

## **The Pizza Connection**

### **The beginning**

The story of starting a pizza outlet started back in 2009 in Ahmedabad. Inspired by the search for delicious pizza options, the owner started to wonder if there was a better way of doing pizza – and business. The last thing the world needed was another pizzeria, but maybe this one could be different. Maybe with this one, everyone could get exactly what they wanted, made fresh on demand. It all started sounding pretty great, and soon the ball started rolling and the idea was born.

It didn't take long for the locals to appreciate the delicious, soulful pizza and it quickly became known as one of the best Pizzeria in the city. Today The Pizza Connection has 150+ outlets across India. From making the hand-tossed dough, and sauces daily from scratch to top it off with fresh vegetables, quality spreads and cheeses, it takes care of all the little details that make the difference between something you like and something that's worthy of being called your favourite.

### **The problem**

In order to be with the current digital age, The Pizza Connection wanted to create a social media strategy that would grow an engaged community and tie into their overall marketing objectives. The challenge lay in finding a unique and innovative mechanism to drive their social media presence. The brand had already established a Facebook brand page, as well as a Twitter profile with around 2 100 followers. However, content on these channels had been largely promotional in nature, as opposed to tactical or engaging.

The key lay in leveraging their existing efforts to drive awareness, and ultimately increase ROI. They also needed to define the brand identity and tone of voice through their social media channels.

### **The solution**

To achieve this, The Pizza Connection partnered with the social media team at Digital Deal to create the #Pricequarter Twitter campaign, a pay-with-a-tweet-inspired activation that would encourage Twitter users to eat more pizza.

The campaign had the following objectives:

- Increase the number of Twitter followers
- Increase consumer engagement
- Drive in-store sales

The campaign mechanism was simple yet effective, working on the basis of value exchange – tweets for discounts. Twitter users were prompted to tweet a message using the #Pricequarter hashtag, and the more tweets the hashtag received, the higher the in-store discount on The Pizza Connection pizzas.

As people tweeted, Digital Deal automatically captured and recorded them. Once they reached a certain level, the temperature would rise on the thermometer represented on the campaign landing page. The campaign also involved in-person activation through blogger engagement. Pizzas were delivered to selected bloggers, with the campaign message secretly hidden beneath the pizza slices.

### **The results**

The campaign got off to a great start. After one hour, the #Pricequarter hashtag was trending in Ahmedabad, and within three hours both @ThePizzaConnection and #Pricequarter were trending in India:

The results in the campaign showed the following:

- A total increase of 43% in Twitter followers through the course of the campaign, and in the days following it.
- Around 28% of the campaign website visitors returned to the site more than once, indicating that they were following the discount and were likely to visit a The Pizza Connection branch to take advantage of it.

The campaign achieved a great deal of PR and blogger engagement through a variety of posts crafted around the campaign mechanism. During the course of the campaign, the Digital Deal social media team closely monitored the campaign and noted some other interesting observations:

- The campaign seemingly drew new individuals to the Twitter platform, since a number of users created Twitter accounts simply to participate in the promotion.
- Even bloggers not targeted through the pizza delivery activation crafted posts about the promotion:

The Pizza Connection and Digital Deal also went further to capture a range of data related to online mentions of the campaign.

Here are some key observations:

- There was an increase of 340% in @mentions of the @ThePizzaConnection Twitter handle during the campaign, when compared to the days prior to launch.
- There was also an increase of more than 800% in the number of @ThePizzaConnection retweets during the campaign when compared to the week prior to it.
- Over 3 000 mentions of the #Pricequarter hashtag were achieved through the course of the campaign.
- As a result of the exposure of the campaign across various channels, the campaign reached just short of four million ‘opportunities to see’, meaning that the Price Quarter initiative potentially reached almost three million Internet users. For example, if a Twitter user with 2 000 followers tweeted about the campaign, then 2 000 people had ‘opportunity to see’.
- The majority of Price Slice conversation came from respected sources in the online community.

This campaign not only highlights the value of social media engagement for a brand, but also indicates how offering consumers something in return can really endear a brand to its followers. The Pizza Connection and Digital Deal embraced the strengths of Twitter and used the platform to build brand awareness in a positive and meaningful way.

### **Questions:**

1. Why was Twitter well suited to The Pizza Connection #Pricequarter campaign?
2. How were hashtags useful for this campaign?
3. Comment on the interaction between offline and online touchpoints used in this campaign
4. Why is creating and engaging on social media so very important in today’s times?