

Digital Marketing Written Assignment

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1.Introduction

Domino Pizza is one of the most technologically advanced fast-food chains in the market. It is known for its innovative ideas that have captured the interest of the public and boosted its sales. It became the largest pizza seller globally in terms of sales in February 2018. Instead of just focusing on its pizza recipe, Domino Pizza leveraged technology by using digital tools and platforms for its digital marketing efforts.

2. Domino Pizzas' Digital Marketing Campaigns

2.1 The Official Food Of Everything Campaign

"The Official Food of Everything" was a large-scale marketing campaign by Domino's Pizza. The goal of the campaign was to market Domino's Pizza as a versatile food that could suit every occasion from nationwide to daily occasions. Hence, Domino's Pizza deployed a nationwide multichannel marketing campaign to engage existing and potential customers. This campaign was categorized into 3 categories. One of the categories was 'Unifying National Moments' which related to days or occasions that the United Kingdom collectively observes such as New Year's Day and Valentine's Day or big sporting events like the World Cup.

2.1.1 Valentine's Day Campaign

Campaign Period: 14th February 2018

2.1.1.1 Campaign Description

One of the occasions under "Unifying National Moments" was Valentine's Day. Domino's pizza partnered with Tinder to leverage Tinders' new chatbot services. Domino's Pizza launched Dom Juan in the days leading up to Valentine's Day. Dom Juan appeared as a regular profile on Tinder. If users swiped right, Dom Juan then replied with a selection of cheesy chat-up lines to try on their real Tinder matches, and hopefully, find a successful match in the process. Apart from Tinder, other online channels that were used to promote Dom Juan include email, Spotify, push notifications, Twitter, Facebook, and Instagram as well as by specially selected influencers. This campaign attracted a lot of attention due to its novel idea as well as for making use of a dating app during Valentines' Day many users would be using to find a date before or during Valentines' Day.

2.1.1.2 Digital Marketing Communication Types

Domino's Pizza used paid media communication by paying influencers such as Cian Twomey to post sponsored social media posts about Dom Juan. Cian Twomey is also known for meeting his current girlfriend of 5 years through Tinder making his post more relatable and credible for the public of using Tinder and Dom Juan to find a date for Valentine's Day. Domino's Pizza also paid Spotify and social media platforms to advertise Dom Juan.

Domino Pizza used owned media such as its social media accounts like Twitter, Facebook, and Instagram to promote Dom Juan. It also used its mobile app to send push notifications as well as emails. Using social media platforms and email to promote Dom Juan proved to be successful as there were 671,000 email opens and more than 5 million impressions across social media platforms. Hence, Domino's Pizza was able to spread awareness of Dom Juan and Domino's Pizza making the campaign successful as well as give rise to large amounts of earned media.

Domino Pizza's successful marketing efforts resulted in large amounts of earned media. Social media platforms were flooded with posts about Dom Juan. There were also articles from the press about Dom Juan. The campaign also became Campaign's Ad of the Day. Therefore, through these earned media Domino Pizza was able to increase the visibility and reach of its campaign to a wider audience. Thus, making earned media a very important factor in the success of this campaign.

2.1.2 “Staying Home With Jimmy Bullard” Campaign

Campaign Period: 14 June 2018 – 15 July 2018

2.1.2.1 Campaign Description

Another occasion under the “Unifying National Moments” campaign was the 2018 FIFA World Cup. The 2018 World Cup was held in Russia. Hence, it was common for people in the United Kingdom to be munching on pizza while avidly watching the games from home. Domino’s Pizza leveraged this to market its “Staying Home with Jimmy Bullard” campaign. Jimmy Bullard is a talented soccer player who built a strong career in soccer. However, he has never played for England in the World Cup, making him the “pro” of staying home during the World Cup. Domino’s Pizza used him as the face of this campaign to encourage people to watch the game from home while dishing on Domino’s Pizza. To reinforce this message, Domino’s Pizza created a series of films that showed how Jimmy spent time at home during the tournament. The films ranged from showing him learn Russian to showing off his impressive trophy room. The film was put up on social media platforms like YouTube in the first few weeks of the tournament. There were 5 episodes in total, and they gained 26 million YouTube impressions. Domino’s Pizza also partnered with SPORTBible to extend the “Staying Home with Jimmy Bullard” by releasing sponsored content on Facebook. SPORTBible is a sports-focused social media publisher. It is known as one of the largest communities for sports fans across the world. SPORTBible and Domino’s Pizza forged a branded content sponsorship and released videos on Facebook.

2.1.2.2 Digital Marketing Communication Type

Domino’s Pizza used paid media communication by paying Jimmy Bullard who is a well-known soccer player in the United Kingdom to endorse the brand. He was the most prominent figure in this campaign and the campaign revolved around him. He played a huge part in the success of this campaign. Domino’s Pizza also used paid media communication by partnering with SPORTBible to release sponsored content during the World Cup which became a massive influence on World Cup fans who actively watch content released by SPORTSBible. Hence, Domino’s Pizza was able to increase awareness of its brand as well as prompt consumers to solicit their natural behaviors of ordering pizza while watching World Cup, in an unintrusive way.

