Final Project

IMC 608 - Digital and Direct Marketing

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Executive Summary

Domino's Pizza is a leading global pizza delivery and takeout restaurant chain. It has a rich brand history and a strong market presence, having first opened its doors in 1960. With a focus on convenience, affordability, and reliable delivery, Domino's has positioned itself as a preferred choice for pizza consumers worldwide.

To effectively reach and engage its target audience of Millennials, Gen Z, and college students, Domino's employs various integrated marketing strategies. These strategies include search engine marketing (SEM), digital display advertising, email marketing, SMS text message marketing, social media marketing, and direct mail marketing.

By utilizing SEM, Domino's strategically utilizes paid advertising on search engines to promote its website and reach its target audience effectively. Digital display advertising ensures consistent brand messaging across different channels, and employs lookalike advertisement methods to resonate with the target markets.

Email marketing serves as a powerful tool for nurturing customer relationships and driving sales. By incorporating catchy designs, clever messaging, and exclusive promotions, Domino's engages its audience and encourages repeat purchases.

Text message marketing offers a concise and friendly communication channel, focusing on enticing meal deals, coupon alerts, and emphasizing the convenience of Domino's mobile app.

Social media marketing allows Domino's to capture attention through comprehensive campaigns, leveraging influential personalities and employing direct mail, SMS, and email communications to establish personalized connections with customers.

To support its expansion in the Metro Detroit area and surrounding communities, Domino's should allocate a media budget of $50,000. By utilizing direct mail, social media advertising, search engine marketing, and email & text message marketing, Domino's can effectively target and engage Millennials, Gen Z, and college students, leveraging the popularity of smartphones and digital platforms.

As a recognized industry leader, Domino's continuously adapts its marketing strategies to stay ahead of the competition and meet the evolving preferences of its target audience. By implementing these integrated marketing strategies, Domino's Pizza aims to strengthen its brand presence and drive customer engagement & loyalty in the highly competitive pizza delivery and takeout market.

Domino's Brand History

Domino's Pizza is a renowned American pizza delivery and takeout restaurant chain with a global presence. Domino's was founded in 1960 by Tom Monaghan and his brother James Monaghan in Ypsilanti, Michigan. Initially named "DomiNick's," the brothers purchased a small pizza restaurant for $500 and later renamed it Domino's Pizza in 1965. (Spiller, 2018, p 464). In 1967, James traded his half of the business to Tom for a Volkswagen Beetle, making Tom the sole owner.

Expansion and Franchising

In 1967, Tom Monaghan introduced the concept of franchising to expand the business rapidly. The first franchised Domino's Pizza store opened in 1967 in Ypsilanti, Michigan. The company implemented a unique delivery guarantee, promising to deliver pizzas within 30 minutes or offer them for free, which played a significant role in their growth and popularity.

National and International Growth

Throughout the 1970s, Domino's Pizza expanded across the United States through franchising. In 1983, the company opened its first international store in Winnipeg, Canada. International growth continued with stores opening in various countries, including Japan (1985), the United Kingdom (1985), Australia (1983), and Mexico (1989) (Spiller, 2018, p 463-464).

Technological Innovations

In the 1980s, Domino's Pizza became a pioneer in utilizing technology for streamlined operations and customer convenience. "It pioneered the corrugated cardboard boxes and 3-D car-top signs that are synonymous with the pizza industry" (Spiller, 2018, p 476). In 1986, Domino's introduced the Domino's Pizza Hotline, allowing customers to place orders over the phone for faster service. Domino's launched the innovative "30 minutes or less" online ordering system in 2007, enabling customers to order pizzas through their website or mobile app (VanHooker, 2020).

Rebranding and Menu Expansion

In 1992, Domino's Pizza underwent a significant rebranding, including a new logo and the slogan "Delivering a Million Smiles." The company expanded its menu beyond traditional pizza, introducing new items like pasta, chicken wings, sandwiches, desserts, and more. In 2009, Domino's acknowledged customer feedback on the quality of its pizzas and launched a revamped recipe called "Pizza Turnaround," which led to an improvement in customer satisfaction (Cardello, 2022).

Global Dominance and Expansion

Domino's Pizza experienced remarkable growth and market dominance in the pizza delivery industry. As of 2021, the company had over 17,000 stores worldwide, making it one of the largest pizza chains globally. It continued expanding its presence in emerging markets, including India, China, Brazil, and several countries in the Middle East. (Spiller, 2018, p 463).

Embracing Technology and Innovation

Domino's Pizza has been at the forefront of adopting technology to enhance the customer experience. They introduced various technological advancements such as the Domino's Tracker, which allows customers to track their order in real-time. The company also ventured into autonomous pizza delivery, partnering with robotics companies to test unmanned pizza delivery vehicles.

Domino's Brand Situation

Domino's Pizza has been consistently recognized as one of the leading pizza delivery and takeout brands worldwide. "With its presence across 5 continents covering more than 70 countries it has garnered a market leader position specifically in the Pizza market. Its low cost infrastructure investment & franchisee owned business model is making their business more viable than the competitors" (Handa, 2021).

