



PAPA

SO GOOD,

JOHNS

SO GOOD.

By: Colleen Luczak(Group Leader), Gillian Zingler, Aubrei Hayes, Noah Mayster



PAPA **JOHNS**

OUR MISSION

Papa Johns has been experiencing franchise closings and a loss of market shares. Our immediate objective is to stop the decline, stabilize sales, and restore to pre-crisis levels.

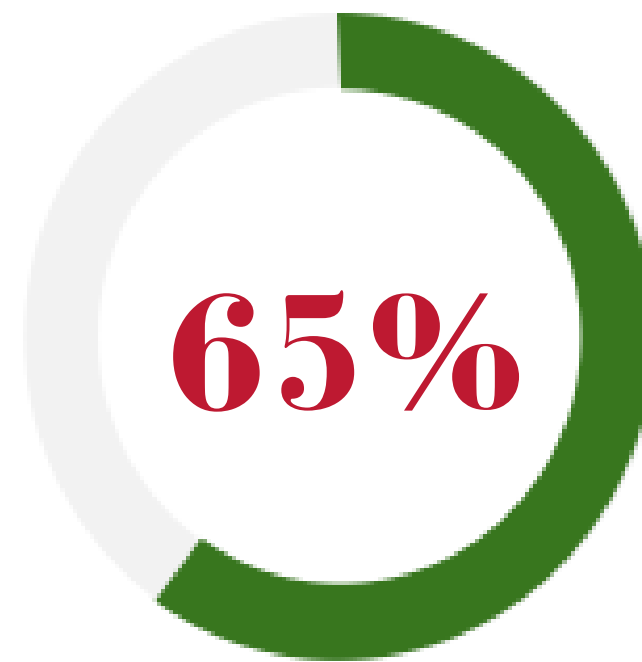
WHAT ARE OUR RESEARCH INSIGHTS?



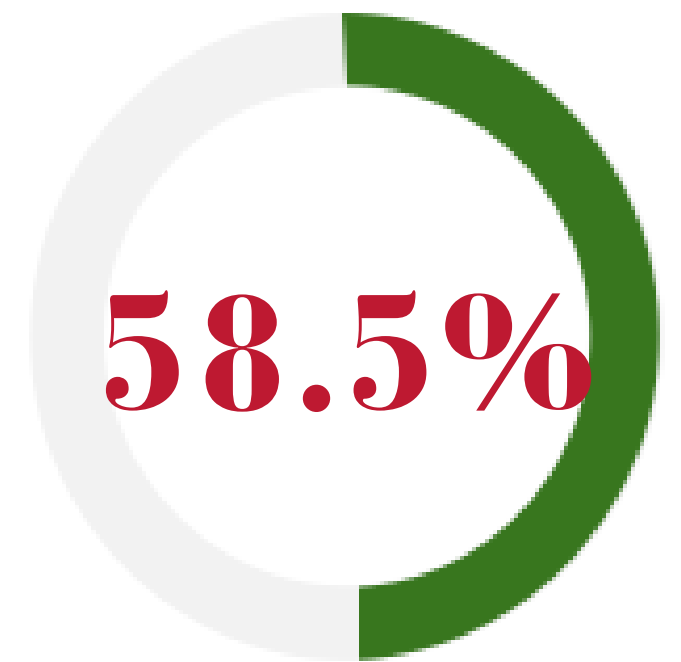
Useable Quantitative
Responses



Useable
Qualitative
Responses



Stated Price & Taste
Are Most Important
Aspects



Recognized
Papa John's'
Slogan

WHAT ARE OUR RESEARCH TAKEAWAYS?

1 PAPA JOHNS' SLOGAN

- 🍕 Many consumers do not believe Papa Johns slogan and/or don't recognize it in the first place
- 🍕 The slogan does not currently stick, but consumers may recall a more catchy integrated slogan

2 WHAT CONSUMERS LOOK FOR

- 🍕 Consumers are looking for a social experience when ordering pizza
- 🍕 Their priorities while eating pizza involve
 - Taste
 - Flavor
 - Price

3 PAPA JOHNS' UNIQUE STANCE

- 🍕 Papa Johns has unique sauces and menu options
- 🍕 They can capitalize on their original slogan relating to quality ingredients as well as promoting a party experience connected to their pizza

WHO IS OUR IDEAL CONSUMER?



