



CASE STUDY



Facing challenges with oer-based promotions that were raising sales but bringing in customers that were less loyal and more price sensitive, Pizza Hut wanted to try something new to increase customer loyalty and bring in more business at key restaurant hours.



PIZZA HUT DELIVERS LOCATION-BASED MOBILE OFFERS

A subsidiary of YUM! Brands, Inc., Pizza Hut is the world's largest restaurant company with more than 6,000 Pizza Hut restaurants in the United States, and more than 5,600 store locations in 94 other countries and territories around the world.

Facing challenges with over-based promotions that were raising sales but bringing in customers that were less loyal and more price sensitive, Pizza Hut wanted to try something new to increase customer loyalty and bring in more business at key restaurant hours.

PROGRAM

Pizza Hut worked with O², a mobile carrier in the U.K., and the buying agency Starcom, to create a location-based mobile marketing campaign via the ShopAlerts platform. The campaign invited O² subscribers to visit Pizza Hut location at key restaurant hours.

Half-mile geofences were designated around approximately 340 Pizza Hut locations across the U.K., and SMS messages were sent to the target audience with deals for Happy Hour, Lunch Buffet and specials like unlimited salads or Kids Eat Free. Each SMS message was dynamically created in real-time using the location for the Pizza Hut closest to the subscriber, where the price of the deal was relative to the location.

RESULTS

Over 301,000 text messages were sent to O² subscribers during the mobile campaign. The program ran for 15 months through several media channels including Mobile, TV, Radio, Facebook, Digital, Out of Home and ATM. Mobile was found to be the most effective channel; it was 142% more efficient in delivering incremental sales revenue than the measured campaign average, 4.4 times more efficient than TV and 2.6 times more efficient than the online campaign.

"As our offering evolves we can increasingly deliver and offer a better understanding the potential role of mobile messaging in driving engagement and its role in purchase intent as the cause of a sale is an increasingly complex task."

Claire Volati,
Managing Director at O² Media

"Mobile was found to be the most effective channel"

MOBILE VS. TELEVISION

4.4X

more efficient than TV

MOBILE VS. ONLINE

2.6X

more efficient than Online

