



# Domino's Pizza

## NEWS

*For immediate release*

June 3, 2011

**'IT'S WHAT WE DO™' –**

### **DOMINO'S CAMPAIGN TO SHOWCASE THE PASSION BEHIND THE PIZZA BRAND**

Domino's Pizza, the [pizza delivery expert](#), is launching a brand campaign to showcase the company's passion behind each pizza delivery.

The new campaign focuses on a range of Domino's key areas including high quality ingredients, pizzas made freshly to order and deliveries to a vast range of locations in all weathers. The campaign features the new end line 'It's what we do' and was developed by Domino's long-standing creative agency, Big Communications, in conjunction with Arena Media.

Domino's new brand campaign launches on ITV1 on Saturday night [June 4, 2011], with 30 and 40 second TV ads appearing at half-time during the England v Switzerland Euro 2012 qualifier and the *Britain's Got Talent* final. The ad has been directed by Stuart Rideout of Ridley Scott Associates, with the voice of famous urban legend poet John Cooper Clarke and featuring the music track 'Hunger' by upcoming Sunderland band, Frankie and the Heartstrings.

Simon Wallis, sales and marketing director for Domino's Pizza, said: "Domino's has been in the UK for over 25 years and while our marketing activity in the past has helped to raise awareness and promote specific pizzas and offers, we wanted to use this campaign to remind consumers what we stand for. Domino's has an extraordinary commitment to quality, service and hospitality and our aim is to deliver the ultimately convenient, feel good food. We wanted to highlight some of Domino's core values that make us different from other pizza companies and to show we'll always go the extra mile to deliver more for our customers – it's what we do."

The first TV ads will air on Saturday on ITV1, followed by further digital activity and press ads. For more information on Domino's, log on to [www.dominos.co.uk](http://www.dominos.co.uk)

**- Ends -**

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