



# Domino's Pizza

## NEWS

*For immediate release*

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### **DOMINO'S SCOOPS TOP MEDIA AWARD FOR DIGITAL ACTIVITY**

[Domino's Pizza](#), the pizza delivery expert, has won a prestigious media industry award for its innovative online activity. The Campaign Media Awards recognise brilliant and inspiring creative media ideas that make a difference for brands.

Domino's scooped the Best Retail and Home Shopping Campaign award for its Facebook Superfans initiative and Social Affiliate 'widget' which enables website owners to download the widget and receive payment for any pizza orders placed with Domino's by clicking through it. Over 5,000 downloads of the widget have been made to date while Facebook Superfans helped to create nearly 32,000 followers in just four months.

Superfans and the Social Affiliate widget were developed in association with Domino's long-standing digital agency, Arena Quantum.

Chris Moore, Chief Executive of Domino's Pizza, said: "We love winning awards like this. We've always been known for leading the way when it comes to digital activity since we launched online ordering ten years ago and we want to make sure we keep it that way. These new initiatives are just some of the fantastic ideas we've been working on with Arena Quantum and interactive orders continue to be a key driver of our business. Here's to Domino's next ground-breaking innovation!"

Dan Clays, Managing Director of Arena Quantum, said: "Domino's has built on its track record in digital marketing and inventively used social media to regularly talk and listen to customers in a way that has, most importantly, resulted in measurable business growth for their franchisees. Social media has become a mainstay of Domino's wider communications strategy and 2011 promises to be even more exciting."

Celebrating 25 successful years in the UK, Domino's Pizza currently has 643 stores in the UK and Republic of Ireland. For more details, log on to [www.dominos.co.uk](http://www.dominos.co.uk).

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