

PIZZA HUT

TEAM 307

NSAC
National **AF** Student
Advertising Competition



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EXECUTIVE SUMMARY

As the world's largest pizza company, Pizza Hut is a staple in the industry. However, other pizza chains out-position Pizza Hut in the online ordering space. Pizza Hut has come to us in search of a new national advertising campaign urging customers to order digitally. Between July 1, 2015 and December 31, 2015, Pizza Hut will launch a \$141 million fully digital campaign connecting consumers in new and engaging ways.

By targeting the social generation of Millennials, specifically college students and Mom-Millennials (mothers ages 18-34), Pizza Hut will increase their online orders by 32% at the end of 2015. In order to determine how to effectively reach the target, our team conducted a variety of primary and secondary research.

Our campaign focuses on rewarding Millennials for being who they are. By joining the conversation Millennials are already having on social media platforms, Pizza Hut will become a seamless part of Millennials' digital lives.

CAMPAIGN FOUNDATION



Over a six-month span, we collected data ranging from Millennials relationship with pizza to their takeout and delivery preferences. Based on our insights, we were able to focus on the digital habits of Millennials, gain access into their social lives, as well as understand Millennial responses to instant gratification and rewards.

RESEARCH OBJECTIVES

1. Gather data related to consumer habits and preferences in food delivery and takeout.
2. Research the role digital media plays in the lives of Millennials.
3. Understand the lifestyles of consumers who order Pizza Hut and its competitors.
4. Grasp how instant gratification and rewards affect Millennial purchase behavior.

SECONDARY RESEARCH

We collected data from 55 sources surrounding the pizza industry, competitive analysis, food industry trends, Millennial lifestyles and social media monitoring.

SWOT ANALYSIS

STRENGTHS:

THE STURDY, RELIABLE CRUST

Millennials grew up with Pizza Hut.
Pizza Hut is one of the most popular pizza brands on social media.
Pizza Hut has an extensive new menu to cater towards Millennials.

WEAKNESSES:

MISSING INGREDIENTS

Pizza Hut lacks a brand story.
There is little incentive to join Hut Lovers®.

OPPORTUNITIES:

TURN UP THE HEAT

Pizza is already a topic of conversation online.
Going digital has its rewards, as demonstrated by Domino's and Papa John's.
Millennials want instant gratification.

THREATS:

PEPPERONI PERIL

Pizza Hut faces strong digital competition from industry leaders.
Campaign must not alienate mainstream pizza eaters.

PRIMARY RESEARCH

We designed a series of primary research studies to gain further insight into the wants and needs of Millennials.

1000+ RESPONDENTS TO A NATIONWIDE SURVEY

We conducted a 36-question online survey and determined that Millennials preferred ordering food over the phone due to formed habits. We also confirmed that pizza is a social food, with over 60% of respondents ordering pizza in group settings.

10 IN-DEPTH INTERVIEWS

Mom-Millennials use digital technology to help ease their busy schedules. In addition, moms are eager for online deals and rarely order food alone.

16 OBSERVATIONAL ETHNOGRAPHIES

These gave us insights about attitudes towards pizza consumption, food ordering habits and Millennial digital device usage. We concluded that Millennials value being rewarded and rely most heavily on their digital devices.

4 FOCUS GROUPS

College students and gamers revealed their openness to product placement and integrated ordering. We discovered that highly social situations like game day made them more inclined to order from restaurants that provided discounts or promotions. A focus group consisting of digitally-savvy Millennials showed that they love earning online discounts through brand rewards programs. It gives them a personal connection with the brand and a reason to stay loyal.

1 FRANKENPIZZA

Taking a slice from each competitor, we created a brand mash-up of cheesy goodness. Participants were asked to taste and identify which slice was from their go-to pizzeria. Our experiment revealed that while Millennials have a brand preference, they cannot differentiate between their preferred brand and its competition.



Millennials prefer the phone for food ordering.
 Since Millennials grew up ordering pizza over the phone, 60% still prefer this method.



Millennials purchase online because they do everything else online.

“I’d say 90% of the time, my phone’s with me. The other 10% I’m in the shower.”



Millennials don’t trust brands, they trust friends.

“When people are talking about it, and really selling it to me, that’s when I’ll download an app.”



Pizza is frequently ordered in social settings.

“I order when we have girls night.”



Millennials yearn to be rewarded.

“Rewards programs make me want to go out of my way to spend the money to support the brands I love.”



Millennials value feeling loved more than any other generation.

Feeling loved is the third most important priority for Millennials ranked over “feeling safe and secure” and “standing up for what you believe in.”¹⁶

INSIGHTS



**“PIZZA’S
 THE
 F*#@#ING
 BOMB!”**

-COLLEGE STUDENT

MEDIA RATIONALE

Pizza Hut is currently the number one advertiser in its industry with a high level of brand awareness.¹⁷ In 2013, Pizza Hut outspent its competitors on overall advertising, but fell behind in digital media. We looked at the 2013 media spend of Pizza Hut's competitors—Domino's, Papa John's and Little Caesars. Domino's had a 54% share-of-voice, while Pizza Hut only had a 24% share-of-voice.¹⁸ This insight inspired us to create an all-digital campaign.

Digital advertising enables Pizza Hut to be on the forefront of its target audience at any moment. Digital media gives Pizza Hut the means to send messages directly to consumers from morning 'till night. Each message focuses on one call to action— to order online. Advertising on digital platforms allows Pizza Hut to engage with their consumers, and collect data for further insights.

Public relations and endorsements will increase brand credibility. Pizza Hut will be featured on digital publications, blogs and social media, creating organic conversation about the campaign.

Sponsored events will build brand awareness and intimately engage with Millennials. Pizza Hut will be where they live, work and play—connecting their digital lives to the real world.

THE BRIEF

OBJECTIVES

1. Increase Pizza Hut digital orders by 32% by end of 2015
2. Make Pizza Hut the primary digital source for pizza orders
- 3 Increase awareness of Pizza Hut's digital ordering platforms
4. Make Pizza Hut the obvious choice for social ordering

TARGET MARKET

With Millennials as our target, we will focus on two specific subsets—Mom-Millennials and college students. Both of these subsets are social influencers and digital enthusiasts.

POSITIONING

Pizza Hut will become a seamless part of Millennials' digital lives by embracing their lifestyles and rewarding their social habits.

TONE

Cool, witty and honest, Pizza Hut is your best friend who tells it like it is.



CREATIVE MANIFESTO

Love isn't meant to be kept secret; it's meant to be shared.

Take McAdams and Gosling. Or Timberlake and Fallon. Or Kanye and...Kanye.

We know you love pizza, and now it's time that pizza loves you back—because relationships are a two-way street.

This love won't be forgotten or left floating in the Cloud. It'll be found in your belly because love is a gut feeling.

And now you can feel love where it's meant to be.

#HutLove

THE SECRET INGREDIENT

WHAT IS #HUTLOVE?

Analyzing Pizza Hut's current opt-in program, Hut Lovers®, revealed that the “special” offers weren't special at all. The discounts were similar to what non-members could find on other platforms—giving little incentive for consumers to share their personal information with Pizza Hut. At its heart, Hut Lovers® is a registration for e-mail marketing.

Replacing Hut Lovers®, #HutLove Rewards is a robust loyalty program that gives Pizza Hut enthusiasts the attention they deserve. With social media already booming with organic consumer-generated content, we saw an opportunity to take advantage of the Internet's deep-dish passion for pizza.

Research shows that feeling loved is among the top three values for Millennials.¹⁶ Keeping in mind their desire for instant gratification, we saw an innovative rewards program as the perfect solution to build loyalty. Millennials aren't looking for a one-way relationship. They are seeking reciprocated love.

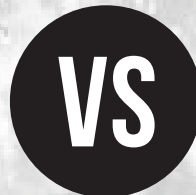
And with that, #HutLove was born.

