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NSAC  
National Advertising  
Competition



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## EXECUTIVE SUMMARY

With a constantly evolving digital landscape, Pizza Hut has not only stayed current with trends, but also has established itself as a leader in terms of pushing the boundaries of digital ordering options. Today, a full 43% of Pizza Hut's orders occur through a digital channel. However, some consumers believe other major pizza chains have out-positioned Pizza Hut in terms of the overall digital experience.

After a recent creative rebranding, "The Flavor of Now", Pizza Hut has reestablished itself as innovative, by offering new menu items, updating their overall design, and creating a cohesive digital presence. With a fresh brand image and improved customer perception, Pizza Hut has the opportunity to further connect with new and existing customers by showcasing its innovative digital ordering experience.

To compliment Pizza Hut's current brand strategy, we present our "Never the Wrong Time" campaign, which illustrates the simplicity and effectiveness of the digital ordering process. Based on key insights in our research, we segmented the target demographic by age and media habits, in order to help us identify key problems, opportunities, and solutions tailored to each consumer. By implementing a creative and strategic approach, our campaign will not only reach Pizza Hut's goal of increasing digital orders by 32%, but it will also solidify the brand's innovative reputation as

**FAST, FUN,  
AND EASY.**

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# A TRANSFORMING BRAND

## A HISTORY OF INNOVATION



**1958**

Pizza Hut is founded by Frank and Dan Corney.



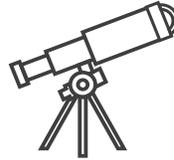
**1964**

Pizza Hut releases their first television ad.



**1994**

Pizza Hut offers the first online ordering experience.



**2001**

Pizza Hut is the first company to deliver pizza to outer space.



**2008**

Pizza Hut launches the first mobile ordering app for a pizza chain.



**2013**

Pizza Hut creates the first game console ordering experience through Xbox.

## THE FLAVOR OF NOW

“The Flavor of Now” campaign focuses on how Pizza Hut is challenging their previous brand image by offering a new menu, updated design, and a cohesive digital presence. The new menu allows the consumer to have greater personalization of their pizza through exciting flavor combinations that include new crusts, toppings,

and innovative “drizzles”. Their enhanced design includes a new logo and box that reflects their re-branding. Pizza Hut also revamped their website, mobile application, and social media pages to improve user experience, thereby increasing user engagement.

## CAMPAIGN OBJECTIVES

- Understand who Pizza Hut’s customers are and their technology usage.
- Improve the digital ordering experience on both mobile and desktop platforms.
- Create a campaign to promote Pizza Hut’s exceptional ordering experience.
- Adjust placement of digital and traditional ads to augment existing strategy.

## THE CHALLENGE

**Encourage current and potential users to order via the mobile app or online, increasing digital orders by 32%.**



**STRATEGIC PLANNING**

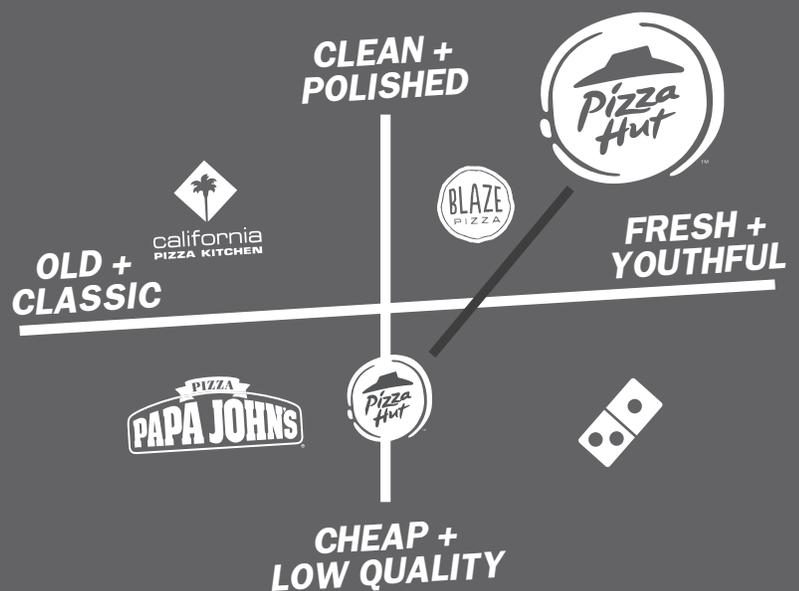
# COMPETITIVE LANDSCAPE

Understanding the pizza market will allow us to identify potential opportunities Pizza Hut can leverage to increase digital ordering.

COMPETITORS	WEAKNESSES	STRENGTHS	DIGITAL ADVANTAGES
 <b>DOMINO'S</b>	<ul style="list-style-type: none"> <li>Generic social media presence</li> </ul>	<ul style="list-style-type: none"> <li>Perceived good value</li> <li>Humanized ordering experience</li> </ul>	<ul style="list-style-type: none"> <li>Delivery tracker</li> <li>Dom voice ordering</li> <li>Cohesive user experience</li> </ul>
 <b>PAPA JOHN'S</b>	<ul style="list-style-type: none"> <li>Lack of Innovative offerings</li> </ul>	<ul style="list-style-type: none"> <li>Appeals to families and sports culture.</li> <li>Ingredients perceived of Better Quality.</li> <li>Cohesive brand identity.</li> </ul>	<ul style="list-style-type: none"> <li>Google wallet payment method</li> <li>Kindle application</li> </ul>
 <b>SIT-DOWN</b>	<ul style="list-style-type: none"> <li>Expensive</li> <li>Time-consuming</li> <li>Less convenient</li> </ul>	<ul style="list-style-type: none"> <li>Focus on personalization and family dining experience</li> </ul>	<ul style="list-style-type: none"> <li>BJ's innovative mobile experience</li> <li>CPK's mobile rewards program</li> </ul>
 <b>PERSONAL PIZZAS</b>	<ul style="list-style-type: none"> <li>Less convenient</li> <li>High price</li> <li>Number of options can be overwhelming</li> </ul>	<ul style="list-style-type: none"> <li>Extreme customization potential</li> <li>Investment in customer relations</li> <li>Rapidly growing market share</li> </ul>	<ul style="list-style-type: none"> <li>Minimal or no digital presence.</li> </ul>

## OUR OPPORTUNITY

Pizza Hut's rebranding has strategically shifted their place in the market by improving consumer perception of their brand. Through refining their image and introducing innovative ideas, Pizza Hut addresses the pre-existing concerns of their customers and commands a unique market opportunity. By further embracing new technology to create a convenient and engaging consumer experience, Pizza Hut can distinguish themselves from their competitors.



# THE CONSUMER

**After researching the competitive landscape and establishing Pizza Hut's place in the market, we were able to define our goals in relation to our target demographics.**



## RESEARCH OBJECTIVES

- Understand the digital ordering patterns of 18-64 year olds.
- Identify what approach would be the most effective for connecting with each specific demographic.
- Determine how consumer brand perception impacts ordering habits.
- Leverage Pizza Hut's competitive advantages to create a unique online ordering experience for the consumers.

## THIS WILL ALLOW US TO...

- Segment the market into distinct demographics.
- Tailor the campaign more effectively to the target audience.
- Drive demand for online and mobile ordering among consumers.



## RESEARCH METHODS

**73 MAN-ON-THE-STREET INTERVIEWS.**  
Interviewed customers at various Pizza Hut locations (also at competing chains and artisanal alternatives) in order to identify consumer concerns when choosing restaurants.

**6 FOCUS GROUPS.**  
Asked 52 participants questions regarding lifestyle behaviors, media habits, and food concerns.

**1,247 SURVEY RESPONSES.**  
Distributed a 25-question survey to quantitatively gauge media habits, ordering preferences, and consumer sentiment in regards to Pizza Hut and their competitors.

**FEATURE ASSOCIATION TEST.**  
Asked volunteers to identify which digital features belong to which brands to test the general consumer's awareness of Pizza Hut (and their competitors') offerings.

**BRAND PERCEPTION MAPS.**  
Asked volunteers to arrange a collection of brands on a perceptual map in relation to the labels on the axes we provided them. We analyzed the group's discussion to determine how Pizza Hut was perceived in relation to other brands.

