



## **Domino's Pizza pulls happiness in with new campaign**

**New Delhi, April 22<sup>nd</sup>, 2010:** Domino's Pizza, the Market Leader in organized pizza home delivery segment in India (*Source: The Food Franchising Report, 2009*), recently launched its new campaign bringing out what they do best, delivering happiness through great value and home delivery of tasty Pizzas.

The latest campaign is also a testimony of the company's ongoing focus on product affordability and aggressive market expansion plans across the length and breadth of the country; to ensure khushiyan ki home delivery at every door step of India.

Having achieved a major milestone of over 300 stores pan-India in more than 70 cities, Domino's continues its expansion drive making pizzas available and within the reach of customers even in small town India. Over the last few months, Domino's further consolidated its leadership position by foraying in Tier-II & III towns like Calicut, Sholapur, Solan, Roorkee and Sangli. Its strong value proposition has effectively encouraged pizza consumption the country over.

The new campaign of Domino's reflects the brand's thrust on appealing to new customers with pizzas that are irresistible in taste and unbelievably low in price points thus increasing the pizza consuming population in India.

**Mr. Dev Amritesh, Sr. Vice President - Marketing, Jubilant FoodWorks Limited (formally Domino's Pizza India), said,** "The new TVC reflects how far brand Domino's has come. It highlights the widening of our consumer base, implying that Brand Domino's is no longer a brand for the big cities. Our successful foray into small cities establishes that our pizzas are being lapped up the same way, in small town India. In a way we have massified pizza consumption in India. We have also been able to strike an emotional chord with our customers through the Khushiyan ki home delivery positioning



**Mr Dev Amritesh, added,** “The new TVC which is for the relaunch of the successful Pizza Mania, the affordable range of Pizzas. The ability of Domino’s Pizza taste to attract people and the belief that Domino’s can play a part in bringing happiness is the central idea of the TVC”

The new TVC makes a powerful, emotional appeal through its depiction of school kids in a remote picturesque setting who are enticed to attend school through a Domino’s pizza treat organized by the enthusiastic teacher enacted by Sagarika Ghatge, better known as Preeti Sabharwal of Chak De fame. It establishes how Domino’s is becoming popular and is getting embedded in the mindset of consumers.

The TVC was conceived by the creative team of Contract Advertising Delhi led by Nima Namchu, Executive Creative Director, and Amit Shankar, Creative Director Contract Delhi office and directed by Soojit Sircar of Rising Sun Production House. The new campaign is supported by a below-the-line activation at store level, door hangers and in-store collaterals. An online campaign is also on cards.

The TVC is already on air since 15<sup>th</sup> April on all leading channels.

### **Jubilant FoodWorks Limited**

Jubilant FoodWorks Limited, A Jubilant Bhartia Group Company holds the Master Franchisee Rights for the Domino’s Pizza, for India, Nepal, Sri Lanka and Bangladesh. The company has been listed on the Indian Bourses recently. Prior to Sep 24, 2009, the company was known as Domino’s Pizza India Limited and underwent a name change, rest of the terms remaining the same.

Jubilant FoodWorks Limited was ranked as the 9th Best Employer among 25 companies in India in 2009 by Hewitt Associates and rated among the Best Employers in Asia in the Hewitt Best Employers in the Asia 2009 study.

The brand, Domino’s Pizza, was founded in the US in 1960 by Thomas and James Monaghan. Since then, it has grown into a global network of 9000 pizza stores in more than 60 countries around the world.

For further Information, please visit:-  
[www.dominos.co.in](http://www.dominos.co.in)