#HUTLOVE = REWARDS

1. Sync your social media to a Pizza Hut account.
2. Earn points towards rewards by using #HutLove on a social media post OR ordering digitally.
 - # = 1 point
 - digital order = 3 points
 - 8 points = 1 free spin on the #HutLove Rewards Wheel
3. Redeem Rewards
Each spin guarantees a random reward. Rewards can be applied to their next digital order.

HUTLOVERS®

- Email-based
- One-way communication
- Not present in everyday life
- Anti-social
- No control over engagement
- Promotion ends once the email is opened



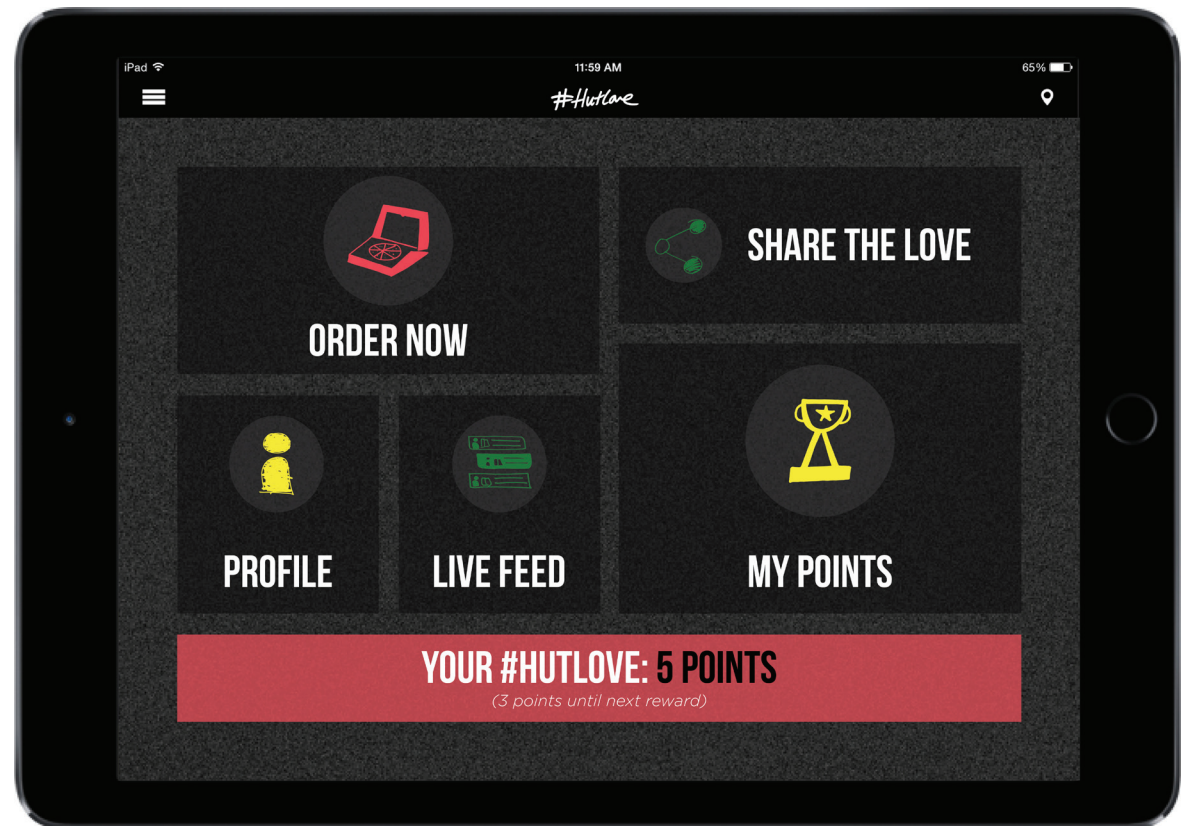
#HutLove

- Accessible via app or website
- Two-way communication
- Seamless part of daily life
- Earn rewards at own pace
- Control over engagement
- Organic exposure via consumer-generated content

THE APP

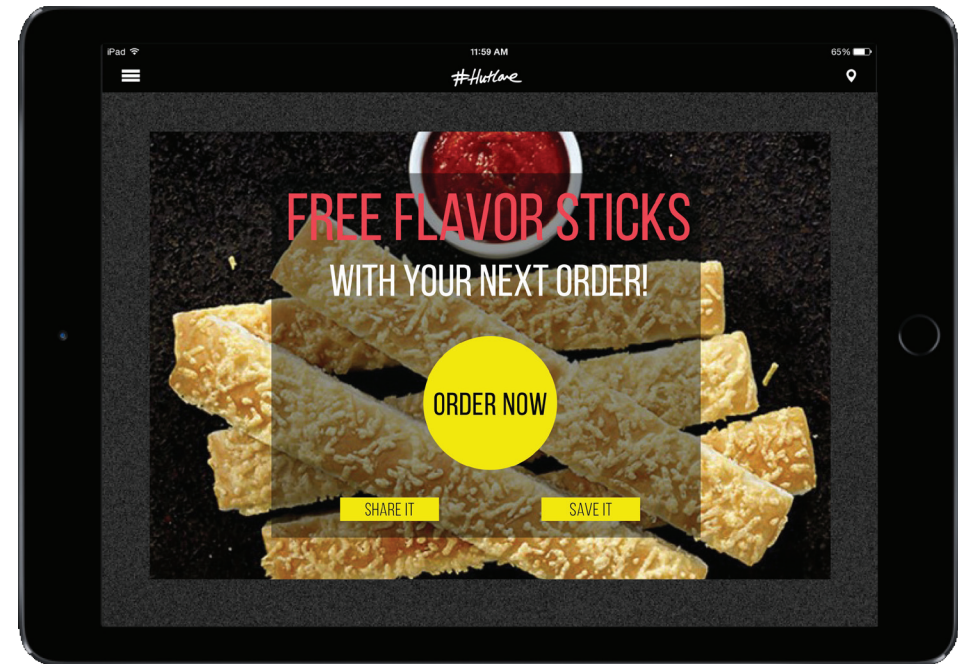
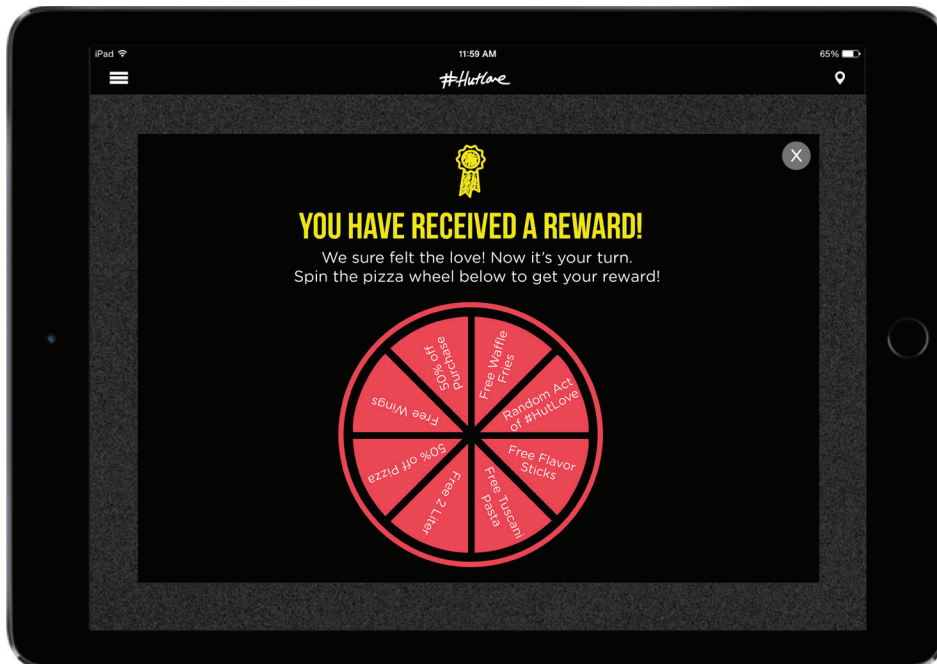
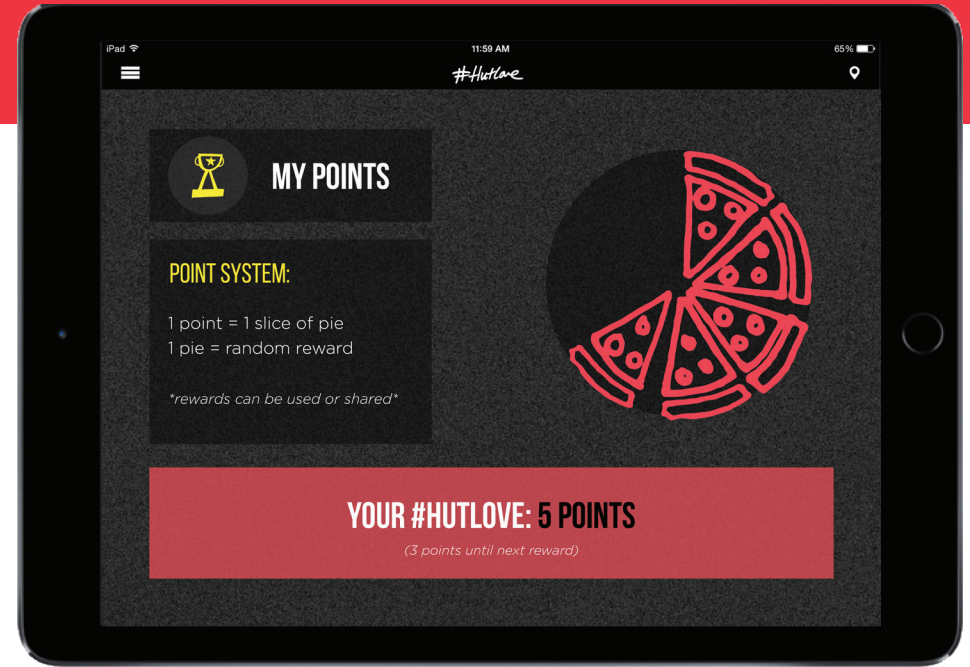
The #HutLove Rewards app allows users to keep track of, redeem and share rewards they earn for using #HutLove on social media. The app serves as a central hub for the overall campaign and directly converts consumers to digital orders only. Consumers can build upon their relationship with #HutLove and draw inspiration for interacting with the brand. These features will be included in a #HutLove page on both the mobile and desktop versions of pizzahut.com. Any time a user visits hutlove.com, it will redirect them to the #HutLove page.

