We Delivered; Proposed IMC Strategy for Domino’s
Amber Evans, Emily Hanson, Chevonn Harris
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Professor Debra Zahay-Blatz
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**Campaign Goal**

Increase overall awareness of the Domino’s Pizza brand. Encourage consumer use of Domino’s mobile application, website, pizza profile and social network platforms. Generate more sales by increased communication with target markets.

**Research Results**

106 consumers between the ages of 18 – 49 responded to a survey about their household, their attitude towards Domino’s Pizza and their preferred methods of ordering pizza. Key conclusions were integrated into the marketing campaign.

**Recommendations**

**Communication Channels**

It is recommended that Domino’s Pizza uses a multi-channel marketing campaign that will reach its target niches.

Niche market breakdown and the respective suggested marketing channels:

- younger adults: mobile application, mobile advertisements, e-mail, and social network platforms, web ordering, internet advertising
- mothers: direct mail, web ordering, internet advertisements, and e-mail
- corporate professionals: internet advertisements, web ordering, e-mail and direct mail

**Metrics**

Domino’s Pizza can measure the success and traffic of their campaign by tracking different channels. $12,000 of the allotted budget is designated to trace the traffic generated from this campaign. Domino’s may trace QR codes, mobile application downloads, internet banner advertisements, e-mail and social network platforms to track the effectiveness of this campaign.

**Conclusion**

Based on the research it is recommended that Domino’s Pizza use a multi-channel marketing campaign utilizing mobile applications, mobile advertisements, e-mail, social network platforms, internet advertisements and direct mail to increase sales and overall brand awareness.

**Future Recommendations**

For long term success it is suggested that Domino’s Pizza continues to utilize a multi-channel marketing strategy. It is also important that Domino’s Pizza continues researching current trends in order to be able to adapt, this will continue to increase sales and consumer interest.
Background

Domino’s Pizza began in 1960 as a single pizza restaurant in Michigan. Today Domino’s Pizza has become a recognized world leader in pizza delivery with over ten thousand restaurants worldwide. They have been dedicated to making and delivering great pizza with high quality ingredients. Domino’s is constantly updating and improving their pizza menu, 85% of their menu items are new items that have been introduced since 2008 ("Making pizza since 1960").

The underlying value of Domino’s pizza to their target segment is their guarantee of inexpensive prices and fast service.

The primary SIC industry code for Domino’s Pizza is 5812, characterized as “eating places”. The primary NAICS code is 722110, characterized as “full-service restaurant” (Domino’s Pizza Inc). This industry is large with $660 billion projected in sales for 2013. Large sales numbers combined with about 6,000 companies nationwide within this industry proves the industry as stable. The growth of “eating places” is rather slow, while current leaders make it a hard to enter the industry and have a very strong hold on the market. Majority of growth comes from expansion in foreign countries and in smaller markets nationally (National Restaurant Association). Domino’s as a company is very profitable. Financial reports from 2012 show revenue of 1.6 billion dollars (Yahoo!).

Competitive Analysis

Domino’s largest competitors include Pizza Hut, Papa John’s and Little Caesar’s. Currently, Domino’s ranks second among competitors, behind Pizza Hut. Pizza Hut has about 11,000 stores worldwide ("Pizza Hut History") while Domino’s sits around 10,000 ("Making Pizza Since 1960"). Little Caesar’s is said to be the third largest pizza chain, better known for its carryout. Papa John’s is the smallest competitor with only 4,200 stores worldwide ("Papa John’s
Domino’s positions itself among the competitors as the world leader in pizza delivery (See appendix A). The Domino’s Pizza box also sports a unique six-sided pizza box shape while competitors stick with the traditional square box.

**Primary Research Results**

Primary research was completed to discover more information on Domino’s target market. Currently Domino’s target market is 18 – 49 year-olds with a slight skew towards Moms/head of households. 106 consumers between the ages of 18 and 49 participated in a survey. The survey asked questions about the consumer’s age, household size and income. Consumers were also asked about their current attitude towards Domino’s Pizza and their preferred methods of ordering pizza. Four key conclusions were discovered from the secondary research survey (See appendix C).