Jessica Smith

Hey I'm Jessica! I am making the most of my senior year and enjoying college while I can. I am involved with my sorority and I love to travel. I am frugal with my money and don't like spending too much in a week. I value spending time with my friends, whether it's going to the club on Saturdays or playing Wii in our pjs at home.

Home: Chicago, IL

Birthday: September 15, 1996

Education: Senior at University of Illinois Urbana Champaign

Relationship Status: Single

Hobbies: Tri Delta Sorority Executive board, Spending time with friends, loves photography



Darius Miller

Hi I'm Darius! I recently graduated college and I'm starting work at a sports marketing company in August. I'd consider myself an outgoing guy with a decent friend base, but I do enjoy spending nights in playing Fortnite with my homies. My friends would describe me as fun, carefree, and relaxed. I am not a big chef so I'm always seeking out convenient and easy food options, especially when I'm hosting my friends at my apartment.

Home: Ramsey, NJ

Birthday: October 25, 1994

Education: Penn State | B.A. in Sports Media Management

Relationship Status: Relationship for one year

Hobbies: Loves watching sports, Gaming



Karen Jackson

I'm Karen! I am a junior at University of Michigan, and I am studying Advertising and Marketing. I consider myself relatively healthy and I like to workout maybe three times a week. I am pretty picky when it comes to my food choices, and I value quality ingredients (Even though I have a soft spot for pizza!). I like to study during the week and have fun on the weekends. I consider myself a social person and I get energy from being around my friends.

Home: San Francisco, CA

Birthday: September 22, 1997

Education: University of Michigan

Relationship Status: Single

Hobbies: Biking, Marketing, Relaxing with friends at home

BRAND STRATEGY

Everything about Papa Johns is so good, from their options, to their quality ingredients, to the social experience they provide.

Papa Johns' menu has everything you could ever desire. These ingredients are all fresh, including menu options with lighter toppings for the health conscious consumer.

Papa Johns is taking a new stance on their branding and are committed to providing a fun experience to the consumers, leaving them wanting to come back for more.

PAPA **JOHNS**

CREATIVE STRATEGY

Inspired by the hit song "I Feel Good" by James Brown, we want Papa Johns' consumers to feel good when enjoying their pizza. Our goal is to connect the Papa Johns brand with relationships that make us happy. We want consumers to create special memories when indulging in Papa Johns. The idea behind "So good, so good" encompasses every quality aspect of Papa Johns. Papa Johns is consistently good for everyone. Whether enjoyed at a party, office meeting, game night, or family dinner, we want to be a part of those happy moments.

TV COMMERCIAL

TITLE: THE GREAT COMPROMISE

LENGTH: 60 SECONDS



A group of friends is hanging out and they decide to order pizza.



Someone working at Papa Johns answers the phone and asks "What can I get for you today?"



The group then realizes they don't know what they want and they end up arguing over which pizza to order for everyone.



The worker then explains that Papa Johns has options for everyone at an affordable price.



The group starts arguing and the one with the phone questions what he just heard: "Really?"



"Yes. At Papa Johns, everyone can get what they want."



The group rejoices in the fact that they don't have to compromise and everyone can be satisfied



End with a slide of Papa Johns logo and "So good, so good." The song "I Feel Good" by James Brown is in the background.

"The Great Compromise" shows the true power of Papa Johns and while having options for everyone.



TV COMMERCIAL: SCRIPT

Team 2

Client: Papa Johns
Product: Pizza
Title: The Great Compromise
Length: 60-seconds
Writer: Team 2

VIDEO

1. GROUP OF FRIENDS SITTING ON A COUCH AND EXCITEDLY WATCHING SPORTS ON TV.

2. AFTER FRIENDS STOP CHEERING, FOCUS ON MALE 1.

3. SHOW THE GROUP OF FRIENDS SITTING ON THE COUCH.

4. SWITCH TO PAPA JOHNS LOCATION AS AN EMPLOYEE PICKS UP THE RINGING PHONE.

5. THE GROUP OF FRIENDS IS LOOKING AT MALE 1 AS HE TALKS TO THE EMPLOYEE ON THE PHONE.

6. CLOSE-UP ON FEMALE 1, THEN FEMALE 2 AS THEY SPEAK.

7. SWITCH BACK TO THE GROUP SITTING ON THE COUCH, ALL STARING AT FEMALE 2.

AUDIO

SFX: CROWD, ANNOUNCERS, AND FRIENDS CHEERING.