- 1. Order Now:** The #HutLove Rewards section of the app acts as a direct purchasing point for users. With one click, users are redirected to Pizza Hut's Order Now page, featuring a new "split the bill" option.
- 2. Profile:** Through the Profile page, users will sync their social media accounts to their Pizza Hut account and can edit information at any time. Once connected, posts with #HutLove will automatically add points towards their next reward.
- 3. Live Feed:** The Live Feed is comprised of all #HutLove posts on participating social media channels in real time—allowing users to see how others are sharing their #HutLove.
- 4. Share the Love:** Here, users are prompted with customizable, social media templates that can be directly posted onto their accounts. Providing #HutLove inspiration for users to draw from encourages them to join in on the conversation.

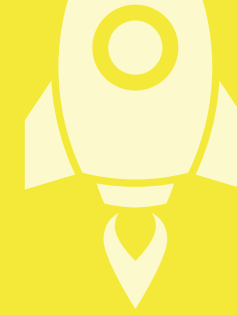


THE APP

- 5. My Points:** Within My Points, users can view how many #HutLove points they've earned. Once users have earned eight points, they will be prompted to spin the #HutLove Rewards Wheel in order to randomly receive a reward.
- 6. Receiving Rewards:** Receiving a reward demonstrates Pizza Hut's way of reciprocating the love. Rewards will include anything from free Tuscani Pasta® to 50% off their next order.



CAMPAIGN ACTIVATION



INFLUENCER MARKETING: 3-WEEK LAUNCH

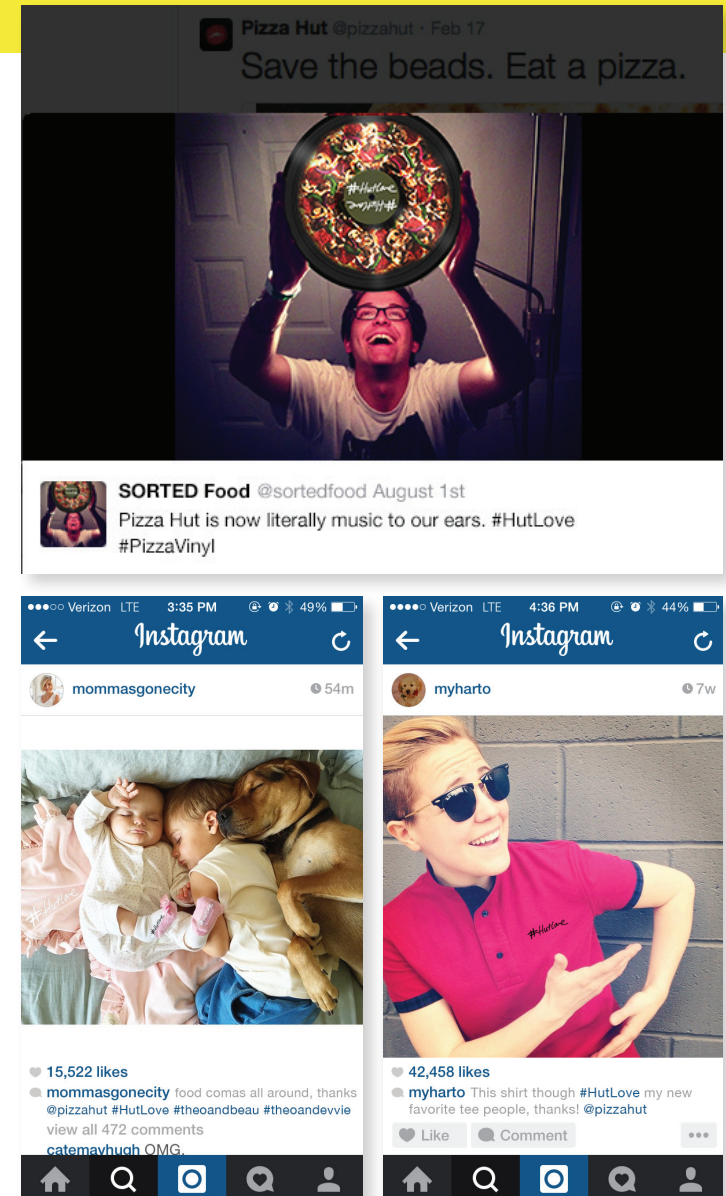
Our research shows that Millennials trust their friends, not brands. Therefore, we need to utilize word-of-mouth marketing by getting social influencers to share their #HutLove.

For the big splash, Pizza Hut will distribute #HutLove branded products to key social media influencers. Instagram users like *grav3yardgirl*, *myhart0*, *betches*, *pizzaslime*, and YouTube personalities like *Tyler Oakley*, *Jenna Marbles*, *PewDiePie* and *Smosh* will create buzz around the campaign.

By hiring personalities that Millennials trust as “brand ambassadors,” the target will not see posts as branded content, but rather as organic, shareable stories coming from their own friends.

#HutLove branded products like Pretzel Piggy™ beanbag chairs and Pepperoni Lovers® lava lamps will intrigue Millennials to join the conversation. This will inspire them to begin posting their #HutLove to earn rewards.

During the three-week campaign activation phase, small scale #HutLove branded products like #HutLove T-shirts, pizza frisbees and cinnamon stick lip balms will be distributed with each digital order. After the activation phase is complete, #HutLove products will only be available as a random reward on the #HutLove Rewards wheel.