**Proposed Strategy**

Based on the background information discovered in the research, it is recommended that Domino’s break their target market of 18 – 49 year old male and females into smaller market niches. Three unique market niche groups were discovered for Domino’s including; younger adults, mothers, and corporate professionals. These niches were chosen based on their unique needs that Domino’s Pizza can fulfill (See appendix B).

Younger adults value Domino’s Pizza as low cost meal replacement that fits their busy routine of school, work and socializing. They enjoy the ease of ordering Domino’s Pizza using the mobile app and internet ordering. The survey conducted found that 83% of responders who prefer to order pizza over the internet were between the ages of 18 – 34. The survey also found
that consumers ages 18 – 24 had the strongest favoring of Domino’s Pizza. 41% of responders between these ages replied that they were more likely to order Domino’s Pizza (See appendix C).

Mother’s seek Domino’s Pizza for a quick, easy fix for meals when they do not have enough time to make dinner themself. They seek a more traditional pizza experience by ordering over the phone and using direct mail coupons. The survey conducted found that 41% of responders who replied they were more likely to order Domino’s Pizza came from a household size of four (See appendix C). Domino’s should continue to market towards families and Moms/head of households.

Corporate professionals seek Domino’s as a low cost alternative to feed their team of employees. They enjoy the cost on their expense accounts as well as their ability to order pizza without leaving their desk. Domino’s also serves as a good alternative for a meal because they will deliver direct to the office without having to interrupt their workday.

**Proposed Marketing Channels**

Domino’s Pizza should use a multi-channel marketing campaign that will reach its unique target niches. To reach younger adults Domino’s should utilize; mobile applications, mobile advertisements, e-mail, and social network platforms. In order to reach Mom’s Domino’s should focus on; direct mail, web ordering, internet advertisements, and e-mail. Domino’s Pizza can reach corporate professionals by use of; internet advertisements, web ordering, e-mail and direct mail. It is important that Domino’s spreads itself across multiple platforms to increase awareness and reach multiple markets.

Internet marketing for Domino’s includes internet advertisements, and email marketing. Internet advertisements are budgeted at $70,000 (See appendix D). Internet advertisements
consist of banner advertisements on about six different websites per month (See appendix F). Email marketing is available for consumers to opt-in. This allows Domino’s to e-mail up to 300,000 consumers per month with an annual cost of $14,400 (See appendix D). It is recommended that Domino’s maintain an active presence on various social network platforms. Such platforms include; Facebook, Instagram, Twitter, Google + and YouTube. The use of social media allows consumers to connect with Domino’s and generates buzz feed about the brand. Domino’s will encourage the use of hashtags on social media such as #dominos, #dominospizza, and the new tag line #wedelivered. $24,000 of the yearly budget (See appendix D) is set aside for web site development. Domino’s should build a website that is more interactive for the consumer and creates a better consumer experience.

Heavy emphasis of this campaign is based upon mobile marketing. This includes text-in advertisements, mobile advertisements, development of the mobile app, and integrating the app to the website (See appendix G). Text-in advertisement is budgeted at $12,500 annually (See appendix D). This channel will allow Domino’s to reach 20,000 consumers per month via SMS. Text-in advertisements will reach consumers who are not using smart phones. Mobile advertisements are estimated annually at $58,000 (See appendix D). These advertisements will run across various mobile device applications (See appendix I). It is suggested that Domino’s embrace a new interface for the mobile application that is more user friendly (See appendix H).

Direct Marketing will be utilized as a more traditional platform, direct mail. Direct mail will allow Domino’s to reach consumers that are not necessarily tech savvy. For $1,800 per year (See appendix D) Domino’s Pizza can obtain mailing lists of 36,000 households and businesses. Direct Mail pieces (See appendix E) will be mailed out to 3,000 consumers per month at an annual cost of $18,000 (See appendix D) to print and ship the mail pieces.
It is recommended that Domino’s Pizza change their current tag line from “Oh Yes We Did” to “You Asked. We Delivered.” This tag line better suits the outcome from “The Pizza Turnaround” campaign ran in 2010 to the present image of Domino’s Pizza. The use of this tag line in our commercial reaches multiple markets and is a play on words (See appendix J). The new Domino’s commercial that has been created reaches out to multiple markets. This commercial stresses the value of Domino’s Pizza and how it can play a unique role in your daily routine.