Domino Pizza used owned media communications through its social media platforms such as its YouTube channel to post the videos of Jimmy Bullard. Through YouTube, Domino’s Pizza was able to attract the public with its interesting marketing videos. Hence, Domino’s Pizza was able to successfully gain views and make the videos go viral. Thus, boosting both its ROI of the advertisement and sales.

Domino’s Pizza gained an impressive amount of earned media from this campaign since Jimmy Bullard’s witty videos created a lot of buzzes. Furthermore, as these videos were posted on social media platforms, it was able to spread through sharing of the posts about the campaign. This was able to increase the visibility and reach of its campaign to a wider audience, especially sports and World Cup fans.

2.2 “Paving for Pizza” Campaign

Campaign Period: 11 June to 28 August 2018

2.2.1 Campaign Description

From 2018, 11 June to August 28, Domino’s Pizza launched a campaign called “Paving for Pizza. As a pizza company, Domino’s Pizza provided delivery services and they realised a problem, which was the ubiquitous sight of potholes on roads that affected the quality of the delivered pizza. The purpose of the campaign was not only to improve Domino’s Pizza’s delivery but also for the people living in the city using the roads. Domino’s Pizza’s launched a website, which invites visitors to select a road condition (mild, moderate, critical, or catastrophic) from its “Pothole Impact Meter.” The site then plays a video, “Pizza Damage Report”, to show what happens to a pizza as it is driven to its destination over a road in that condition. Visitors could nominate potholes in their town for repair. Domino’s Pizza’s started its publicizing efforts. They announced the effort and provided a website link where people could nominate their town for repair. They began pushing visuals and short-form video content across Domino’s social media platforms such as Instagram and Twitter. They also ran pilot programs of the campaign before the official launch. Domino’s Pizza’s then counted the nominations for each zip code and reached

out to the town/zip codes with the greatest number of nominations to repair the roads and potholes. The campaign was successful as it generated a good amount of publicity and conversation on social media.

2.2.2 Digital Marketing Communication Type

Domino's Pizza used paid media communication by paying to be a sponsored advertisement for their visuals and short-form video that they uploaded onto their social media. The sponsored social media advertisement/ video garnered more views, increasing the visibility of the campaign.

Domino's Pizza used owned media such as its website and social media accounts like Twitter, Facebook, and Instagram to promote the campaign and attract audience attention. The audience was attracted to the content visuals posted by Domino's Pizza, and this generated a large number of 35000 mentions, reposts, and sharing of the videos across Instagram, Facebook, and Twitter. Many clicked into the website nominated for their roads and potholes to be repaired. This in turn boosted the visibility of their website and brand, raising brand awareness.

Domino Pizza's successful marketing efforts resulted in large amounts of earned media. The social media platform was overwhelmed with the repost, mentions, sharing, and commenting of the campaign. As there was a very large amount of public activity across social media relating to the campaign, caught the top-tier national media's attention (eg. USA Today, NBC's "Today" show, "The Late Late Show with James Corden," Bloomberg, and the Washington Post) which meant that Domino was gaining national attention and had a reputation surge through this campaign.

2.3 "Mouth-Boggling Campaign"

Campaign Period: 2016, 10-weeks campaign

2.3.1 Campaign General Description

In 2016, Dominos launched a 10-week campaign namely, "Dominos-So Tasty The Mouth Boggles". Domino partnered with an agency named Iris, a professional advertising company, to help advertise Domino's pizza. They realised Snapchat as a booming social media platform and the ubiquitous sharing of life on social media platforms by using emojis and GIFs as a way of expression. The main idea of the campaign was being "Lost for words" and "expressing the inexpressible". Once the campaign started, Domino's Pizza's uploaded a video, "Domino's Pizza's - so tasty the Mouth Boggles!", as a YouTube advertisement. It was a video of the audience being lost for words after eating Domino's Pizza. Shortly after, Domino's Pizza's launched a new Snapchat Lens which allowed Snapchat users to overlay a "Lost for Words" lens which 'boggles their mouth', reflecting similar speechless reactions demonstrated in the video advertisement. A Snapchat filter was also launched as Domino's Pizza and Iris realised the social phenomenon of face-swapping. The main concept was to "express the inexpressible". In addition, Domino's launched a dedicated GIPHY channel, bursting with a "mouth-boggling" collection of "GIFEELINGS", to help fans describe for themselves how Domino's Pizza makes them feel. The GIFs included elements of the TVC, as well as 40 other ecstatic GIFs, from flying pizza to Domino's loving cats. Facebook, Instagram, YouTube, Twitter, and influencer partnerships, and paid advertisements on these platforms were also used to further spread the "mouth-bogglin" and "tastebud-tinglin" filter and GIFs. According to Iris and CampaignUS, the results were very successful. Throughout the 10-week duration, the campaign drove participation in the millions across multiple platforms.

2.3.2 Digital Marketing Communication Type

Domino's Pizza used paid media communication by paid Snapchat to help upload and publicize its filter. Facebook, Instagram, YouTube, Twitter, and influencer partnerships and paid advertisements on these platforms were also used to further spread the "mouth-bogglin" and "tastebud-tinglin" filter and GIFs uploaded by Domino.