#HUTLOVE WILL BE A PART OF MILLENNIALS' LIVES FROM THE MOMENT THEY WAKE UP TO THE MOMENT THEY FALL ASLEEP.

6 AM SLAP THE SNOOZE

FACEBOOK

Facebook is among the top five most downloaded apps for Mom-Millennials.²⁵

Pizza Hut will post various types of shareable content that will ultimately lead users to join #HutLove Rewards, as well as inspire users to post their #HutLove.

This is a chance to interact specifically with Mom-Millennials. 50% of their time is spent on Facebook's News Feed, where a third-party database sends targeted ads by interests, 'likes', age, education and location.¹⁷

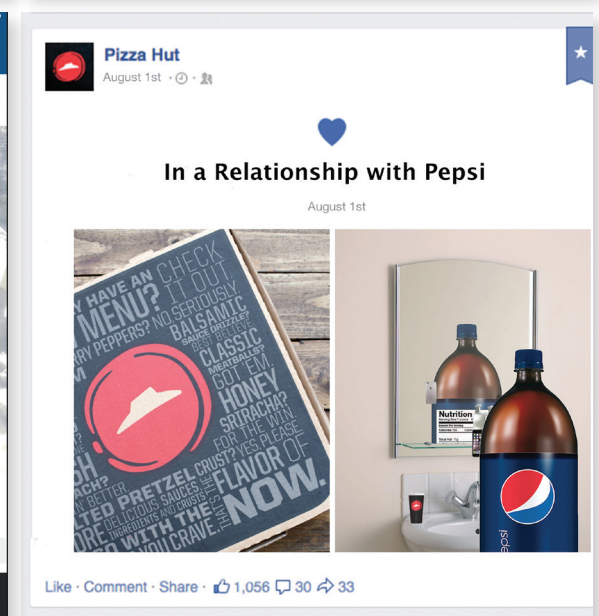
IMPRESSIONS: 25,800,000

INSTAGRAM

#PizzaHut is the second most common pizza-related hashtag.⁶

With over 13 million tagged #pizza posts, Pizza Hut has an excellent opportunity to connect with the "foodie generation" on Instagram.⁶

IMPRESSIONS: 50,000,000



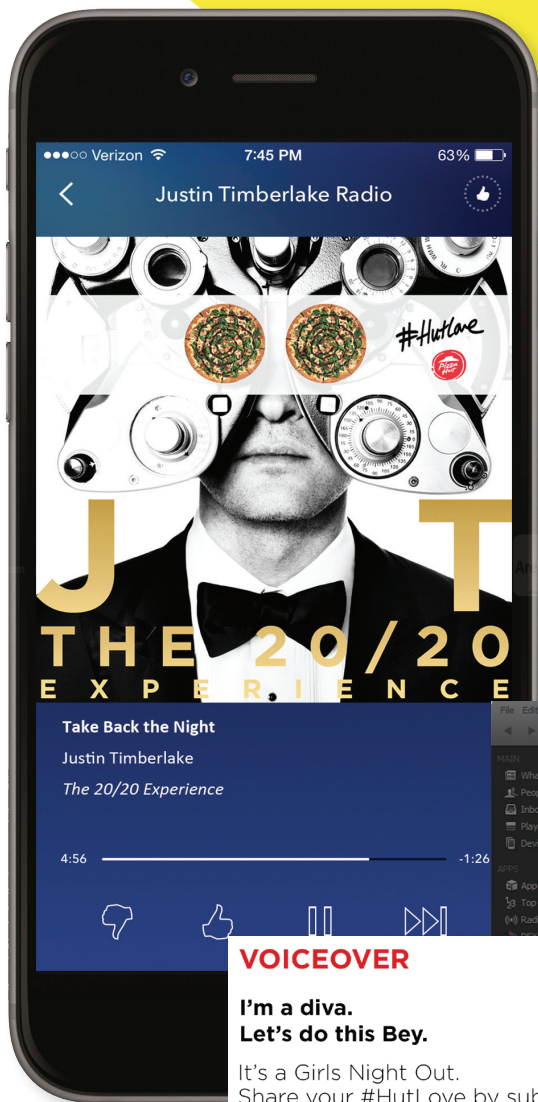
7:30AM RACE THE CLOCK

PANDORA AND SPOTIFY

Internet Radio is the second best-selling mobile app category.¹⁷

Pizza Hut will utilize Spotify and Pandora to feature relatable, real-life scenarios of our target. These audio ads will be conjoined with #HutLove branded mixtapes to inform listeners of #HutLove Rewards—encouraging them to share, earn points and visit hutlove.com.

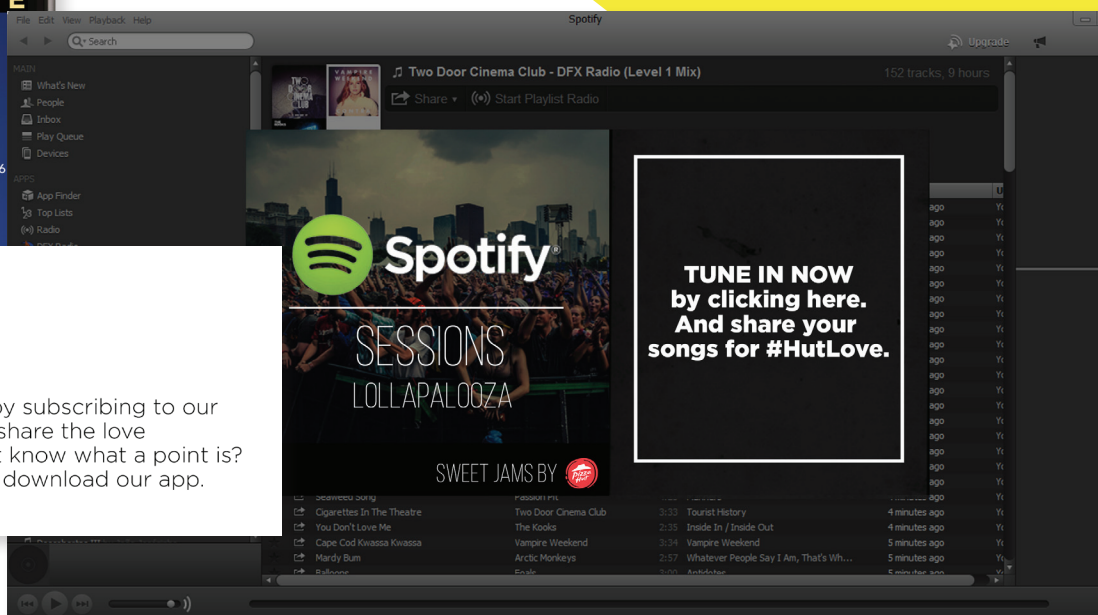
IMPRESSIONS: 22,500,000



VOICEOVER

**I'm a diva.
Let's do this Bey.**

It's a Girls Night Out.
Share your #HutLove by subscribing to our GNO playlist and we'll share the love back with points. Don't know what a point is? Visit HutLove.com and download our app. You'll get it.



**TUNE IN NOW
by clicking here.
And share your
songs for #HutLove.**

9-5PM WORK AND SURF

BUZZFEED

BuzzFeed is one of the most visited sites by Millennials.¹⁹

Pizza Hut will create sponsored articles surrounding the #HutLove brand, such as “44 Things a Pizza Lover Would Never Say”. These will build brand awareness, encourage #HutLove Rewards and remind consumers to order digitally.

IMPRESSIONS: 278,100,000

TUMBLR

Tumblr ranks 13th for website traffic in the United States.¹

Pizza Hut’s posts will consist of GIFs, one of the most popular and shareable types of Tumblr content. This includes both promotional posts specific to #HutLove Rewards, as well as general branded content.