# CONSUMER INSIGHTS

## SEGMENT 1: THE CLICKERS

- Aged 18 to 29
- Require immediate gratification through engaging, smooth digital experiences.
- Consist of thrifty students, entry-level workers, and young professionals.
- Simplify their lives and keep up with social trends by downloading new apps.

“I’m pretty open to trying new apps, especially if they can help me save money.”

**THEIR BARRIER:**  
Low patience and quickly lose interest in apps.

## SEGMENT 2: THE INBETWEENERS

- Aged 30 to 45
- Composed of “Famillennials” who are moderately tech-savvy, but compared to the Clickers, they grew up with less technology, making them more comfortable with the phone.
- Striking a balance between career goals and family life, the InBetweeners generally order pizza when they need a speedy, convenient, and cost-efficient option for their children.

“Dinner is always a struggle with a busy schedule and picky kids. Pizza is the best option when we need something quick that will please everybody.”

**THEIR BARRIER:**  
Cost-conscious, skeptical of reliability, and often on a time crunch.

## SEGMENT 3: THE CALLERS

- Aged 45 to 65
- Prefer face-to-face communication over digital interaction.
- Concerned with privacy and security.
- Require simplicity due to unfamiliarity with technology.
- Value tangible benefits and respond best to email, print ads, and referral programs.

“My security is the most important thing to me. I don’t like risking my personal information with apps that might not be trustworthy.”

**THEIR BARRIER:**  
Reluctant to adapt to new technology.



# THE STRATEGY

## INBETWEENERS

### FAST.

**FAST.** Relieve their time concerns by emphasizing speed and convenience in the digital ordering experience.

## CLICKERS

### FUN.

**FUN.** Ease their impatience through a smooth and entertaining digital experience.

## CALLERS

### EASY.

**EASY.** Alleviate their reluctance to adopt new technologies with a simple and secure ordering experience.

## FAST. FUN. EASY. EXPERIENCE A BETTER WAY TO ORDER.

We view the InBetweeners as emerging avid tech users. As a result, to facilitate the most productive allocation of our marketing resources, we plan to make the InBetweeners our primary focus, as they are a source of untapped potential.

#### EVIDENCE:

“Of the 78 million Millennials in the U.S., 31 million are now parents. This group is dominating social media with photos, articles and general musings about food in ways no other generation has.” (Forbes)

Since the Clickers have a pre-existing digital engagement and a proclivity for trying new apps, directing attention to this demographic is secondary because the potential for progress is limited.

#### EVIDENCE:

Millennials are 2.5 times more likely to be an early adopter of technology than older generations. (Barkley US)

The Callers are less likely to embrace digital ordering, as they tend to be more comfortable with using the phone.

#### EVIDENCE:

Baby Boomers, “unlike their children and grandchildren, are less likely to be using smartphones and apps.” (Immersion Active)

**While the Clickers and the Callers constitute an important opportunity, the InBetweeners represent the most promising potential for digital expansion.**

# CREATIVE STRATEGY

## “NEVER THE WRONG TIME”

### THE INTERPRETATION

Ordering pizza is effortless anytime, anywhere with Pizza Hut's fast and easy digital ordering experience.

### THE CONNECTION

All age demographics seek a more accessible and convenient ordering process.

### THE CALL TO ACTION

Utilize the superior experience of digital ordering in any situation.

### THE EXECUTION

Our lighthearted campaign promotes a variety of fun and unconventional situations in which customers can order pizza, showcasing the practical and entertaining nature of digital ordering.

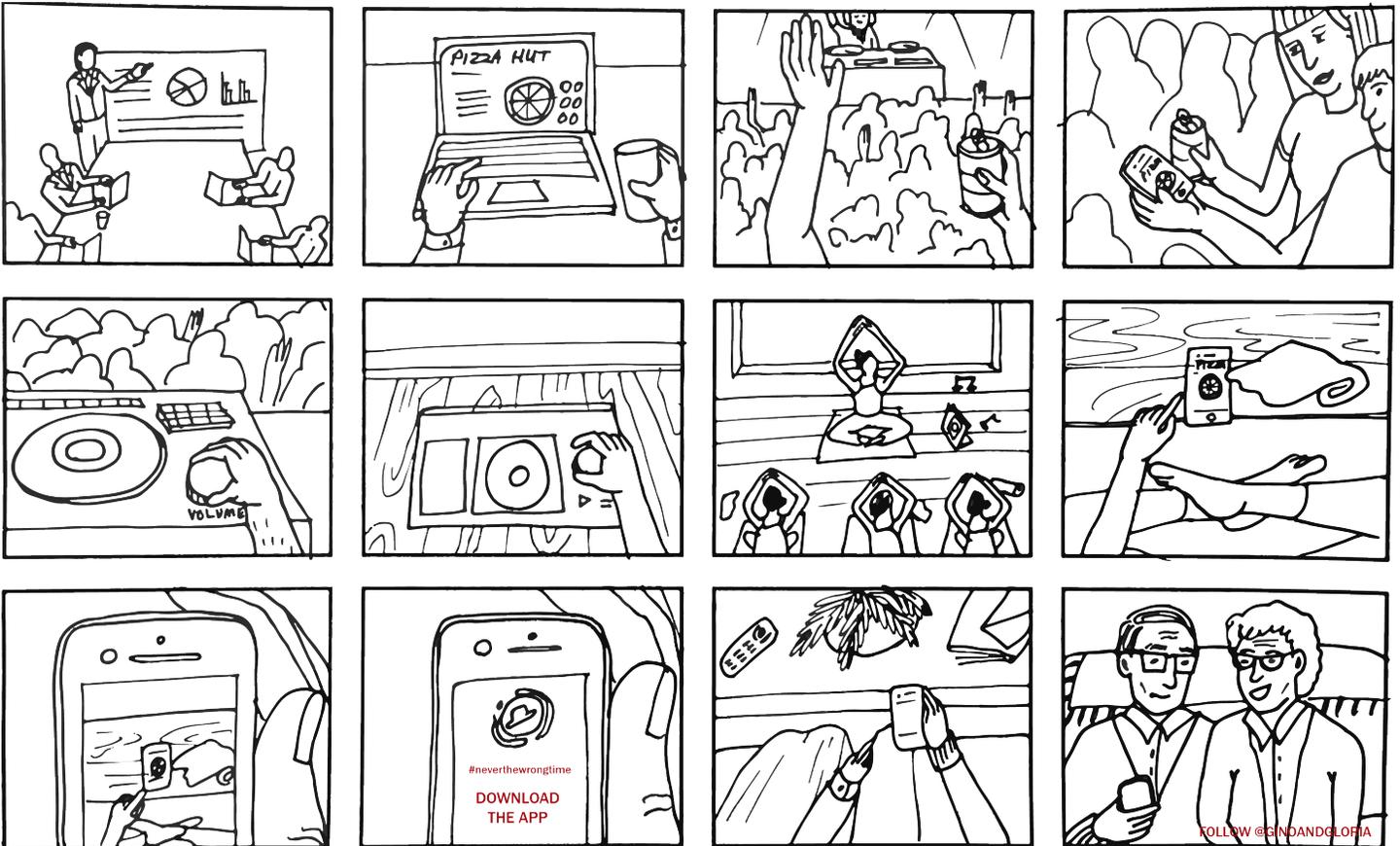
### THE REACTION

To ensure that our creative strategy resonated with our target demographic, we held a focus group consisting of participants from all three segments. We presented our creative concept along with several executions, taking careful note of the participants' questions, comments, and concerns. We utilized their feedback to refine our ideas and strengthen our campaign.



# CREATIVE

## NEVER THE WRONG TIME



### DELIVERABLES:

Our commercial will feature a diverse group of people using the app in various scenarios where calling to order might be inconvenient or inappropriate. Ranging from the ordinary to the unconventional, these moments will reveal our message: it is Never the Wrong Time to use the app. The commercial will conclude with an introduction of Gino and Gloria, our social media personalities, whose social media handle will prompt viewers to follow the couple's own "Never the Wrong Time" moments online.

### SUBSTANTIATION:

By showing Clickers, InBetweeners, and Callers exploring the app, Pizza Hut can emphasize how anybody and everybody has the ability to enjoy Pizza Hut by ordering online. The commercial will also highlight the app's flexibility with users ordering through digital devices such as computers, mobile phones, and tablets. Additionally, the inclusion of Gino and Gloria illustrates their personal discovery of the app, leading to their desire to experience their own "Never the Wrong Time" moments.