Domino's Pizza used owned media such as its GIPHY channel and social media accounts like Snapchat, YouTube, and Facebook to promote the campaign and attract audience attention. The audience turned out to be very interested in the campaign's YouTube video where there were more than 1.4 million views to date and the newly launched Snapchat filter and lenses and the GIFs.

Domino Pizza's successful marketing efforts resulted in large amounts of earned media. Snapchat and Facebook were overwhelmed with the repost, mentions, sharing, and commenting of the campaign. The Snapchat filter and lenses became very viral as there were 1 million usages of the filter and lenses. Videos of the campaign were also virally shared on Facebook, increasing the reach to 10.8 million audiences. This showed that the advertisements were very effective and spread rapidly through social media platforms.

3. Domino's Pizza's Marketing Strategy

3.1 Domino's Pizza's Vision, Purpose and Values

3.1.1 Domino's Pizza's Vision

We want to be the favourite food delivery and collection brand, with pizza at its heart.

3.1.2 Domino's Pizza's Purpose

Our purpose is to deliver a better future through food people love. For our customers, this means going above and beyond quality and great value. We aim to innovate and consistently deliver a better food experience while bringing people together to share in their love for Domino's Pizza. For our communities, it means we constantly seek ways to deliver positive change for people and the planet. We always aim to support our local communities and believe growth and sustainability go hand in hand.

3.1.3 Domino's Pizza's Values

Our passion is built on the values we all share at Domino's Pizza. These guide our everyday actions across the business; from our stores through to our supply chain centers and support office.

We love customers - Every decision and action we take has customers at the heart. We listen to customers and create great experiences to delight them and keep them coming back for more.

We are bold - It takes courage and determination to lead the field. Dominoids are bold, entrepreneurial, we aren't afraid to innovate and learn fast to become better every day.

3.2 Valentine's Day Campaign Strategy - Social Media Marketing

Domino's Pizza leveraged Tinder during Valentine's Day. As it found out that the usage of Tinder increases by 20% on Valentine's Day, it launched a campaign to attract Tinder users. This campaign was done extremely well since Domino Pizza was able to target the right audience by using the right social media platform which was Tinder as during Valentine's Day many people would be looking for a date there. Domino's Pizza also stayed true to its purpose. Domino's Pizza was able to innovatively provide an interesting experience for the public by allowing them to chat with a chatbot that replied to them with cheesy pick-up lines. Moreover, the campaign also yielded a high ROI and increase in sales compared to the previous year, which suggests that it was able to bring people together to share in their love for Domino's Pizza during Valentine's Day. This campaign was also done well in terms of Domino's Pizza's values. Domino's Pizza was the first company to use Tinders' chatbot service to carry out a campaign. Even though it was a new challenge that could have gone wrong, Domino's Pizza still pushed through with it bravely proving that it is bold and innovative.

Although Dom Juan does not have any direct effect on sales, Domino's Pizza was able to connect with its consumer base on a personal level. Furthermore, this campaign blew up on Twitter and over other social media platforms, creating much hype over the brand and increasing brand awareness. Therefore, driving more sales and transactions for Domino's through the increased brand awareness, during Valentine's Day. However, as this campaign was well-received, Domino's Pizza would have gotten more sales if there was an aspect that could directly impact sales.

3.3 "Staying Home with Jimmy Bullard" Campaign Strategy – Social media marketing, video marketing, celebrity endorsement marketing.

This campaign made use of various strategies and was effectively able to target its target audience. Firstly, they used celebrity endorsement as they got Jimmy Bullard to endorse the brand. Using him was an important factor as people would give interest to the campaign since he is famous, and many people would be curious about what he

does at home during the World Cup season. Furthermore, he was a good representation of someone who stays home to watch the World Cup. Therefore, Domino's Pizza was able to effectively target those who were watching the World Cup from home and his fans who would be football fans as well. Secondly, this campaign made use of various marketing strategies.

They used video marketing by filming videos of him staying home during the World Cup. These videos were able to increase audience engagement through social activity around the videos which were uploaded on YouTube. As the videos garnered a lot of views on YouTube, the video marketing was successful. Lastly, Domino's Pizza also partnered with SPORTBible which is a sports-focused social media publisher to extend the campaign. SPORTBible is also popular among sports fans. Domino's Pizza and SPORTBible released sponsored content related to staying home and watching the World Cup on Facebook which also gained many views and attracted the attention of sports fans. Thus, social media marketing was also successfully executed. All in all, Domino Pizza successfully targeted a wide range of audiences using various social media platforms and marketing techniques.

This campaign is a sub-campaign to the long-term and main campaign, "The Official Food of Everything". This campaign met the goal of the main campaign which was to market Domino's Pizza as a versatile food that could suit every occasion. This was fulfilled since Domino's Pizza promoted Domino's Pizza as the best food to have while watching the World Cup from home. However, this campaign was not done well in terms of Domino's Pizza's purpose, and values. This sub-campaign mainly showcased Jimmy Bullard and staying home during the world cup. It created buzz for the interesting and fun videos released but it did not require active participation from its consumer base, so it did not create many experiences for them. The idea was witty but not necessarily innovative and new. Thus, it did not meet its values and purpose.