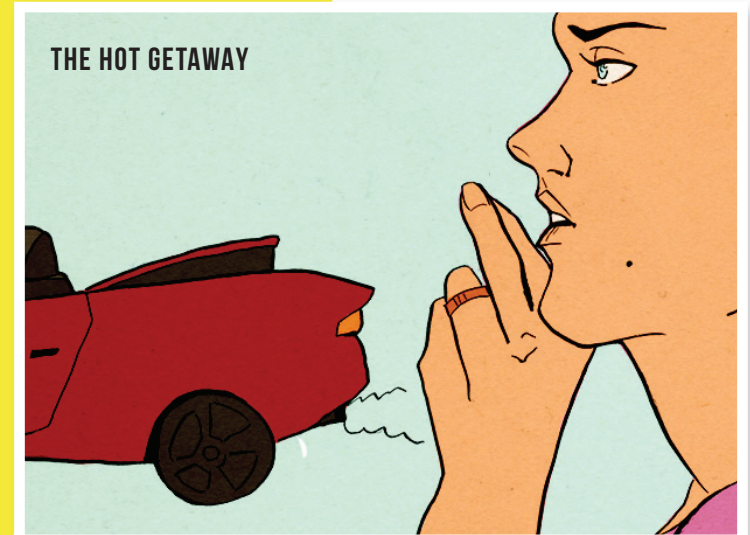
IMPRESSIONS: 2,000,000

YOUTUBE

YouTube reaches more 18 to 34-year-olds than any cable network.¹⁵

Pizza Hut will release a series of viral videos. They feature a wife whose husband is gone for the weekend, describing what the audience believes to be an affair. In the end, her true passion is Pizza Hut. The spot will be a series displayed on YouTube, Hulu and Pizza Hut’s social media accounts. Other spots in the series will feature the perspective of the husband and a personified Pizza Hut pizza.

IMPRESSIONS: 179,500,000



6 PM HAPPY HOUR

RICH MEDIA

Rich media ads have a 45% higher click-through rate than regular banner ads.²³

Pizza Hut will take over the YouTube home page with side banners and our viral video. Direct links to #HutLove Rewards and hutlove.com will be displayed. Placing ads on YouTube is extremely effective, as marketers are able to promote highly-targeted ads based on what the viewer is watching. Rich media lets consumers interact with the brand without forcing them to leave the site they're currently using. Additionally, the advanced functionality of rich media allows Pizza Hut to gain insights to inform the future of the campaign.¹⁷

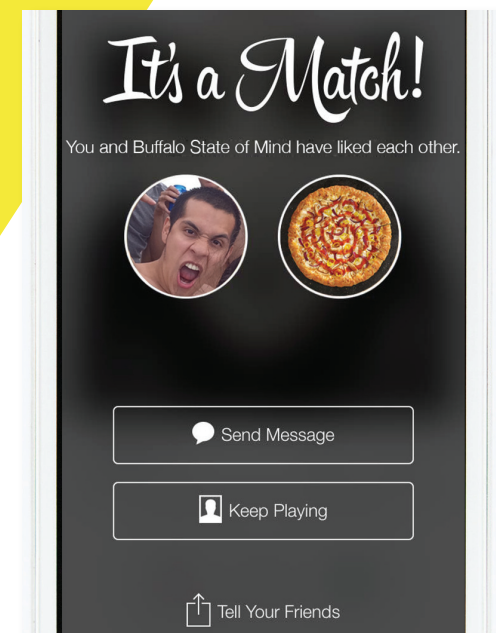
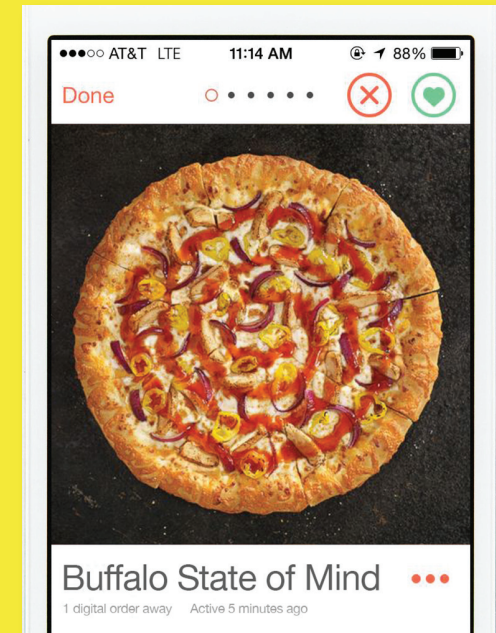
IMPRESSIONS: 572,100,000

TINDER

The average Tinder user checks the app 11 times per day.¹³

Pizza Hut will utilize Tinder by personifying its "classic" and "new" pizza recipes through Tinder profiles. When users swipe right to match, they are further prompted with a direct message and purchase link to Pizza Hut's Order Now page. Using Tinder's geo-location, advertisements will automatically target users near Pizza Hut locations.¹⁵

IMPRESSIONS: 1,500,000



9 PM DOWN TIME

XBOX

80% of Internet-only homes own a gaming system.²⁰

When new levels are reached and achievements are unlocked, Gamers will be prompted to share their latest feat on social media using #HutLove. We will encourage gamers to make orders and redeem points on the Xbox Pizza Hut app.

IMPRESSIONS: 4,500,000

HULU

The average U.S. Hulu user watches 65 online video ads each month.²¹

Hulu users will have the option of digitally ordering Pizza Hut in-between videos. With Hulu's unique feature called AdChoice, users can select the brands they want displayed. If they select the Pizza Hut video spot, they will be prompted to visit hutlove.com.

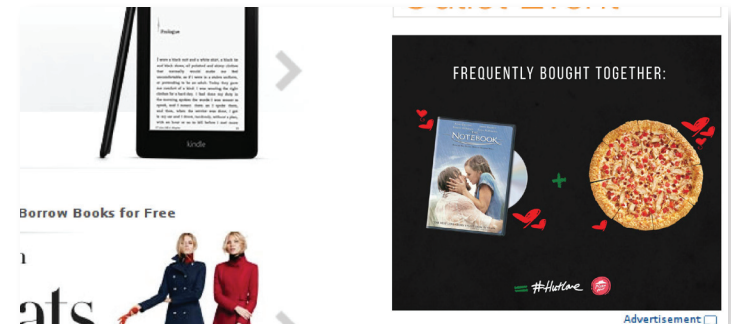
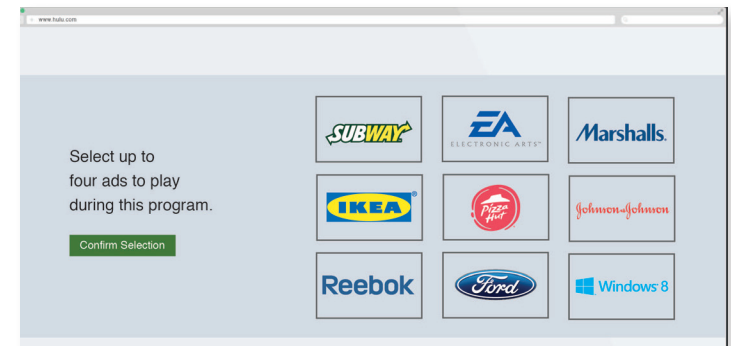
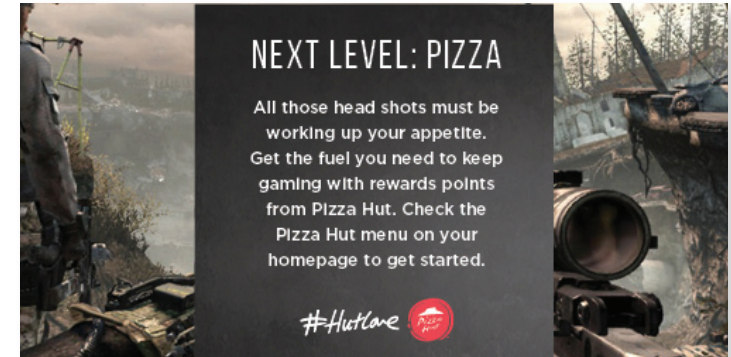
IMPRESSIONS: 35,000,000

