

CFL Pizza

Case Study in FOOD SERVICE

Pizza Hut's History

Pizza Hut was founded in 1958 by Dan and Frank Carney in their hometown of Wichita, Kansas. The Carney brothers borrowed the initial start-up capital of \$600 from their mother and opened the first Pizza Hut in a small, rented building. The team decided upon the name "Pizza Hut" when they bought the store's sign and only had enough space for nine characters and spaces. The first franchised Pizza Hut opened in 1959 in Topeka, Kansas.

In 1972, Pizza Hut celebrated the opening of its 1,000th restaurant and went public on the NYSE. PepsiCo acquired Pizza Hut in 1977, later adding KFC and Taco Bell to their restaurant holdings. In 1997, PepsiCo spun off the three restaurant chains into a company called Tricon Global Restaurants. The name changed from Tricon to Yum! Brands when Tricon purchased Long John Silver's and A&W Restaurants in 2002. Today, Yum! Brands operates over 38,000 restaurants around the world with more than 13,000 Pizza Huts in 97 countries and territories, including approximately 7,500 in the United States.

Pizza Hut's Strategy

Cellit's relationship with the Pizza Hut brand began in April, 2010 with Hallrich, Inc., an 81 unit Pizza Hut franchisee in Northeast Ohio. CFL Pizza, the Pizza Hut franchisee in Central Florida, came aboard in July, 2010. CFL Pizza is on the cutting-edge when it comes to building customer loyalty and advertising. With known mobile call-to-actions featured in radio spots*, pizza box-toppers and Red Plum circulars, CFL Pizza knew the impact SMS texting would have on their target audience. The primary purpose of utilizing the SMS program was to connect with their customers in a unique way and to offer exciting deals to customers.

Pizza Hut's Challenge

CFL Pizza operates 95 restaurants in Central Florida, including Orlando, Ocala, Melbourne, Daytona and Cocoa Beach. They were looking for a unique way to connect with their loyal customers. CFL's long-term vision is to reduce reliance on traditional print vehicles, and SMS is an innovative, CRM centric solution that furthers the long term goal.

Cellit's Solution

CFL Pizza and Cellit, along with strategic and creative concepts from Akula Advertising, have launched several cutting-edge SMS campaigns. During Super Bowl XLV and XLVI, a viral campaign was launched to subscribers encouraging viewer interaction with



Quick Facts

- Central Florida market, 95 stores in the Orlando DMA
- Call-to-actions featured in radio spots*, pizza box-toppers, Red Plum circulars and direct mail pieces
- Over 35,000 subscribers
- Initial mobile program offer saw nearly a 46% redemption rate in-restaurant

the Pizza Hut brand during the game. CFL Pizza and Cellit annually participate in a cooperative promotion with Hershey's where Hershey's Chocolate Dunkers are distributed in CFL restaurants and primarily pushed by the SMS program.

Results

CFL Pizza scores big on their annual Super Bowl campaign which has increased their mobile subscriber base by nearly 5,000 subscribers in the participating years. The campaign included a send-to-friend viral component, allowing customers to pass the message along to their favorite Pizza Hut fan friends.

The Hershey Dunkers promotion annually sees a significant mobile coupon redemption rate; nearly 42% of participating subscribers redeem the coupon for a free order of Hershey Dunkers at Central Florida Pizza Huts.

Since the successful launch of the Super Bowl and Hershey's Dunkers programs, CFL Pizza has continued to provide their loyal customers the most exclusive offers and programs.

The Cellit/Pizza Hut SMS initiative is now running in an additional 6 markets: central Arkansas, metro Phoenix, San Diego, the Mid-Atlantic States, Tennessee, the Quad Cities, the Midwest and Los Angeles.



*Exclusive radio spots executed by Akula Advertising; please contact Vicktoria Vybinov for more information on the radio spots: Vicktoria@AkulaAdvertising.com