Overall, the campaign was able to drive Domino's Pizza's sales during the World Cup season and received high ROI since the videos released created buzz and increased Domino's Pizza's brand awareness. However, it could have included other innovative ideas which would be able to create exciting and new experiences for their consumer base to stay true to its values and purpose.

3.4 "Paving for Pizza" campaign strategy - Cause Marketing, Social Media Marketing, and Viral marketing

Cause Marketing - Recognising society's priorities and interest.

Cause Marketing is defined as a type of Corporate Social Responsibility (CSR) in which a company's promotional campaign has the dual purpose of increasing profitability while bettering society. In this campaign, Domino's Pizza's fundamental key to the campaign's success is to heighten its brand value by creating value for the public. This is done through recognising societal issues and doing good for the public. They took up the public issue of potholes as a social responsibility. This is a very effective strategy as Domino's Pizza did it under the banner of corporate social responsibility. This would mean that the good deed or work is undertaken by the name of the company, but it is not an integral part of the brand identity. This is a concept of purposefulness whereby for Domino's Pizza to be successful, it must take on a higher purpose than only selling its products. By aligning with a good cause, Domino's Pizza can showcase its purpose at every touchpoint and allow customers to feel that their daily needs to commute smoothly are met. It is also a win-win situation whereby Domino's Pizza's delivered pizza would be of better quality, and they can engage the audience on a deeper level. This is also aligned to Domino's Pizza's mission purpose, "For our communities, it means we constantly seek ways to deliver positive change for people and the planet", where Domino's Pizza does the best to deliver good quality pizza and a better experience for customers. This kind of sincerity builds trust, credibility, and meaningful relationships between Domino's Pizza and the people of the society. Hence, value is created for the public which in turn helps the brand to get more exposure and reputation build up. This will drive more sales and transactions for Domino's Pizza through the increased brand awareness, which in turn creates value for Domino's Pizza.

Social Media and Viral Marketing- Viral content creation on social media and efficient link building

Domino's Pizza realised that social media channels such as Instagram and Twitter were a key distribution channel for content as once the right content is published, engagement is generated via social shares and in turn, drives more traffic to Domino's website. Hence, Domino's Pizza uploaded a video on "Pizza Damage Report" onto Instagram and Twitter to allow people to view what happens to a pizza based on the different quality of the road

condition. The post successfully caught the interest of many as many could relate to the feeling of commuting on an unpaved road. By creating the right kind of content and posting it on the right platform, the publicity gained would be effortless as the people would “help you do the job”. People would leave comments, likes, and even help to repost and share it around. After viewing the video, interested audiences could click on the hyperlink for nomination in seconds. There were also pop-up links linked to Domino’s Pizza’s main website, illustrating efficient and effective link building. Not only could it facilitate the nomination for the grant on the campaign microsite in a few seconds but also, it could promote their website. Visitors can explore Domino’s Pizza’s webpage and order a pizza for a meal that day, increasing the number of website visitors and the visibility of Domino’s Pizza’s brand.

3.5 “Mouth-Boggling” campaign strategy - Social Media Marketing, Viral Marketing

Firstly, discovering emotional opportunities in the market. Domino's Pizza and its partnering agency analysed more than a year’s worth of Domino’s Pizza’s and its competitor's social data (Facebook, Twitter, Instagram, blogs and forums, plus 60,000 Domino’s feedback surveys). Through this, they managed to identify the overriding emotions related to each brand on each platform – from anger to joy, and anticipation to trust. From the research results, it was clear that Domino’s Pizza occupies the emotional territory of ‘joy’ and the consumers used emerging emotional languages of the internet such as GIFs, memes, emojis, and capslock to express it. This gave Domino’s Pizza the campaign idea of “Domino’s Pizza is so tasty; people simply can’t find the words.”

Secondly, ultimately develop a strategy based on insight, not product RTBs. After researching social media trends and internet culture where they found out Snapchat as a booming platform and the internet expression of feelings, Domino decided to roll out a new style of advertising to its target audience. Instead of sticking to the usual category norms of "reasons to believe" (RTBs) and "food porn", they used a bespoke social-research model to identify an emotional way of conveying Domino’s superiority when it comes to taste, which is aligned to Domino’s value, that they are bold and innovative.

Thirdly, creating a new viral trend. Domino decided to emphasize the idea of the "mouth-boggling" effect by giving the audience the tools they need to express their feelings for Domino’s pizza. By taking the language of the internet, Domino successfully created Snapchat filters and lenses. Domino’s Pizza intentionally put on disruptive ads on every social media platform that was unskippable. This drove the attention of many and built a large amount of engagement on social media channels where people posted themselves playing the Snapchat filter and lenses. There were in total 8.5 million plays and more than 10 million views which turned out to be double of Snapchat benchmarks.

Since the campaign disrupted the normal category norms of marketing and audiences through their digital devices- phone, laptop, and desktop. This campaign was a huge success as it not only drove engagement, it drove sales and most importantly it broke into the US culture.