AMAZON

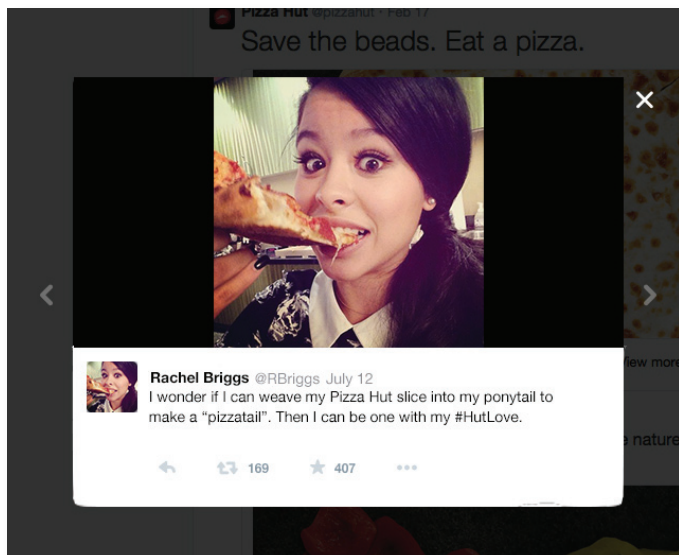
94% of Millennials have a positive sentiment towards Amazon.²²

When consumers shop on Amazon, they will come across suggested ads of Pizza Hut products directly linking to the Order Now page. Pizza Hut will also feature banner ads that display things like *The Notebook* and Pizza Hut products as the perfect pair. These will mimic Amazon's "Frequently Bought Together" feature and embody the idea of a #HutLove relationship.

IMPRESSIONS: 50,000,000



12AM BED TIME



TWITTER

81% of Twitter users check their feed at least once per day.¹³

Pizza Hut will be utilizing Twitter as a way to prompt Pizza Hut consumers to share their #HutLove as well as earn points. Content will include Pizza Hut branded posts as well as user-generated #HutLove posts.¹³

IMPRESSIONS: 12,650,000

VINE

Vine was 2014's fastest growing Millennial social network.²⁴

Pizza Hut will share 6-second videos encompassing the humorous tone of the campaign. The clips will showcase content that inspires viewers to join #HutLove Rewards.

IMPRESSIONS: 50,000,000

SNAPCHAT

Snapchat has a 32.9% penetration on Millennials' mobile phones.¹¹

Pizza Hut will be featured as a promoted "Snap Story" on users' Snapchat feeds. Consumers will send their #HutLove to Pizza Hut's Snap Story in hopes of being featured.

IMPRESSIONS: 5,000,000

PAID SEARCH

Domino's 42% share-of-voice in paid search in 2013 more than doubled Pizza Hut's 20% share.¹⁷ To up the amount of digital orders, increasing attention to paid search is a must. The immediacy of paid search makes it a great way to reach the target when they are most likely to go through with a purchase. Several headlines can be tested for effectiveness and changed in real time, making it a flexible and creative platform. Geo-targeting allows Pizza Hut to distinguish messaging by location to increase relevancy for the user.

IMPRESSIONS: 23,832,000

Google search results for "pizza hut coupons". The search bar shows "pizza hut coupons" with a dropdown menu listing suggestions: "pizza hut coupons", "pizza hut coupons codes", "pizza hut coupons pa", and "pizza hut coupons 50 off". Below the search bar, it says "About 1,310,000 results (0.27 seconds)". The first three results are ads:

- Pizza Hut® - Get Rewards**
Ad www.hutlove.com/
Order online or share #HutLove for rewards. Free Food. Free spirit.
- Pizza Hut Coupons - Save Avg of \$5 at Pizza Hut**
Ad pizzahut.retailmenot.com/
Get Mar. 2015 Coupons. No Catches!
- Pizza Hut® \$6.99 Deal - 2 Medium Pizzas \$6.99 Each**
Ad www.pizzahut.com/
Mix & Match 4 Total Toppings.
Ratings: Selection 9/10 - Value 9/10 - Ease of use 9/10 - Order accuracy 9/10
Pizza Hut has 20,063 followers on Google+
\$11 Any - Free Cheesesticks - Custom Pizza - Pizza Hut® Gluten-Free

Bing search results for "pizza hut deals". The search bar shows "pizza hut deals". Below the search bar, it says "3,150,000 RESULTS Any time". The first two results are ads:

- Pizza Hut® #HutLove Deals**
www.hutlove.com · 1,156,600+ followers on Twitter
Hungry for savings? Order up. Make digital orders, earn rewards. Tasty.
hutlove.com is rated ★★★★★ on Bing (23 reviews)
[Order Now](#) [My Points](#)
[Share the Love](#) [Live Feed](#)
- Pizza Hut® Pairs Deal**
www.PizzaHut.com · 1,156,600+ followers on Twitter
Two Medium Pizzas with Four Total Toppings for \$6.99. Order Now.
pizzahut.com is rated ★★★★★ on Bing (23 reviews)

Yahoo! search results for "pizza online discounts". The search bar shows "pizza online discounts". Below the search bar, it says "Ads related to pizza online discounts". The first two results are ads:

- Pizza Hut® Digital Orders**
Ad www.hutlove.com
4.0 ★★★★★ rating for hutlove.com
Order in 15 seconds. Get rewards. Any pizza masterpiece, just \$11.
[Order Now](#) [My Points](#)
[Share the Love](#) [Live Feed](#)
- Pizza Hut® Pairs Deal**
Ad www.PizzaHut.com
4.0 ★★★★★ rating for pizzahut.com

MEDIA STRATEGIES

In addition to the different platform strategies previously displayed, we have strategized how to implement other important media tactics.

Display Ads will influence an undecided buyer on sites such as Yelp or GrubHub, without the user feeling like the advertisement is intrusive.

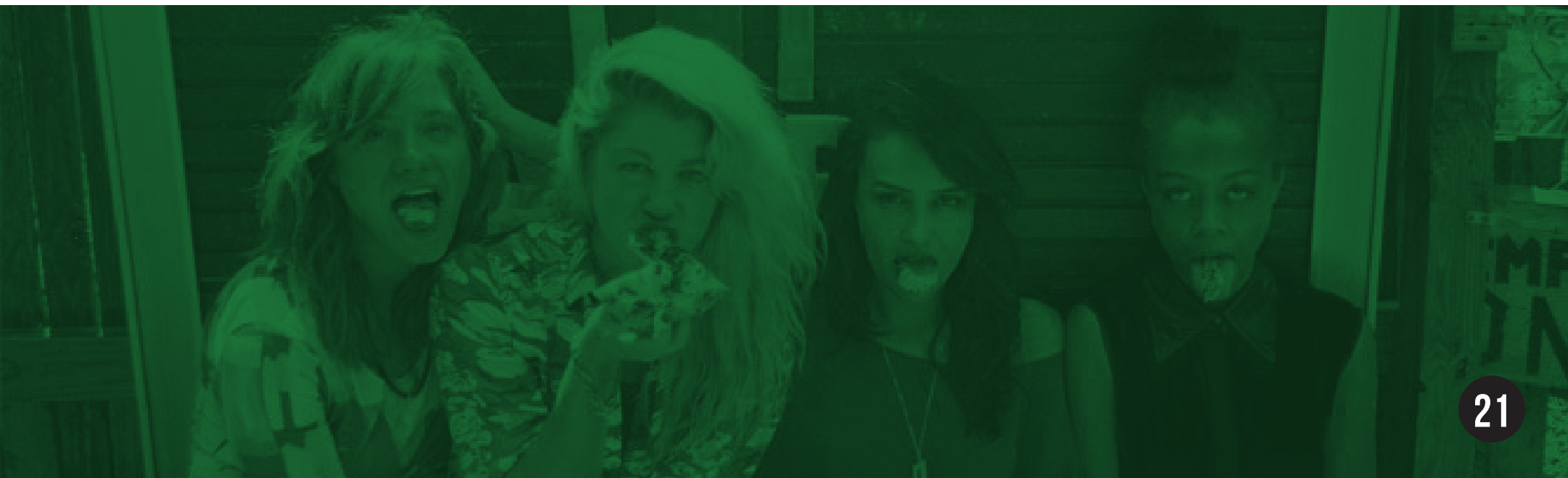
Ad Networks will be utilized on Adprime sites because of the targeted geolocation services and the medium's ability to reach thousands of sites.

