

Case study

Pizza Hut wins by reaching sports fans on Verizon Media

Getting into the game

Whether you're catching the latest game or hosting a viewing party, pizza is a must-order for many sports fans. A seasoned brand in the sports arena, Pizza Hut set a record for online orders during last year's Big Game and was looking to build on this success in 2017. Pizza Hut discovered new ways to capitalize on the most popular sporting events of the year to expand its reach among fans on Verizon Media and ultimately boost sales.



Goal

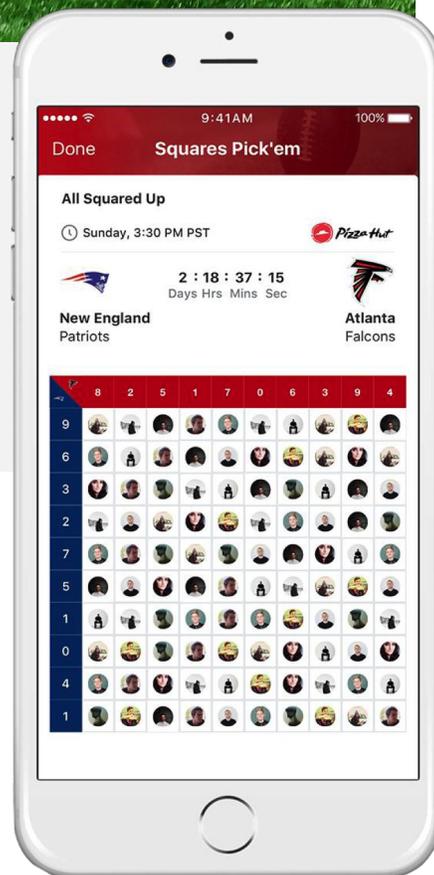
Increase online pizza orders by engaging passionate sports fans around major events

Solution

Winning combination of branded, interactive game experiences, display, native, search and email advertising on Verizon Media

Results

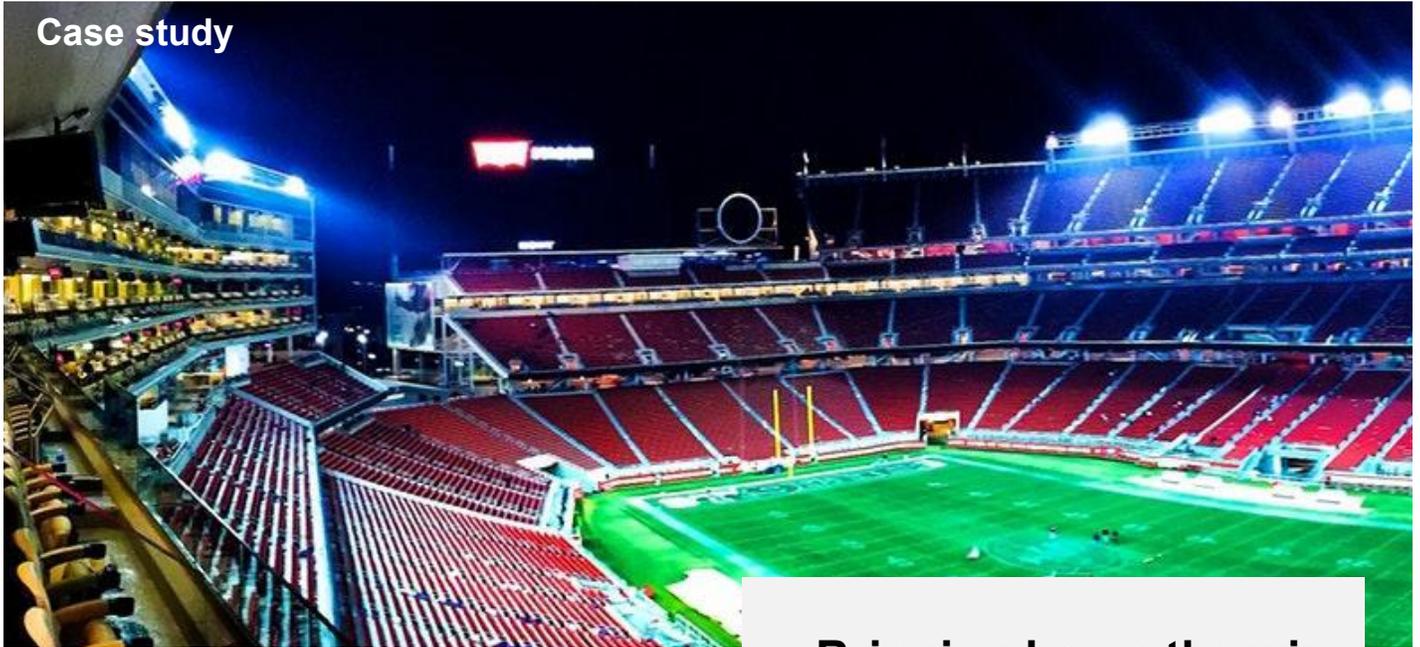
Millions of online orders via PizzaHut.com driven by Verizon Media campaigns, contributing to Pizza Hut's 3 biggest digital transaction days in history



Sports fans are looking for new ways to take part in the biggest sporting events of the year, and Verizon Media has helped make the sports viewing experience more interactive. Working with Verizon Media gave us the opportunity to reach highly engaged fans who are ready to eat Pizza Hut pizza wherever they're watching the games."

— David Daniels, Vice President of Advertising and Media, Pizza Hut

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The playbook

Pizza Hut partnered with Verizon Media to create a custom campaign that brought fans into the game experience around major sporting events, including the Big Game and the Men's College Basketball Tournament.

To kick off the campaign, Verizon Media and Pizza Hut worked together to launch Squares Pick'em, the first digital game of its kind on Yahoo Sports that offered a new take on a popular game-day tradition and let football fans play along with the Big Game. After signing up, users invited friends to pick Pizza Hut-themed boxes on a 10x10 grid where each square equaled a possible score at the end of every quarter of the football game for the chance to win ultimate bragging rights.

Building on these efforts, Pizza Hut was ready to bring the competition to college hoops fans next as a sponsor of Yahoo Sports' Tourney Pick'em, a fun bracket challenge on the Yahoo Fantasy app and desktop experience timed with the annual Men's College Basketball Tournament. Taking it one step further, Pizza Hut also ran high-impact display advertising on the Yahoo homepage and Yahoo Sports, as well as extensive native, display, search and email advertising to continuously engage fans.

Bringing home the win

Pizza Hut's efforts not only inspired sports fans, but also drove powerful results for the brand. Fans spent more than 9 million minutes playing Yahoo's Squares Pick'em around the Big Game and 70% of consumers accessed the game on their mobile device or tablet.

"Sports fans are incredibly passionate, and these custom campaigns were the perfect ways for Pizza Hut to establish fun, authentic connections with them while also increasing sales," said Courtney McKlveen, Vice President and Industry Lead, Retail, Travel and QSR at Verizon Media. "We're focused on providing the best experience for fans, and working with Pizza Hut we've offered new ways for sports fans to get in the game this year."

Pizza Hut's campaigns on Verizon Media in Q1 2017 exceeded expectations, driving millions of online orders via PizzaHut.com and contributing to the 3 biggest digital transaction days in the company's history.