MALE 1: (OC) What a great game. So who wants pizza?

ALL: Yeah!

MALE 1: Alright, I'll call Papa Johns now.

SFX: PHONE RINGING.

EMPLOYEE: Thank you for calling Papa Johns. What can I get for you today?

MALE 1: Wait, what kind of pizza do we want?

MALE 2: I only eat their Hawaiian BBQ chicken pizza.

FEMALE 1: I want something with meat on it.
FEMALE 2: I'm a vegetarian so we have to get the veggie pizza... or just their salad.

SFX: COMPLETE SLIENCE FOR TWO OR THREE SECONDS.

TRADITIONAL MEDIA: OUT OF HOME

BILLBOARD:



TRANSIT:



PAPA JOHN'S

TRADITIONAL MEDIA: PRINT

MAGAZINE SPREAD:



WE'LL BRING THE PARTY TO YOU.

Game night? Movie night? Having friends over? No matter what the occasion is, Papa Johns has the most options and best deals for turning any boring get-together into a fun and unforgettable party. If you want to make your party the best that it can be, you can't leave out the most crucial ingredient: Pizza. You can also download the Papa John's app for endless deals and irresistible delicious-ness.

Call us, order online, or download our app today!
www.papajohns.com
1(630) 525-1673

PAPA JOHN'S
SO GOOD, SO GOOD.



CAN'T CHOOSE JUST ONE? WE GOT YOU.

Whether you're craving pepperoni, sausage, or veggies we got you covered. With our endless options and extended menu, you are sure to be the life of the party with Papa John's on your side. Order online and sign up for Papa's Rewards and earn a free pizza to guarantee that the party will never stop with Papa John's. We got you.

Call us, order online, or download our app today!
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PAPA JOHN'S
SO GOOD, SO GOOD.



ONLY THE BEST INGREDIENTS FOR THE BEST PIZZA.

We proudly serve the best ingredients that can entice any pizza. Our ingredients not only lead to the creation of the best pizza, but the start of something fresh. Use the promo code: SOFRESH50 for 50% off any handcrafted pizza. Papa Johns guarantees the best pizza made with the freshest of ingredients, we got you.

