



Domino's Pizza

NEWS

For immediate release

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DOMINO'S LAUNCHES LUNCH WITH YOUTUBE TAKEOVER

Pizza delivery expert, Domino's Pizza, is set to launch an advertising takeover on top video website – YouTube. The takeover is running on Friday [September 3, 2010] to mark the launch of Domino's new lunch campaign.

The takeover sees Domino's becoming the first brand in Europe to use YouTube's new Quick Launch template. The template enables companies to cost effectively develop an ad from their existing images, videos and links and run it directly on the YouTube masthead.

Domino's will be taking over the YouTube homepage to promote the company's new UK-wide lunch menu, which includes six new oven-baked subs. The advertisement on the website masthead will include a 20 second lunch video, as well as an image gallery of the new menu and a Google Maps search listing to enable users to locate their nearest Domino's store. A direct link to Domino's Facebook page will also appear on YouTube to help generate click throughs and more fans.

The YouTube takeover will be running in the lead-up to lunchtime on Friday and appear on the website until 3pm. The takeover is taking place alongside a range of other media, including TV, radio and press advertising, to help promote Domino's lunch campaign.

Simon Wallis, sales and marketing director for Domino's Pizza, said: "We wanted to do something bold and a bit different to help promote our new lunch menu and we're delighted to be the first in Europe to use YouTube's new Quick Launch template. What better way to announce that Domino's is not just for dinner than with our own lunchtime video on the world's most popular video site. We hope this will liven up the lunchtimes of UK YouTube users and encourage them to get their teeth into our great new menu."

Domino's new lunchtime menu features six new oven-baked subs. The range features a number of Domino's top pizza toppings, plus a host of new filling choices, in a freshly baked ciabatta. Each sub is made to order in-store using fresh ingredients.

Domino's YouTube takeover has been arranged by Arena Quantum, the digital arm of media buying and planning agency Arena Media.

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