



**Brand:** Pizza Hut

**Sector:** Food and drink

**Primary Objective:** Awareness, consideration and sales

**Formats Used:** (Actionable) audio

### **Background and Overview**

Say It Now, the voice assistant adtech firm, partnered with Pizza Hut, the pizza chain with 18,000 restaurants in more than 100 countries, and Navigate Digital, the performance marketing agency for challenger brands, to create a new smart speaker advertising campaign that enables customers to claim a discount against tasty treats simply by saying ‘Alexa, Open Pizza Hut Delivery’.

Pizza Hut wanted to be front of the consumer’s mind compared to other food options. It wanted to convert consumer impulse to purchase, particularly on occasions when the consumer might not be sure about what to have to eat because they are feeling uninspired, indecisive or bored.

Say It Now’s actionable audio advertising solution – rolled out via smart speakers – provided the trigger and inspiration to order from Pizza Hut. It also provided them with an instant money off voucher to drive immediate purchase.

### **What was the role of digital within the media mix?**

Smart speaker listeners who heard the Pizza Hut advert on digital radio stations were able to claim their discount directly by using simple voice commands. Listeners simply needed to say “Alexa, open Pizza Hut delivery” to their smart speaker and they were able to access more product information or get a discount coupon sent to their phone straight away.

The Pizza Hut brand has a host of easy order options – including via the Pizza Hut mobile app – and Say It Now’s conversational technology and Send to Phone application made the pizza ordering experience even easier.

### **What results did you attain? What was the biggest achievement?**



The campaign powered a strong performance and outperformed all KPIs. Of those who engaged with the advert, almost half (45.9%) used the call to action. The 'dwell time' was 46 seconds.

Commenting on the campaign, Nicola Keane, Head of Digital Marketing, Pizza Hut, said: "Customer convenience is a central part of our offering, and actionable audio adverts - now being used to share our discount code - slot in with our easy order options that include the Pizza Hut mobile app and website. We are thrilled to trial smart speaker voice adverts on Amazon Alexa devices that use the Say It Now 'send to phone' Alexa feature and enhance our easy order options. We are committed to providing an easy pizza experience – from order to [delivery](#) – and this innovative conversational technology allows follow through on this commitment in new and exciting ways."

Find out more about this campaign and see it in action [here](#).