Call us, order online, or download our app today!
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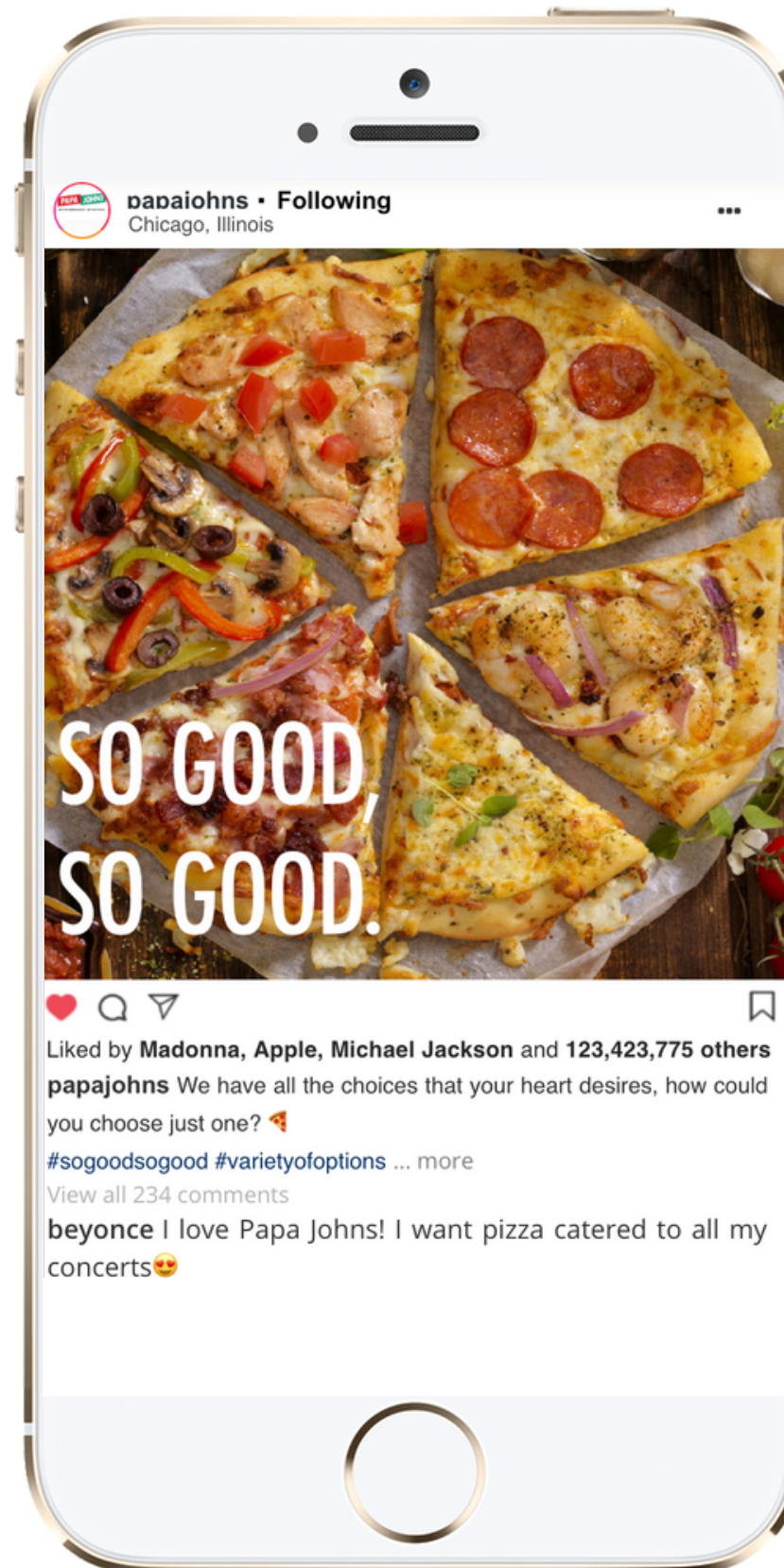