4.Recommendations

4.1 Valentines’ Day Campaign

4.1.1 Campaign Performance

The Valentines’ Day campaign attracted a lot of attention due to its novel idea. This campaign was extremely successful as Dom Juan achieved over 2 million impressions on Tinder alone. Most importantly, the campaign also yielded 35 times return on advertising spend and an increase of 10% from the previous year's sales as it garnered the public’s interest in Domino’s Pizza. This suggests that people enjoyed chatting with Dom Juan and coveted Domino’s Pizza on Valentine’s Day.

4.1.2 Comparison of competitor’s campaign - Papa John VS Domino’s Pizza Valentine Campaign

Just like Domino’s Pizza, Papa John wanted to make full use of Valentines’ Day to boost its sales. In 2020, Papa John partnered with Snapchat for its marketing campaign. Snapchat is known for its Augmented Reality (AR) filters which enhance the experience of taking pictures. Papa John’s lets people order food directly from an AR face lens. The lens overlays the image of a heart-shaped pizza, which Papa John adds to its menu every Valentine's Day, on a selfie that Snapchat users can share with their friends. Snapchat users can either tap an "order now" button on the

lens or swipe up on a Papa John's Valentine's Day advertisement to order a heart-shaped pizza. This was the second time Papa John's did this campaign. In 2019, Papa John conducted a similar campaign and more than 25% of Snapchat users who swiped up on the Papa John's advertisement ordered a Valentine's Day pizza. There was also a 6% lift in advertising awareness among Papa John's customers which was the highest it has increased according to Papa John's marketing team.

Firstly, the similarities of both campaigns are that both used social media marketing, and both used popular social media platforms to carry out their campaign for Valentine's Day. The first difference is the purpose of both campaigns. Papa John's campaign directly impacted its sales as its purpose was to encourage Snapchat users to order a pizza while the purpose of Domino's Pizzas' campaign was to interact with its consumer and increase brand awareness. Secondly, the reason why Domino's Pizza's campaign was more popular and successful was that the idea was very new and innovative, and new thus it garnered attention. Furthermore, Dom Juan's hilarious pick-up lines were shared around on social media platforms as it was entertaining. However, Papa John's lacked that "viral" factor. However, based on Papa John's statistics, more than 25% of Snapchat users who swiped up on the Papa John's AR lens ordered a Valentine's Day pizza. This suggests that Papa John's campaign was an effective call for action which directly increased its sales.

4.1.3 Recommendations

Many of Domino's Pizza's campaign's aim is to increase brand awareness. Its campaigns do not necessarily call for action and encourage consumers to convert. Hence, Domino's Pizza could have gotten more sales if its campaign had an aspect to encourage the customer to buy pizza. Therefore, Domino could do a campaign similar to Papa John's through social media platforms. Instagram is another popular social media platform with 1 billion monthly active users compared to Snapchats' 500 million. Instagram filters are extremely popular when people post InstaStories. Hence, Domino's Pizza could launch its filter for people to use and share. Especially interactive filters which could entertain, engage users, and encourage others to use as well (examples of interactive filters are under Reference). Domino's Pizza could also allow people to create their filter for example a pizza that they like and allow them to download and use it. Similar to, Papa John's they could tap on a part of the filter or swipe up on an advertisement to order a pizza as well.

Another recommendation to directly impact sales and encourage customers to convert through the Dom Juan chatbot is that when Dom Juan is asking which type of pick-up line they prefer, he could include a link to Domino's Pizza Valentines' Day offers page and wittily ask the customer to purchase a pizza. Or he could ask them to order a pizza occasionally when chatting, in an unintrusive way so that it does not affect the users' experience.

Therefore, these would be killing 2 birds with 1 stone where Domino's Pizza would be able to increase brand awareness and encourage people to convert and buy pizzas, thus increasing sales as well.

4.2 "Staying Home with Jimmy Bullard" Campaign

4.2.1 Campaign Performance

The videos uploaded on YouTube and gained 26 million YouTube impressions and they were included in the Top 10 Branded Content on YouTube leaderboard over June and July 2018. It also garnered £2.13 CPM (Cost Per Thousand Impressions) through YouTube. The sponsored content released by SPORTBible received 27 million Facebook impressions and £2.05 CPM. It also became the best performing branded content on SPORTBible. This suggests that the campaign was extremely successful as it gained many impressions on social media and generate high CPM for Domino's Pizza.

4.2.2 Recommendations

Although this campaign was successful and received massive amounts of social media impressions and generated high CPM for Domino's Pizza, people felt that it did not involve participation from the public. Although watching the videos was entertaining, it did not engage the consumers to participate in the campaign.

Firstly, using TikTok to engage the audience to post entertaining videos. Recently, TikTok is a rising social media platform with 689 million active users worldwide. It has currently been downloaded 2 billion times on Appstore

and Google Play. In February 2019, TikTok reached its first billion downloads, and it took just under eight months to gain half a billion more. This suggests that TikTok is a fast-growing social media platform that is only going to become more popular. Therefore, Domino's Pizza should jump on this social media trend to come up with fun and exciting TikTok videos. For instance, it could post videos of what Jimmy Bullard does at home during the World Cup on TikTok as well and encourage others to share what they do during the World Cup as well as their experience watching the World Cup from home using a specific hashtag. This could capture the fun and exciting moments of watching the World Cup together with the users' friends and family as well as entertaining videos on what they do at home. Furthermore, if Jimmy Bullard or Domino's Pizza comments on their videos using their accounts, it would create more buzz and encourage more people to post as they would like to get noticed by Domino's Pizza and Jimmy Bullard. This would allow Domino's Pizza to engage with its consumer base on a deeper level. Furthermore, as people like sharing their life experiences on social media, this is the perfect way for them to do it.

