoor events would be best planned in November-December.

Facts

Phoenix



Population: 463,354



Hispanic population: 68.30%



NFL teams: Eagles



Pizza Hut locations: 36



Universities: University of
Miami (Hurricanes)



Buying Power Index: 1.49

“ Game Day.
Game Night.
Game ON! ”

COMMUNICATIONS PLATFORM

No matter how you play, what you play, or if you are alone or in a group, Pizza Hut helps you get your game on. Whether you are playing competitive soccer or having fun with friends and family at a board game night, Pizza Hut is there to celebrate each and every victory, no matter how big or small. Wherever you are, you can think of Pizza Hut as your biggest fan, cheering you on in anything you achieve. This is winning at life. This is winning with Pizza Hut.

**As a brand that is real, original, and always pushing boundaries,
one thing is for sure: No One Out-Pizzas The Hut.**



TARGET SEGMENTS OVERVIEW



**ALL-AMERICAN
GAMERS**



eGAMERS



FAMILY GAMERS



TAILGAMERS



AFTER-GAMERS

ALL-AMERICAN GAMERS

Ages: Vary

Given that football is the most widely viewed sport in the United States, Pizza Hut's NFL sponsorship gives them the opportunity to communicate with millions of consumers every week during football season. All-American Gamers are a wide range of people but are 41% more likely to be male, and a large portion of these men are in their forties and fifties. These men do not just watch the sports themselves, but also enjoy commentary on channels like FOX Sports or NBC. Men in their forties still have cable, but they also consume a lot of online streaming content on major platforms like YouTube and Netflix.

There is a group of younger men in their late twenties to mid-thirties who consume similar content to older men, but are less likely to have cable. These men are typically single and are more likely to participate in Fantasy Football and gambling online for sports games. This growth in Fantasy Football and the potential to win money from it has fueled more viewership amongst younger people in recent years, and the NFL's overall viewership on TV increased between 2017 and 2018. While fewer people are going out to watch games in person, football games are still the most watched primetime and afternoon content on television consistently.

<https://fantasyfootballanalytics.net/>
<https://www.statista.com/statistics/242432/participation-of-members>
<https://www.usatoday.com/story/money/2019/01/22/super-bowl-and-pizza-say-hello-pizza-hut-hut/2603191002/>





eGAMERS

Ages: 18-35

eGamers are a large population that has grown rapidly across the United States over the past decade. eSports refers to any game that is played competitively, such as League of Legends, Super Smash Bros, Overwatch, and many more. The players of these games are mostly white, Hispanic, or Asian and their ages vary widely, although they do skew more towards the ages of 18-35. eGamers can be teenagers playing in their bedroom or parents searching for an escape from their busy lives. While men still make up the majority of gamers, women are increasingly flocking to the gaming scene every year.

eGamers don't just play games. They spend much of their time streaming videos of professional gamers playing the games they love on Twitch and YouTube. Gaming is a passion for many of these people, and they will put hundreds of hours into playing both recreationally and practicing to someday compete in tournaments. Gamers think that what they do is a sport just as much as football or soccer, and they support brands that recognize the hard work and seriousness with which they approach gaming. Some of these consumers feel isolated from regular society, so they find a community online through their fellow gamers and communicate with each other primarily on Discord, an application gamers can chat with friends through headsets while they play.

FAMILY GAMERS

Ages: 30-40

Boss Moms

Family Gamers consist of two primary groups of people: Boss Moms and Matriarchs. These women are both full-time workers and full-time moms, and they are always looking for new ways to bond with their children in their free time. Family game night is one of the most important events of the week for them and usually takes place on a Friday or Saturday night. These families have made game night a tradition and are always searching for something to snack on to fuel their fun - yet intense - competition.

Boss Moms are women in their mid-thirties to forties who juggle the impossible task of being a mom while also pursuing a career. These women are the “primary caregivers” for their families, because even though they work full time, they also cook, clean, and look after their children when at home. 70% of these women are non-Hispanic white females who live in the city or suburban areas, and they typically make more than \$60,000 each year. The vast majority of Boss Moms are constantly looking for two things: new activities for their kids, and less stress for themselves. They would love to make fewer decisions, do fewer chores, and have easier routines so they can enjoy quality time with their spouse or children.



- 70% live in the city or suburban areas
- Earn \$60,000 each year
- Full-time workers and full-time moms



FAMILY GAMERS CONT.

Ages: 30-40

Matriarchs

There are almost 8 million Hispanic moms ages 18-44 living in the U.S. who are devoted to their families, their homes, and most of all their children. 43% of Hispanic households have children under 18 and 50% have children under 25 in the household. Two thirds work full-time or part-time jobs to improve their household's financial stability. With the arrival of children, the father is the provider and the mother takes charge of the household, putting aside their own interests, and take care of their children and their future. They embrace their culture and are the ones to reconnect their roots to their children.

Matriarchs are confident that they are doing the best they can as mothers and know they are the ones who keep the family intact. These women either influence or make 85% of the disposable income purchasing decisions that occur in the United States every day, but they are often influenced by their children when it comes to trying new products. Their primary use of media is television but they still consider themselves media savvy. Hispanic moms know the work is never-ending at home but appreciate the small things in life, such as a product that would help them simplify their workload. Matriarchs are conflict-averse and often let their spouses believe they are in control as long as things are running smoothly at home. While fluency varies based on their level of acculturation, 54% of Hispanic moms are bilingual and consume content based primarily on relevance as opposed to language.



- 8 Million Hispanic moms
- 2/3 of moms work full-time or part-time
- Primary shopper influenced by children



TAILGAMERS

Ages: Gen Z

This audience is comprised of college students at universities where sports are a major part of the culture. Football season is a three-month long series of tailgating before games, watching either at the stadium or at bars nearby, and partying to celebrate their victories afterward.

A substantial portion of this target is involved in Greek life and parties often take place at fraternity houses. Fraternity members are mostly wealthy, white college boys, but despite their income level, they can appreciate a good deal on party necessities like pizza. Fraternity and sorority members make game day into literally an entire day, as they often start tailgating several hours before the stadium even opens and proceed to party until the early hours of the next morning.

In the springtime, these students also attend basketball games and watch the March Madness tournament. Tailgamers love to make brackets and bet on their favorite teams online with their friends. While this is not the same scale of event that game day is for football, March Madness is a frequently discussed topic amongst college boys who enjoy sports.

Tailgamers are older members of Gen Z, so social media like Instagram, Twitter, and YouTube are major methods of communication for them. These young adults also frequently consume streaming services such as Netflix, Hulu, and Amazon Prime as their primary form of entertainment in place of traditional television.



A young man in a white football jersey with black and yellow accents is smiling and looking towards the left. He is holding a black cord. In the background, other football players in white and orange uniforms are visible on a green field under bright sunlight.

AFTER-GAMERS

Ages: Gen Z

After-Gamers are young sports fans in high school and college who are passionate and inquisitive. After sporting events, hunger dominates young high school and college students, and they spontaneously determine their next move to satisfy their cravings. After-Gamers want to carry the competitive spirit into their meal by celebrating their victories or eating to soothe their losses. These young people are not only out to celebrate the game they just attended, but also to revel in their first taste of youthful independence.

Pizza Hut has an opportunity to communicate with these spontaneous game-goers and become their go-to QSR destination after the game. For high school and college football games, students typically travel everywhere in groups and document their night of fun on social media. These students are members of Gen Z, so platforms like Twitter and Instagram are very commonly used, and some high school After-Gamers also frequently use TikTok to make funny memories with friends.

College After-Gamers have slightly different traditions than those in high school. While high schoolers want to go out to a restaurant and hang out in a booth, college students often go to parties at a frat house or someone's apartment. This does impact the method with which each group acquires their pizza and the type of experience Pizza Hut can offer them.

TV

Pizza Hut has a long history of advertising heavily on television, and this is still a viable way to reach its older audiences of Boss Moms, Matriarchs, and All-American Gamers. The brand will place advertisements on different cable channels to reach its various consumers, and each target will receive messaging geared toward the type of gaming they participate in. Television is also a viable platform for nostalgic messaging, which will harken back to the older days of Pizza Hut and remind these adult audiences of their memories growing up with the brand.

Advertisements on these networks will be primarily in the evening dayparts, as that is when pizza is most commonly consumed. Mothers will need to make decisions about dinner at that time, and All-American Gamers will be looking for something to eat after work while watching their daily dose of sports news.

