



## CASE STUDY: **PIZZA HUT®**

*Valpak® Delivers Results*



### MARKETING OBJECTIVE

- Drive customers to Pizza Hut® and assess redemption rates by offer, number of redemptions and weekly sales from a single Valpak mailing.

### TEST STRATEGY

- A selection of offers was provided in flyer format for a single Valpak mailing, to test comparative redemption rates, overall lift in sales, and ROI.
- Pizza Hut® provided a summary of weekly redemption results by offer.



**Terry Hopkins, President  
Emerald City Pizza, LLC  
(Pizza Hut franchisee)**

*"The Valpak test mailing  
went extremely well,  
producing results that  
were beyond our  
expectations.*

*The strong response  
from the Valpak  
audience met our*

*objective of driving  
customers to Pizza Hut®  
and provided us with  
a relevant promotional  
opportunity."*



## CAMPAIGN RESULTS

- The overall ROI was 61% when the cost of the mailing was taken into consideration.
- The Pizza Hut® coupons in Valpak generated \$34,265 in gross sales from the 2,659 known redemptions. (Note: redemptions may be understated as coupon collection was not obligatory at time of purchase, as is common in this industry.)
- The "One Large Pizza Any Way You Want It" offer generated the most redemptions (42.8%).
- Weekly sales as reported by Pizza Hut® were highest in Week 1 (35.0%) and Week 2 (34.5%).

## CAMPAIGN ELEMENTS

- 560,000 flyers were distributed in the Seattle area inside the Valpak envelope.
- There were six customized Pizza Hut® offers on every flyer.
- Each offer carried a 35-day expiration date.

## CONCLUSIONS

- Test results for the ad campaign were viewed as extremely positive by Pizza Hut®. Strong consumer spending proved that the targeted Valpak audience is responsive and motivated.
- Multiple offers is an effective marketing strategy in Valpak, with the top two offers producing more than 75% of total redemptions.
- Valpak coupons have a long shelf life, with consumers saving and using their coupons throughout the campaign period.
- The strong ROI resulting from the Pizza Hut® campaign is indicative of a well priced and cost effective marketing plan.