Secondly, using social media challenges. Another way to engage the audience is through social media challenges. For instance, Jimmy Bullard could create his challenge and encourage social media users to follow him. For example, the "Pepsi Can Balance" challenge promoted the limited-edition of Pepsi cans. This challenge was extremely successful and went viral. Mo Salah, Raheem Sterling, Paul Pogba, and Lionel Messi kicked off this challenge by performing their own "#PepsiCanBalance" challenge. The challenge featured different ways to balance Pepsi cans. For example, Lionel Messi balanced 2 cans on each other while Mo Salah balanced it on a soccer ball. This encourages people to buy limited-edition cans to find innovative ways to balance the can. Therefore, it was able to increase brand awareness and sales. This challenge became successful immediately as it was kickstarted by celebrities and it was an interesting challenge for users as they could express their creativity and shoot fun videos. Hence, Domino's Pizza could follow the current market trend to promote its campaign using social media challenges that allow consumers to express their innovative ideas.

Therefore, Domino's Pizza would be able to use celebrity endorsement coupled with social media marketing to engage its consumer base in posting videos on social media. This would increase brand awareness which would in turn increase sales during the World Cup season. Apart from the World Cup season where people stay home to watch the game, due to COVID-19 people have been staying home as well. Hence, Domino's Pizza could use this idea during the COVID-19 pandemic to entertain and create fun experiences for their consumer base during this tumultuous time. They will also be able to connect with their consumers on a deeper level and encourage them to connect with Domino's Pizza first.

4.3 "Mouth-Boggling" Campaign Recommendations

4.3.1 Campaign Performance

According to Iris and CampaignUS, the results were very successful. Throughout the 10-week duration, the campaign drove participation in the millions across multiple platforms.

"Mouth-Boggling" Campaign Results

Giphy Results	33 million GIF views
Snapchat Results	Plays: 8.5 million, Uses: 1Million, Views: 10.5 million
Facebook	Reach: 10.8 million, Video Views: 5.8 million
Youtube	Views: More than 1.4 million YouTube views to date
Overall Engagement rate	13% higher engagement rate than other Domino's Pizza's posts. "Lost for words" content was 3.5 times more likely to be shared than regular content.
Brand Effectiveness	Advertising Research (600 people sample): 77% 'enjoyed the ad' compared with 68% and 69% for the most recent Just Eat and McDonald's ads respectively. Boggles performed strongly with under-24year-olds, with 88% enjoying the ad.

Table 1

4.3.2 Comparison of Competitor's campaign - Coca-Cola, "Share a Coke" campaign.

The "Share a Coke" campaign is a campaign whereby consumers can replace its iconic brand name with one of the 250 most popular American names on the labels of 20-ounce bottles. Consumers were urged to discover bottles with special names and share them with family and friends, then share about their experience using the hashtag #ShareACoke. Consumers shared more than 500,000 photos via the #ShareACoke hashtag within the first year alone. Coca-Cola gained around 25 million new Facebook followers that year and for the first time in more than 10 years, the Coca-Cola managed to increase sales by more than 2.5%. Furthermore, the consumption of Coke increased by 7% in less than a year after release. In the US, 1.25 million more teens tried a Coke during the following summer and sales of participating Coca-Cola packages increased by 11%

4.3.3 Recommendations

Even though the "Mouth-Boggling" campaign results were very impressive with a very high online audience engagement rate, it is more targeted towards increasing brand awareness. However, it is less effective in gaining sales than "Share a Coke" as this campaign is direct in calling for action to drive their sales up. What they require the audience to do could directly and effectively increase their sales.

Firstly, personalization. By allowing consumers to personalize their names or their friends and family names on the coke it will make them feel special as it was designed just for them and their needs. Therefore, Domino may want to provide customized pizza and Snapchat filters to specific groups of customers rather than catering to the general public. By offering customers the option to create their tailored pizza, it would enhance the customer experience as individuals would feel special and more inclined to buy from Domino's Pizza in the future.

Secondly, call to action. Moreover, the "Share a Coke" slogan is an implicit invitation to buy more Coke cans. Being catchy and easy to remember, the phrase carries an implicit directive to purchase a Coke bottle to give it to someone else. Hence, what Domino's Pizza could do is that they could create a meaningful and directive hashtag such as #CustomAPizza to encourage its consumers to personalize and buy a pizza. This would grab the attention of potential leads or convert existing leads into customers. Hence, people will not only love the brand but also consume the product, which in turns drive more sales and value for Domino's Pizza.

