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Pizza hut philippines case study

Who is the mayor of Pizza Hut? Or, in other words, who has been stuffing their faces with way too many deep dishes? We'll find out soon enough. On Wednesday, Pizza Hut announced a new partnership with Foursquare aimed at giving us more of that fresh goodness. The restaurant chain's devoted customers will soon be rewarded with a free bread order (with the purchase of a large pizza) if they earn the mayor's prestigious title - of their local Pizza Hut franchise. This is not Hut's first fore-off into the digital market. Last July, it became the first national restaurant chain to launch an iPhone order app, resulting in sales of about \$1 million in just three months. On Facebook, the company attracted more than 1.4 million fans through a tool that allows users to place orders without leaving the social network, and they were also one of the first brands to hire a full-time Twitter expert. We spoke to Brian Niccol, marketing director of Pizza Hut, to find out why they are engaged with Fourquare now, and who they think will be checking in. We are a big brand, so we want to be everywhere, says Niccol. We need to connect with consumers in their own way, and those terms are constantly evolving. Not only is there a model- you can not say, we will do this, and then exclude other new platforms. Just last week Forrester Research recommended that the big brand hold off from geo-location services until its reach grows larger. But as foursquare's head of business development told me recently, if you choose not to [join], another competitor can. And that's exactly what happened to Pizza Hut. A few months ago, Domino's partnered with Foursquare, and in July, it was reported that the promotion helped increase sales by 29%, or \$26 million, in a pilot project in the UK. Now, Pizza Hut is making sure it doesn't play catch-up in the future. Everywhere means experimenting with new services like Foursquare, even if they're not fully developed yet. While Pizza Hut may have missed the first boat on Foursquare, Niccol said the company is committed to expanding its digital strategy. The definition of social media is becoming wider and wider, he explained. Whether it's Twitter, or Hulu, or a geographic location with Foursquare, we're trying to tailor content to each of these platforms. But for services like Foursquare that thrive on daily routines (check-in at coffee shops, for example), should brands sign up if they don't connect with regular consumers? After all, how many pizzas and Can we towel down? Obviously, our users do not have the frequency of Starbucks, agrees Niccol. We're not going to get a place where people are eating pizza every day and they shouldn't do it, as healthy individuals. But I think it's right Your loyal customers, and provide an motivation for others to become more loyal, explains Pizza Hut CMO, who hopes to see a bump in repeat traffic. I also asked Niccol whether Domino's had made a good decision in an advertising campaign in which it smeared the quality of its own pizza. Is such a dramatic action necessary to go viral? I've seen many successful Old-Spice, for example—a lot of other brands have been able to talk to the positive side of their brand, and still go viral, he said. The secret is: Can you talk about your brand in a way that connects with consumers? I don't think that requires smearing your brand. Domino's seems to have missed the memo. Fast food is being taken over by meat alternatives. Meat is now served at Burger King, White Castle and Starbucks. Meanwhile, Beyond Meat can be found on the menus of Dunkin' Donuts and Hardee's/Carl's Jr. - and perhaps KFC soon. Even McDonald's, which has held out the longest, has teased a new McPlant burger. The pizza chain has been relatively quiet until now. Pizza Hut, in partnership with Beyond Meat, will release Beyond Italian Sausage Pizza nationwide for a limited time. I had the opportunity to try the pizza a few weeks before it was delivered to my door. And frankly, the product is good enough that it just replaces the real sausage on the menu of Pizza Hut. [Photo: Pizza Hut] Even before I opened the box, I smelled the characteristic Pizza Hut smell ingested from the container - the almost buttery scent of the pan crust mixed with warm cardboard. The only giveaway that something is different is the box itself: labeled with a large, green Beyond Meat logo. Inside is a very ordinary-looking Pizza Hut pizza, covered in a large amount of cubic sausage blocks. I've had Sausage Breakfast Beyond Meat many times before, and wondered if it would taste more or less the same. It's nothing. The product is specially built with Pizza Hut. At my first bite, I was greeted with a firm punch of dynut seeds; lots of paprika, garlic, and