Programmatic Buying will be used to track when and where Pizza Hut ads reach the consumer. Specifically, Quantcast will be used to cost-effectively outbid competitors for digital advertising space in real time.

Public Relations adds credibility to the Pizza Hut brand through endorsements from blogs like *The Shopping Mama* and digital publications.

Sponsored Events will provide personal experiences and bring the brand to life. By promoting the campaign during events such as college welcome weeks and concerts, Millennials will see Pizza Hut as a 'real' and relatable brand.

Point-of-Purchase Ads and #HutLove Branded Packaging make current Pizza Hut consumers aware of the new and innovative rewards program.



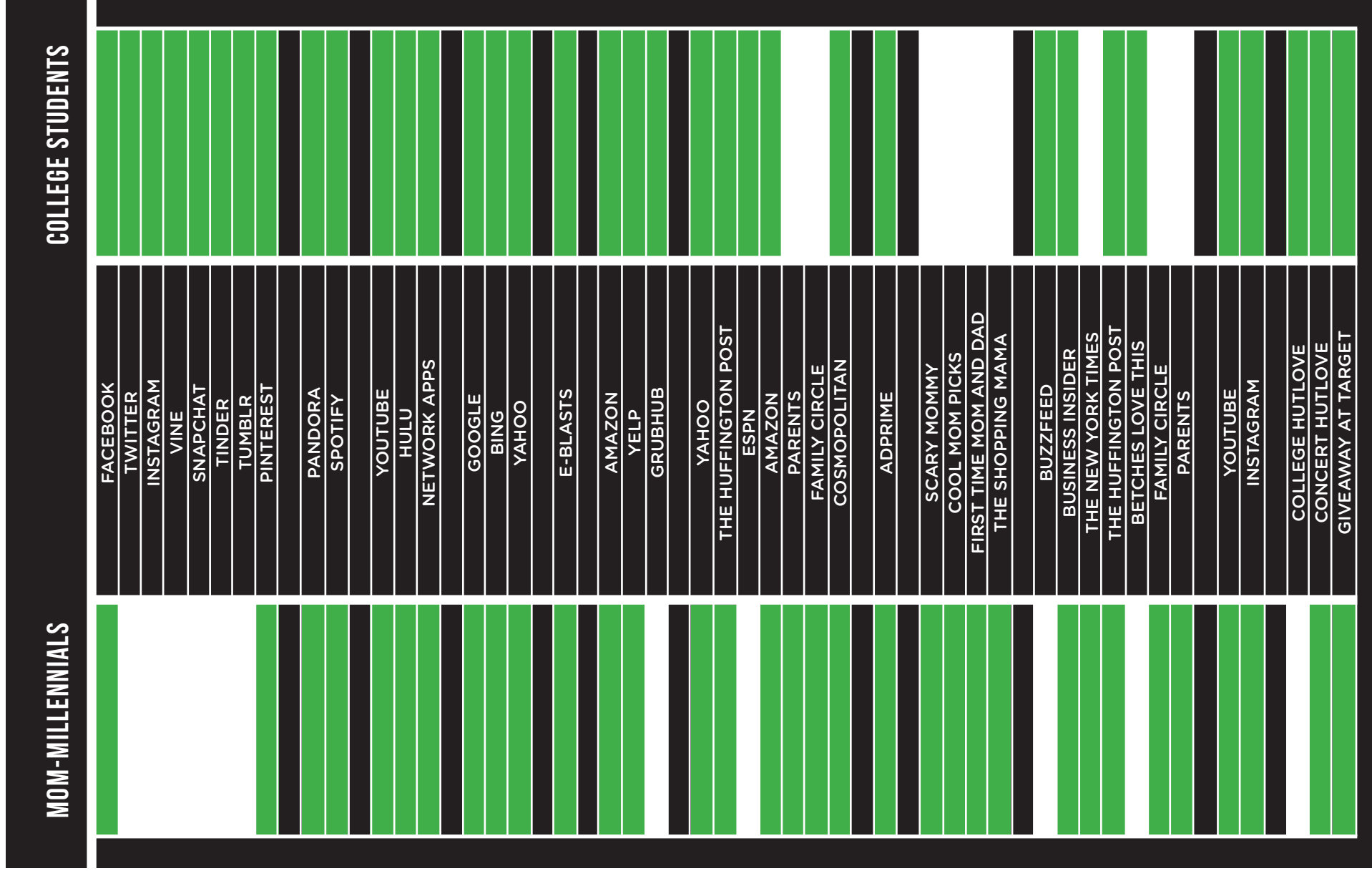
MEDIA PLAN — DIGITAL

	July					August					September				October					November					December				Total Cost	Impressions		
	29	6	13	20	27	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28				
DIGITAL																																
Social Media																																
Facebook																															\$720,000	2,500,000
Twitter																															\$200,000	11,000,000
Instagram																															\$350,000	50,000,000
Vine																															\$55,000	10,000,000
Snapchat																															\$30,000	5,000,000
Tinder																															\$25,000	1,500,000
Pinterst																															\$300,000	800,000
Tumblr																															\$40,000	2,000,000
Sub-Total																															\$1,420,000	82,000,000
Internet Radio																																
Pandora																															\$2,250,000	15,000,000
Spotify																															\$1,400,000	7,500,000
Sub-Total																															\$3,650,000	22,500,000
Video																																
YouTube																															\$5,500,000	100,000,000
Hulu																															\$4,000,000	35,000,000
ABC Network App																															\$2,500,000	10,000,000
NBC Network App																															\$2,710,000	10,000,000
FOX Network App																															\$2,000,000	10,000,000
CBS Network App																															\$1,800,000	10,000,000
Xbox																															\$1,500,000	4,500,000
Sub-Total																															\$20,010,000	179,500,000
Paid Search																																
Google																															\$4,000,000	23,000,000
Bing																															\$750,000	416,000
Yahoo																															\$750,000	416,000
Sub-Total																															\$5,500,000	23,832,000
Eblast																																
Email Marketing																															\$40,000	1,650,000
Sub-Total																															\$40,000	1,650,000
Display																																
Amazon																															\$1,800,000	829,700,000
Yelp																															\$750,000	214,800,000
Grubhub																															\$825,000	137,500,000
Sub-Total																															\$3,375,000	1,182,000,000
Rich Media																																
Yahoo																															\$650,000	92,000,000
The Huffington Post																															\$500,000	112,100,000
ESPN																															\$600,000	80,000,000
Amazon																															\$200,000	50,000,000
Parents																															\$500,000	100,000,000
Family Circle																															\$400,000	80,000,000
Cosmopolitan																															\$580,000	58,000,000
Sub-Total																															\$3,430,000	572,100,000
Ad Networks																																
Ad Prime- Tech																															\$325,000	700,000,000
Ad Prime- Star																															\$325,000	700,000,000
Sub-Total																															\$650,000	1,400,000,000
Programmatic Buying																																
Quantcast																															\$275,000	850,000,000
Sub-Total																															\$275,000	850,000,000
DIGITAL TOTAL																															\$38,310,000	4,311,932,000