### PLACEMENT:

Our commercial will air during a mix of 62 primetime and late fringe shows on various broadcast, cable, and Spanish television channels. Placement will cover a variety of show types, including dramas such as *The Walking Dead*, comedies such as *The Voice*, reality TV series such as *The Tonight Show*, as well as numerous sports broadcasts surrounding the MLB, NFL, and College Football seasons. The commercial will also be repurposed for the desktop and mobile space, and will be placed as pre-roll on several websites as well as mobile apps.

# CREATIVE

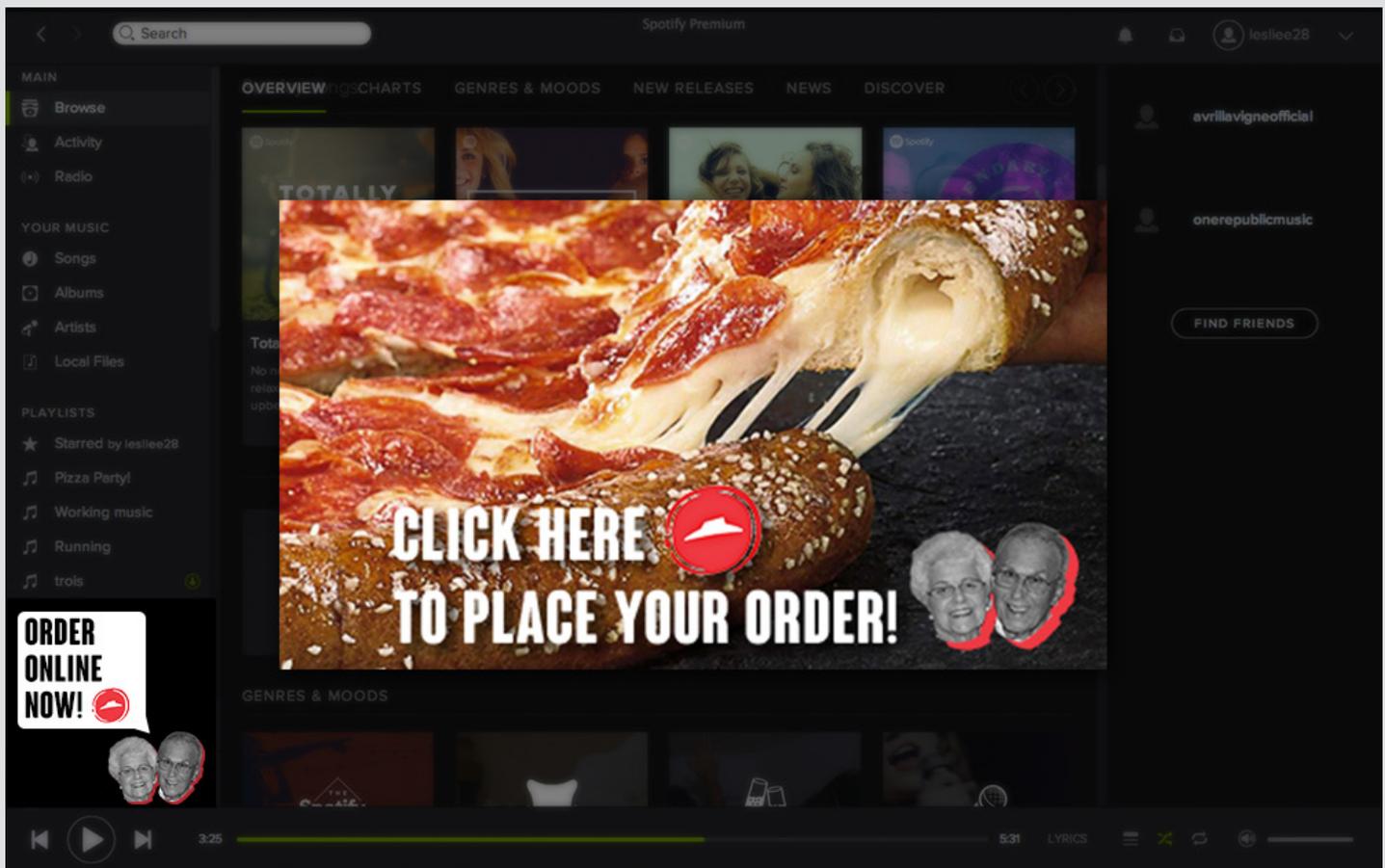
## CALLERS: REDIRECTED

***“Thank you for calling Pizza Hut. Download our app or go to [PizzaHut.com](https://www.pizzahut.com) for a faster ordering experience. Enter the code ‘firstpizza’ for 10% your first digital order. Your call will now be directed to your local Pizza Hut.”***

**DELIVERABLES:**  
Pizza Hut’s phone line will include a pre-recorded greeting for customers who call in to their local store, encouraging callers to order online or through the app for a faster ordering experience.

**SUBSTANTIATION:**  
This recorded message will reach customers who choose to call into Pizza Hut, using effective financial incentives to redirect these callers to the improved digital ordering experience.

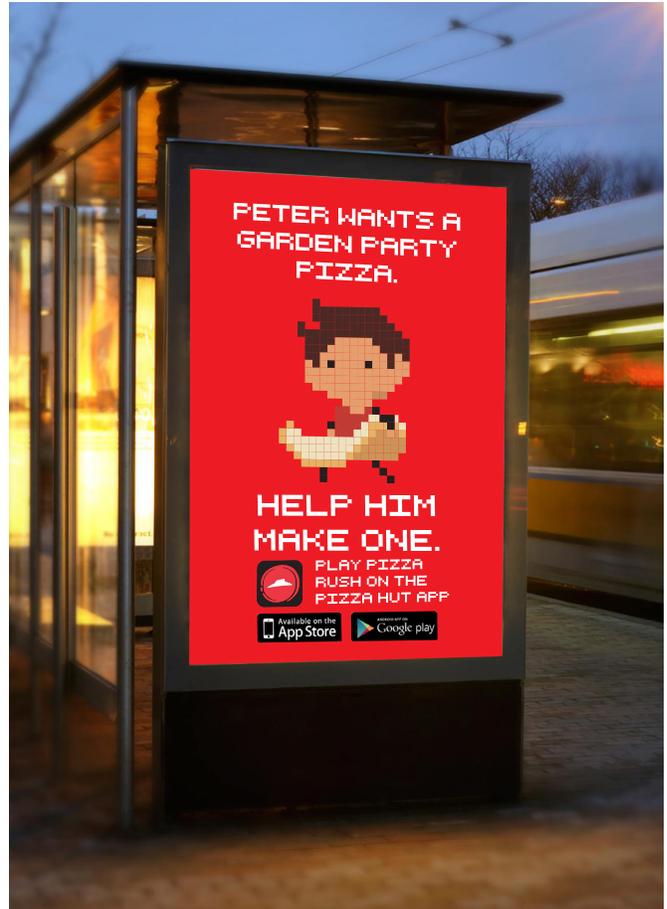
## A CHAT WITH THE ADESSIS



**DELIVERABLES:**  
During Spotify, Pandora, and broadcast radio commercial breaks, Gino and Gloria will entertain listeners with playful arguments about pizza toppings for their next order. The couple will praise the efficiency of ordering online and directly invite listeners to use the Pizza Hut app. For Pandora and Spotify, a clickable image will accompany the commercial and direct listeners to place their online order.

**SUBSTANTIATION:**  
Spotify and Pandora are growing in popularity as the leading online platforms for free music streaming among Clickers and InBetweeners. Broadcast radio commercials will further reach the Caller demographic. Gino and Gloria’s unexpected voices will create a genuine and relatable tone that appeals to listeners.

# CREATIVE



## PIZZA-FY THE MOMENT

### DELIVERABLES:

Our print ad will highlight “Never the Wrong Time” moments and the mobile app by transforming iconic imagery, such as paintings and travel destinations, with a pizza-fied twist. By conveying the efficiency of ordering through the app, the image illustrates an easy solution to the distraction of unpredictable cravings.

### SUBSTANTIATION:

Regardless of their current location, hungry viewers are presented with the freedom to order Pizza Hut anywhere.

