



## Promoting a Pair of Pizzas with Pizzazz

### THE APPROACH:

- Asked to promote Pizza Hut's two pizzas with two toppings "Pick Your Pair" promotion in a way that would generate media buzz
- Created campaign during New Year's timeframe to pick the first set of New Year's twins and call them the "Perfect Pair"
- Implemented nationwide search and media relations campaign across six major markets

### RESULTS:

- Presented winning family with free year of pizza, "Pick Your Pair" T-shirts and onesies for the babies
- Leveraged media coverage to support Pizza Hut's "moms make dinner decisions" philosophy
- Boosted sales of "Pick Your Pair" orders by 8 percent during the month of PR campaign