Target	Content Type		Schedule
All-American Gamers	ESPN, FOX Sports		1/1 - 2/8 (Football season) 7/31 - 12/31 (Football season)
Boss Moms	HGTV, Food Network		5/1 - 5/10 (Mother's Day) 6/8 - 7/31 (Summer break)
Matriarchs	Univision and Telemundo		5/1 - 5/10 (Mother's Day) 6/8 - 7/31 (Summer break)

As a major TV insert, Pizza Hut will be making a Super Bowl ad. This advertisement will be viewed by many people outside of the traditional All-American Gamers, so we will need to take our other targets into consideration with the content. In fact, Super Bowls have logged higher female viewership than the Emmy, Grammys, and Oscars combined. For older audiences like Boss Moms and All-Americans, it would be wise to angle the ad toward creating nostalgia for one of the most beloved brands in America.

OUT-OF-HOME

In each of the 10 selected DMAs, Pizza Hut will place a massive billboard along one of the major highways. This billboard is designed to become a landmark for people driving through the city, much like the Coors waterfall billboard in Dallas, Texas.

These billboards will be present throughout the summertime, starting in the last week of May and running through the end of August. If the billboards over-perform, it could be valuable to extend their stay and make them more permanent landmarks along the highway.



Coors' billboard in Dallas, TX

RADIO

To reach our Matriarch audience, Pizza Hut will place advertisements on radio stations in each DMA. Hispanics have the highest reach for radio of any segment, with 96% of them listening to the radio in an average week - and this audience is still growing. For Hispanic people like our Matriarchs, radio is not just for the car, but also acts as background music for all of their daily activities. They often start listening as early as 7:00 in the morning and numbers peak at noon, although audiences slowly edge out after work hours.

Spanish-dominant listeners typically listen to radio more than English-dominant Hispanics, but both groups still listen to radio more than other population segments.

Some of the most popular radio stations among Hispanic audiences are KLVE-FM stationed in Los Angeles, WSKQ-FM stationed in New York, WOJO-FM stationed in Chicago, and KSCA-FM and KBUE-FM in Los Angeles.

Hispanic Listeners

- **Growing audience of 42 million listeners**
- **Average 12.75 hours of radio a week**
- **72% listen away from home**



SEM

Specified search terms have been identified for each of our targets in addition to general search terms for paid SEM to increase visibility across geographic areas. All chosen keywords have been selected with search volume per month and competition with organic search in mind. This gives Pizza Hut the opportunity to grow (increase foot traffic and website traffic) by capturing a multitude of consumers with personalized keywords for each target. Utilizing the general keyword “Domino’s” also allows Pizza Hut to take advantage of a direct offensive approach. Choosing keywords outside of the “pizza category” enables Pizza Hut to broaden the range of consumers who would purchase from the brand and to keep the brand top-of-mind when they are not necessarily craving pizza.

General Strategy	
Keyword	Avg. CPC
"pizza hut"	\$ 0.44
"little caesars"	\$ 0.51
"domino's near me"	\$ 0.58
"papa john's"	\$ 0.61
"papa john's near me"	\$ 0.63
"best pizza deals"	\$ 1.14
"domino's"	\$ 1.28
"pizza"	\$ 1.33
"pizza deals"	\$ 1.38
"pizza coupons"	\$ 1.40
"stuffed crust pizza"	\$ 1.59
"local pizza"	\$ 1.66
"cheap pizza"	\$ 1.74
"fast food"	\$ 1.83
"little caesars near me"	\$ 1.83
"pizza delivery near me"	\$ 1.87
"free delivery"	\$ 1.90
"pizza near me"	\$ 1.92
"best pizza near me"	\$ 1.93
"healthy pizza"	\$ 2.03

DISPLAY

All of the selected audiences are avid internet users, so Pizza Hut will place ads through the Google Display network on websites that each target is likely to visit. These ads will primarily be used to raise awareness of Pizza Hut and its Limited Time Offers and Evergreen messaging.

Tailgamers	
Keyword	Avg. CPC
girls night ideas	\$0.30
hangover food	\$1.00
how to host a party	\$1.04
friendsgiving	\$1.40
party food	\$1.56
date night	\$1.64
college sports	\$1.68
party favors	\$1.75
party ideas	\$1.92
best games to play with friends	\$3.49

Family Gamers	
Keyword	Avg. CPC
best board game	\$0.36
popular board games	\$0.39
target deals	\$0.59
food kids love	\$0.95
board games	\$1.10
family	\$1.40
quick dinner ideas	\$1.56
quick meals	\$1.87
family night	\$1.94
family night ideas	\$2.17

After-Gamers	
Keyword	Avg. CPC
fox sports scores	\$0.35
i'm bored	\$1.00
stuffed crust pizza	\$1.58
pizza hut discount code	\$1.60
what to do near me	\$1.92
things to do near me	\$1.94
fast food near me 24 hours	\$2.03
what to do tonight	\$2.06
where to eat near me	\$2.52
espn replay	\$2.87

eGamers	
Keyword	Avg. CPC
mountain dew	\$0.15
new games 2020	\$0.45
best online game	\$0.50
game fuel	\$0.58
call of duty modern warfare	\$0.72
gaming cafe	\$0.98
computer games	\$1.44
best upcoming game	\$1.66
gaming competition	\$1.75
esports games	\$2.99

All-American Gamers	
Keyword	Avg. CPC
superbowl 2020	\$0.51
superbowl ads	\$0.55
march madness	\$0.82
superbowl	\$1.07
football game	\$1.14
nfl schedule	\$1.16
basketball	\$1.62
basketball game	\$1.69
halftime show	\$2.93
best nfl team	\$3.28

PROGRAMMATIC

Pizza Hut will also place advertisements on specific websites that its audiences are likely to visit. The schedule for these ads will coincide with other efforts and events for each audience.

	Website	Schedule
Target		
All-American Gamers	Men's Journal, 24/7 Sports, Fox Sports, NFL, Sporting News	1/1 - 3/1 (Football season) 7/31 - 12/31 (Football season)
Boss Moms	Better Homes & Gardens, People, Allure, FamilyFun, Parents.com, Cosmopolitan	5/1 - 5/10 (Mother's Day) 6/5 - 7/31 (Summer break) 12/15 - 12/31 (Holiday season)
Matriarchs	Better Homes & Gardens, People, FamilyFun	5/1 - 5/10 (Mother's Day) 6/5 - 7/31 (Summer break) 12/15 - 12/31 (Holiday season)
eGamers	9to5Mac, Android Central, CrazyGames, Digital Trends	2/21 - 3/1 (PAX West) 5/28 - 6/10 (E3 conference) 7/20 - 9/2 (PAX East and Comic-Con) 12/1 - 12/26 (Holiday season) 09/1 - 11/17 (DreamHack Atlanta)
TailGamers	Men's Journal, University Fox, AutoTrader, Motor1	8/15 - 10/1 (College football) 11/15 - 12/15 (College football) 3/1 - 4/15 (March Madness)

YOUTUBE Advertising

YouTube is a widely used platform across all ages and backgrounds.YouTube’s video ads provide better performance than television ads, given that users who watch an ad to completion are 23% more likely to subscribe to a brand’s channel or at least look into further videos from them, and even if a viewer did not watch the ad in full, they are still 10x more likely to search for further information about the brand.The messaging of these ads will vary by each target and the type of “gaming” they participate in.YouTube ads are programmatically targeted, so they will be placed on different types of content for the various target audiences:

The messaging of these ads will vary by each target and the type of “gaming” they participate in.YouTube ads are programmatically targeted, so they will be placed on different types of content for the various target audiences:

	Content Type	Schedule
Target		
All-American Gamers	Sports recap videos, football compilations, sports commentary, extreme stunts (ex: Dude Perfect)	1/1 - 2/8 (NFL season) 7/31 - 12/31 (NFL season)
Boss Moms	News, family/mom vloggers, DIY activities, home renovation, beauty, cooking and baking	5/1 - 5/10 (Mother’s Day) 6/8 - 7/31 (Summer break)
eGamers	Game reviews, gameplay and commentary, tournaments for games such as Rocket League, League of Legends, Fortnite, and other top-performing eSports	2/21 - 3/1 (PAX West) 5/28 - 6/10 (E3 conference) 7/20 - 9/2 (PAX East and Comic-Con) 12/1 - 12/26 (Holiday season) 09/1 - 11/17 (DreamHack Atlanta)
Tailgamers	College Sports, extreme stunts, vloggers, challenges (ex: KSI and Mr. Beast’s channels)	3/8 - 4/15 (March Madness) 8/15 - 11/15 (College football)

Recommendation: In addition to YouTube, it is recommended that Pizza Hut investigate advertising on Twitch and partnering with Twitch streamers. This is a major platform for eGamers, and while it does not yet have YouTube’s reach it is rapidly growing each yea

AD-SUPPORTED STREAMING

Ads will be placed on Hulu's regular content to communicate with Tailgamers, whose age cohort are the most frequent users of streaming platforms like Hulu and Netflix. Hulu also allows for interactive advertisements on its content, which would give Pizza Hut a more unique way to engage with consumers. Data shows that Hulu advertising can "generate a 61% increase in top-of-mind awareness", as well as a "22% increase in purchase intent". Over 32 million people are subscribed to Hulu's ad-supported level of membership, and this number is growing rapidly each year.

