

Yahoo! Maktoob and Pizza Hut

Serving up a bigger and better slice of the market

Yahoo! Maktoob



Behind the pizza loving market of the Middle East is a highly saturated and fiercely competitive fast food sector with a constant supply of new products and special offers designed to win customers and market share. To successfully launch a new product and capture the imagination and taste buds of consumers within this environment takes innovation, creativity and reach. It was no surprise therefore that Pizza Hut turned to the creative prowess and extensive reach of Yahoo! Maktoob to cut through the noise and ensure meaningful mass-market engagement during the launch of a new product.

The Brief

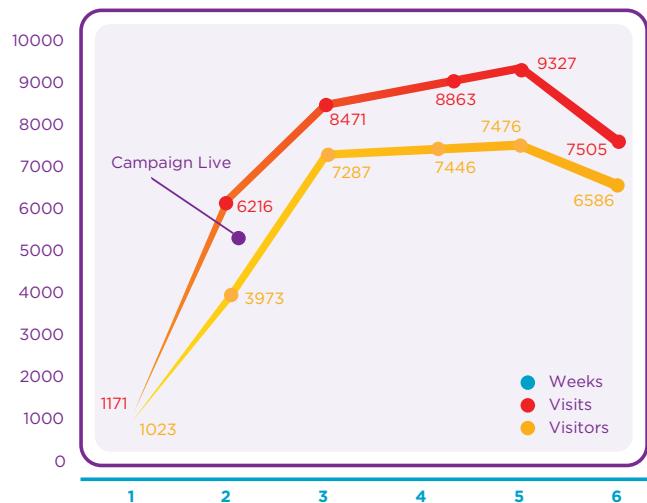
In November 2011 Pizza Hut launched the Party Box across the GCC, Egypt and Jordan. Though appealing to the mass market, this new product was predominantly targeted at

families and social gatherings, particularly the youth audience. Pizza Hut tasked Yahoo! Maktoob to concept and develop an integrated online campaign to support the launch of its new product. The objectives of the two-month campaign were clear: Yahoo! Maktoob had to deliver a creative solution and provide the reach needed to generate awareness and sales of the Party Box, engage Pizza Hut's customers, attract new Facebook fans and add to its customer database.

The Solution

Working with Pizza Hut as part of an integrated campaign, the Yahoo! Maktoob creative solution centered on The Party Zone microsite. Here customers were invited to enter a code printed on their Party Box or one which they could find

Number of visits / visitors



Online leaderboard



The screenshot shows a vibrant red-themed microsite for 'PARTY TOWN' presented by Pizza Hut. At the top, the 'PARTY BOX' logo is on the left, and a banner reads 'WELCOME PARTY PEOPLE!' followed by 'Pizza Hut Presents PARTY TOWN'. Below this, there's a call-to-action: 'DO YOU LIVE IN A PARTY TOWN? ORDER THE NEW PARTY BOX FROM PIZZA HUT TO GET YOUR PARTY STARTED AND INVITE ALL YOUR FRIENDS OVER!'. To the left, there's a video thumbnail labeled 'WATCH THE VIDEO' showing a pizza being sliced. To the right, there's a section titled 'JOIN THE FUN! LIKE US!' featuring a Facebook preview of the 'Pizza Hut Middle East' page with 154,781 likes. At the bottom, it says 'ON EVERY PARTY BOX, YOU WILL FIND A COUPON WITH A SCRATCH CODE'.

on the Pizza Hut Facebook page for a chance to win prizes such as iPads and iPods. To generate an even greater level of engagement, visitors to the microsite could enter Party Town, a competition to rate the top 100 customer parties based on votes received from friends.

Throughout the duration of the campaign, all offline and online traffic was directed to the microsite. Flash, video and homepage takeover banners were also designed and executed across the Yahoo! Maktoob platform to support this strategy and ensure each of Pizza Hut's challenging objectives were realised.

The Results

Highlighting the importance of an engaging campaign with multiple touch-points across a number of platforms, the Yahoo! Maktoob solution for Pizza Hut outperformed all of the client's targets. In just 2 months, over 15 million impressions, 60,000 clicks and 0.39% CTR were delivered. Notably over 45% of visitors to the microsite stayed for more than 2 minutes reaffirming the high level of engagement with the



content, while 57% demonstrated their interest in the campaign by registering on the microsite and Pizza Hut's Facebook pages. Both Facebook 'likes' and database registration were 200% above the expected target, while sales of the Party Box resulted in 57 additional transactions per week and per store, compared to the previous year across the 8 markets.

Contact your Yahoo! Maktoob representative to find out what we can do for your brand.