

Company: Reshift Media, Toronto, Ontario, Canada
Company Description: Reshift Media is an award-winning digital marketing firm that develops digital marketing strategies, processes and technology custom-tailored to the specific needs of franchise organizations. Among the company's many accolades, Reshift Media boasts the creation of two proprietary software platforms: Franify and Brand Amplifier, each designed specifically for franchise businesses.
Nomination Category: Marketing Campaign Categories - Specialty
Nomination Sub Category: Marketing Disruptor of the Year
Nomination Title: Slicing Through the Noise: How Pizza Hut Revolutionized Local Advertising



1. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

<https://www.youtube.com/watch?v=ch89AxdP21U>

2. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

January 2024

3. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

A video of up to five (5) minutes

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 201 words used.

Pizza Hut is the largest pizza company in the world, with more than 19,000 restaurants in over 100 countries. The company delivers more pizza, pasta and wings than any other restaurant worldwide.

Pizza Hut’s Canadian and UK divisions were looking for a digital marketing approach that would help them grow their online sales in a hyper-competitive environment.

Because Pizza Hut is a franchise, local marketing decisions and budgets are managed by each franchisee, meaning that local owners decide what to spend their marketing dollars on. This approach allows each location to tailor their marketing approach to the idiosyncrasies of their local market. However, the challenge is that this often results in franchisees pursuing divergent strategies, which creates a disjointed approach with off-brand creative and messaging.

To address these challenges, we needed to design a new type of campaign. We required a scalable local customer acquisition strategy that adhered to Pizza Hut’s brand standards and overall marketing strategy, while also ensuring it could be independently customized, funded and deployed by each franchisee owner to suit their individual needs.

The company had the following objectives:

- Quickly generate local online orders
- Capitalize on local market opportunities
- Support Pizza Hut’s marketing plan and messaging

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 241 words used.

Insights

As a franchise organization, Pizza Hut has local owners in every store who know their market and customers better than anyone else. They know their most popular products, best offers, and optimal days/times for sales. Tapping into this local market knowledge provided us with an opportunity to gain an advantage over competitors.

In addition, people have a lot of choice for ordering pizza, so it was critical that we were able to break through the social media clutter to reach and engage people at the moment where they are making their buying decision. Buying pizza is an inherently local activity, so we saw a major opportunity to differentiate ourselves by creating an authentically local experience to engage prospective customers.

Strategy & Creative

To achieve the company’s objectives, we worked with the Pizza Hut team to design a dynamic, agile, and locally engaging social media advertising strategy that included both Facebook and Instagram.

Ad creative was designed to appeal to our target customers and entice them to make an online purchase. To ensure we stood out in peoples’ social feeds, the ads were bright, playful, and of course featured Pizza Hut’s delicious food and attractive offers.

To achieve our objective of providing real-time flexibility to capitalize on local market opportunities, we created a variety of creative concepts which included an assortment of messaging and offers/incentives. This allowed franchisees to select messaging and creative that would work best for their local market.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2023. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 250 words used.

Execution

To achieve the strategy, we created custom Facebook and Instagram campaigns using a software platform we developed that incorporates machine learning and automation to implement local geotargeted campaigns at scale. Through our online dashboard, franchisees were able to:

- Choose from a variety of pre-built, customizable campaigns
- View and customize the ad creative for their market
- Set their local budget, using their own credit card
- View sales data & campaign statistics generated by the campaign

When a franchisee deployed their campaign using the software, the platform automatically geo-targeted the campaign to their local area with a custom radius. The software also inserted local terminology such as city name, store name and other details into the ad copy.

Through his approach we were able to differentiate ourselves from “generic” competitor ads by:

- Matching offers and creative with local market opportunities
- Localizing the creative to increase relevance
- Sharing our ads during key buying moments

Results

Overall, the campaign was a massive success. The following results cover a period of 6 months from January – June 2024.

More than 50 unique ad creatives were developed over the campaign period, which when programmatically localized provided over 54,000 potential local ad variations.

Pizza Hut franchisees invested \$1.7 million in advertising during the campaign period. With that investment, we achieved the following social media advertising results:

- 1.3 Million Online Orders
- \$27 Million Online Sales
- Cost-per-sale of \$1.29

Using actual sales data from the Pizza Hut website, the ROI was an incredible 16X.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 5 words used.

<https://www.youtube.com/watch?v=ch89AxdP21U>

Attachments/Videos/Links:

[Slicing Through the Noise: How Pizza Hut Revolutionized Local Advertising](#)

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