

Radio + Pizza Hut = Cheesy Hour of Fun!

Objective

Build awareness for the new Cheesy Bites Pizza from Pizza Hut and drive customers into local restaurants to sample the product.

Media Strategy

Research a national audience at the dinner decision time with a message that is relevant and in an environment that motivates consumers to act at the local level.

Radio Plan

Implement a product integration strategy to weave Cheesy Bites Pizza into the lifestyle-specific music programming of each Radio station partner. Execute the plan during late afternoon drive-time to reach consumers at a time when they are extremely receptive to a dinner-related message. Add the fun and influence of live DJ banter and contesting to drive consumers to their local Pizza Hut.

Results

The Radio campaign successfully increased in-market product awareness and traffic, which had an extended life beyond the free-sample offer.

To introduce its Cheesy Bites Pizza, Pizza Hut challenged its agency, TracyLocke, to come up with a fun and innovative campaign that would build excitement and deliver customers into local Pizza Hut restaurants. "Our goal was to generate awareness and invite customers to sample the new product," stated Lynn Rupprecht, Account Director, TracyLocke.

Partnering with Clear Channel Katz Advantage, the agency developed "The Pizza Hut Free & Cheesy Music Hour," a product integration program that was executed at the national level, while taking full advantage of Radio's localism. The campaign strategy maximized Radio's mobile and out-of-home attributes, and reached consumers at a time and in an environment in which they were most likely to be receptive to a restaurant advertisement.

"Today's families have a hectic, busy lifestyle, and Radio gave us the opportunity to reach them ... making it fun, lively and relevant."

"The Pizza Hut Free & Cheesy Music Hour" delivered an hour of regularly scheduled music programming, with minimal commercial interruptions - all of them dedicated to the new Pizza Hut menu item. During the prime afternoon drive time hour of 5:00 to 6:00 p.m., hungry consumers on their way home were enticed to stop by their local Pizza Hut to sample a free slice of the new Cheesy Bites Pizza.



One hundred and fifteen Radio stations in 50 top markets, including New York, Los Angeles, Chicago, Dallas, Atlanta, Houston, Las Vegas, Boston, and others, participated in the campaign. Each station aired its regular format music programming, while DJ's provided live banter, commentary and fun pizza trivia.

Listeners were encouraged to stay tuned throughout the hour with the promise of a toll-free number to be revealed at the end that they could call for a chance to win one of ten family trips to Walt Disney World. Listeners were told that contest entry forms were also available on-site at their local Pizza Hut, and that the forms would be available for two weeks. Pre-promotion spots aired on participating stations for two days.

"Our target for Cheesy Bites Pizza was families," Rupprecht explained. "Today's families have a hectic, busy lifestyle, and Radio gave us the opportunity to reach them at a time when they're starting to think about dinner. The ability to have our product woven into the content of each station's programming brought Pizza Hut into those listeners' lifestyles, making it fun, lively and relevant."

According to Rupprecht, the Radio campaign also contributed to the "chatter" about the new Cheesy Bites Pizza, and customers continued to visit their local Pizza Huts to try the new product even after the initial free trial offer. "The Pizza Hut Free & Cheesy Music Hour" was successful in driving awareness and trial, and for building excitement around the product at the local market level," she said.



Radio Advertising Bureau

125 West 55th Street, 21st Floor, New York, NY 10019
Tel. 212.681.7200 / Website: www.rab.com