Through the imaginative transformation of various recognizable scenes, we are able to reach a large audience and resonate with each segment of the target demographic.

### PLACEMENT:

Our print ads will run in a diverse set of 19 widely-circulated publications such as Entertainment Weekly, ESPN The Magazine, Time, Rolling Stone, and US Weekly. Print ads will run in these publications during the entirety of the campaign, thus ensuring continuous high reach.

## PLAY WHILE YOU WAIT

### DELIVERABLES:

The design of our bus stop ads will be in the same 16-bit style as our in-app game, catching the attention of passer-bys. The ad will prompt viewers to download the Pizza Hut app and explore Pizza Rush (please refer to our execution on pg. 18 while they wait for their mode of transportation).

### SUBSTANTIATION:

The design of our bus stop ad illustrates a playful twist to our traditional print graphics. By focusing the call to action around our in-app game, we are able to communicate to consumers that it is Never the Wrong Time to enjoy pizza, whether you are making an online order or playing Pizza Rush.

# CREATIVE

## APP PASS



### DELIVERABLES:

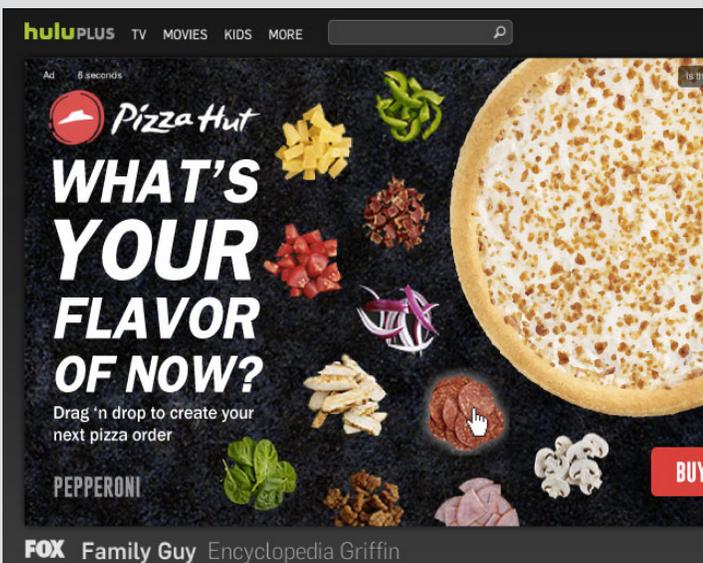
Pizza Hut will use both the top and side banner ads on websites to play with the interaction between various “Never the Wrong Time moments.” Each dynamic moment will feature a character using the app on a phone, from a concert goer in a crowd to a football player running down the field, and then throw the phone into the adjacent banner ad. When the phone drops into the next ad, the previous banner slides to reveal another moment that will receive the phone in the next throw.

### SUBSTANTIATION:

Synchronized dynamic banner ads place the app front and center as the phone is passed from scene to scene. The quick switching scenes highlight entertaining moments that can be catered to resonate with audiences on demographic-specific websites, and will emphasize the social value in sharing these experiences with others.

### PLACEMENT:

The ads will appear on top websites by unique audience throughout the three demographics, such as Yahoo, MSN, About.com, and more.



## CREATE YOUR DOUGH-MAIN

### DELIVERABLES:

While waiting for video content to load, users will be prompted with an interactive video ad that will allow them to make their own virtual pizza. The ad will open with a plain pizza and an array of featured toppings that the user can drag onto the pizza to customize. Once a topping has been added, a “Buy Now” button will appear that brings the user to the Pizza Hut website with the custom pizza ready in the cart.

### SUBSTANTIATION:

Placement as a featured ad on Hulu will encourage the user to make a virtual pizza in order to earn an ad-free experience. The interface will advertise the new menu options while simultaneously teaching users how easy it is to order online.

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CREATIVE

# CREATIVE

## FLOATING PIZZA PEOPLE AD



### DELIVERABLES:

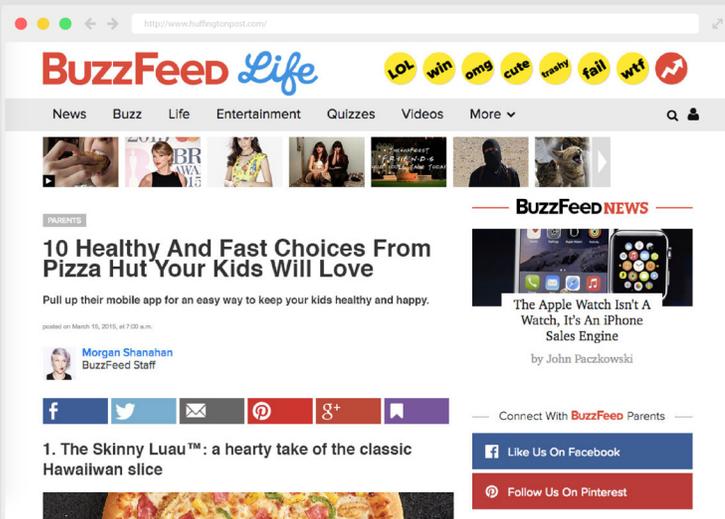
On popular mobile applications, we will feature interstitial ads in which a character travels across the screen and invites the user to download the Pizza Hut app via their smartphone. The user may be greeted by a floating skydiver or a drifting racecar driver eating pizza, both of which entice the viewer to embrace their own 'Never the Wrong Time' moments.

### SUBSTANTIATION:

This ad's unique experience and exciting call to action encourage potential customers to download the app and order digitally. Because these ads will be featured on popular applications such as Pandora, The Weather Channel, and Words with Friends, we will succeed in reaching a broad audience of potential app users.

### PLACEMENT:

The ad will be featured on 16 popular mobile applications, including Pandora, the Weather Channel, Words with Friends, and other apps that reach a broad audience.



## SLICE OF ADVICE

### DELIVERABLES:

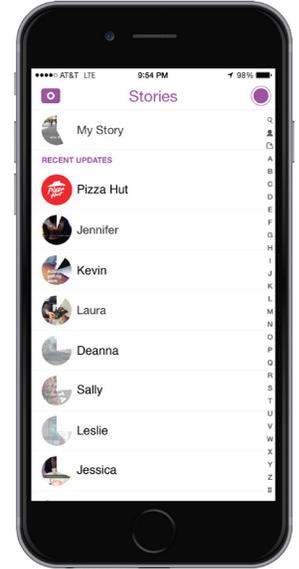
Pizza Hut will partner with publishers such as BuzzFeed and The Huffington Post to create custom sponsored articles that will feature relevant comment and generate viewer interest for the campaign. Lists of innovative time-saving tips for parents will encourage readers to embrace the Pizza Hut app as a fast, effective way to order food for their families.

### SUBSTANTIATION:

Our research has found that Clickers and InBetweeners frequently visit BuzzFeed and The Huffington Post, indicating that these websites will effectively reach our target demographics. Additionally, the sharable nature of these articles will help Pizza Hut succeed in making a significant amount of positive impressions across various online social platforms.

# CREATIVE

## SLICE OF YOUR STORY

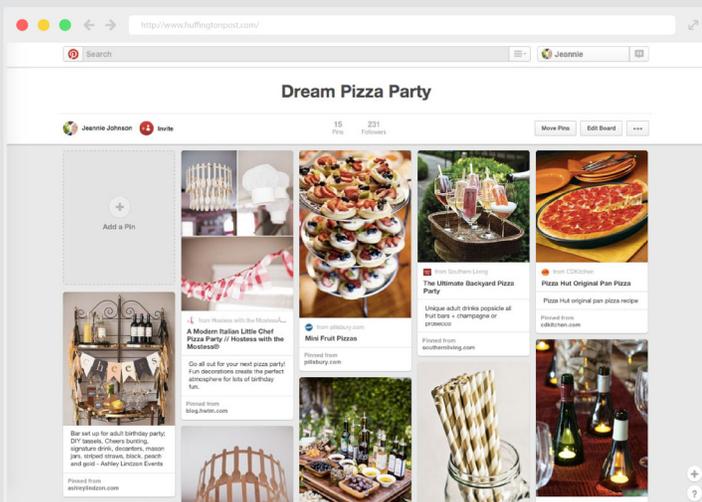


### DELIVERABLES:

After choosing to follow Pizza Hut on Snapchat, users can capture their own unique Never the Wrong Time moment and send it to the brand's handle. Pizza Hut will then select the most exciting 25 snaps and feature them on their Snap Story. Discount codes, in the form of video content, will be placed strategically throughout the Story once a week to encourage new followers. This account will be promoted through their existing social media channels.