85% of U.S. millennials subscribe to an OTT service. Among all users, 84% use Netflix, 46% use Amazon Prime, and 28% use Hulu. Half of OTT users have children and half are single adults, which coincide with our Boss Moms and All-American Gamers. Boss Moms and Matriarchs especially view OTT as a platform to help them de-stress in the evening after a long day of work and taking care of their children.



<https://multivisibility.com/advertising-on-hulu/>
<https://www.forbes.com/sites/jeffewing/2019/02/12/new-research-highlights-streaming-demographic-trends/#39e5b9e160b2>

SPORTS LIVE STREAMING

Pizza Hut will be placing ads on Hulu Live, which is Hulu's live stream portion of its platform. Hulu Live streams games from the NFL and NCAA, which gives Pizza Hut an avenue to reach its NFL Watchers and Tailgaters. Hulu Live currently has 800,000 subscribers, 47% of whom watch live TV on demand content daily.

Facebook Live also recently got the rights to streaming sports content, so All-American Gamers will likely be moving to that platform as well. Facebook Live has already built a solid track record for itself: its live broadcast view count reached 3.5 billion last year, and the service's search popularity increased by 330%. Additionally, Facebook Live videos produce 6 times as many interactions as traditional videos.

As a third touchpoint for live streaming content, Pizza Hut will also be advertising on YouTube Live, which also streams some sports games. This is a new development for the platform so the audience is still growing, but given how effective YouTube ads are already known to be, this is a viable platform for Pizza Hut.

The Hulu logo is displayed in a green, lowercase, sans-serif font.

- 800,000 subscribers,
- 47% watch live TV on demand content daily.



- 3.5 Billion viewers
- 330% increase in popularity

The YouTube logo features a red play button icon inside a white rounded rectangle, followed by the word 'YouTube' in a bold, black, sans-serif font.

- Streams some sports games
- Audience is growing

OTT PRODUCT PLACEMENT

To capitalize on the massive audiences watching Netflix - many of whom are our Tailgamers, eGamers, and even older audiences like Boss Moms and All-Americans - Pizza Hut will partner with popular shows such as Daybreak, Grace and Frankie, Money Heist, and even potentially Stranger Things. Outside of Netflix, some other shows that are especially popular amongst Gen Z audiences are Mr. Robot (USA Network), Morning Show (Apple TV), and For All Mankind (Apple TV).

The key to these product placement deals will be to ensure that the brand plays a unique role in the show - for instance, in a comedy like Daybreak that is often filmed in a shopping mall, there is ample opportunity for Pizza Hut to be worked into a conversation or provide the setting for a scene. Product placement could provide Pizza Hut with a unique and surprising touchpoint for its various audiences, and especially the Gen Zers who use streaming as their primary form of entertainment.



PAID SOCIAL

For paid social media ads, Pizza Hut will be focusing its efforts on Instagram, Twitter, and Facebook, with a small push for mom audience on Pinterest. The message content will be unique to each audience, as they all participate in different types of gaming.

The times selected for pushing out the ads reflect when each group is likely to “game on” - for instance, Boss Moms are likely to play games with their kids on Mother’s Day weekend because that is a time reserved for family. Summer break is also a viable time for playing games because children are out of school and have more time to spend with their families.



Platform	Target	Schedule
Instagram	Boss Moms	5/1 - 5/10 (Mother's Day) 6/8 - 7/31 (Summer break)
Instagram	Tailgaters	3/8 - 4/15 (March Madness) 8/15 - 11/15 (College football)
Twitter	NFL Watchers	1/1 - 2/8 (NFL season) 7/31 - 12/31 (NFL season)
Twitter	Tailgaters	3/8 - 4/15 (March Madness) 8/15 - 11/15 (College football)
Facebook	NFL Watchers	1/1 - 2/8 (NFL season) 7/31 - 12/31 (NFL season)
Facebook	Moms (Boss Moms and Matriarchs)	5/1 - 5/10 (Mother's Day) 6/8 - 7/31 (Summer break)
Pinterest	Moms (Boss Moms and Matriarchs)	5/1 - 5/10 (Mother's Day) 6/8 - 7/31 (Summer break)

P-O-P @ TARGET (guerilla)

Pizza Hut's current partnership with Target will expand and develop for family game night. The Pizza Hut app will have the option to select in-store delivery, Target curbside/in-store pick up, or delivery. Customers will be able to walk in and gather their game and pizza for the perfect family game night. To allow for more options at Target Pizza Huts, local Pizza Huts will deliver directly to Target so that customers- especially Family Gamers - can order a full size pizza or even a Dinner Box.

Additionally, Pizza Hut will be placing coupons on board games sold at Target to further communicate with Boss Moms and Matriarchs. These Pizza Hut coupons will prompt customers to purchase Pizza Hut on their way out of Target locations, and symbiotically, Pizza Huts and Targets across the US will benefit from game night.

This campaign will be supported by point-of-purchase advertisements all around Target stores directing people to the in-store Pizza Hut.



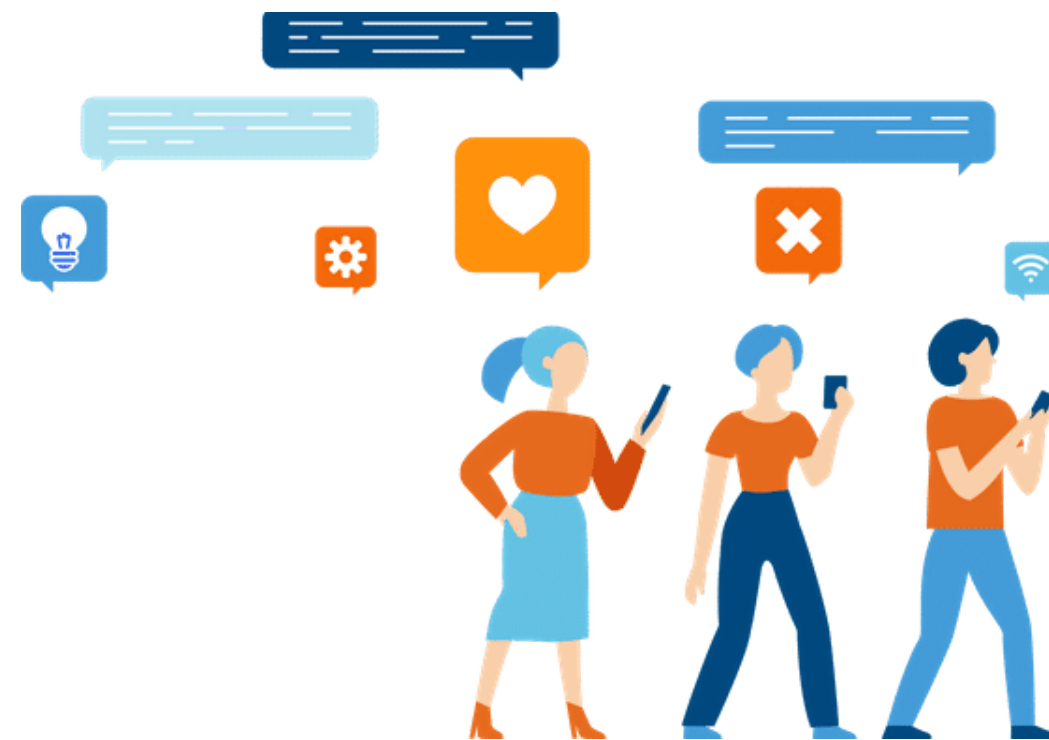
MOM INFLUENCERS & MORE

80% of all Boss Moms prepare the family meals and 77% follow influencers on social media. In order to engage working mothers, Pizza Hut must capitalize on the 54% of working moms that wish they had a “stress free life.” Partnering with “mom influencers” will involve featuring specific Instagram-famous moms posing with a slice of pizza and a glass of wine, relaxing after their busy work day. The sponsored posts will also highlight the convenience of picking up a Pizza Hut pizza for the family dinner and how stress-free the decision was.