Brand Positioning

Domino's has positioned itself as a convenient, affordable, and reliable pizza delivery option. They have focused on their core message of fast delivery, quality ingredients, and customer satisfaction. Domino's brand positioning is based on various factors including:

- Emphasis on Technology and Innovation: Domino's has been at the forefront of leveraging technology to enhance the customer experience. They have invested in various digital platforms, including a user-friendly website, mobile app, and online ordering systems. Their technological innovations, such as the Domino's Tracker, allow customers to track their orders in real time.
- Marketing Campaigns: Domino's has launched several marketing campaigns to engage with customers and promote their brand. They have emphasized their commitment to delivering pizzas quickly, with slogans such as "You Got 30 Minutes" and "30 Minutes or Less." Additionally, they have focused on advertising their improved recipes and menu offerings.
- Social Media Presence: Domino's has an active presence on various social media platforms, including Facebook, Twitter, Instagram, and YouTube. They have utilized these platforms for customer engagement, promotions, sharing user-generated content, and responding to customer inquiries.
- International Expansion: Domino's continues to expand its presence globally, targeting both established and emerging markets. They have focused on adapting their menu to suit local tastes and preferences while maintaining their core offerings.

Competitor Analysis

Domino's Pizza faces competition from several players in the pizza delivery and fast-food industry. Here is a competitive analysis highlighting some key competitors and their respective strengths and weaknesses:

Pizza Hut:

- Strengths: Pizza Hut has a global presence and is a well-established brand. They offer a wide variety of pizza options and have a diverse menu with additional offerings like pasta, wings, and desserts. Pizza Hut also focuses on dine-in experiences and often operates in conjunction with its parent company, Yum! Brands (Goldman, 2023).
- Weaknesses: Pizza Hut has faced challenges in keeping up with the evolving consumer preferences for convenience and digital ordering. Their delivery speed and technology offerings may not be as advanced as those of Domino's.

Papa John's:

- Strengths: Papa John's emphasizes high-quality ingredients and freshness. They have a strong brand reputation for their "Better Ingredients. Better Pizza." slogan. Papa John's also focuses on customer loyalty and offers a robust rewards program (Papa John's, n.d.).
- Weaknesses: Papa John's has a relatively smaller global presence compared to Domino's and Pizza Hut. They may not have the same level of marketing and technological investments as Domino's.

Little Caesars:

- Strengths: Little Caesars positions itself as a value-oriented pizza brand with affordable prices and the "Hot-N-Ready" concept, offering pizzas that are ready for immediate pickup. Their streamlined menu and focus on affordability have attracted price-sensitive consumers (Downriver Restaurants, 2020).
- Weaknesses: Little Caesars has a limited menu compared to Domino's, which may result in fewer options for customers. They also do not offer extensive delivery options and rely heavily on carry-out orders.

Local and Independent Pizzerias:

- Strengths: Local and independent pizzerias often emphasize handmade and artisanal pizzas with unique flavors and toppings. They have the advantage of local brand loyalty, personalized customer service, and community support.
- Weaknesses: Local pizzerias may struggle to match the operational efficiency, technological advancements, and marketing budgets of larger chains like Domino's. They may face challenges in terms of delivery infrastructure and widespread availability.

Delivery Aggregators (e.g., Uber Eats, DoorDash):

- Strengths: Delivery aggregators provide customers with access to a wide range of restaurant options, including pizza. They offer convenience and variety through a single platform, allowing customers to compare prices and reviews.
- Weaknesses: While delivery aggregators offer convenience, they may not have the same level of specialization and focus on pizza as dedicated pizza chains like Domino's. Quality and consistency can vary depending on the specific restaurant and delivery partner.

Figure 1: SWOT Analysis of Domino's

Strengths:

- Strong Global Presence
- Strong Brand Recognition
- Efficient Delivery System
- Embracing Technology
- Menu Innovation & Adaptability

Weaknesses:

- Perceptions of Quality
- Price of Products
- Vulnerability to Food Costs
- Intense Competition
- High Turnover Rate of Employees
- Promotion Failures

Opportunities:

- International Expansion
- Technological Advancements
- Health and Dietary Trends
- Social Responsibility

Threats:

- Changing Consumer Preferences
- Delivery Aggregators
- Millennial & Gen Z Markets Avoiding Corporate Brands
- Economic & Market Uncertainty

Strengths:

- <u>Strong Global Presence:</u> Domino's Pizza has an extensive international footprint with thousands of stores across more than 90 countries, allowing them to cater to a wide customer base (Spiller, 2018, p 471).
- <u>Strong Brand Recognition:</u> Domino's is a globally recognized brand with a strong reputation for its pizza offerings. Their consistent messaging, marketing campaigns, and brand visibility have contributed to high brand awareness and customer loyalty.
- <u>Efficient Delivery System:</u> The company has a well-developed and efficient delivery system, which has been a key differentiator in the pizza industry. Their focus on fast delivery and the implementation of innovative technologies like the Domino's Tracker have enhanced customer satisfaction (Spiller, 2018, p 473).
- <u>Embracing Technology:</u> Domino's has been at the forefront of adopting technology to streamline operations and enhance the customer experience. Their user-friendly website, mobile app, and online ordering systems have made it convenient for customers to place orders and track deliveries (Spiller, 2018, p 471-472).
- <u>Menu Innovation and Adaptability:</u> Domino's has continuously expanded its menu beyond traditional pizzas, introducing items like pasta, chicken wings, sandwiches,

desserts, and more. They also adapt their menu to cater to local tastes and preferences in various markets (Spiller, 2018, p 473).