4.3 "Paving for Pizza" Campaign Recommendations

4.3.1 Campaign Performance

The campaign was successful as it generated a good amount of publicity and conversation on social media. According to PR Week, the campaign garnered 35000 organic mentions on social media. The campaign even created a lot of viral discussions about the potholes and repairs as the people were very concerned and passionate about the pothole's problem. In addition, the campaign caught the top-tier national media's attention (eg. USA Today, NBC's "Today" show, "The Late Late Show with James Corden," Bloomberg, and the Washington Post). Through a lot of publicity carried out and attention garnered, the Paving for Pizza campaign led to more than 137000 nominations from 15,275 zip codes in all 50 states.

4.3.2 Comparison of Competitors campaign - Coca-Cola, "This Coke is a Fanta. So what? "

In Brazil, one of the biggest homophobic slurs is "Essa Coca é Fanta " or "That Coke is a Fanta ". This expression was used to mock the LGBT+ community in the country for years. Hence, in 2017, the " This Coke is a Fanta so what ?" campaign was launched by the Coca-cola company in support of the LGBT community where they launched a limited-edition can. A red Coke can with orange Fanta inside, featuring the message: This Coke is a Fanta. So what? The campaign was a big success as the very expression that caused discomfort to homosexuals all over Brazil became a pride symbol. The campaign was popular on social media platforms with 1 billion organic media impressions with the US \$0 media spend and it was the biggest Google search term at that moment. Many people made their own DIY Coca/Fanta bottles, carnival costumes, clothes, and cell phone covers to transform this expression into a symbol for Coke and Brazilians to fight prejudice.

Results Comparison

	Paving for pizza campaign	This Coke is a Fanta. So what?
Organic Media Impression	35000	1 billion
Awards won	(None)	DAVID the Agency's inclusive work for Coca-Cola won an impressive seven Lions at Cannes Lions 2018, including golds in both the PR and Media categories.
Media attention	USA Today, NBC's "Today" show, "The Late Late Show with James Corden," Bloomberg, Washington Post	The campaign was even appreciated by the famous Brazilian LGBT singer, Pablio Vittar.
Money spent	\$5000 for each state to repair potholes (Total 50 states)	\$0

Table 2

4.3.3 Recommendations

Firstly, being emotional. What Coca-Cola did was understood the LGBT+ pain point, needs, and wants. They found out that the community had been undergoing homophobia discrimination for a long period. Hence, they created a marketing campaign that turned a homophobic phrase into something positive and empowering, triggering a big emotional change in the mental state of the LGBT community, from a very negative state to something that they can take pride and joy in. By empathizing with consumers and making a positive change to their lives, it would allow for deeper and meaningful connections developed with the Coca-Cola brand. Instead of just creating a video on pizza damage and repairing potholes, Domino's Pizza should create more empathic and emotional content such as having a small role-play of the pain points customers face when they commute on a highway full of potholes. This would trigger more emotions from the customers as they will be more able to relate the frustration faced as seen in the video. When you bring the customer's emotion to a lower level, they will recognize more value and meaning in what you offer. They would be more appreciative of Domino's Pizza repairing the potholes for them as it solves their pain point and brings up their emotional level. This is because emotions generate engagement and memorability which can affect the way audience's involvement with the brand.

Secondly, developing true meaning and value. Unlike Domino's Pizza, Coca-Cola launched a limited edition can with the Fanta beverage on International LGBT Pride Day. By launching a new product on a memorable day, it can drive more interest. By presenting something unique and valuable, many would be curious to try out the new product. Hence, Domino's Pizza could develop a new pizza that is valuable to their target audience. For instance, they could have a pizza that has elements of road design that will appeal to their audience. Especially for a specific event, Domino's Pizza should dedicate a whole new experience for their audience to create meaningful and valuable connections with their customers. This would enhance brand perception. Audiences feel more connected with the brand and would engage with the brand out of willingness and interest. It is a more cost-effective way to drive more brand awareness and overall advertising effectiveness, which shows why Coca-Cola has \$0 spent on media advertising.

5.Summary

In summary, Domino's Pizza has carried out many innovative digital marketing campaigns. However, many focused on improving brand awareness only instead of calling for action. Hence, it should focus on both to enhance its campaigns and get the best out of it. Furthermore, it could target various customer segment and tailor their marketing efforts accordingly to their target audience in order to provide them with amazing experiences which would boost brand loyalty, increase brand awareness and ultimately sales. It should also keep up with the current market trend in order to continue to supply its consumers with innovative campaigns that they would enjoy.

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Domino's Pizza Valentine's Day References