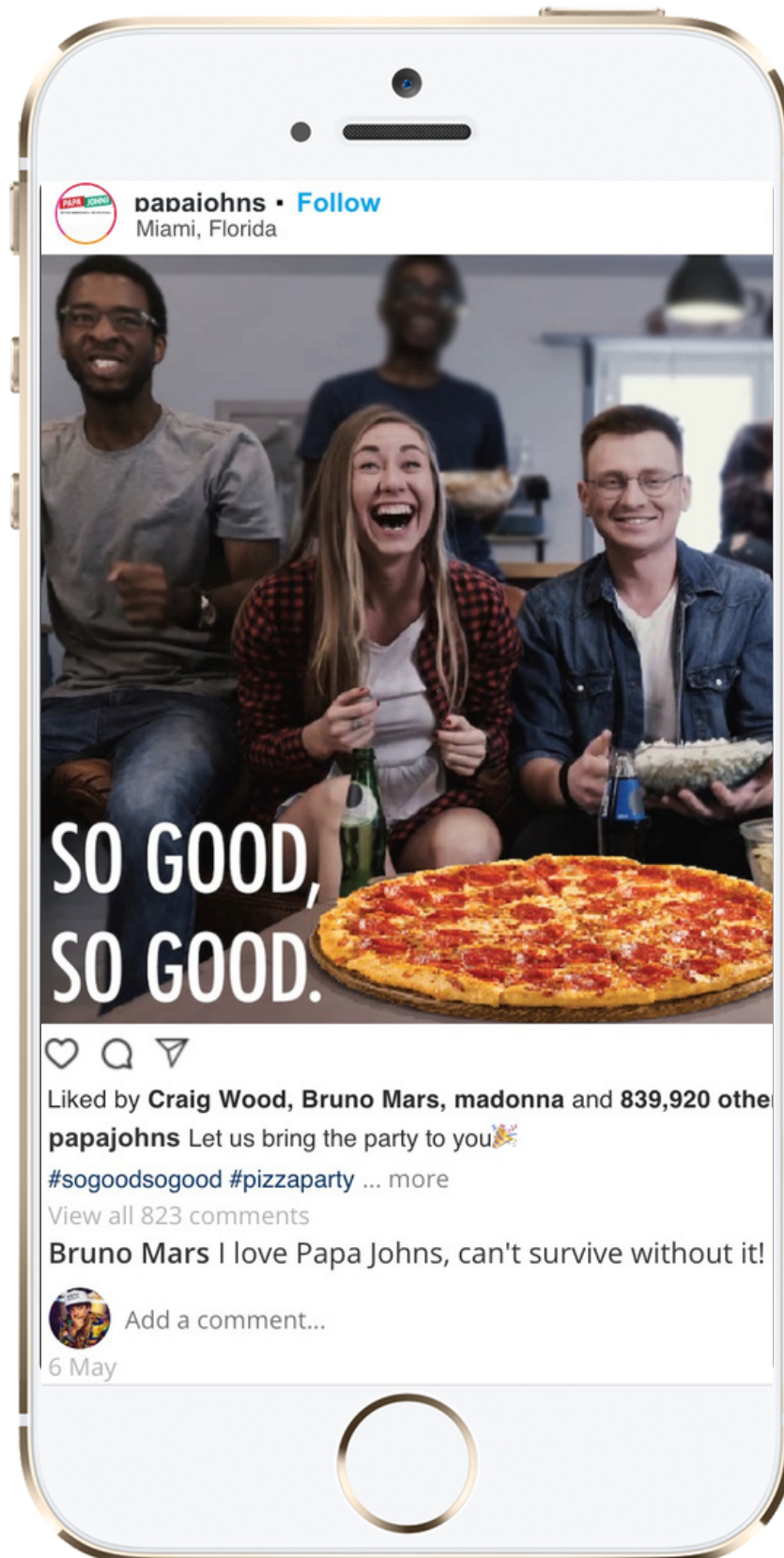
PAPA JOHN'S
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SOCIAL MEDIA