Weaknesses:

- Perceptions of Quality: In the past, Domino's faced criticism regarding the quality of its pizzas. While they have made efforts to address these concerns through recipe changes and customer feedback, negative perceptions may still linger for some customers (Spiller, 2018, p 473).
- Price of Products: While Domino's pricing is competitive, it is still higher than other brands, like Little Caesars. This may force a customer to choose a lower cost brand.
- Vulnerability to Food Costs: As a pizza chain heavily reliant on ingredient supplies, Domino's is susceptible to fluctuations in food costs, such as fluctuations in the price of cheese, wheat, or other key ingredients, which can impact their profitability.
- Intense Competition: The pizza industry is highly competitive, with several well-established players and local pizzerias vying for market share. Domino's faces competition from global brands like Pizza Hut, Papa John's, and Little Caesar's as well as local and independent pizzerias.
- High Turnover Rate of Employees: Domino's has high turnover which could be due to low wages and benefits, limited career growth, irregular working hours, lack of job satisfaction, communication and management issues, and a potentially high-stress work environment.
- Promotion Failures: In addition to the example of the Domino's and MLB partnership in the Spiller text, other campaigns were met with mixed reactions or did not achieve the desired outcomes. The "Pizza Turnaround" campaign was criticized by some consumers who believed that openly admitting previous shortcomings might damage the brand's reputation (Cardello, 2022). The "Show Us Your Pizza" campaign was designed to encourage customers to share photos of their pizzas via social media. Some customers shared pictures of poorly made or unappetizing pizzas which led to negative publicity.

Opportunities:

- International Expansion: Domino's can continue expanding its presence in emerging markets and countries with untapped potential for pizza delivery services. The growing middle class, urbanization, and changing consumer preferences present opportunities for market penetration and growth.
- Technological Advancements: Continued investment in technology can further enhance Domino's operations and customer experience. Exploring emerging technologies like automation, artificial intelligence, and robotics for delivery could potentially improve efficiency and differentiate the brand.
- Health and Dietary Trends: The increasing demand for healthier food options and dietary customization presents an opportunity for Domino's to offer more diverse menu choices, including gluten-free, vegan, and plant-based options, to cater to a wider range of customer preferences.
- Social Responsibility: "Patrons expect restaurants to be socially conscious, especially in regard to the environment and sustainability" (Spiller, 2018, p 474).

Threats:

- Changing Consumer Preferences: Evolving consumer tastes and preferences, such as increased demand for healthier food choices or alternative meal options, can pose a threat to traditional fast-food chains like Domino's. Adapting to changing trends and staying relevant is crucial.
- Delivery Aggregators: The rise of delivery aggregators like Uber Eats, Door Dash, and Grubhub presents a potential threat as customers can access a variety of food options from different restaurants through a single platform. Domino's needs to ensure its own delivery service remains competitive and attractive to customers.
- Millennial & Gen Z Markets Avoiding Corporate Brands: These generations "display resistance for corporate brands that don't authentically commit to a purpose beyond earning money" (Spiller, 2018, p 474).
- Economic and Market Uncertainty: Economic downturns, fluctuations in consumer spending, and unforeseen events like the COVID-19 pandemic can impact the foodservice industry, including pizza delivery. Domino's needs to remain adaptable and resilient in the face of such challenges.

Target Consumer and Persona

In the bustling and diverse Greater Detroit Metropolitan Region, Domino's Pizza endeavors to captivate the attention of the sophisticated and discerning Millennial and Generation X demographic. With an astounding 53% of pizza enthusiasts aged between 25 and 44 years (Smart Flour Foods, 2015), Domino's recognizes the immense market potential this segment offers. By strategically targeting individuals born between 1977 and 1995, Domino's can effectively cater to their distinctive pizza preferences and purchasing habits. See Domino's target customer persona, **Figure 2.**

Figure 2: Domino's Customer Persona

Domino's Target Consumer Persona Example:

Persona: The Smiths

Demographic Information:

- **Age:** Parents in their late 30s, children aged 8 and 10
- **Gender:** Male (John) and Female (Sarah)
- **Marital Status:** Married
- **Occupation: John -** Tech Startup Founder, Sarah - Marketing Consultant

- **Education:** John - Bachelor's Degree in Computer Science, Sarah - Master's Degree in Marketing
- **Income:** $120,000 per year
- **Location:** Urban area in Washtenaw County, Greater Detroit
- **Ethnicity:** Caucasian

Psychographic Profile: The Smiths represent a dynamic and tech-savvy Millennial and Generation X household in the greater Detroit area. They value convenience, quality, and the latest technological advancements in their purchasing decisions. John is entrepreneurial and seeks innovative solutions, while Sarah is social and enjoys staying informed and connected. As well as quick food options for dinner when the two aren't feeling the mood to cook.

Behavioral Characteristics:

- **Digital Natives:** The Smiths are highly proficient in utilizing digital platforms, relying on smartphones, tablets, and computers for various activities such as online shopping, social media engagement, and food delivery.
- **Social Media Engagement:** They actively follow and engage with brands on social media platforms like Facebook, Instagram, Twitter, and YouTube, seeking inspiration, product information, and promotional offers.
- **Convenience-Driven:** The Smiths value convenience and time-saving solutions, preferring online ordering and delivery options that fit seamlessly into their busy schedules.
- **Early Adopters:** They are receptive to new technological advancements and enjoy exploring innovative products & services that enhance their lifestyle and simplify daily routines.

Identifying Vibrant Hotspots

The Greater Detroit Metropolitan Region boasts several prominent counties that serve as vibrant hotspots teeming with Millennials and Generation Xers. Wayne, Monroe, Washtenaw, Macomb, Oakland, and Livingston counties, each with its own unique characteristics, present captivating opportunities for Domino's. Understanding the integral role smartphones play in the lives of these tech-savvy individuals, Domino's focuses on optimizing its digital media presence and embraces traditional postal mail marketing strategies to effectively engage its target audience.