### SUBSTANTIATION:

This execution will promote campaign awareness and interaction between Pizza Hut and consumers. The Clickers will seek this opportunity to be creative in the hopes of being featured on Pizza Hut's national Snap Story. By integrating the element of surprise through the discount code, Pizza Hut can strengthen brand engagement as well as increase social following.



## PIN YOUR PARTY

### DELIVERABLES:

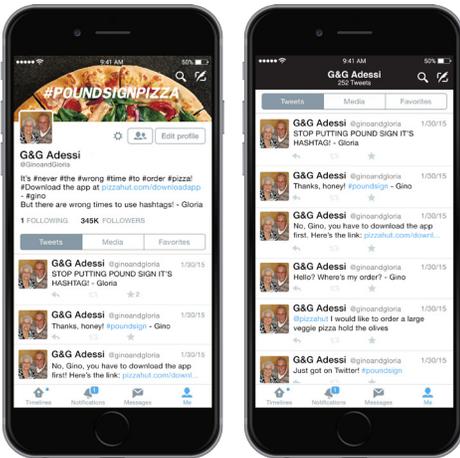
Pinterest users will be invited to participate in a "Dream Pizza Party" contest, which will encourage them to create boards and pin ideas inspired by their vision of the perfect pizza-themed party. Pizza Hut will judge the submissions on creativity, from costumes and decorations to fun activities. With the help of Pizza Hut, the winning users will have the chance to bring their "Dream Pizza Party" to real life.

### SUBSTANTIATION:

The majority of Pinterest users are over 25 years old, and over half of users belong to growing young families. This contest utilizes Pinterest to engage the InBetweeners on their dominant social media platform.

# CREATIVE

## @GINOANDGLORIA



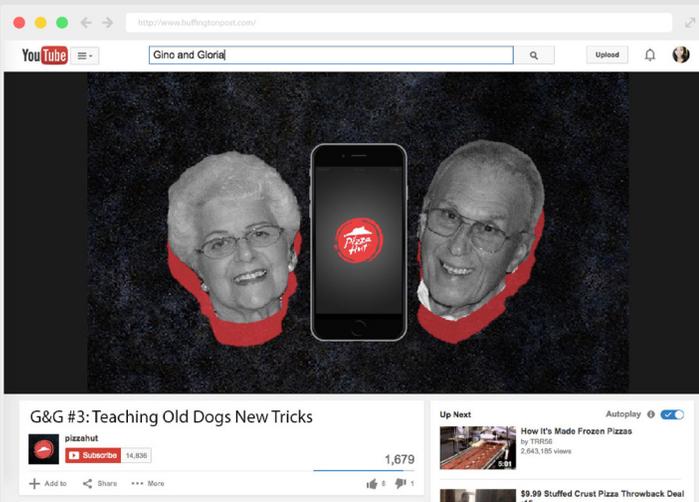
### DELIVERABLES:

In addition to being incorporated on YouTube, Gino and Gloria will have their own shared Twitter account. While the official Pizza Hut Twitter page will focus on the “Never the Wrong Time” campaign, the couple’s account will feature their humorous banter and offbeat commentary. Tweets will include topics such as the benefits of the Pizza Hut app, trending topics on social media, and their naive take on pop culture.

### SUBSTANTIATION:

Giving Gino and Gloria their own account adds a personal side to Pizza Hut’s Twitter interactions. Pizza Hut has over 1.1 million followers on Twitter, consisting primarily of Clickers and InBetweeners. Giving Gino and Gloria their own account adds a personal side to Pizza Hut’s Twitter interactions, and capitalizes on the social media presence of these two groups.

## MEET THE ADESSIS



### DELIVERABLES:

The Pizza Hut YouTube channel will release a series of comedic videos featuring Gino and Gloria. The first video will include the two demonstrating how to use the app in a whimsical and amateur style. The rest of the series will focus on the “Never the Wrong Time” theme, in which Gino and Gloria, after using the app, attempt to immerse themselves in new trends.

### SUBSTANTIATION:

With Gino and Gloria on Pizza Hut’s YouTube channel, the couple is able to bring a personality to the brand. Additionally, the web series is designed to encourage younger and older audiences alike to try out the Pizza Hut app through the use of simplicity and humor. The instructional video shows the ease of the app, while the following videos demonstrate that using the app makes you part of the modern trend.



## THE 'DESSI DELIVERY

### DELIVERABLES:

Gloria and Gino will engage with customers in a newsletter-style email blast that sends out mobile and online specific coupons. The messages will feature light-hearted and witty content on anything from 'weird national holidays,' to 'today in history segments,' or other comical updates about the Adessi Family. At the end of the email, we will include a coupon code that is only redeemable for online and mobile app purchases.

### SUBSTANTIATION:

Email remains one of the best channels to reach The Callers, while concise, witty content makes it effective for engaging each segment of the target demographic. Our research finds that Callers are most attracted to deals, so digital coupons entice Callers to place online orders.

# CREATIVE

## HUT WHEELS: THE AMERICAN TOUR



### DELIVERABLES:

"Hut Wheels" is an innovative food truck that will encourage customers to download the app and to try the Flavor of Now menu. Customers are invited to place their orders on their app and set a time-frame to pick up their order. The Hut Wheels truck will also act as a WiFi hot-spot, giving customers the opportunity to download the app and browse the Internet. Traditional "in-line" orders can be made via iPads that simulate the online ordering process. To incentivize people to visit the truck, customers will have the unique opportunity to try new and experimental Flavor of Now menu items firsthand.

### SUBSTANTIATION:

Constantly on the move between major cities and unconventional locations, Hut Wheels has the ability to spread awareness for the app while reaching each of our target demographics. By providing Pizza Hut to our customers in a "Never the Wrong Time" fashion and maximizing the convenience of digital ordering, Hut Wheels captures the essence of our campaign.

### PLACEMENT:

Hut Wheels will travel to major events, such as tailgates for football games and music festivals such as Made in America. The truck will also provide freshly made pizza in unexpected locations, such as college campuses and historic landmarks.

## ELLEN'S PIZZA PRANK



### DELIVERABLES:

Ellen DeGeneres will place an online order during her opening monologue to show the fun and ease of using the app while turning it into a "Never the Wrong Time" moment. It will then transition into a video of Ellen sending her writer Amy to deliver Pizza Hut and prank the customers. What Amy doesn't know is that Ellen has set her up to walk in on staged "Never the Wrong Time" moments which will include a termination meeting at an office, a horse birth at a farm, and a backyard wedding as the bride is running away.

### SUBSTANTIATION:

The Ellen DeGeneres Show averages 3.9 million viewers per episode and consistently ranks in the top 5 daytime television shows. The clip will also live online at TheEllenShow channel on YouTube, which has over 11 million subscribers and 3 billion views. Seeing Ellen DeGeneres experience her own "Never the Wrong Time" moment by using the app will encourage viewers from each of the segment demographics to embrace the campaign philosophy and take advantage of the convenient ordering process.

# CREATIVE



## PIZZA PERKS

### DELIVERABLES:

Pizza Hut will partner with Spotify and Amazon Instant Video for a two-month promotion, offering online customers a choice between six free hours of their premium services or one 48 hour movie rental with their pizza purchase.

### SUBSTANTIATION:

Spotify and Amazon Instant Video are popular streaming services with Clickers and InBetweeners. By offering brief trial versions of their premium services to customers, Pizza Hut can incentivize more customers to order online. Whether it's throwing a party or ordering in for family movie night, Pizza Hut wants to package a memorable experience for its customers.



## AN EXTRA SIDE OF FUN

### DELIVERABLES:

Apples to Apples is one of the most popular board games for families and friends to play. But week after week, the 432-card game becomes repetitive. Pizza Hut will offer an Apples to Apples 10-card expansion pack for each online purchase made with a promotional code.

### SUBSTANTIATION:

This partnership with Mattel will incentivize Clickers, InBetweeners, and Callers to add some flavor to their game nights by ordering through the app or desktop.