Domino’s Pizza can measure the success and traffic of their campaign by tracking different channels. $12,000 of the allotted budget is designated to trace the traffic generated from this campaign. QR codes distributed offline (via direct mail) can be used to measure traffic being driven to the Domino’s Pizza site. Mobile app downloads will be traced along with the number of users who order from their mobile device and the unique coupons or offers they use. Internet banner advertisements and mobile advertisements will be used to track the click-through rates. E-mail’s will be tracked to see how many people opened the e-mail, the amount of time spent looking at the e-mail, click-through rates and unique coupon codes will be traced. Social Network Platforms will be traced for the amount of activity generated on social media. Links from the third party sites to the Domino’s Pizza site will also be tracked.

**Future Recommendations**

For long term success Domino’s Pizza should continue to utilize a multi-channel marketing strategy. It is also important for Domino’s to continue to allocate the proper amount of funds yearly and monthly to continue to expand on the current marketing platforms. We predict that the amount of funds directly related to internet advertisements, mobile applications and
social media will continue to be the largest portion of their budget. The reason why Domino’s should continue with this marketing plan is because of the continuing growth and success that related companies are having by using social media and other internet related advertisements as the largest of their marketing platforms. We also recommend that Domino’s continues to use their new tag line in order to maintain their standing as the world leader in pizza delivery.
Works Cited

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EN/Site+Content/Secondary/About+Dominos/History/


Pizza Hut History, Pizza Hut Restaurants, Pizza, Pasta & Chicken Wings. (n.d.).

Yahoo! (2013). Domino's Pizza, Inc. Retrieved from
Appendix A
Competitive Analysis

<table>
<thead>
<tr>
<th></th>
<th>Positioning</th>
<th>Audience</th>
<th>Tag Line</th>
<th>Color</th>
<th>Media</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Domino’s</strong></td>
<td>Recognized world leader in pizza delivery</td>
<td>Young Adults, Families</td>
<td>“Oh Yes We Did”</td>
<td>Blue &amp; Red</td>
<td>TV commercials, email, text, website, mobile app, social media including; Facebook, Twitter, YouTube, Instagram and Google+</td>
</tr>
<tr>
<td><strong>Papa John’s</strong></td>
<td>Highest quality ingredients</td>
<td>Families</td>
<td>“Better Ingredients, Better Pizza”</td>
<td>Green &amp; Red</td>
<td>TV commercials, website, mobile app, email and text, social media including; Facebook, Twitter, Instagram and YouTube</td>
</tr>
<tr>
<td><strong>Pizza Hut</strong></td>
<td>The original pizza chain</td>
<td>Young Adults</td>
<td>“Make It Great”</td>
<td>Red</td>
<td>TV commercials, email, text, website, mobile app, social media including; Facebook, Twitter, Instagram and YouTube</td>
</tr>
<tr>
<td><strong>Little Caesars</strong></td>
<td>Largest carry-out pizza chain</td>
<td>Young Adults, Families</td>
<td>“Pizza! Pizza!”</td>
<td>Orange &amp; White</td>
<td>TV commercials, Interactive games, ringtone download, social media including; Facebook, Twitter, Instagram, Pinterest and YouTube</td>
</tr>
</tbody>
</table>
Appendix B
Customer Personas

The Younger Adult

Adam Boyd is a 23-year-old male in his final months of college. His goal after graduation is to begin his professional career; he currently works as an intern. Due to his limited income and busy schedule he eats out more than four times a week. Adam generally has a positive attitude but becomes stressed over finances and school. He typically interacts with other people his own age; his interactions with older individuals are limited to work and not a factor in his social life. Adam is a heavy mobile phone user – he relies on his apps for entertainment and general tasks. Adam’s experience with Domino’s is simple and satisfactory; he receives what he ordered for a good price and in a timely manner.

The Moms

Kathy Simmons is a 38-year-old stay at home mom. She has three children. Before having children she worked as a receptionist for a local business. Now she is active in her children’s sporting events and schooling. Her family’s current income is around $60,000. With all three children in school and after school activities she relies on restaurants like Domino’s for quick, cheap and easy meals when she does not have enough time to make dinner.