Cultivating the Multi-Culture Mosaic

Embracing the region's rich cultural tapestry, Domino's aims to captivate the Multi-Culture Mosaic—a diverse urban cohort comprising Hispanic, Asian, and African American individuals and families. Nestled within lively residential neighborhoods such as Dearborn, Sterling Heights, and Farmington Hills, this vibrant segment appreciates culinary experiences that reflect their unique cultural backgrounds. Domino's strategic targeting and personalized marketing campaigns showcase the brand as a convenient and inclusive choice for their discerning palates.

Appealing to the Young & Restless

Within the Greater Detroit Metropolitan Region, educated couples have settled in satellite cities and burgeoning suburbs across Wayne, Monroe, and Washtenaw counties. Driven by a passion for the finer things in life, this dynamic demographic actively seeks memorable dining experiences. To captivate this segment, Domino's employs targeted email campaigns and direct mailings that accentuate its offerings as a convenient yet indulgent choice. By showcasing a blend of quality ingredients, diverse menu options, and unmatched convenience, Domino's successfully appeals to their desire for elevated dining experiences.

Seizing Technological Epicenters

Washtenaw County emerges as a bustling enclave brimming with progressive, tech-savvy individuals aged 19 to 44. From the vibrant college community of Ann Arbor to the lively neighborhoods of Ypsilanti and Saline, this dynamic segment represents a hub of innovation and influence. Domino's leverages the power of search engines and social media platforms to forge authentic connections with these trendsetters, who actively seek a harmonious balance between their digital lifestyles and satisfying dining experiences. By engaging with these tech-savvy consumers on their preferred platforms, Domino's solidifies its position as a brand that understands their preferences and caters to their dynamic needs.

Media Budget

As Domino's continues to expand its presence in the Metro Detroit area and surrounding communities through direct marketing, a set media budget will need to be in place in order for the company to stay on track financially. Taking into consideration Domino's direct competition such as Pizza Hut, Papa John's, Little Caesars, and local/independent pizzerias, Domino's set media budget should be $50,000. New and unique content combined with direct marketing will lead to more engagement and opportunities for Domino's. Below is a breakdown of estimated expenses in order to run a successful media campaign.

Media Budget	Cost
Direct Mail	$10,000
Social Media Advertising	$15,000
Email & Text Marketing	$10,000
Search Engine Marketing	$6,000
Digital Display Marketing	$9,000
Total Media Budget	**$50,000**

Media Plan Objectives

"Domino's is the largest pizza chain in the world in terms of revenue and second in terms of stores opened" (Zippia, 2023). However, every brand, even the most popular ones, face challenges at one point or another. In order to face these challenges, as well as the fierce competition, Domino's will have to focus on its marketing strategies and stay up to date on its business practices. Through the use of direct mail, social media advertising, email & text marketing, and search engine marketing, Domino's will be able to grasp the attention of the Millennial and Generation X demographics. With smartphones being a major part of each of these generations, the Domino's app and/or website would be easily accessible and literally at their fingertips to access.

With the use of direct marketing and some strategic planning, Domino's should set in place goals such as:

- Increase Domino's website traffic by 4% within the next four months
- Generate awareness of the Domino's brand within the surrounding counties with the use of direct marketing tools
- Increase Domino's social media following by 3% within the next four months
- Increase take-out and delivery orders through the Domino's app by 6% within the next four months
- Produce 5% more customers through various promotional offers

Domino's can use these goals as objectives to keep current customers satisfied, while also attracting new customers. The goals mentioned, direct marketing, and strategic planning have the potential to assist the brand in remaining one of the top pizza delivery/takeout brands, and can propel the brand toward continued success.

Marketing Overview

This section explores the effectiveness of various digital marketing channels in targeting Millennial households (Primary), Generation Z (Secondary), and college students (Tertiary), with a specific focus on Domino's Pizza as a case study. The study examines search engine marketing (SEM), digital display advertising, email marketing, SMS text messaging, social media marketing, and direct mail as key marketing tactics. By understanding the unique characteristics and preferences of each target audience, Domino's can implement an integrated marketing approach to effectively reach and engage these consumer segments.

To determine the best counties in Michigan to target for the proposed demographics, (Millennial households, Gen X, and college students), it would be helpful to consider various factors such as population density, proximity to universities or colleges, household composition, and economic factors. See **Figure 3.** We have chosen to focus on Wayne, Washtenaw, Oakland, and Livingston Counties:

- *Wayne County:* Home to Detroit, Wayne County has a diverse population and offers a mix of urban and suburban areas. It may provide opportunities to target Millennial families, Gen X, and college students due to the presence of universities like Wayne State University and the University of Detroit Mercy.
- *Washtenaw County:* Located in southeastern Michigan, Washtenaw County is home to the city of Ann Arbor and the University of Michigan, Eastern Michigan University, and

Washtenaw Community College. It has a vibrant college town atmosphere and a substantial student population, making it a potential target for college students.

- *Oakland County:* With a mix of suburban and urban areas, Oakland County is one of Michigan's most populous counties. It offers diverse communities and a range of economic profiles, including areas that may appeal to both Millennial families and Gen X individuals.
- *Livingston County:* Located in Southeast Michigan, Livingston County sits in between Detroit and Lansing as a midpoint. It has both suburbs and rural areas. Many Millennial families reside here as well as Gen Z and college students who commute to major universities like Michigan State, The University of Michigan, Eastern Michigan University, and community colleges.