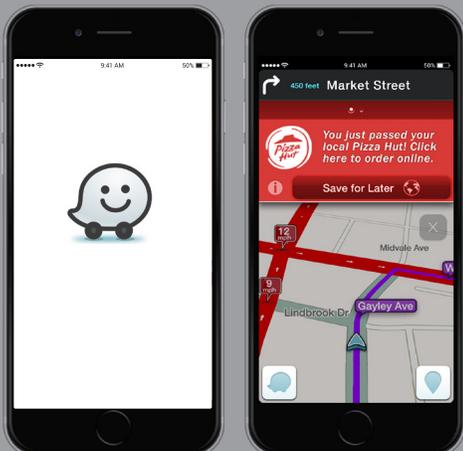
## POINTS WITH A PURPOSE

### DELIVERABLES:

Our partnership with DoSomething.org encourages mobile and online users to gift pizza to homeless shelters for women and children by using reward points earned on the app. In gifting pizzas, customers can pay-it-forward by using pre-existing, complimentary rewards to benefit those in need.

### SUBSTANTIATION:

DoSomething.org is a leader in empowering youth activism that utilizes the power of an online community to crowdsource support for social and charitable campaigns. Pizza Hut recognizes the busy schedules of Clickers and InBetweeners, and will partner with DoSomething.org to give families an opportunity to give back at any time.



## "WAZE" TO ORDER

### DELIVERABLES:

The mobile billboard will use location-based technology to prompt the user to order pizza when they drive by a Pizza Hut. The ad will highlight the flexibility and convenience of ordering through the app to best fit the drivers' schedules – whether they are running errands, coming home from work, or simply on the go.

### SUBSTANTIATION:

This execution will reach a broad range of the Clicker and InBetweener demographics that regularly use the Waze app. Location-based mobile billboards target users when Pizza Hut will be most relevant to them.

# CREATIVE



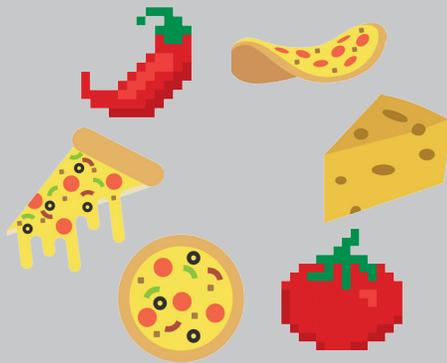
## EASY AS PIE

### DELIVERABLES:

Like2Buy is a third party service which links Instagram users to an online shopping platform. From here our consumers can choose one of Pizza Hut's Instagrammed photos and be directly linked to Pizza Hut's site. Seamlessly, the selected pizza will appear in the consumer's cart, ready for purchase. When accessed on smartphones, a banner ad will appear prompting the user to download Pizza Hut's mobile application.

### SUBSTANTIATION:

Like2Buy offers a fast and easy way for Pizza Hut to simplify the digital ordering process for their 153K followers on Instagram. Once the customer is directed to Pizza Hut's mobile site they will be encouraged to download Pizza Hut's app generating more downloads.



## PIZZA-FY YOUR PIC

### DELIVERABLES:

The Pizza Hut app will include a separate tab that allows users to "Pizza-fy" their personal photos with humorous digital stickers and immediately share to Facebook, Instagram, and Twitter.

### SUBSTANTIATION:

By providing a fun reason for users to interact with the Pizza Hut app and connect to social media, we encourage our customers promote the app as accessible, entertaining, and useful.



## PIZZA-GRAM CONTEST

### DELIVERABLES:

"Pizzafied Reality:" When you crave pizza, it's all you can think about. Pizza Hut's Instagram will show users that by ordering digitally, they can have pizza anytime, anywhere. Pizza Hut's posts will transform various aspects of pictures into pizza, conveying that it's "Never the Wrong Time" to order. Followers will have the opportunity to "Pizza-fy" their own photos using the fun stickers provided in the Pizza Hut app. Customers may choose to share their photos by using the #NeverTheWrongTime hashtag and have them featured on Pizza Hut's Instagram.

### SUBSTANTIATION:

Pizza Hut's photos will create a balance between entertainment and promotional content that will appeal to our current followers, while also attracting new ones. By encouraging customers to share their own photos, Pizza Hut will foster a community that actively embodies the spontaneity of the 'Never the Wrong Time' campaign.

# CREATIVE



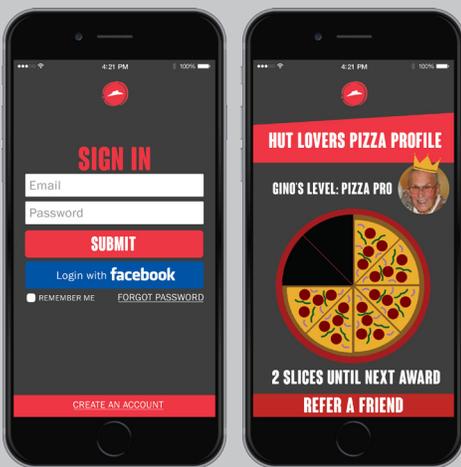
## PIZZA RUSH

### DELIVERABLES:

Played on a 16-bit platform, the player will hold out pizza dough as different ingredients fall from the top of the screen. The objective is to catch each specified ingredient in a particular order and to progress to the next level, where ingredients drop at a faster pace. Every time a wrong ingredient is collected, the game starts over at level one. At the end of each stage the game will play a short scene of a pizza delivery to an unexpected location, and then reward the user with Pizza Points for completing the level.

### SUBSTANTIATION:

Pizza Rush features simple, yet addictive game-play that rewards users with Pizza Points to encourage them to download and visit the application. Offering pizza points provides a compelling incentive for customers to try out the game, and become a loyal member of the Hut Lovers rewards program.



## HUT LOVERS: PIZZA PROFILE

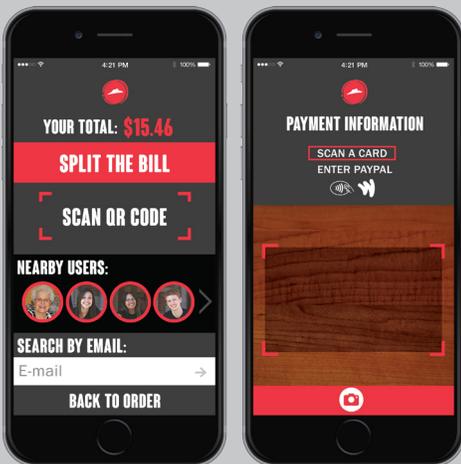
### DELIVERABLES:

In order to create the best digital ordering experience, Pizza Hut will introduce an advanced Pizza Profile system. Unlike their current account program, the user will have the option to sign in with Facebook in addition to email. To further increase efficiency, customers will be able to enter and save payment information by using their camera to scan their credit card, signing into PayPal, or utilizing mobile payment systems. Customers also can use their

profile to manage their Hut Lovers rewards points and split their bills with other Pizza Profile users.

### SUBSTANTIATION:

By introducing these innovative time-saving features, the online Pizza Profile provides users with a fast and easy alternative to ordering over the phone. This streamlined experience will promote habitual online ordering among InBetweeners and Callers, who value speed, ease, and accuracy.



## HUT LOVERS REWARDS

### DELIVERABLES:

Pizza Hut will introduce an improved 'Hut Lovers' loyalty program, which will be integrated with the customer's digital 'Pizza Profile'. Customers will be able to earn Pizza Points by playing the in-app game, ordering food, referring their friends, and sharing their orders on social media. As they collect points, customers will advance through the membership levels, from Pizza Rookie to Pizza Pro, allowing them access to progressively greater rewards. Customers can redeem their Pizza

Points for discounted food or a chance to spin the 'Pizza Roulette' wheel, which is an exciting way to be randomly assigned one of multiple reward options.

### SUBSTANTIATION:

The improved Hut Lovers rewards program incentivizes customers to order digitally and share their app experience with others. By rewarding customers with Pizza Points for sharing their orders on social media and referring their friends, we will expand the preference for online ordering via trusted friend networks.