The Corporate Professional

Stuart Jones is a 43-year-old manager for an IT company. He manages a team of software technicians that specialize in customizing software for companies. Stuart’s team often has to put in late hours and overtime to meet the needs of their clientele. Stuart tries to keep the moral up on the late nights by ordering Domino’s pizza for his employees. He likes ordering from Domino’s because he doesn’t have to get up from his computer and he can get a generous amount of pizza within the limits of his company’s expense account.
Appendix C
Key Research Results and Corresponding Strategy

<table>
<thead>
<tr>
<th>Conclusion</th>
<th>Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>41% of responders who replied they were more likely to order Domino’s Pizza came from a household size of 4.</td>
<td>We will market the benefits of Domino’s Pizza towards families.</td>
</tr>
<tr>
<td>83% of responders who prefer to order pizza over the internet were between the ages of 18 – 34.</td>
<td>We will advertise our online ordering option towards the appropriate age group primarily via email.</td>
</tr>
<tr>
<td>41% of responders who replied they were more likely to order Domino’s Pizza were between the ages of 18 – 24.</td>
<td>We will market towards young adults, using platforms more specific to their age range.</td>
</tr>
<tr>
<td>63% of all responders said they were likely to very likely to order pizza from a mobile app.</td>
<td>We will advertise the value and ease of using Domino’s mobile application.</td>
</tr>
</tbody>
</table>
# Appendix D

## Budget

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Research</td>
<td>$12,000</td>
<td>Research on the use of mobile application, QR codes, e-mail and direct mail</td>
</tr>
<tr>
<td>Branding</td>
<td>$7,500</td>
<td>Cost to change tagline</td>
</tr>
<tr>
<td>Advertising: Text-In</td>
<td>$12,500</td>
<td>Monthly fee of $1,000 to reach about 20,000 consumers via SMS with a $500 start-up fee</td>
</tr>
<tr>
<td>Advertising: Mobile</td>
<td>$58,800</td>
<td>Cost to run our advertisement across various mobile device applications</td>
</tr>
<tr>
<td>Advertising: Internet</td>
<td>$70,000</td>
<td>$1,000 to have a side page banner (300 pixel x 250 pixel) advertising spot on a webpage per month</td>
</tr>
<tr>
<td>Web Site Development</td>
<td>$24,000</td>
<td>Cost of website to app integration and developing an interactive webpage</td>
</tr>
<tr>
<td>Direct Mailers</td>
<td>$18,000</td>
<td>3,000 post cards a month @ $0.22 to print and $0.28 to mail</td>
</tr>
<tr>
<td>E-mail Marketing</td>
<td>$14,400</td>
<td>$1,200 per month to e-mail up to 300,000 accounts</td>
</tr>
<tr>
<td>Mobile App Development</td>
<td>$21,000</td>
<td>$10,000 initial app development cost and $1,000 to maintain the app</td>
</tr>
<tr>
<td>Mailing Lists</td>
<td>$1,800</td>
<td>$0.05 per consumer/business address for direct mailing</td>
</tr>
<tr>
<td>Computers &amp; Office Equipment</td>
<td>$10,000</td>
<td>Cost of new computers, software and general office equipment</td>
</tr>
</tbody>
</table>
Appendix E
Direct Mail Sample
Appendix F
Internet Banner
Appendix G
Mobile App Advertisement
Appendix H
New Mobile App Interface
Appendix H (continued)
New Mobile App Interface

WHAT CAN WE GET YOU?
- PIZZA>>
- PASTA >>
- BEVERAGES >>
- DESSERT/BREADS >>

DOES THIS LOOK RIGHT?
(1) LARGE PIZZA NO TOPPINGS  7.99
(2) MEDIUM PIZZA MEAT LOVERS  14.99
1 LARGE PEPSI  1.99
SUB TOTAL  24.97
TAX (5%)  1.25
TOTAL  26.22

CONFIRM ORDER
Appendix H (continued)
New Mobile App Interface
Appendix I
New Web Designs
Appendix J
Commercial

http://www.youtube.com/watch?v=TBJkuypafLw&feature=youtu.be