Figure 3: Target County Table

	Wayne County **Total Population:** **1,809,023** **Median Age: 39**	**Washtenaw County** **Total Population:** **515,760** **Median Age: 43**	**Oakland County** **Total Population:** **1,299,332** **Median Age: 42**	**Livingston County** **Total Population:** **276,528** **Median Age: 44**
Target Consumers	• College Students • Gen Z	• Millennial Households • College Students • Gen Z	• Millennial Households	• Millennial Households
Median Annual Household Income	$52,600	$86,844	$91,850	$85,246
Average Household Size	3	2.39	2	3

Source: (Point2, n.d.).

Search Engine Marketing (SEM)

"Search engine marketing involves utilizing the results from search engines to promote your websites. It does this primarily through the strategic usage of paid advertising on the search engine" (Ripe Media, 2021). To utilize search engine marketing (SEM) effectively to target Millennial families, Gen X, and college students for Domino's Pizza, various strategies and tactics can be employed:

- *Keyword targeting: "*Keyword Targeting shows your display ad or video ad (not a text ad like paid search ads) to people who search your keywords OR visit webpages that contain your keywords" (Bojcic, 2018). Domino's should conduct keyword research to identify relevant search terms and phrases that resonate with each target audience. Tailor the ad

campaigns and landing pages to include keywords that align with their interests, needs, and demographics. For example:
- o *Millennial families:* Target keywords like "family-friendly pizza delivery," "quick and convenient dinner options," or "affordable pizza for families."
- o *Gen X:* Focus on keywords such as "convenient takeout pizza," "comfort food for busy professionals," or "pizza delivery for adults."
- o *College students:* Utilize keywords like "late-night pizza delivery," "affordable student meal deals," or "quick bites for college students."
- *Remarketing campaigns:* Implement remarketing campaigns to re-engage users who have previously visited the website or interacted with your ads. Create customized ads that remind them of Domino's Pizza's offerings and include incentives to encourage repeat orders.
- *Ad scheduling:* "Ad scheduling allows advertisers to run their ads on specific days and times in order to better reach their target demographic at the most opportune times without wasting additional ad spend and therefore increasing your ROAS (Return On Ad Spend)" (Greenaway, 2023). Adjust the ad scheduling to align with the specific preferences and routines of each target audience. For instance, college students may be more receptive to ads during late afternoon and evenings, while Millennial families and Gen X individuals may prefer ads during dinner hours or weekends.

Digital Display Marketing (DDM)

The digital display ads for Domino's overall marketing messaging and brand identity must have consistency across different advertising channels. The focus on customer preferences and needs will help create impactful and effective digital display ads for Dominos' target markets. To create effective digital display ads for the target markets of Dominos (Millennial families, Gen X, and college students), the following strategies should be employed. Digital display advertisements will help Domino's create impactful visual marketing messages that will resonate with the targeted audiences. Customers will view this information and use click-throughs, following a hypertext link to a website, to access and purchase items. These ads will employ lookalike targeting methods for the DDM marketing. "Lookalike targeting helps deliver ads to the people who look and act just like your target audience. It works through a combination of machine learning algorithms, combining the audience data you select, and an intelligent lookalike modeling algorithm, this results in a user behavioral pattern" (NT Technology, n.d.). The benefits of lookalike targeting are extended audience reach, increase of CTR (click through rate), reduced expense of non-target clicks and visits, and real time updating.

- Visual Appeal: Use visually appealing and appetizing imagery of pizzas, toppings, and meal deals that resonate with the target audience. Showcasing different pizza varieties, creative toppings, and vibrant colors can capture attention and evoke cravings.
- Personalization: Tailor the display ads to each target market by incorporating elements that resonate with them. For example:
  - o *Millennial families:* Feature images of families enjoying pizza together, showcasing the convenience and affordability of family-sized deals.
  - o *Gen X:* Highlight the quality and variety of pizza options that cater to different tastes, emphasizing the ease of ordering and convenience for busy professionals.
  - o *College students*: Showcase late-night delivery options, value deals, and customizable pizza choices that align with their preferences and budget constraints.

- Promotions and Discounts: Highlight special promotions, discounts, or limited time offers that appeal to the target markets. This could include family bundle deals, weekday specials, or exclusive discounts for students or specific age groups.
- Mobile Optimization: Ensure that the digital display ads are optimized for mobile devices, as younger demographics are likely to engage with ads on smartphones or tablets. Make sure the ads are visually appealing and load quickly on mobile screens.
- Compelling Copy and Call-to-Action: Craft clear and concise ad copy that highlights the key benefits and value propositions for each target market. Use persuasive language and compelling offers. Include a strong call-to-action that encourages viewers to take immediate action, such as "Order Now," "Get Your Pizza Delivered," or "Claim Your Discount."
- Geotargeting: Utilize geotargeting capabilities to serve display ads specifically to the target markets in relevant locations. This can help promote nearby Domino's locations and delivery options, emphasizing convenience and timely service.
- Retargeting: Implement retargeting campaigns to reach users who have previously shown interest in Domino's Pizza. Show personalized ads based on their browsing history or previous interactions with the website or app. Use dynamic retargeting to display the specific pizza varieties or offers they showed interest in.
- A/B Testing: Continuously test different ad variations, messaging, visuals, and calls-to-action to optimize performance. Evaluate metrics such as click-through rates, conversions, and engagement to identify the most effective combinations.