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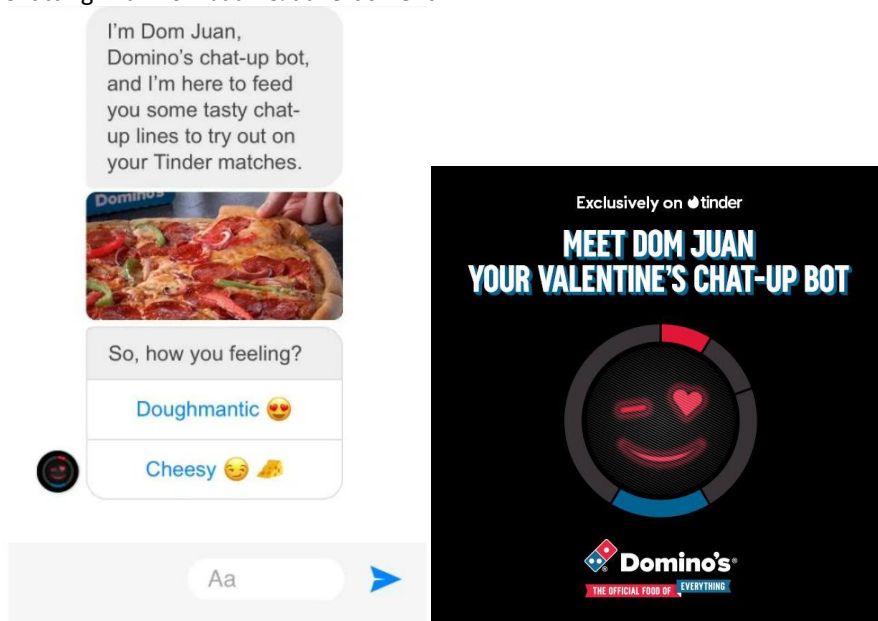
<https://tinyurl.com/4b4t9wbn>

Influencer Cian Twomey Instagram Post: <https://tinyurl.com/3fep7hve>

Domino's Pizza Dom Juan Twitter Post: <https://tinyurl.com/3xvynh89>

Tweets sharing Dom Juan: <https://tinyurl.com/4yzpx984>

Chatting with Dom Juan & advertisement:



Domino's Pizza Staying Home With Jimmy Bullard

Facebook Video: <https://tinyurl.com/tyxhnhjf>

Youtube Videos :

<https://tinyurl.com/3byktx25>

<https://tinyurl.com/nkjcirs6>

Domino's Pizza Paving for Pizza Campaign

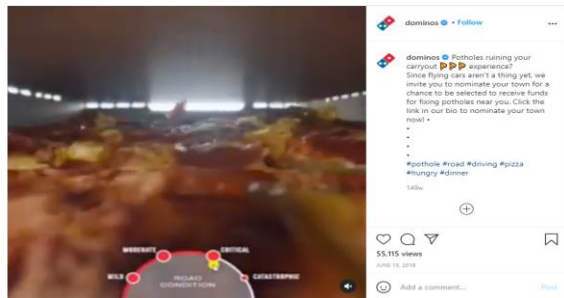
Microsite/Website: <https://pavingforpizza.com/>

Domino's Instagram : <https://tinyurl.com/37rr7rt2>

Instagram : <https://tinyurl.com/dcuxxu8x>

Twitter: <https://tinyurl.com/4x9em6nm>

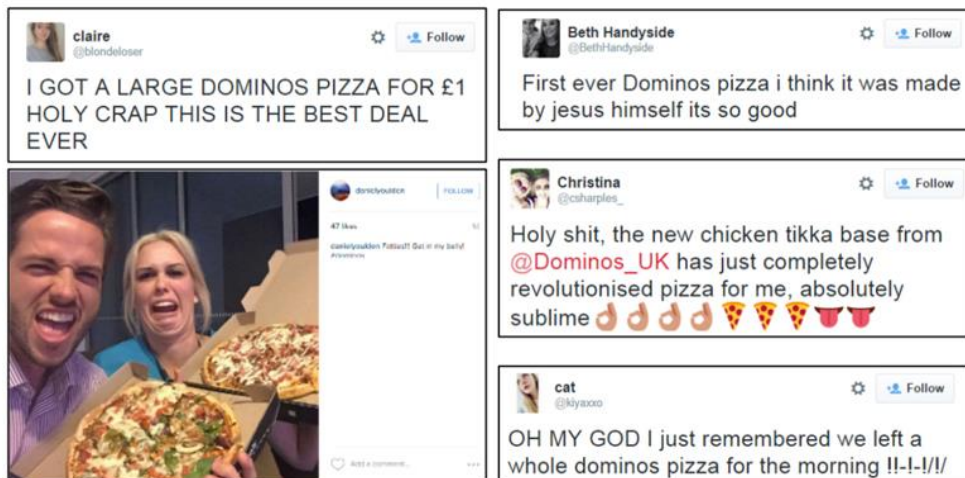
Video: <https://tinyurl.com/e2zyr9j7>



Domino's Mouth Boggling campaign

Youtube advertisement: https://youtu.be/9zJthAk_cVk

Snapchat lenses:



GIPHY channels and sticker:

<https://giphy.com/dominosukro>

<https://giphy.com/explore/dominos-pizza>

Results source: <https://www.iris-worldwide.com/work/so-tasty-the-mouth-boggles/>

Domino Pizza Vision, Purpose, Values

<https://tinyurl.com/7n52dw38>

ShareaCoke Campaign

Youtube Advertisement: <https://youtu.be/2X8Bd3-G6IU>

This Coke is a Fanta Campaign

Youtube Advertisement: https://youtu.be/_1-zJcQKQaY



Pepsi Can Balance

<https://reynoldsrobinson.com/Pepsi-Can-Balance-Challenge>

Paul Pogba's Promotional Video:

<https://tinyurl.com/26jceu4>

Sterlin's Promotional Video:

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Videos posted by TikTok user participating in the challenge:

<https://tinyurl.com/dcdy5crz>

Papa john valentine

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