salt round out the flavor from there. The texture is a drier touch than the usual sausage, with a crispy outline exterior that's been browned in a high temperature oven. (I wish I had a blind tasting to know if I've picked up on the exchange.) But it's every bit as debiling as eating real pork on a Pizza Hut pizza. Sausages carry a strong kick of spices confident enough to contrast cheese and flour blankets, instead of trying to fade into the background. [Photo: courtesy of the author] Now don't get me wrong. I'm from Chicago, which means I'm a total pizza snob. (And contrary to stereotypes, it's not just deep dishes, but a whole thin crust pizza culture with great sauces and meats popular by Italian immigrants who have moved to the Midwest.) Pizza Pizza Sausages, like that of all the big pizza chains, are not the rich and nuanced Italian sausages that I'd like to find on top of a pie from my favorite local location, like Aurelio's. No, sausage pizza is another beast. It's almost gravel, and less about capturing the nature of sausages than providing a salty, umami kick. Honestly, it functions a lot like a burger's patty from McDonald's or Burger King—not a hamburger patty as you'd expect from a gastropub, but a hamburger as a mass-produced brand. It's a dumb meat that never really lives up to the potential of meat as much as it does a corporate brand flavor. (Every McDonald's burger tastes the same—a taste you can only really describe as McDonald's.) I believe these extremes —food such as food, brand-like food —can and are comfortable coexisting in our dining scene today. And what I'm saying is that Beyond Italian Sausage Pizza feels like a perfect make of the branded flavors of Pizza Hut, largely thanks to Pizza Hut cheese and the pan flavor you know, although it happens to have a vegan meat on top instead of one made from pork. And this is just how I feel about trying out Beyond Meat's amazing chicken cans they've partnered with KFC. Maybe the chicken isn't entirely convincing, but 11 secret herbs and spices certainly were. So when we look at the future of alternative meats, we should audit all the pizza chains topped and fill the burger, and question if they really need to have an ingredients like environmental sabotage like beef or pork inside when meat alternatives can get 85% of that path. Because some meat is delicious for being meat. And some meat really only has to have a familiar brand on your tastebuds. Before being contacted by Chad and the video production team, I didn't even know the studio existed. I spoke to Chad, and he told me that it was possible to handle everything we needed for our virtual recruitment event. Immediately, Chad's team ran to the ground and offered better ideas than what we had originally of. For the first event, because we were under a very tight deadline, the production team even came to my facility and shot all the interviews right on the site. The second event was filmed at the studio. The final products are amazing! We had 700 people watching the live event, and 1,000 on the next go-around. When I tell people that the videos are produced by our 'internal' video production unit, they are unbelievable. Because the project has been very successful, we will do another virtual rental event that will produce. Karen Donnelly, Management Analyst, FDA Center Drug Prices, Office of Generic Drug Pizza Chain plans to give away half a million pizzas. The pizza chain has teamed up with U.S. dairy farmers to give away half a million pizzas to graduated from high school. To get free pizza, graduates need to visit Pizza Hut's website and sign up for the Hut Rewards program. Once the account is authentic, a free pizza coupon will appear in the account and can be redeemed until June 4, 2020. We are proud to partner with hardworking American dairy farmers to bring students who are missing out on their opportunity to pass the stage with their degree, an opportunity to celebrate with their favorite Pizza Hut pizza, said George Felix, marketing director of Pizza Hut in a press release. Pizza Hut also offers a variety of contactless options for receiving pizzas. It can be delivered, implemented, or selected to the curb to ensure the safety of their employees and customers. This deal for graduates is just the ultimate supply, so log in to get your free pizza before it goes. They're not the first restaurant chain to give some love to high school seniors, though. Earlier this month, Krispy Kreme awarded Dozen Graduates to all high school and college graduates in 2020. To get free doughnuts, seniors must wear caps and robes or Class of 2020 equipment. Specialty doughnuts remain available for purchase at participating stores until May 24. This article originally appeared on People.com.

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