Email Marketing

Email marketing efforts from Domino's should be organized in a way that is enticing for consumers to open and engage with them. "Email marketing is one of the oldest yet most successful digital marketing strategies to win customers. It can be used for a restaurant to nourish the relationship with customers, promote any aspect of the business and, ultimately, drive more sales" (Beambox, n.d.). With the inclusion of bright colors, catchy & clever sayings, and coupons/promotions inside the email, Domino's should be able to appeal to their customers through email marketing communication. Also, regular users of the Domino's mobile app should automatically receive promotional email marketing from Domino's, because they would have had to use their email address to create an app account. These promotional emails could include new/featured food items, meal deals, birthday coupons, order confirmation information, and more. Domino's should also have a virtual point system in place for their customers. If a customer orders from Domino's often enough, the more points they will accrue over time. Once a certain number of points is reached, the customer will receive a free extra-large pizza and two-liter soda coupon sent directly to their email. Customers can then open this email to access the coupon and use it.

Text Message Marketing (SMS)

The text messaging marketing system in place with Domino's should be friendly, brief, and to-the-point, based on the ability to "befriend" and catch the attention of the customer. The text message marketing system should include meal deals, coupon alerts, and discount information, in order to entice the customer to open the text and use the coupon received. The text message marketing system should also express the convenience of Domino's mobile app which would be available at the user's fingertips considering how popular smartphones are in today's society. Customers receiving Domino's text message marketing should have the option to opt-out, if they are not willing to receive text message marketing from the brand. Domino's text message

marketing will take place bi-weekly for the opted-in consumers, so that they are not overwhelmed with the amount of text communication coming from the brand.

Social Media

Domino's Pizza shall embark on a comprehensive and meticulously orchestrated social media campaign across diverse platforms, including but not limited to Facebook, Twitter, Instagram, and potentially YouTube Shorts. This strategic initiative aims to swiftly capture the attention of our target audience by leveraging keywords, search history, algorithms, and demographics, with a particular focus on Millennial families, Gen-Z individuals, and college students.

Moreover, we shall bolster our digital presence through the creation of captivating content using reels, a dynamic feature that facilitates greater impressions and interactions compared to conventional posts. In order to establish more direct and personalized connections with our valued customers, we shall employ direct mail, SMS, and email communications, thereby enabling them to conveniently access dedicated pages and participate in surveys tailored to their preferences.

To further enhance customer engagement and drive sales, we shall harness the influential power of social media influencers and renowned personalities, leveraging their endorsement and support to inspire and motivate prospective customers to partake in our offerings and join our esteemed loyalty rewards program.

Direct Mail

People generally think of print as being more sincere and eliciting a more emotional response than a digital advertisement. While electronic ads can be found scattered everywhere, print media seems more intentional (Sodiq, A, 2020).

The demographic of Millennial families, Gen-Z individuals, and college students can be positively impacted by the strategic implementation of print mailers. Despite living in a digital era, these individuals still appreciate the tactile and personalized experience that comes with receiving a physical mailer. To effectively execute this approach, Domino's Pizza can employ the following strategies:

- Personalization: Customizing the mailers with the recipient's name and incorporating personalized offers or incentives can create a sense of exclusivity and make the recipients feel valued by the brand.
- Eye-catching design: Investing in visually appealing and creatively designed mailers can capture the attention of the target demographic, enticing them to engage with the content and explore the offerings further.
- Limited-time promotions: Including time-sensitive offers or limited edition promotions within the mailers can create a sense of urgency, encouraging immediate action and driving conversion rates.
- QR codes and digital integration: Integrating QR codes within the mailers can bridge the gap between the physical and digital worlds, providing an easy way for recipients to access online ordering platforms, exclusive content, or participate in interactive experiences.

In a executed survey undertaken by Mintel, a renowned market research firm, a discerning cohort of internet users aged 18 and above, who have availed themselves of the multifaceted options of dining in, ordering take-out, or opting for delivery within the preceding three-month period, were elegantly probed. The findings from this poll reveal a captivating insight, as a staggering 18% of the substantial sample size of 6,425 participants exhibited a pronounced inclination towards embracing the venerable medium of direct mail marketing to both behold and consummate their purchasing decisions. See **Figure 4.**

Figure 4: Restaurant Discovery Sources
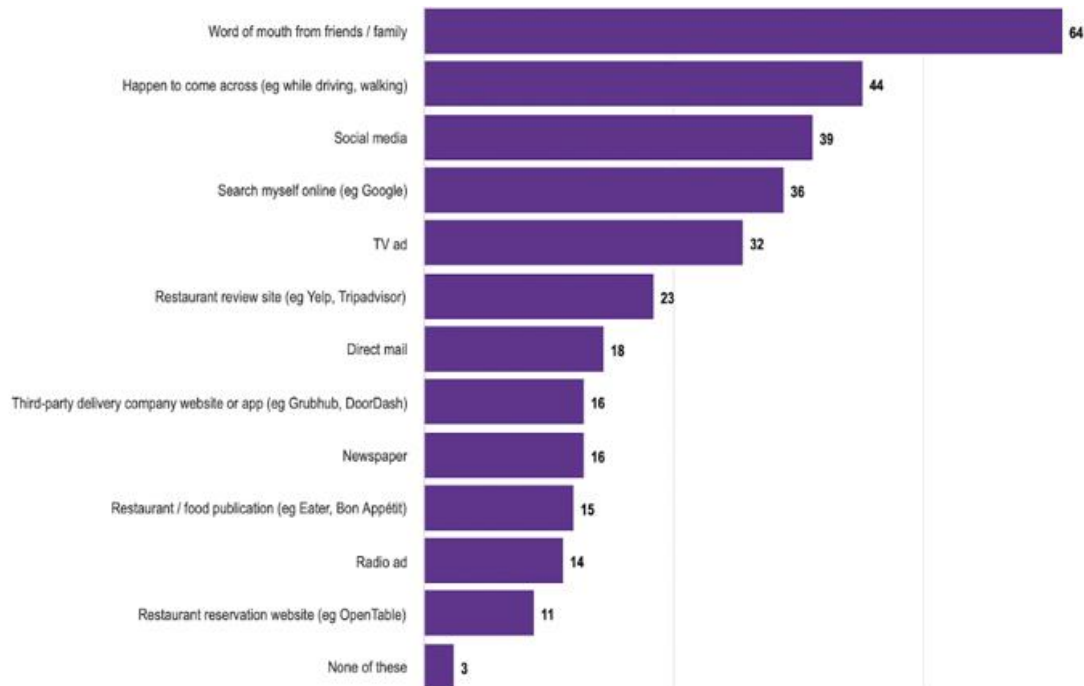
Mintel, 9 May 2023, Image, [https://www.mintel.com/]