In addition, chosen influencers can carry the game night theme into their posts with the tag #gamenight and #gameon. Mom influencers include: Mommyshorts, CupofJo, Amberfillerup, Taza, Gparrish, Hannah Carpenter, Mother.ly, Savannah Labrant, Jesse James Decker, Christine Andrew, HeyMadisonnelson, and Peytontganus.

We will also be reaching Boss Moms through Spotify advertisements. These moms enjoy listening to music and podcasts on Spotify, so this is a viable place to reach them through advertisements and influencers. Spotify ads will coincide with the programmatic schedule targeting Boss Moms, allowing Pizza Hut to have multiple touchpoints with the audience.

Lastly, Pizza Hut will include conversation starters on their boxes. We hope these questions or statements on these boxes will allow families to spend time together while gaming. These conversation starters will add to the experience of game night!



INFLUENCERS



IG: @HEYMADINELSON

Followers: 240,112
Engagement Rate: 16.63%



IG: @HANNAHACARPENTER

Followers: 114,134
Engagement Rate: 4.84%



IG: @PEYTONTGANUS

Followers: 309,108
Engagement Rate: 13.95%



IG: @TAZA

Followers: 463,398
Engagement Rate: 2.61%

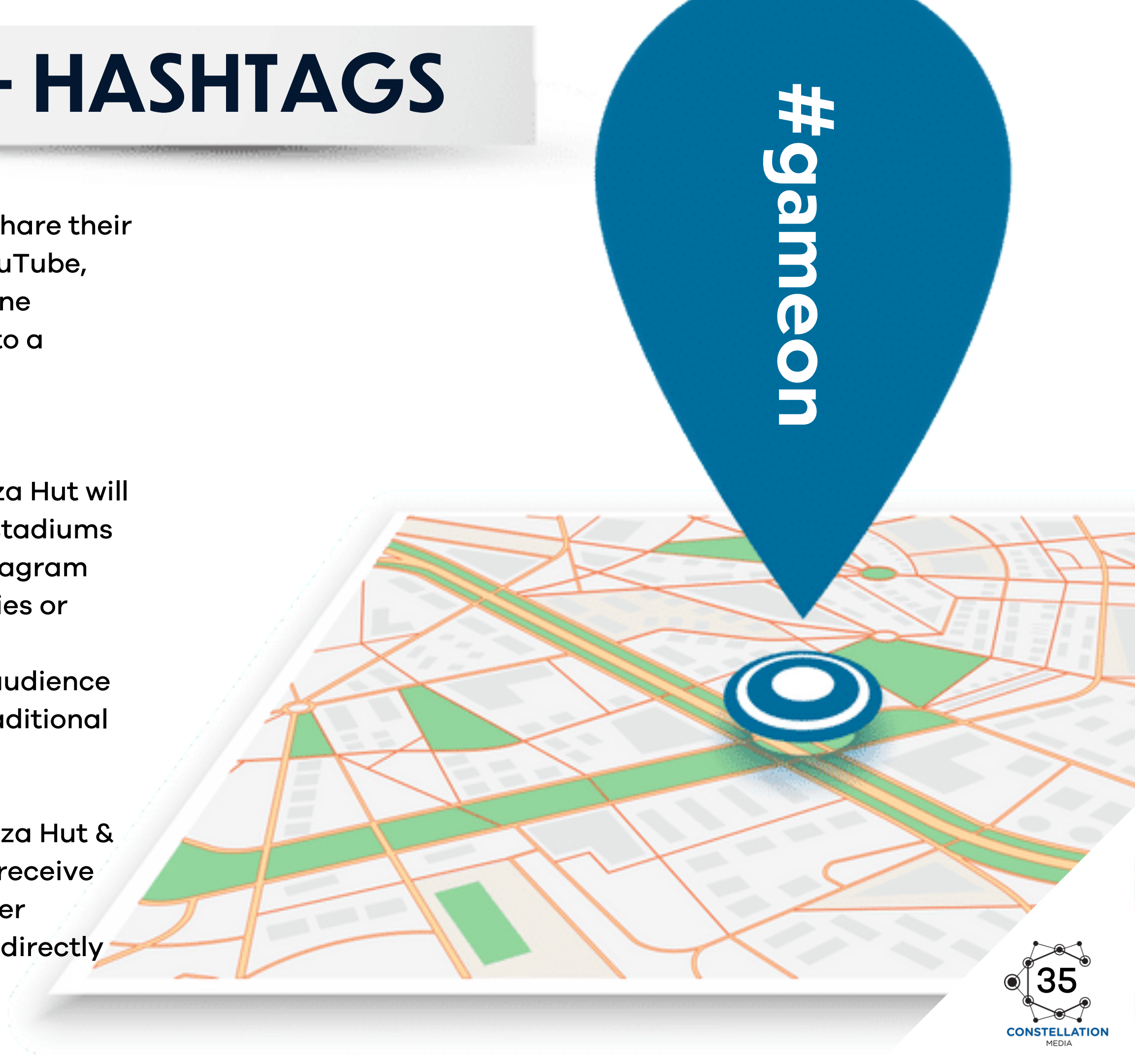
GEOTARGETING + HASHTAGS

After-Gamers rely on Instagram and Snapchat to share their Friday night football experiences online. In fact, YouTube, Instagram and Snapchat are the most popular online platforms among teens. 95% of teens have access to a smartphone, and 45% say they are online 'almost constantly.'

To encourage their late-night hunger cravings, Pizza Hut will place a geofence around large 5A and 6A football stadiums to target After-Gamers through Snapchat and Instagram ads. By offering discounts to celebrate team victories or soothe their losses, Pizza Hut's spontaneous communications will reflect the spontaneity of its audience and ultimately lead students to the Hut for their traditional post-game chow down.

When fans post their love for the game, tagging Pizza Hut & the infamous #gameon caption, After-Gamers will receive steep discounts on large shareable pizzas. To further streamline the process, ads will lead After-Gamers directly to the Pizza Hut app.

#gameon



ORGANIC SOCIAL

Pizza Hut's current Instagram content is comprised of mostly memes, which are overlaid with a filter to make them look vintage and nostalgic. To improve its engagement, Pizza Hut should target its Gen Z audiences - young eGamers and Tailgamers - with more relatable content that plays on current trends and is not afraid to be a little edgy. Younger audiences love when brands add some personality and sass to their content, which is why Chipotle's Instagram has been so successful.

On Twitter, Pizza Hut will orient its posts toward Tailgamers and All-American Gamers by posting sports memes, live Tweeting major games, and creating polls where users can guess which team will win during big events like March Madness and NFL and college playoffs. These polls can be connected to a coupon code so that if a person guesses the winner correctly, they can redeem a coupon for a discount on their next Pizza Hut order.

There are a few time periods throughout the year when Pizza Hut will talk specifically to eGamers on Twitter by live Tweeting reactions to major gaming and technology conferences:

Pizza Hut's Facebook will be used primarily to target All-American Gamers and Boss Moms, whose age group is the most likely to use Facebook as their primary social media platform. Content geared towards sports and family gatherings will appeal to the types of gaming these audiences participate in.

PAX West: 2/27 - 3/1

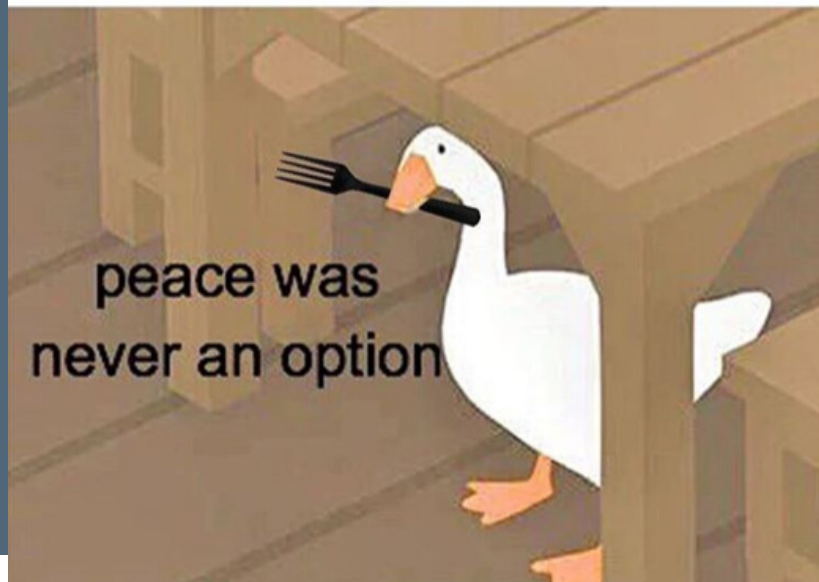
E3: 6/9 - 6/11

Comic-Con: 7/22 - 7/26

PAX East: 8/30 - 9/2

INSTAGRAM EXAMPLES

When I catch my bf eating
my leftover Chipotle



CHIPOTLE

Chipotle has mastered the art of speaking "Gen Z" when it comes to memes.