MEDIA PLAN — PR + SPONSORED EVENTS

	July					August					September					October					November					December				Total Cost	Impressions
	29	6	13	20	27	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28			
PUBLIC RELATIONS																															
Blogs																															
Scary Mommy																													\$20,000	120,000,000	
Cool Mom Picks																													\$1,000	800,000	
First Time Mom and Dad																													\$250	135,000	
The Shopping Mama																													\$200	100,000	
Sub-Total																													\$21,450	121,035,000	
Digital Publications																															
Buzzfeed																													-	96,600,000	
The Huffington Post																													-	178,900,000	
Business Insider																													-	59,900,000	
The New York Times																													-	134,200,000	
Yahoo																													-	1,883,800,000	
Betches Love This																													-	454,000	
Family Circle																													-	291,000	
Parents																													-	276,000	
Sub-Total																													\$0	2,354,421,000	
Endorsements																															
Instagram: Pizza Hut Elites																													\$20,000	150,000	
Instagram: thefatjewish																													\$35,000	9,300,000	
Instagram: fuckjerry																													\$30,000	6,000,000	
Instagram: betches																													\$7,500	2,600,000	
Instagram: pizzaslime																													\$3,500	69,000	
Instagram: grav3yardgirl																													\$2,500	275,450	
Instagram: myhart0																													\$2,500	243,000	
Instagram: kingsleyyy																													\$2,500	486,000	
Instagram: jessicashyba																													\$5,000	550,900	
Buzzfeed																													\$25,000	96,600,000	
YouTube: Tyler Oakley																													\$16,000	6,500,000	
YouTube: Jenna Marbles																													\$46,000	14,700,000	
YouTube: PewDiePie																													\$82,000	32,810,000	
YouTube: Smosh																													\$86,000	34,700,000	
Sub-Total																													\$363,500	204,984,350	
PUBLIC RELATIONS TOTAL																													\$384,950	2,680,440,350	
SPONSORED EVENTS																															
College HutLove																															
University of Central Florida																													\$5,000	25,000	
Texas A&M																													\$5,000	22,000	
University of Alabama																													\$5,000	30,000	
University of Georgia																													\$5,000	27,000	
Sub-Total																													\$20,000	104,000	
Concert HutLove																															
Lollapalooza; Chicago																														\$7,000	30,000
Outside Lands; San Fransico																													\$7,000	14,000	
Electric Zoo; New York City																													\$7,000	27,000	
Voodoo Experience; New Orleans																													\$3,500	10,000	
Austin City Limits; Austin																													\$7,000	25,000	
Sub-Total																													\$31,500	106,000	
HutLove Branded Product Giveaway																															
Target																													\$1,000	50,000,000	
Sub-Total																													\$1,000	50,000,000	
Sponsored Events Additional Costs																															
Hut Swag																													\$40,000,000	-	
HutLove Branded Product Redemption																													\$30,000,000	-	
Sub-Total																													\$70,000,000	-	
SPONSORED EVENTS TOTAL																													\$70,052,500	50,210,000	
OVERALL TOTAL																													\$108,747,450	7,042,582,350	

ENGAGEMENT BY SEGMENT

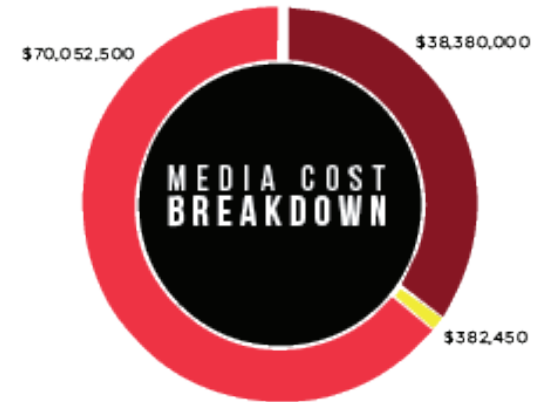
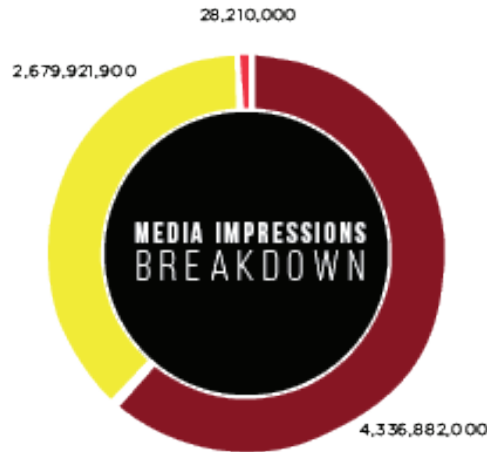
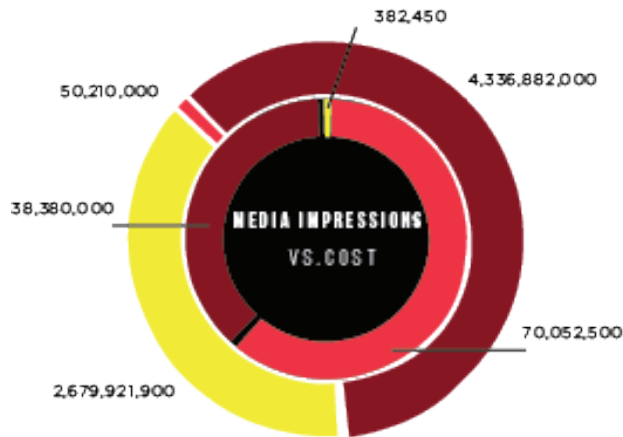


MEASUREMENTS AND ROI

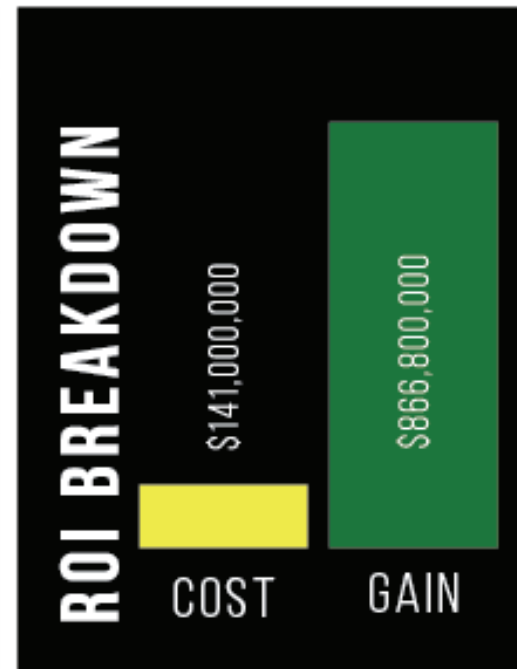
TOTAL IMPRESSIONS: 7,043,527,000

TOTAL: 7,045,013,900

TOTAL: \$108,814,950



DIGITAL	SPONSORED EVENTS	PR	CREATIVE	MEDIA	PRODUCTION
CAMPAIGN COST BREAKDOWN					
MEDIA		\$108,814,950			
PRODUCTION		\$19,311,030			
CREATIVE		\$12,874,020			
TOTAL		\$141,000,000			



CPM:
\$20.01

\$5.28
RETURN ON EVERY DOLLAR SPENT

CONCLUSION

Maybe your pizza is best shared with friends and family. Perhaps you feel it's perfect for a party of one.

No matter how you do it, #HutLove is universal—and we want Pizza Hut to celebrate the way its customers love their pizza. In order to increase online orders by 32%, Pizza Hut must embrace the tech-centric lifestyles of Millennials and reward them for digital participation.

Encouraging Millennials to share their #HutLove on social media is a genuine and organic way to increase awareness of Pizza Hut's digital ordering. Social sharing will increase Millennial loyalty by forming a 2-way relationship. As a result, Pizza Hut will become a seamless part of Millennials' digital lives.

#HutLove

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LOVE IS A GUT FEELING