Creative Marketing Overview

This section will outline an integrated marketing campaign for Domino's Southeast region of Michigan, with a focus on the counties of: Wayne, Washtenaw, Oakland and Livingston. This campaign is designed for the target markets of Millennial households and Gen Z, with specific ads designed to engage college students. The creative strategy is designed to feature Domino's Pizza while encouraging the target markets to purchase via the brand's digital channels.

The advertisements in the Domino's campaign will use language and imagery that will be enticing and easy to understand by the target markets. The campaign's slogan "Pizza Your Way, Just a Click Away" will be featured on the ads and feature icons that will demonstrate and promote the various ways that customers can order through digital platforms. The slogan is concise, catchy, and memorable. It uses simple language and a playful tone, which can appeal to Millennials and Gen Z who appreciate engaging and relatable messaging. The slogan's brevity makes it suitable for various marketing channels, including social media, where these demographics are highly active.

Millennials and Gen Z value customization and having control over their choices. "Pizza Your Way" implies that Domino's understands the desire for individual preferences. It empowers these customers by giving them the freedom to make their own choices and provide opportunities for self-expression (Heist, 2021). Both millennial households and Gen Z are tech-savvy and appreciate the convenience of online ordering. The phrase "just a click away" emphasizes the ease and speed of ordering pizza through Domino's online platforms, such as mobile apps or websites. It caters to their desire for instant gratification and the ability to fulfill their cravings conveniently. Millennials and Gen Z are accustomed to digital experiences and prefer businesses that embrace technology. The slogan implies that Domino's is digitally focused, acknowledging the importance of online platforms for ordering. It positions Domino's as a brand that understands and caters to the preferences of these demographics, who are more likely to engage with brands that have a strong online presence.

Search Engine Marketing (SEM)

In putting search words into SEM platforms has become the prominent way for customers to begin searching for a brand or product, especially those in the target markets of Millennial households and Gen Z. These demographics tend to be more technologically savvy and utilize platforms such as Google, Bing, and Alexa when searching.

When searching for "pizza" in Google's search engine, Domino's is not one of the top brands displayed on search results. The top results are "pizza near me" and "Pizza Hut". In order for Domino's to appear higher in search engines, Dominos will use paid SEM advertisements by using keywords such as "quick service", "pizza your way", "delicious", and "fresh". With the rise of Artificial Intelligence, Domino's will utilize AI assistants as a way to help consumers make guided and informed decisions on how and where they purchase their pizza. Customers can use AI through virtual pizza ordering, menu exploration and customization, location-based recommendations, delivery time estimations, smart order tracking, chatbot support for common questions, voice-enabled ordering, personalized promotions, and customer feedback and recommendations.

Digital Display Marketing (DDM)

The objective of DDM marketing is to use simple displays to catch the attention of current and potential Domino's customers. This will serve as a point of contact for search engines, email, and social media. These ads will show the campaign slogan, "Pizza Your Way, Just a Click Away", in bold and capital lettering as the main focal point of the ad. Users will be able to click on the ad and be directed to Domino's website where they can then make purchases. See **Figure 5.**

Figure 5: Domino's Digital Banner Ad

Online advertisements, including banner ads, have become much more influential in consumer purchasing decisions, even over the last two years. "Three in five Gen Z and Millennial shoppers confirmed that they click on ads while using the internet. The same number said that they buy products that are recommended to them in ads. Out of all the generations, Gen Zers and Millennials are most likely to purchase the products shown to them in ads" (Criteo, 2023) **Figure 6** shows the percentage of influence that digital advertisements have on each age demographic.