ARBY'S

Arby's is speaking specifically to Gen Z fans of anime and video games on its Instagram with unique food art related to current news in that niche community.



DENNY'S

Denny's Instagram is full of nonsensical images and captions related to its products, and the brand's followers love it.

EXPERIENTIAL

Pie in the Sky

The Super Bowl in 2020 is being hosted at Hard Rock Stadium in Miami, meaning that thousands of people will be flying into the city to watch the big game. As a massive PR stunt leveraging Pizza Hut's partnership with the NFL, Pizza Hut will decorate the outside of a plane departing from each of the cities sending a team to the Super Bowl and flying into Miami for the game (i.e. if the Ravens go to the Super Bowl, the flight will be from Baltimore to Miami). The plane will be decked out in Pizza Hut's colors and logo, and passengers will not be aware of the stunt until they are already on the plane and see the paint job through the windows.

On the flight, passengers will be surprised by several members of their home team acting as flight attendants in full uniform. Pizza Hut will be served for free on the flight, and at the end, instead of exiting through the typical tunnel heading into the airport, passengers will exit celebrity-style down some stairs onto a Pizza Hut red carpet rolled out onto the tarmac. There, they will be greeted by several other members of their favorite team.

This event will be recorded a couple of days before the big game and uploaded to YouTube to generate buzz around the company across social media platforms. Pizza Hut's Twitter will also promote this in its organic content as a way to further engage All-American Gamers and Tailgamers.

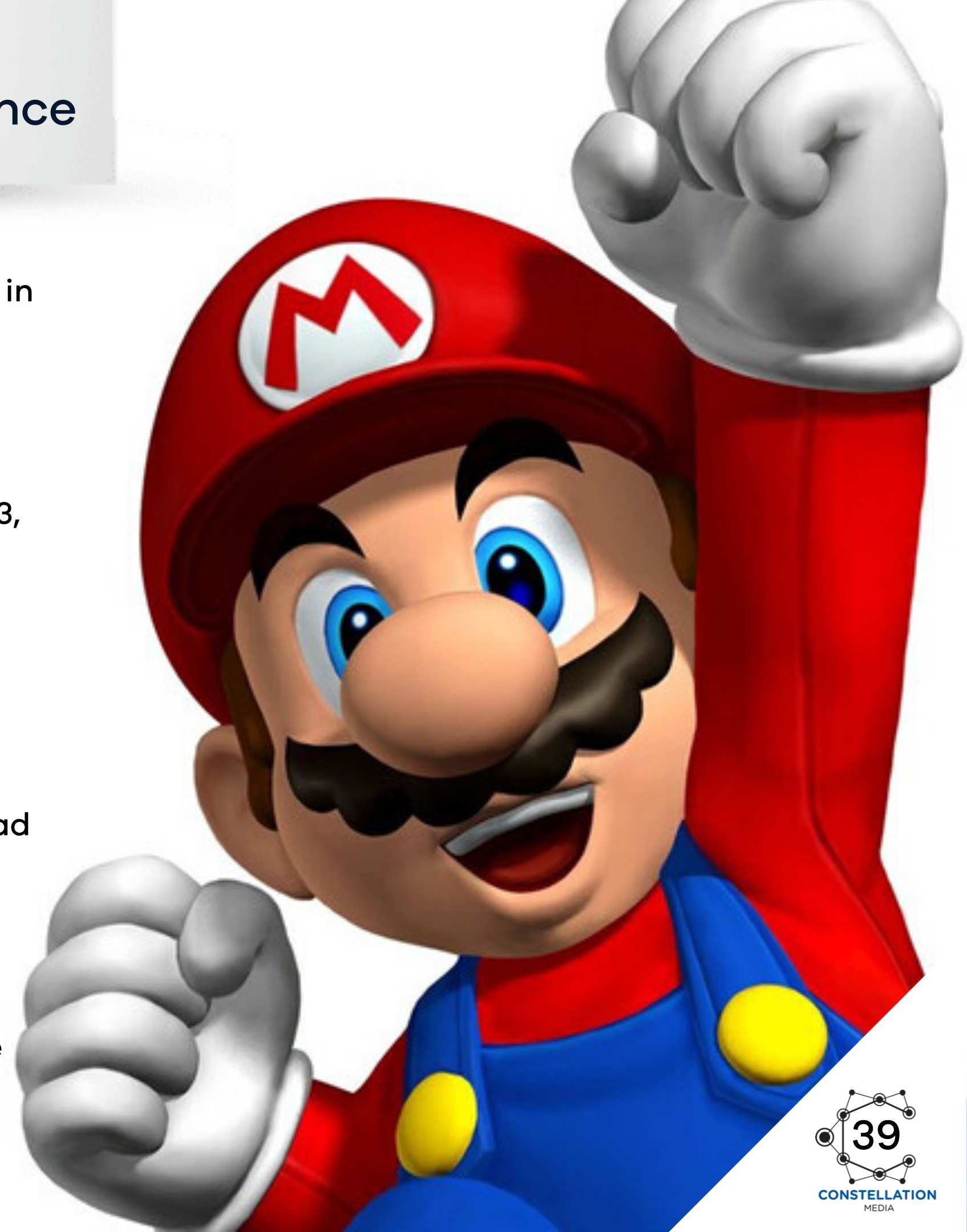


EXPERIENTIAL RV Gaming Experience

Pizza Hut will carry the nostalgic theme into its locations across the US during the summertime. This experiential RV wraps our targeted gamers in nostalgia while they play classic games in a decked out, illuminated gaming atmosphere. Pizza Hut will partner with Nintendo and attract crowds of individuals to each Pizza Hut location, which will increase foot traffic. Games will include the Nintendo NES Classic edition: Legends of Zelda, Donkey Kong, Balloon Fight, Super Mario Bros & Super Mario Bros 3, & Metroid, Mega Man 2, PAC-MAN, Final Fantasy, and many more. While playing games on one of the many large TVs provided, NES and Switch players will enjoy PepsiCo snacks, refreshing drinks, and hot and ready pizza.

Social channels including Twitter, Instagram, and Facebook will track Pizza Hut's gaming experience across the US during the Summertime road trip and encourage Boss Moms, Matriarchs, and eGamers to visit their local Pizza Hut for the ultimate nostalgic entertainment experience.

In addition, the Pizza Hut RV will go on the college tailgating tour to the most competitive games of the season. In order to remain relevant to the college scene, Madden and other sports games will be added to the plethora of options for our Tailgamers.



EXPERIENTIAL DreamHack

DreamHack Atlanta is a three day gaming convention in November where individuals and teams compete in tournaments, play esports games on various platforms, enjoy live concerts, and meet and greet with the top players in the gaming community. 46% of hardcore gamers appreciate brands who support the gaming community and recognize the sport.

Pizza Hut will sponsor two enthusiastic gamers and fly them to Atlanta for a three day adventure where they can compete and enjoy DreamHack Atlanta. We will advertise this incredible experience on Youtube channels including: Paul's Hardware, Gamerbrain, Hardwarecankus, Gameranx, and LinusTechTips. Gamers will click the link, which leads to the Pizza Hut website. Once they enter the DreamHack competition, they will automatically enroll in Pizza Hut's email subscriber base and receive Pizza Hut promotions and coupons throughout the year.

The RV nostalgic experience will allow hard-core gamers to immerse themselves into a vintage gaming world. They will enjoy eating PepsiCo. snacks and Pizza Hut Pizza while playing the countless classic Nintendo games and exploring the new Nintendo Switch.



EXPERIENTIAL College Tailgating Tour

Pizza Hut is going to take things to the next level and create a tailgating experience that Tailgamers will not forget. Pizza Hut will bring a gaming trailer with an exterior arcade experience attached on a platform. Inside the trailer, there will be an experience where customers can try out eSports games and VR, so people can come and play with their friends to compete for Pizza Hut reward points. On the top of the trailer, there will be a hang out area where fans can chat and watch pregame programming.