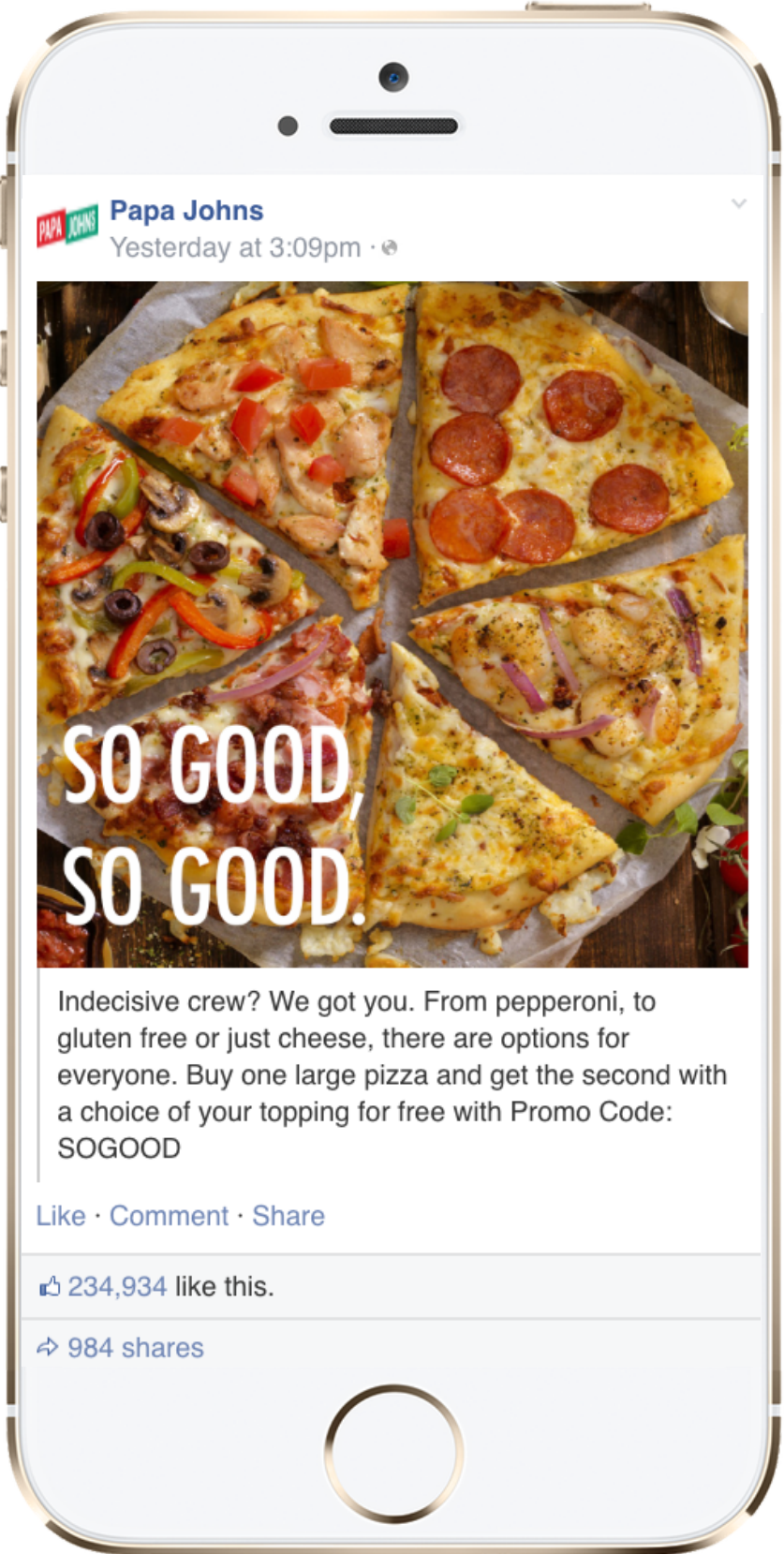
INSTAGRAM:

- 🍕 We want our social media ads to emphasize our slogan through the hashtag **#sogoodsogood**
- 🍕 Show the social aspect of Papa Johns' brand
- 🍕 Offer promos to attract consumers
- 🍕 Papa Johns New Year Pizzapalooza ads keep consumers aware and up-to-date with the event



SOCIAL MEDIA

FACEBOOK:



PROMOTIONAL EVENT

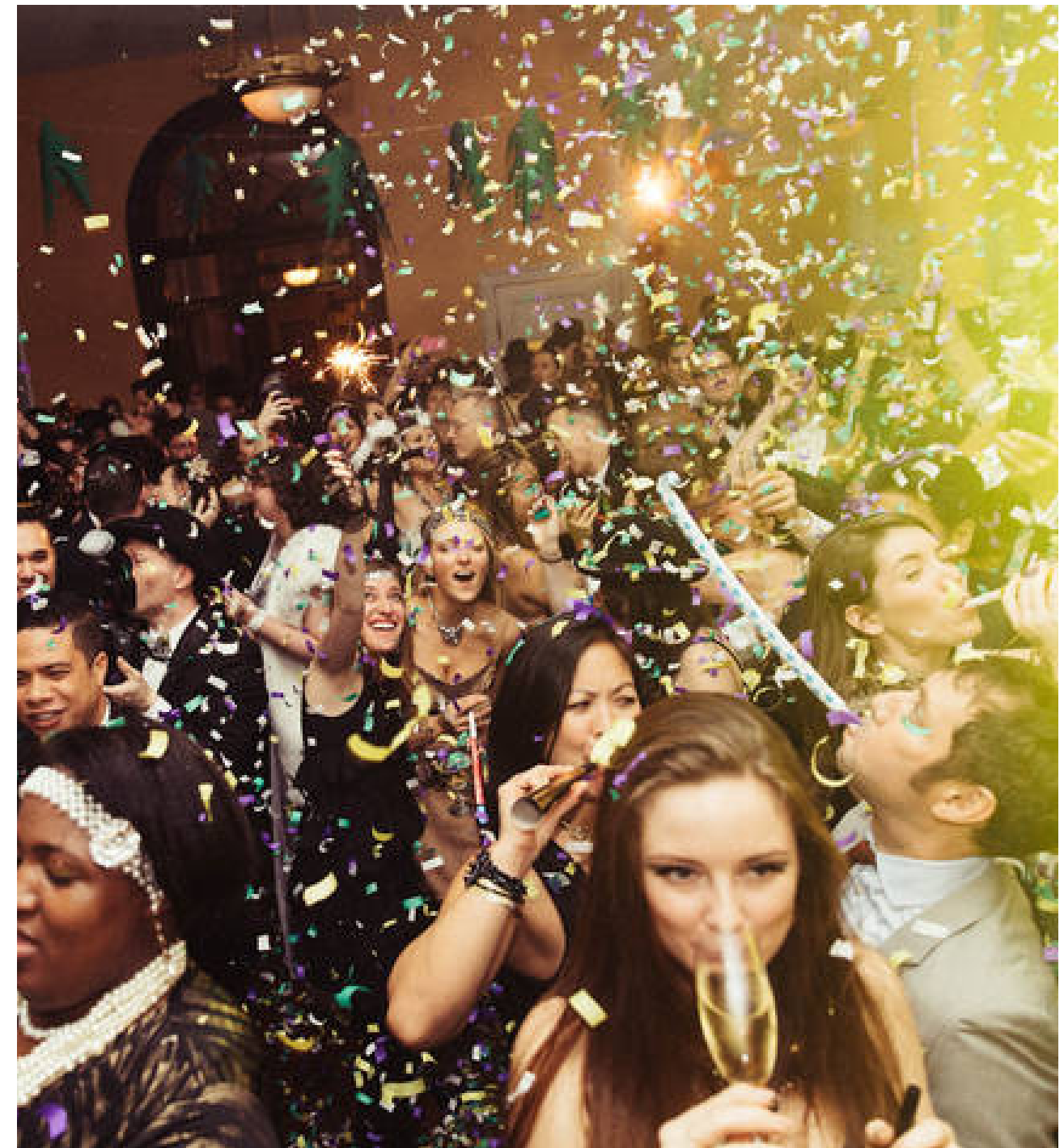
PAPA JOHNS NEW YEAR PIZZAPALOOZA

WHAT: Papa Johns' sponsored New Years Eve party with free pizza, open bar, and live entertainment

WHEN: 9:00PM-3:00AM Tuesday December 31st

WHERE: New York, Los Angeles, Chicago, Miami

HOW: Order \$50 tickets online at papajohns.com/PapasNYEPizzapalooza



PROMOTIONAL EVENT

OBJECTIVE: Provide attendees with an interactive experience that reflects Papa Johns' reinvented brand image

STRATEGY: We will achieve this by using the musical artists as influencers and marketing with social media and print ads

TACTICS: Target specific audiences through analytics platforms based on demographic, geographic location, and pages they have liked and followed

METRICS: We will track ticket sales, engagement with our advertisements, and CPM, changing distribution based on results

The promotional poster for Papa John's New Year Pizzapalooza features four black and white portraits of musical artists at the top, each with a city name below: Justin Timberlake (NYC), Kendrick Lamar (LOS ANGELES), Chance the Rapper (CHICAGO), and Bruno Mars (MIAMI). The main title 'PAPA JOHNS New Year PIZZAPALOOZA' is prominently displayed in the center. Below the title, a yellow banner provides the event details: 'TUESDAY DECEMBER 31st AT 9PM-3AM' and 'MUSICAL ARTISTS PIZZA & OPEN BAR'. A large black circle with the word 'TICKETS' above it and '\$50' in the center is positioned on the left. To the right of the circle, the names 'CHANCE THE RAPPER' and 'BRUNO MARS' are listed. The Papa John's logo is in the bottom right corner, with the slogan 'SO GOOD, SO GOOD.' below it. At the very bottom, contact information is provided: 'CALL 630-525-1673 FOR TICKETS BY PHONE OR ORDER ONLINE AT PAPAJOHNS.COM/PAPASNYEPIZZAPALOOZA'.

NYC LOS ANGELES CHICAGO MIAMI

PAPA JOHNS
New Year
PIZZAPALOOZA

TUESDAY DECEMBER 31st AT 9PM-3AM
MUSICAL ARTISTS PIZZA & OPEN BAR

JUSTIN TIMBERLAKE
KENDRICK LAMAR

TICKETS
\$50

CHANCE THE RAPPER
BRUNO MARS

PAPA JOHNS
SO GOOD, SO GOOD.

CALL 630-525-1673 FOR TICKETS BY PHONE
OR ORDER ONLINE AT PAPAJOHNS.COM/PAPASNYEPIZZAPALOOZA

CONCLUSION

The “So good, so good.” campaign encompasses the social phenomenon that occurs when pizza is brought into any gathering, while also showing off the amount of options available and the overall quality as well.

There is a focus on positivity and fun throughout the campaign in order to inspire these reactions when consuming Papa Johns pizza. All advertisements reflect how Papa Johns wants to be seen now as they have recently rebranded: Positive, fun, happy, so good, so good.

We aim for cohesion throughout the entire campaign, not just in the content but also in the delivery. Utilizing big events and having a large, interactive presence on social media platforms will connect the brand with the audience. The quality of ingredients and the fun, positive brand presence will drive the consumer to choose Papa Johns over competitors.



QUESTIONS?



THANK YOU!