RYOT Studio delivers success for Pizza Hut

Official NFL Sponsor, Pizza Hut partnered with RYOT Studio and Blue449 to create “Hometown Heroes,” a two-part documentary-style series taking football fans beyond the field and into local communities, providing a rare glimpse into the work star athletes do to give back and inspire the next generation.

The episodes follow two NFL stars as they deliver unforgettable experiences to young people in their cities. In the first episode, Alvin Kamara surprises a lucky group of youth football players with new gear and a Pizza Hut pizza party. In episode two, Tyler Lockett stops by Destiny Middle School with pizza in hand to talk about the power of books, reading, and imagination.

Seeing athletes in a new light helped consumers connect with Pizza Hut as an official NFL sponsor by combining three of their largest passion points—literacy, celebrating the football fan experience, and the power of pizza to bring people together.

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<th>Goal</th>
<th>Solution</th>
<th>Results</th>
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<td>Establish Pizza Hut as the official pizza for football fans and create an emotional connection through content.</td>
<td>Engage audiences at scale using branded video with targeted placements on Yahoo Sports and distribution across the Verizon Media network, syndication and social.</td>
<td>Successfully increased awareness, recall, brand association, favorability, and content views, including a 86% lift in brand association with football and the NFL.</td>
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A strategy for success

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Case study

Key benefits

Mass scale & awareness

- 100M Homepage impressions
- 121M Paid supporting
- 250K Syndication
- 5.2M Social impressions
- 2.5M PR impressions

Engaging video content

- 88% higher page views than benchmark
- 45% higher video views rates than benchmark
- 2X social engagement than benchmark
- 95% believe it easy to recognize Pizza Hut as the sponsor

Increased brand favorability, recall & brand association

- 90% Sponsorship Recall, 7.4X higher than the non-exposed group
- 86% lift in Brand Association with Football
- 70% agreed that Pizza Hut is “Passionate about football”

Winning Results

228M impressions

1M branded video views

86% lift in brand association with football

(1,2) Verizon Media Group, internal campaign reporting (3-4) Sticky, 3rd Party Reporting, n=433