

CAMPAIGN OBJECTIVE

Boost awareness for Pizza Hut
New Menu with **Hyperlocal
Focus Strategies.**

Boost and drive **Footfall
Traffic** to stores.



YOOSE



Pizza Hut - New Menu

Food & Beverage | Universal McCann – Romania | Romania | Sep-Nov 2018



OUR SOLUTIONS

Configure **Hyperlocal Targeting** strategy for each of the 22 Pizza Hut locations. *Targeted Geofence*: 200m - 1km around each location.

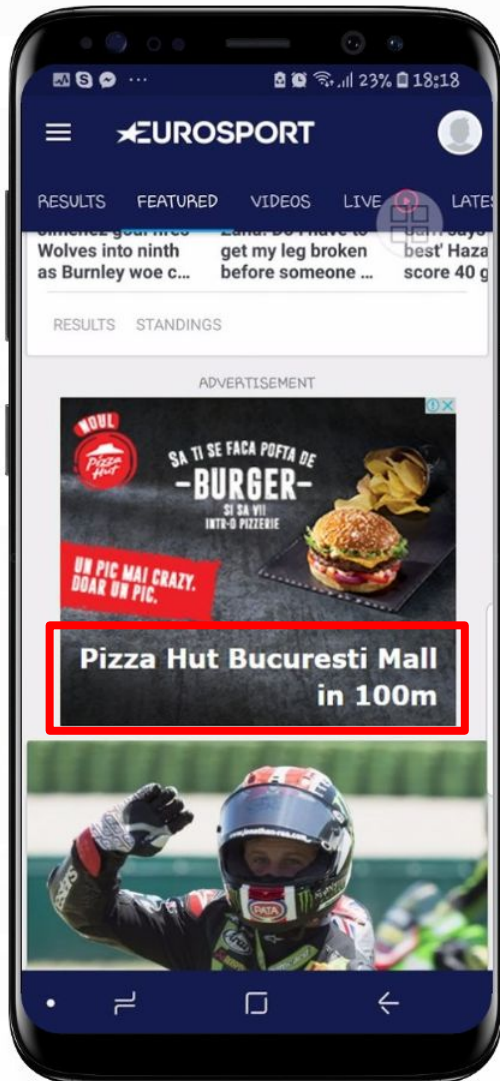
Use **Dynamic Ads** to deliver live locations to users who are nearby the Pizza Hut stores to visit.

Use **Footfall Tracking** to measure and optimize the KPIs for the campaigns.



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OUR DYNAMIC BANNER

Our **Dynamic Banner** captures and drives traffic to Pizza Hut stores: Nearest store information and real time distance is displayed on ads ➤ Direction to the store is shown after Target Audiences click on ads.

Our **Native format** generates greater conversion and engagement, builds up relevance and empower customers with valuable content.

Beyond Location. Precise Audience

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OUR DYNAMIC BANNER

Use **Dynamic Banner** to deliver live location to users who are nearby the Pizza Hut store to visit.

Our **Interstitial Ads** give full ads coverage, generate 3 times higher eCPMs rate than standard banner, and engage with target audiences effectively with high visual impact creatives.



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RESULTS

Over
1,450
footfall tracked

Delivered over
500,000
views

Achieved
high performance CTR
1.3%

22
store locations
in Romania targeted

Beyond Location. Precise Audience

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WEEKLY FOOTFALL TRACKING

POI	17/09 - 24/09	25/09 - 02/10	03/10 - 10/10	11/10 - 18/10	19/10 - 26/10	27/10 - 03/11	04/11 - 08/11
Pizza Hut Bacau	0	0	7	14	14	12	4
Pizza Hut Coresi	0	1	1	15	21	11	6
Pizza Hut Cotroceni	1	0	6	27	20	25	9
Pizza Hut Universitate	2	8	7	43	72	147	88
Pizza Hut Dorobanti	1	2	5	34	53	30	6
Pizza Hut Mosilor	1	1	3	14	18	20	8
Pizza Hut Sun Plaza	2	4	6	16	37	41	9
Pizza Hut Bucuresti Mall	0	2	2	10	43	38	4
Pizza Hut Plaza	1	1	4	13	11	15	5
Pizza Hut Mega Mall	0	1	11	21	36	15	2
Pizza Hut Promenada	1	2	7	10	14	15	12
Pizza Hut ParkLake	2	0	6	20	23	13	2
Pizza Hut Baneasa	0	0	2	10	16	11	1
Pizza Hut Iulius, Cluj-Napoca	0	2	2	18	14	11	1
Pizza Hut Vivo	0	0	2	7	16	10	1
Pizza Hut Constanta	1	1	5	14	21	16	2
Pizza Hut Galati	0	2	0	15	16	15	0
Pizza Hut Palas	2	0	7	49	49	44	22
Pizza Hut Lotus	0	0	3	18	31	20	3
Pizza Hut Ploiesti	0	0	1	8	7	7	2
Pizza Hut Iulius, Timisoara	1	0	7	16	18	17	5
Pizza Hut Shopping City	0	1	3	16	18	12	1