In addition to the gaming trailer, Pizza Hut will have the tundra truck and a station where people can get free pizza. PepsiCo products such as Lay's, Mountain Dew, Pepsi, and more will be given out along with the pizza. However, in order to receive the free food, Tailgamers must follow Pizza Hut on Instagram and Twitter.

Pizza Hut will also have merchandise for sale that is vintage-themed. There will be 5 merchandise options, which are pictured (location of pictures). All merchandise evokes the nostalgic Pizza Hut theme of the 1980s, and sports fans will enjoy the unique, limited-edition clothing options offered specifically to them as Tailgamers. In addition, brand awareness will rise due to individuals wearing stylish, branded Pizza Hut apparel.

College TailgamerSchedule	
Dates	
Oct 12	Dallas, TX - OU vs. UT
Oct 19	Knoxville, TN - Tennessee vs. Alabama
Nov 2	Miami, FL - Miami vs. FL state
Nov 12	Athens, GA - Georgia vs. FL
Nov 23	Berkley, CA - Cali vs. Stanford
Nov 23	Tuscaloosa, AL - Alabama vs. Auburn
Dec 7	Indianapolis, IN - Big Ten Championship Game
Dec 14	Lincoln Financial Field, Philadelphia, PA - Army vs. Navy
Dec 28	Arlington, TX - Cotton Bowl
Dec 30	Miami Gardens, Florida - Orange Bowl

EXPERIENTIAL

College Tailgating Tour Cont.

There will also be an “Instagrammable” section where fans can take photos the opposing sides of a hut. At the hut, Pizza Hut will give out 200 free limited-time t-shirts customized for the particular game played that day only if the person posts a photo of themselves on Instagram, Twitter, Snapchat, or TikTok. There will also be a Pizza Hut Snapchat filter and a famous college football alum from each respective school recording their experience on social media as an influencer.

Lastly, there will be a large television that can broadcast some of the games that are being played inside the trailer or can be used for the VR dancing experience. Additionally, there will be Pizza Hut ads shown on the big screen.



Wholesale price: \$3.25
Retail Price: \$9.99
Contribution Margin: \$6.74
Break Even Point: 483



Wholesale price: \$16.75
Retail Price: \$39
Contribution Margin: \$22.25
Break Even Point: 753



Wholesale price: \$18.75
Retail Price: \$Q
Contribution Margin: \$20.25
Break Even Point: 926



Wholesale price: \$3.70
Retail Price: \$12.99
Contribution Margin: \$9.29
Break Even Point: 398



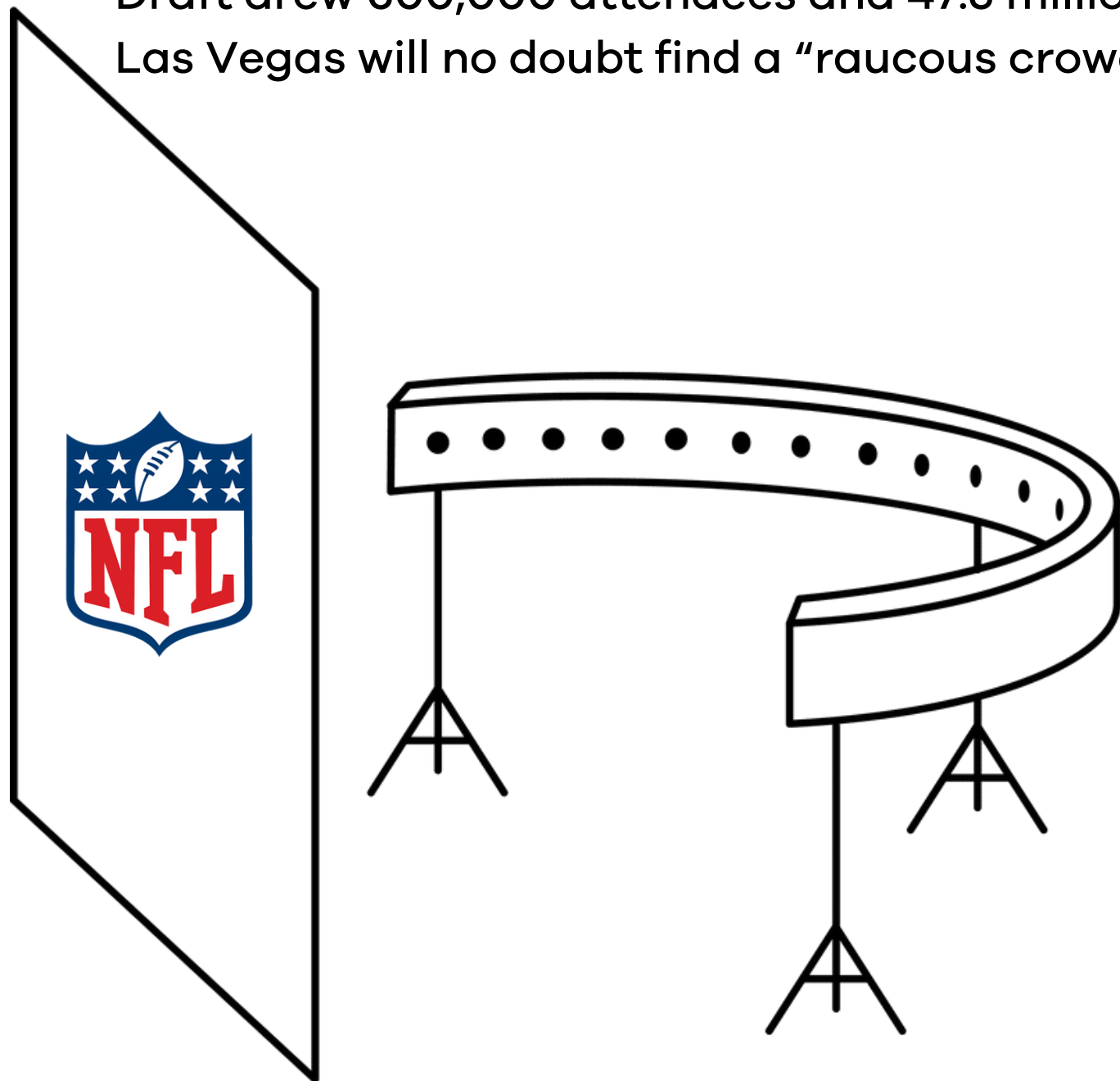
Wholesale price: \$20.75
Retail Price: \$49
Contribution Margin: \$28.25
Break Even Point: 735



EXPERIENTIAL

NFL Draft 2020 (April 23-25, 2020)

To connect with NFL fans, last year Pizza Hut held an activation at the 2019 NFL Draft at which they gave out free pizza, set up a 360 degree photo booth, a DJ playing music, and had lounge chairs for fans to hang out. They also had NFL players Antonio Brown and Juju Smith-Schuster from the Pittsburgh Steelers attend the activation as influencers. The 2019 NFL Draft drew 600,000 attendees and 47.5 million viewers, breaking records. Because of this attention, the NFL 2020 Draft in Las Vegas will no doubt find a “raucous crowd.”



At the 2020 NFL Draft, Pizza Hut will have another tent activation that includes a gaming experience. While there will be free pizza, fans can enjoy trying out some of the new games on the market that include Madden and other new releases for PC and gaming consoles. In addition, we plan to have Nintendo Switches at the activation for our younger audiences, such as Tailgamers and After-Gamers, as well as the 360 degree photo booth that was at the event in 2019.

At the activation, there will be a big TV screen set up along one of the sides of the tent. Continuing the nostalgic theme of the 1980s, Pizza Hut will host a jazzercise experience featuring pop music for our NFL fans to dance along with. We plan to record the best dance routines and create sharable victory dance memes and videos for social content.

EXPERIENTIAL

Comic-Con 2020

The 50th annual 2019 Comic-Con was held at the San Diego Convention Center with 135,000 attendees from over 80 countries. More than 2,500 media personnel attended, putting San Diego at the center of an international stage. At this event, Pizza Hut's activation featured comic book backgrounds, free t-shirts, arcades, and more.

In 2020, Pizza Hut will continue this activation to target the eGamer audience. By leveraging eGamers' interests, such as buying game-related art and connecting with other fans of their favorite game, Pizza Hut can not only replicate 2019's nicely designed pop-up, but also include more gaming into this experience.



