



# Domino's Pizza

## NEWS

*For immediate release*

June 8, 2010

### **DOMINO'S SCORES AN IN-GAME FIRST WITH FOOTBALL CAMPAIGN**

Domino's Pizza is moving into in-game advertising for the first time as part of an integrated football campaign which kicks off this Friday.

The PS3 activity, by digital specialists at ArenaMedia, forms a central plank of Domino's multi-channel push that includes TV, radio and social media.

Domino's month-long in-game advertising targets 16 to 34-year old males playing a range of sports and racing titles on PS3 including NBA 2K10, Superstar Racing and Mx vs ATV Reflex. Ads will be shown to PS3 gamers who are connected to the internet.

The activity builds up to coincide with the World Cup Final when Domino's Pizza will take over all ad and sponsorship spots in Pro Evolution Soccer 2010.

As part of the online campaign, Arena Quantum is promoting Domino's most popular pizza – Pepperoni Passion. It will target the company's 31,000 Facebook fans, with an England squad look-a-like competition. To enter, fans upload a picture via the Facebook Events tab on the company's Facebook page. When a user 'attends' the Event, uploads a pic or 'likes' an entry, a social story is posted onto each of their friends' News Feeds. A weekly winner will receive a free pizza voucher and after four weeks the public's favourite look-a-like will win a pizza party worth £100.

Facebook fans can also win a free pizza during every England match. When England scores the fan who posts the name of the player who scored on Domino's Wall first wins a free pizza.

In addition, an online 'keepie uppie' game gives players a chance to win pizza vouchers for the highest scores and discount codes for use on the Domino's website. The game will be promoted across Facebook as well as through Arena Media's affiliate programme.

Awareness of Domino's competitions and games will be raised through a blogger outreach programme targeting football and sports websites, in conjunction with a search marketing campaign.

A Domino's TV campaign showing the Pepperoni Passion will break on ITV1 before England's clash with the USA with a 30-second TV commercial encouraging viewers to order a pizza before kick off for delivery at half-time.

On radio TalkSport Domino's will run 30-second spots before, during and after all live matches across the tournament.

Karen Houghton, marketing executive for Domino's Pizza, said: "The home is our point of sale, so big TV events that keep people at home are good for our business and a football match is an ideal time for a product, such as pizza, that's made for sharing. We're always looking for innovative ways to engage with our customers and these platforms have given us a great way to put a bit more Pepperoni Passion into people's lives this summer."

Laura Langthorne, account director at Arena Media, said: "This is another digital innovation for Domino's Pizza as it moves into in-game advertising. The campaign which coincides with the football in South Africa aims to make Domino's synonymous with football and position pizza as the perfect meal for the big match. If you like football it will be hard to miss Domino's Pizza throughout the football in South Africa."

**-Ends-**