# UX RESEARCH

*Showing customers that the digital ordering experience is fast, fun, and easy would not be complete without improving the user experience. We set out to determine our target's perceptions of Pizza Hut's digital experience and create an actionable UX plan.*

## RESEARCH OBJECTIVES

- Understand the reasoning behind people's ordering preferences.
- Reveal the users' pain points during the digital ordering process.
- Identify the acquisition costs of downloading a mobile application.
- Uncover how users intuitively conceptualize a website or mobile application.



## THIS WILL ALLOW US TO...

- Construct a streamlined and fluid ordering process.
- Incorporate new features that solve user needs.
- Develop an improved, user-centered digital experience that appeals to all demographics.

## RESEARCH METHODS

### 2 FOCUS GROUPS.

Asked 13 participants questions regarding ordering preferences (calling vs. digital ordering) and identified users' primary barriers to digital ordering.

### 40 USABILITY INTERVIEWS.

Screen recorded and analyzed users' flow of navigation through Pizza Hut's website and mobile application. This allowed us to recognize common barriers that users encountered maneuvering through Pizza Hut's digital platforms.

### 32 USER DRAWINGS.

Asked users to draw their ideal pizza website and mobile application. This showed us how users naturally visualize the layout and placement of design elements.

### 8 CARD-SORTING EXERCISES.

Asked users to categorize index cards of all pages on Pizza Hut's website. This allowed us to understand users' logical organization of the website's structure.

### COMPETITIVE UX RESEARCH.

Critically evaluated the UX and unique features of other pizza, fast food, and food delivery websites/apps (e.g. Domino's, Chipotle, GrubHub). We then identified similar strengths of top-rated apps through app store reviews.



# 19

**USER  
EXPERIENCE**

# USER INSIGHTS

**Understanding the users' obstacles during the ordering process gives us insight on what changes are needed to enhance their experience. Through our research, we pinpointed the top two recurring frustrations each target demographic felt when going through the ordering process.**

## ENTRY

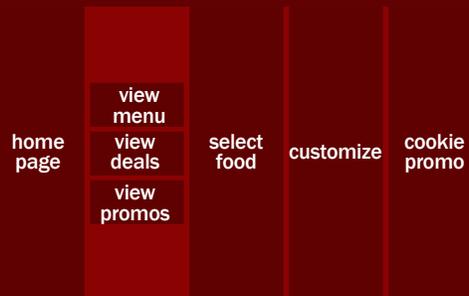


## ENTRY PHASE

“That ‘Start Your Order Now’ popup is annoying to the extreme, I don’t need that pop-up button every time I go from one page to another.”  
- Clicker, age 19

“I don’t like that I can’t see the toppings and such without entering my location information first.”  
- InBetweeneer, age 30

## ORDERING

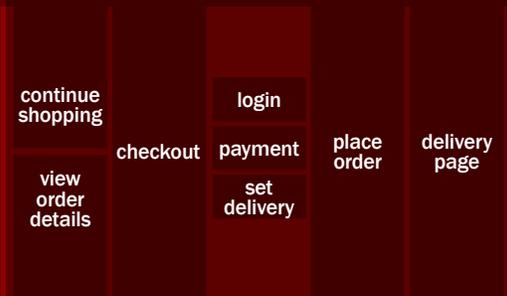


## ORDERING PHASE

“The menu is pretty overwhelming. I wonder if there’s a simpler way to organize everything.”  
- InBetweeneer, age 32

“The app is fine when I want to order a predetermined pizza, but I like ordering online because you can see the entire screen.”  
- Caller, age 52

## CHECKOUT



## CHECKOUT PHASE

“I once paid for my pizza and then found out the wait time was over two hours! It would’ve been nice to know how long the delivery time would be before I placed my order.”  
- Clicker, age 21

“What’s the difference between regular Checkout and Visa Checkout? And how do I know what’s going to happen with my information?”  
- Caller, age 50

**Taking into consideration the user feedback received, we were able to develop a UX recommendation plan to modernize the aesthetics, improve the structure, and simplify the ordering process of Pizza Hut’s website and mobile application.**

# UX ENHANCEMENTS

## ENTRY PHASE

### **GUEST BROWSING & FACEBOOK LOGIN.**

Users expressed frustrations with having to input address information when browsing the menu. We will allow customers to browse at their convenience with being prompted on every page. In addition to the guest ordering option, users will be able to login with their Facebook account thereby simplifying the account creation process.

### **MULTIPLE ADDRESS OPTIONS.**

A GPS locator with a pin-drop feature will allow users to input their current delivery location in a visual manner. This will expedite the address input process.

## ORDERING PHASE

### **PIZZA TOPPING RECOMMENDER.**

When selecting from Pizza Hut's many topping options, users often have trouble picking complementary combinations. To make this decision process easier, we will add a feature that recommends optimal pizza topping combinations.

### **PIZZA PUSH.**

To simplify the decision-making for Pizza Hut customers, we plan to integrate a special promotional "Pizza of the Week". With a single push of a button, customers will be able to add the weekly special to their order without having to go through the lengthy customizing process.

### **PIZZA CALCULATOR.**

Pizza Hut customers can use the calculator to estimate the number of pizzas to order based on the size of the party and desired slices per person.

### **VIEWABLE BASKET, VISUAL SUMMARY, CHANGE PIZZA AMOUNT.**

Listing the order summary along with visual representations on the side of the screen will allow users to review and change their order throughout the entire process, improving order accuracy. Customers will also be able to easily change the order amount for bulk orderings.

## CHECKOUT PHASE

### **PIZZA FAVORITES.**

The Pizza Favorites option will allow customers to "favorite a pizza" on their account for future use, speeding up future orders.

### **ADDED PAYMENT OPTIONS.**

Apple Pay & Google Wallet will be added to provide users the convenience of having multiple payment options.

### **PIZZA TIME ESTIMATOR.**

The estimated time of delivery will be displayed before payment is processed to provide transparency. Once the order is placed, the timer will be displayed as a loading bar to signify the amount of time elapsed and reduce user anxiety while waiting.

### **QUICK-ACCESS RESTAURANT CONTACT.**

After the order is placed, the users will be able to easily contact the store if needed. Both mobile and web will have a strong call to action with bright "contact store" buttons.

# MEDIA STRATEGY

Our campaign will utilize traditional and non-traditional media in tandem to showcase Pizza Hut's broad suite of ordering options. Our presence in the online and mobile realm will introduce all segments of the demographic to the convenience of Pizza Hut's digital

ordering experiences. Our traditional media vehicles will simultaneously encourage our target audience to embrace the dynamic, intriguing technology that has become an essential part in experiencing "The Flavor Of Now". Our guerrilla stunts and high-profile

partnerships in the out-of-home space will further prompt curious customers to try the digital ordering experience. In developing our media strategy, we focus on making our executions mutually reinforcing to maximize the effectiveness of our media mix.

## MEDIA OBJECTIVES

**ONE.** *Generate awareness of the ease, precision and reliability of the Pizza Hut digital ordering experience through an effective media mix, and thus increasing digital orders to 75% total.*

**TWO.** *Utilize diverse and adaptable media placement to target significant concentrations across our widespread target demographic.*

**THREE.** *Connect to Pizza Hut's existing campaign by creating quality advertising that is a fluid extension of the newly minted Flavor of Now aesthetic.*

## MEDIA SELECTION

### OBJECTIVE:

Situate the Pizza Hut digital ordering system in media vehicles that will showcase its smooth user interface and assure customers of its efficiency, security and simplicity.

### STRATEGY:

Data from research tools such as Nielsen, Kantar, and Experian will enable us to utilize a variety of publishers that can reach significant concentrations of Clickers, InBetweeners, and Callers simultaneously in each medium. In the interest of establishing an efficient budget and reaching the desired

proportion of total digital orders, paid traditional media vehicles will be utilized with less frequency in comparison to recent Pizza Hut campaigns due to their high CPMs and relatively low estimated engagement rates. Owned, earned, and paid digital media vehicles will drive engagement consistently throughout the campaign, with an efficient mix of CPC and CPM pricing.

## TIMING

### OBJECTIVE:

Coordinate the implementation of our executions in order to drive consistent digital ordering for the duration of our campaign.

### STRATEGY:

Traditional media will support digital media by inciting awareness of the online and mobile ordering options. Social media posts will continuously highlight the convenience and "Never the Wrong Time" attitude of

ordering pizza through digital means. Innovative guerrilla stunts and partnerships will be pulsed throughout the campaign to generate public curiosity and excitement towards the Pizza Hut app and website.