<https://www.pizzahut.com/2019/07/breaking-down-comic-con-2019-numbers>

<https://www.eventbrite.com/columns/view/31899/new-eventbrite-survey-reveals-convention-demographics-spending-patterns>

<https://www.pizzahut.com/forms/comic-con-2020-exhibitor-application>

OFFERINGS Evergreen

Pizza Hut's Evergreen Value Offering, featuring the \$5 Lineup, will be primarily targeted toward Boss Moms and Matriarchs during the spring months of early March through early May. These women will be looking for affordable ways to feed their families during the busy school year, so a deal like the \$5 Lineup would be very appealing to them. This deal will be pushed on social media and programmatic advertising, as well as radio channels that Matriarchs listen to.

In the fall, the \$5 Lineup will also be pushed toward Tailgamers and All-American Gamers from the end of August through the beginning of November. Football fans are likely to want a variety of items to snack on while watching the game with friends, so a deal like the \$5 Lineup would be very appealing. The Evergreen offering will be pushed to them on social media channels and television.



OFFERINGS

Flash Sales &
Limited Time Offers

LTO: 9/1 - 10/15

During Hispanic Heritage Month, Pizza Hut will be offering toppings that are used on pizzas in Mexico, such as carnitas, al pastor, and carne asada. This LTO will not only draw young Hispanics looking for unique toppings, but also provide a sense of nostalgia for adults who immigrated to America and may have eaten Pizza Hut in their countries of origin.

LTO: 7/10 - 8/21

For this time period, Pizza Hut will offer its Cheesy Bites targeted at eGamers, who will enjoy the convenience of eating a bite-sized snack while playing games. During this time period are Comic-Con and PAX East, so there will already be buzz within the gaming community. Messaging surrounding this LTO will be placed on programmatic and YouTube advertising.

Additionally, there will be a flash sale for 50% off the Cheesy Bites from 7/22-7/26, which is when Comic-Con will be taking place in San Diego. This flash sale will be advertised primarily on social media to build on the hype surrounding the event.

FLASH SALE: 1/15-1/22

To kick off the new year, Pizza Hut will have a flash sale for \$5.99 large 2-topping pizzas. This flash sale will encourage the after gamers and family gamers to start their year together. The flash sale will be promoted through paid social media such as Instagram, Facebook, Twitter, YouTube, Snapchat as well as Spotify and SEM. As school gets back in session, this sale will allow customers an incentive to use the app and become familiar with the brand.

FLASH SALE: 9/8 - 9/15

To celebrate the NFL Kickoff game on Sunday, 9/10, Pizza Hut will have a flash sale for a \$5.99 large 2-topping pizza. This will encourage All-American Gamers to start off their season with Pizza Hut, and hopefully help develop the habit of ordering pizza during future games. This flash sale will be promoted on social media, programmatic, SEM, and television channels.

FLASH SALE: 12/6 - 12/13

For the past few years, the highest day of viewership nationwide for college football has been the first Sunday of December, as it is during playoffs season. In 2020, Pizza Hut will run a flash sale offering 50% off its Big Dinner Box starting on the first Sunday of December to encourage people to order pizza while watching the game. This flash sale will continue throughout the week, and ideally people will have enjoyed their half-priced Dinner Box enough the first Sunday to decide to order it again for the next game. As this is targeted mostly at Tailgamers, the primary methods of communication surrounding this sale will be social media (paid and organic), programmatic, and YouTube advertising.

PARTNERSHIP Testing

With “PepsiCo Inc. trying to navigate a generational decline in cola consumption,” there is a golden opportunity to increase Pizza Hut’s sales as well as leverage the existing partnership with them. PepsiCo’s repositioning of Mountain Dew is currently successful by targeting video gamers, so therefore they have the opportunity to capitalize on existing strategies related to the “game,” as well as optimizing Pizza Hut’s strategy in other ways. Snacking units like Fritos, Cheetos, Doritos, and Lay’s is also encouraged to be included in leveraging this partnership.

SCENARIO 1: FAMILY NIGHT

A Matriarch needs to shop for food for an evening family meal but has no time for the grocery store to get food for her children. She decides to order from Pizza Hut express through the app or Target’s website. In addition, the app identifies her as a Hispanic mom trying to make healthy options for her children and offers a family pack of non carbonated soft drink such as PepsiCo’s water, Aquafina. By the time she arrives to Target’s curbside pickup, her pizza is hot and ready to go along with a beverage for her kids. Convenience from start to finish.



PEPSICO

+



+



SCENARIO 2: AFTER-GAMERS

A family is wondering what to do for the rest of their Saturday night after going to a high school football game together. They land on the idea of going on a “target run” to pass the time. They go through the many aisles, passing through the game section and ultimately see Pizza Hut coupons attached to the games. All of the visual cues in the store lead them to realize there is a Pizza Hut express location inside the Target, which creates top-of-mind awareness and leads to an impulse buy from the brand. The key message: “Pick up your pizza while you are going out the door.”

WHAT WOULD THIS LOOK LIKE LOGISTICALLY?

A new distribution channel with Target is a golden opportunity to drive Pizza Hut sales. This new idea gives the consumer the ability to order from the Target website; curbside pick-up or inside pick-up. While we are unclear about all of the logistics, this process could look like the following:

- Test market in five select cities
- Testing with two targets, Family Night Gamers and After-Gamers.
- If successful, release to all franchisees and remaining three targets

RECOMMENDATION

Dairy-Free Pizza

There is a major area of opportunity within the dairy-free market, and it is recommended that they consider creating a dairy-free pizza, as major portions of several of our targets - Asians and Hispanics - over-index in purchases of the non-dairy segment. Grabbing the attention of early adopters in a niche market is a golden opportunity for Pizza Hut, allowing for consumers to become aware of the brand and build brand loyalty at an exponential rate. Although the Asian population currently only makes up 6% of the entire U.S. population, this segment is the fastest-growing demographic, rising by 15% from 2013 to 2018 and projected to grow immensely by 2023. Additionally, as of July 1, 2018 there are 60 million Hispanics living in the U.S., making up 18% of the total national population and will continue experience growth to 111 million by 2060. 90% to 100% of Asians and about half of Hispanics are lactose intolerant.

Moreover, Hispanic Millennials over-index in dairy avoidance. Studies in the American Journal of Clinical Nutrition revealed that these consumers are avoiding lactose because of allergy concerns as well as focusing on health in general. Identifying these consumers is crucial in giving Pizza Hut the upper-hand with creating products for health conscious consumers because of the increase in demand of lactose-free options. Pizza Hut can target health conscious consumers within the general public as well without directly competing with fast-casual restaurants such as Blaze Pizza and MOD Pizza.

It is advised that Pizza Hut test out a dairy-free pizza in several of its markets with high Hispanic and Asian populations for a short period of time. Depending on performance, this idea could be implemented nationwide.

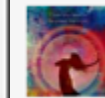
RESPONSE TO DENIAL OF ADDING VEGAN CHEESE TO THE MENU:



Jeanine Valdez

Disappointing. They could have added a whole market to their bottom line.

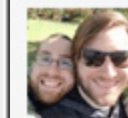
Like · Reply · 50 · 27w



Indigos Castle

Bad decision, more and more people are becoming aware that the dairy, etc. is creating series diseases in the human body. the companies that do not make the change will realize that their sales will decrease more and more. We need healthy foods to have a healthy body

Like · Reply · 4 · 27w



Christopher Seaslug

Come on, just add it. You'll be the first major pizza chain to do it. You'd be foolish you pass this up

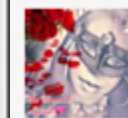
Like · Reply · 5 · 27w



Aaron Roy

That's too bad. I actually looked up Pizza Hut locations in my area to see how many and how close they were to me. Wasted opportunity Pizza Hut!

Like · Reply · 4 · 27w



Thee K. Williams

This is really sad. Vegetarians and vegans would definitely support you if you did bring it into fruition.

Like · Reply · 19 · 27w



Hope Trachtenberg-Fifer

Well, this is a disappointing turn of events (not that I was ever was a particularly big Pizza Hut fan from the get-go); more power to Mellow Mushroom, then. But, the potential for vegans, lactose intolerants, and, those with dairy allergies, to enjoy pizza, anytime, NATIONALLY, without needing to tote along personal baggies of faux cheez, was a delicious dream come true...and, Pizza Hut, Macaroni Grill, Romano's, Domino's, Papa John's, and every other chain and franchise should get with the program.

