



## case study

### Pizza Hut

#### Happy Hour

In February 2009 Pizza Hut used atmAd for the first time, to promote their new £4 per person 'Happy Hour' set-price menu. Advertising was shown on a nationwide network of ATMs, all chosen for their proximity to Pizza Hut restaurants and other campaign media. The client's desire was to connect with an audience of families and young adults, promote the new Happy Hour menu to them and influence their likelihood to visit a restaurant in the near future.

Claudia Nicholls-Magielsen,  
Marketing Director of Restaurants, Pizza Hut, said:

"We needed an advertising medium which allowed us to engage in a dialogue with our target audience. The combination of geographically-targeted atmAd and 'reminder receipts' appealed to us as a powerful way to communicate with our customers. We look forward to welcoming families to try our new Happy Hour offering at a time of year when saving money is a high priority."



#### Campaign Strategy

atmAd was just one element of a larger integrated campaign which aimed to reach families and 18-34 year olds in the high street, in proximity to Pizza Hut restaurants. The atmAd campaign broke towards month-end, to coincide with pay day, and promoted the Happy Hour 'value' message as people were deciding how much money to withdraw and how to spend it.

#### Pizza Hut Campaign Objectives

- To reach the target audience of families and young adults who already eat at high street restaurants, and to create awareness of the new Pizza Hut Happy Hour menu.
- To promote the key message that the Happy Hour menu is just £4 for one person.
- To impart the times of day when the menu is available: specifically relevant to those with young families.
- To motivate people to visit their nearest Pizza Hut in the near future.

**DATE:** 26th January - 8th February 2009

**MEDIA AGENCY:** Starcom

**OTHER MEDIA USED:** Roadside 6-sheets, StreetTalk phone boxes, online, radio and TV





## Research Results: The Audience

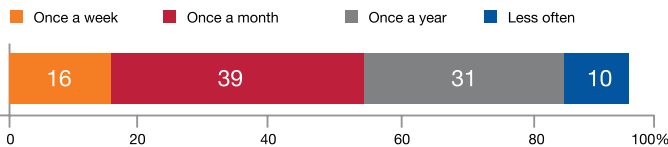
The research quickly established that the people who saw the atmAd element were a close match for Pizza Hut's 'campaign audience' of parents and adults aged 18-34. It was also established that the majority were people who regularly eat at family restaurants, proving that atmAd was a suitable platform for delivering a message which would be relevant to the audience.

**The atmAd campaign delivered the Happy Hour message to an audience who would find it appealing and relevant:**

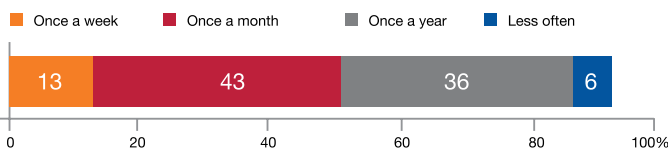
**55%** of respondents eat at family restaurants once a month or more.

**56%** of those with children eat at family restaurants once a month or more.

### Restaurant visits – all respondents



### Restaurant use – those with children



## Research Methodology

- Research was carried out by consultants McCallum Layton across six ATM sites comprising the three banking networks on which the campaign ran.
- In total, 277 respondents were interviewed towards the end of the campaign period. Each was interviewed in the street, having just used the ATM on which the campaign was running.
- The research was conducted across the week and into the weekend, and the respondents were selected randomly, to ensure a varied sample of the population.



**The atmAd campaign successfully reached the core target audience of Pizza Hut:**

**25%** had children aged under 18 living at home

**57%** were aged 18-34

## Research Results: Recall and Relevancy

Total recall of the Pizza Hut ad was 51%, with recall and relevancy of the ad being strongest amongst the campaign target audiences.

65%

of those who spontaneously recalled any advertising on the ATM were aware that it was for Pizza Hut.

Spontaneous recall of Pizza Hut was slightly higher amongst the target audience of parents and adults aged 18-34, demonstrating brand familiarity and relevancy.

51%

of those people who recalled Pizza Hut could also recall at least one of the primary campaign messages.

69%

of those with children were significantly more likely to recall at least one of the primary messages than those without children (46%), and 51% agreed that the ad was relevant, indicating that the campaign was successful in reaching this important target audience.



## The Campaign Effect

The Happy Hour campaign aimed to reach an audience of parents and adults who eat out at similar restaurants on a regular basis, so key to measuring the success of the campaign was to demonstrate that atmAd had influenced likelihood to visit Pizza Hut.

### The campaign engaged a relevant audience:

the majority of the audience already visited Pizza Hut and similar restaurants once a month or more, so atmAd proved to be an ideal channel for delivering a message about menu changes and menu offers.

### The campaign influenced likelihood to visit:

62% or two thirds of respondents, who saw the ad, said they would be likely to visit Pizza Hut in the future and

23% said they would be more likely to visit as a result.

“Hut?”

### Campaign Statistics

**Transactions:** 5,200,000

**Receipts:** 968,000

**Banking Networks:** Alliance & Leicester, Nationwide Building Society, Tesco Personal Finance

## atmAd Message Delivery

The Pizza Hut campaign comprised a number of key messages, which were communicated across all four impacts of the ad. atmAd both delivered and reinforced the key messages throughout the transaction.

### Four Message Impacts

#### Impact 1 Attract



The **attract** is a 10-second full-screen animation which plays as consumers approach the ATM. Pizza Hut used their attract sequence to impart a number of core messages, including a humorous 'back already?' intro frame, the HUT? icon and then to animate the core Happy Hour offering.

#### Impact 2 In-transaction



The **in-transaction** is a 5-second animated loop which fills the 'dead time' experienced as the transaction is processed and cash is counted. Pizza Hut used their loop to reinforce the key campaign messages, whet appetites with the image of a tasty pizza and deliver the 'Get Together' message, which would directly appeal to young adults.

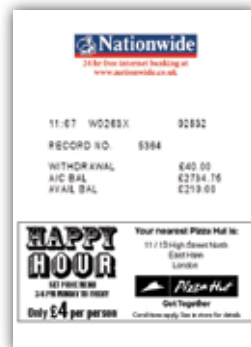
#### Impact 3 Thank you



The **thank you** screen is a static image which is displayed as the customer waits for their card and cash. Pizza Hut used this screen to reinforce the core messages, with particular emphasis on the £4 fixed-price offer.

#### Impact 4: Receipt

The front of each atmAd **receipt** is branded 'on the spot' with the campaign message and brand. Pizza Hut used their receipt to highlight the Happy Hour core offering and also to remind customers of the location of the nearest Pizza Hut.



## Key Reasons for Pizza Hut using atmAd

- atmAd offered the ability to deliver high levels of one-to-one engagement to an audience already in a value mind set, at a value-conscious time: as they were withdrawing money, in the period surrounding January pay day.
- atmAd is available nationally, so could easily deliver the Pizza Hut campaign in close proximity to restaurants and other media.
- atmAd offered the ability to both raise awareness and deliver a branded take-home campaign reminder, in the form of the ATM receipt, that could direct customers to their nearest Pizza Hut.
- atmAd delivered accountability by precisely measuring one-to-one consumer transactions and receipt requests.



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