# FLOWCHART

EXECUTIONS	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	IMPRESSIONS	DIGITAL ORDERS	COST
<b>TRADITIONAL</b>									
"Never The Wrong Time" Commercial							3,720,681,724	9,301,704	\$45,639,252
"Pizza-ly The Moment" Print Ad							59,930,425	77,909	\$4,131,766
Radio Ad							135,630,000	678,150	\$1,025,720
Bus Stop Ads							160,000	1,312	\$6,540
Pizza Hut Call-In Message							5,827,894	349,674	\$559,478
<b>DIGITAL</b>									
"Never The Wrong Time" Web Pre-Roll Video							1,269,545,502	3,596,811	\$7,030,257
Website Banner Ad							3,173,863,754	3,808,637	\$4,093,131
Website Interactive Ad							28,243,525	211,826	\$170,386
Mobile Interstitial Ad							1,912,247,200	2,677,146	\$2,351,565
"Never The Wrong Time" Mobile Pre-Roll Video							822,602,370	1,974,246	\$4,040,329
"The Dessi Delivery" Email Newsletter							125,487,049	2,158,377	\$1,510,864
Paid Search							56,428,163	1,438,918	\$719,459
"Meet The Adassis" YouTube Series							6,540,537	195,029	\$397,407
Sponsored Posts							29,977,462	659,504	\$140,000
"Pizza Rush" Mobile Game							11,295,000	16,188	\$0
Hut Lovers Pizza Profile							507,920	5,401	\$0
Hut Lovers Rewards Program							2,539,600	26,980	\$0
"Pizza-ly Your Pic" Filter							460,521	5,391	\$0
<b>SOCIAL</b>									
Facebook							34,925,198	248,048	\$106,120
Twitter							78,202,074	782,020	\$136,697
Instagram							3,372,464	67,449	\$89,033
Instagram Like2Buy							624,530	31,226	\$6,000
Snapchat							30,000,000	60,000	\$750,000
Pinterest							3,270,269	16,350	\$5,000
<b>PARTNERSHIPS</b>									
Spotify & Amazon Instant							1,189,730	118,973	\$227,072
DoSomething.org							8,000,000	2,400,000	\$0
Apples to Apples							4,500,000	72,000	\$21,600
Waze							2,553,810	795,194	\$150,000
<b>GUERRILLA</b>									
"Hut Wheels" Food Truck Tour							1,706,093	341,219	\$172,500
Ellen's Pizza Prank							3,900,000	390,000	\$546,000
<b>COMMISSION</b>									
<b>MEASURES OF SUCCESS</b>									
<b>TOTAL</b>							<b>11,1534,212,813</b>	<b>32,505,682</b>	<b>\$85,500,000</b>

# PLACEMENT

## WEBSITES

ABC, About, Adult Swim, Amazon, AOL, Ask Search, Associated Newspapers, Bravo TV, CBS, CNN, Dailymotion, Disney Channel, E! Online, eHow, ESPN, Fandango, Forbes, GameSpot, Hulu, IMDb, MSN/Windows Live, MTV, NBC, NBC News, NBC Sports, New York Times, Target, TBS, TNT, USA Network, USA Today, VEVO, Walmart, Wikia, WikiAnswers, WikiHow, Yahoo, YouTube

## MAGAZINES

AARP, The Economist, Entertainment Weekly, ESPN The Magazine, The Family Handyman, Game Informer, Men's Health, Motor Trend, New York Magazine, The New Yorker, People, Popular Mechanics, Reader's Digest, Rolling Stone, Smithsonian, Time, US Weekly, Vanity Fair, Vogue

## MOBILE APPS

AccuWeather, Candy Crush Saga, Clash of Clans, Clean Master (Cleaner), eBay, ESPN Sportscenter, Flipboard, GasBuddy, IMDb, Movies by Flixster, Pandora Radio, Shazam, Tango, The Weather Channel, Words with Friends, ZEDGE, 2048

## SOCIAL MEDIA

Facebook, Instagram, Pinterest, Snapchat, Twitter

## TELEVISION

### CABLE PRIMETIME:

American Dad, Black Ink Crew 2, Bob's Burgers, The Cleveland Show, College Football (multiple games), Family Guy, Fox Sports Live, Girl Code, Gold Rush, Houdini, It's Always Sunny in Philadelphia, Jaws Strikes Back, Key and Peele, The League, The Librarians, Love and Hip Hop 4, Major League Baseball (regular season and playoff games), Monday Night Football (multiple games), The O'Reilly Factor, Regular Show, Sam and Cat, Shark of Darkness: Wrath of Submarine, South Park, Sportscenter, Tosh.O, The Walking Dead

### BROADCAST PRIMETIME:

America's Got Talent, The Bachelorette, College Football (multiple games), Dancing with the Stars, Macy's 4th of July Fireworks Spectacular, Madam Secretary, NBC Sunday Night Football (multiple games), NCIS, The Simpsons, So You Think You Can Dance, The Voice, 60 Minutes, 67th Annual Primetime Emmy Awards

### SPANISH TV:

Bailando Por un Sueno, The Latin Grammy Awards, Noche de Estrellas, Sabado Gigante, Sal y Pimienta, Va Por Ti

### BROADCAST LATE FRINGE:

Jimmy Kimmel Live, Late Show with David Letterman, Saturday Night Live, Special Report with Bret Baier, Today, The Tonight Show Starring Jimmy Fallon, Unforgettable

### CABLE LATE FRINGE:

Aqua TV Show Show, Eagleheart, Major League Baseball Playoffs (multiple games), Rick and Morty, Rob Dyrdek's Fantasy Factory, Sportscenter, Squidbillies, True Life, WWE Smackdown

# MEASURES OF SUCCESS

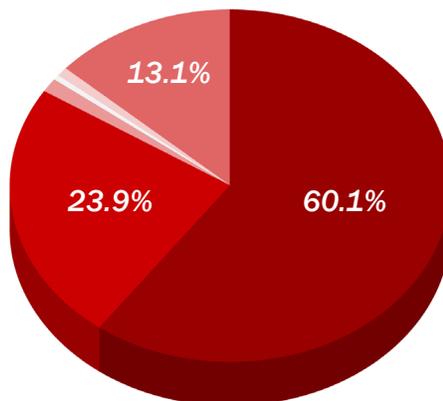
## CAMPAIGN METRICS

We will evaluate the success of our campaign based on the increase in orders through Pizza Hut's mobile and desktop platforms. Based on our total impressions and engagement rate estimates from eMarketer and Experian, we expect our campaign to generate:

**\$693,454,544** in revenue

**43,340,909** total Pizza Hut orders

*\*Digital orders account for 32,505,682 (or 75%) of total*



Traditional	\$51,362,756
Digital	\$20,453,399
Social	\$1,092,850
Guerrilla	\$718,500
Partnerships	\$398,672
Commission	\$11,452,927
Measures of Success	\$20,896
<b>TOTAL BUDGET</b>	<b>\$85,500,000</b>

## CONTINUOUS MAINTENANCE QUANTITATIVE



Use Google Analytics to evaluate overall success of online initiatives, including website traffic and click-through rates.



Measure increases in likes, followers, and shares/retweets on social media sites.



Use Nielsen, Kantar, AdMall, and Experian to measure the reach of specific media channels.



Monitor the number of Pizza Hut digital orders throughout the campaign period as well as their relation to total sales.



Trace participation of Clickers, InBetweeners, and Callers in guerilla executions.



Track participation in user experience-oriented executions such as the Hut Lovers Rewards Program and the mobile game.

## QUALITATIVE



Review comments and feedback on social media outlets as well as Pizza Hut's website and mobile app.



Monitor media coverage (TV, online and print).

## PERIODIC MAINTENANCE



### QUANTITATIVE

Distribute surveys via social media, email marketing, and the app.



### QUALITATIVE

Conduct pre-tests and post-tests for the campaign in focus groups.

# 25

**MEDIA  
PLANNING**

# THE TEAM

## ACCOUNT EXECUTIVES

Laura Beck  
Spencer Graham-Thille  
Callie Noceto

## STRATEGIC PLANNING

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Nicole Kosoff

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Sam Valdez

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Jessica Lin

Lesile Yeh  
Sally Chung

## SPECIAL THANKS

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Michael Suman



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