Like · Reply · 28 · 27w

<https://academic.mintel.com/display/919324/>

<https://academic.mintel.com/display/919346/>

<https://statisticalatlas.com/United-States/Overview>

<https://vegnews.com/2019/4/pizza-hut-denies-reports-of-adding-vegan-cheese-to-us-locations>

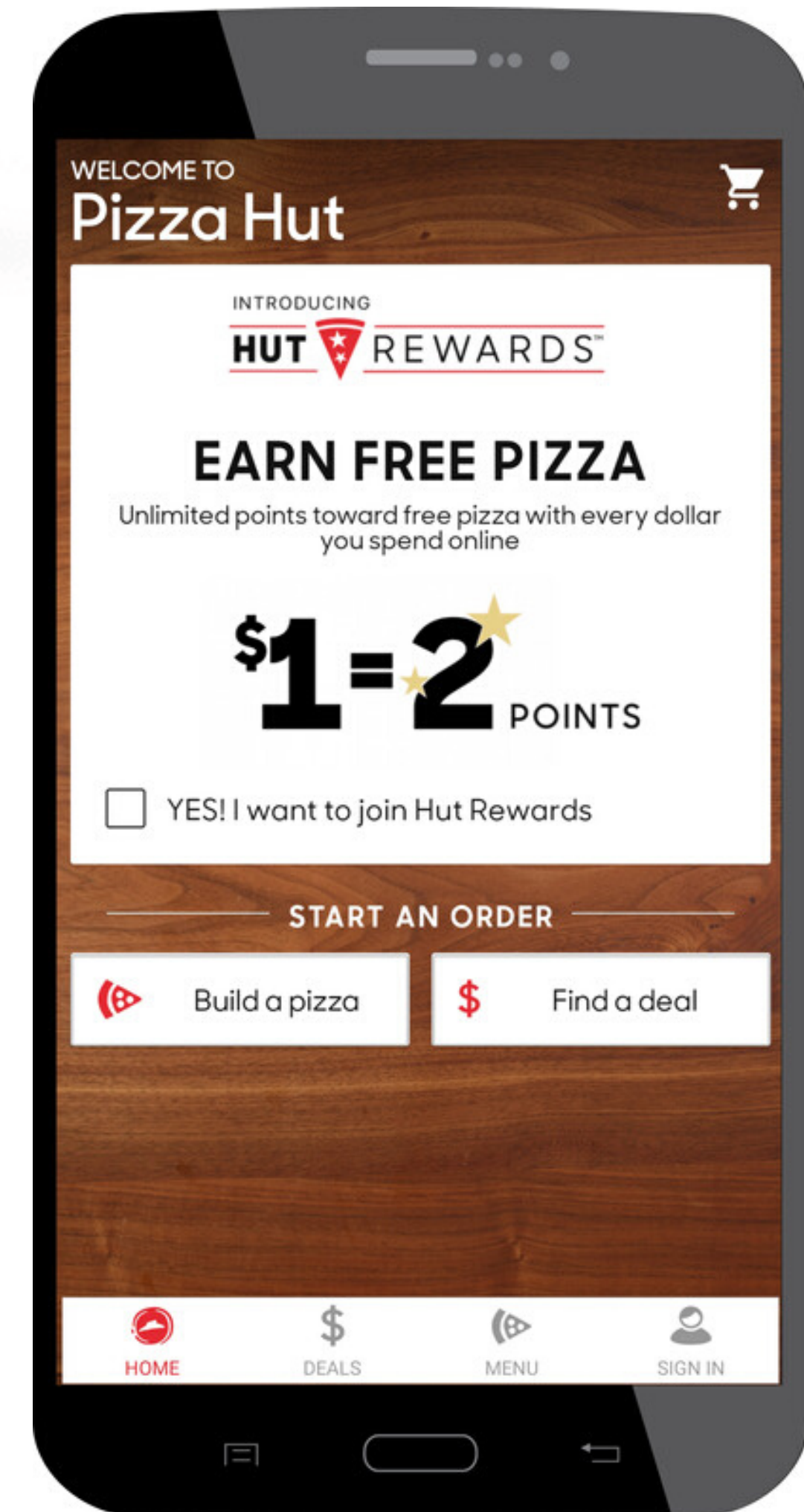
RECOMMENDATION CONT.

App User Experience

Pizza delivery has become an important logistic to the pizza category, and user experience has become increasingly important. When opening the Pizza Hut application, users are shown a plain home page without any photos of the foods on their menu. In order to influence customers to order spontaneously, it is important to make the customer feel hungry by showcasing popular menu items. In addition, checking out on the Pizza Hut app should be seamless and user friendly. By informing the customer how long the order might take before checking out, avoiding directing users backwards to change method of delivery, and providing a Pizza Hut tracker within the application can elevate the customer's experience while using the Pizza Hut app. Since 43% of consumers order pizza at least once a week, and half of recent Pizza Hut customers say that they can only buy crave-able items at Pizza Hut, improving user experience should be a priority.

Since we are targeting Hispanic families, the Pizza Hut app should have a feature that translates the entire application into Spanish. This is important because the majority of Hispanic millennials are bilingual, and those who immigrated tend to have learned English as their second language. By having this feature available, Pizza Hut can relate to their Hispanic audience by making the entire family feel welcome and comfortable. In fact, Mintel reported that 71% of Hispanics speak English proficiently while the rest are bilingual and more inclined to make a purchase if the ads are in Spanish.

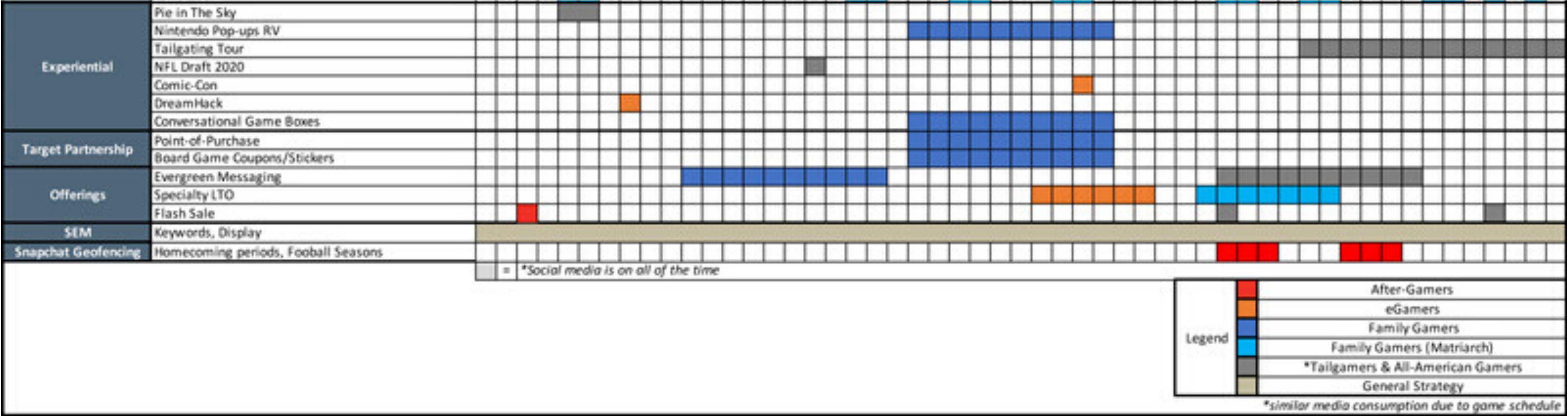
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<https://www.restaurantbusinessonline.com/consumer-trends/10-most-craveable-chain-pizzas#page=5>
<https://www.pewresearch.org/fact-tank/2018/04/02/most-hispanic-parents-speak-spanish-to-their-children-but-this-is-less-the-case-in-later-immigrant-generations/>



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CALL TO ACTION

Constellation Media is thrilled to present this comprehensive media campaign that will position Pizza Hut as the leading pizza chain in the nation.

We stand together with your brand and your mission to celebrate Pizza Hut as the original pizza chain. The strategies created by our media team will create meaningful connections with target audiences and show them that the Hut is present throughout their journey, cheering them on. Whether they are an avid sports watcher, an eGamer, or a working mom, Pizza Hut is committed to cultivating a winning spirit and celebrate their victories - no matter how large or small.

Constellation Media is prepared to turn this plan into reality and truly show America that

NO ONE OUT-PIZZAS THE HUT.

With this media plan, Pizza Hut and Constellation Media will connect with consumers and illuminate their lives like the stars do the night sky.

Are you ready to start your constellation?