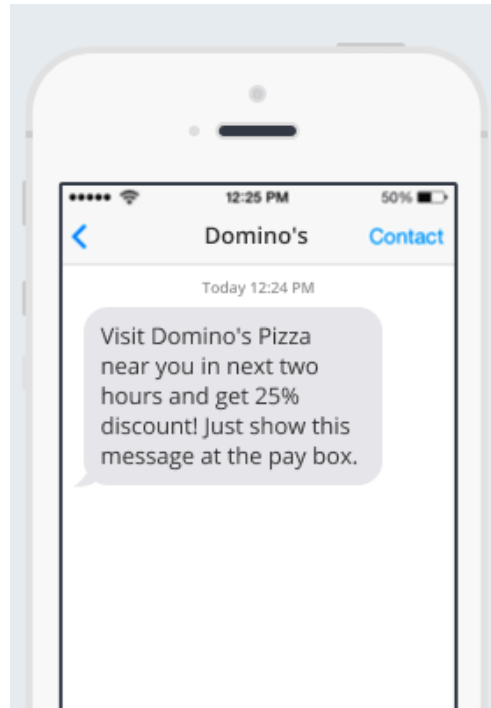**Figure 6: Online Ad Influence by Age Demographic**
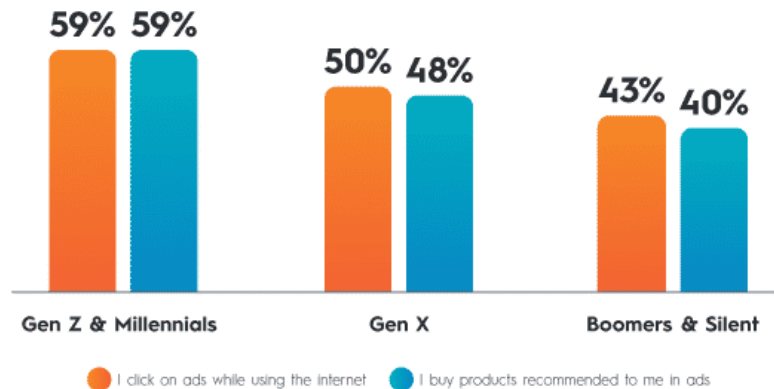
Criteo, 2023, Criteo Shopper Story Survey, Image, accessed 27 June 2023 [https://www.criteo.com/blog/genz-millennials-boomers-online-advertising/]

Email Marketing

Domino's should continue to use its iconic brand logo, color scheme, and product images within its email marketing tactics, as shown in Figure 2. This will allow the brand to remain consistent in its image, display coupon offerings, and showcase old and new menu items. Also, a fun and easy virtual activity to win a prize will drive the customer's interest to take part, in order to win a free menu item from the brand. A winning coupon code can simply be shown to a Domino's employee in-store, or can be applied to an online order during the checkout process. Included in the email should be a brief direction for customers to visit Domino's website or download the app for a faster, easier, and more convenient ordering process.

An example of an interactive "scratch-off" ad is included below with the intention to be a fun and quick way for college-aged students to engage and interact with the Domino's ad, rather than quickly glancing at it, or deleting it from their inbox right away. See **Figure 7**. The potential to "win" something from the brand assists in grasping the attention of the recipient through a quick and fun activity. An interactive type of ad is a better approach through email marketing, especially with the potential to win something such as a coupon or free menu item, compared to other types of ads that do not contain any type of customer interaction within them. Customer interaction is key to making email marketing more of a memorable experience for the consumer.

Figure 7: Example of Domino's Scratch-Off Email Marketing

Text Message Marketing (SMS)

Domino's SMS text message marketing has the potential to become very successful amongst consumers considering how popular smartphones are in today's day-and-age. It also furthers communication efforts between the brand and its consumers. With the text strategy, Domino's can utilize the "Pizza Your Way" campaign to extend limited time offers to its consumers in a single text message. This creates a slight sense of urgency, because if the consumer doesn't act within the allotted amount of time, they will miss out on the deal. "If you have time-sensitive information to share, SMS is the right medium, as 90% of text messages are opened within three minutes of receipt" (Teves, 2022). This is displayed below, in **Figure 8**. The call-to-action within the text message will be to visit a nearby Domino's location, or "tap the link", to be redirected directly to Domino's website to further place an order. "An effective call-to-action eliminates confusion, allowing the recipient to take the appropriate next steps. This simple and directive statement tells the recipient what to do and where to go next, making the user journey crystal clear" (LeDonni, 2021). In order for Domino's to not oversaturate their SMS text message marketing tactics, a promotional text should only be sent once a month, with the option for consumers to opt out if they would like to.

Figure 8: Example of SMS Text Message Marketing

SendPulse (n.d.).

Social Media Marketing

QR codes can serve as a valuable tool for social media marketing, particularly for Domino's and its target audience. By integrating QR codes into their social media campaigns, Domino's can create a seamless and engaging customer experience. For example, they can incorporate QR codes into their social media posts, enticing Millennials and Generation Xers to scan the codes for exclusive promotions, discounts, or interactive content. This not only encourages customer engagement but also drives traffic to Domino's online platforms, where they can showcase their menu, personalized offers, and user-generated content. Furthermore, QR codes can be placed on packaging or promotional materials, allowing customers to quickly access and share their experiences on social media platforms. By leveraging the convenience and accessibility of QR codes, Domino's can effectively bridge the gap between their social media presence and their target audience, enhancing brand awareness and customer loyalty in the process. To maximize the effectiveness of QR codes in social media marketing for Domino's, a compelling call to action can be used to encourage user engagement and drive desired behaviors. Here is a potential call to action for QR codes:

"Scan the QR code to Pizza Your Way! Unlock exclusive deals, personalized offers, and behind-the-scenes content. Join the Domino's community and share your pizza experience on social media using #PizzaYourWay. Let's indulge in the ultimate pizza adventure together!" See **Figure 9.**

By incorporating this call to action, Domino's can entice their target audience to scan the QR code, leading them to a rewarding experience that fosters brand loyalty, amplifies social media engagement, and ultimately drives more sales.

Figure 9: Example of Domino's QR Codes

Direct Mail Marketing

In its direct mail campaigns, Domino's can leverage its iconic brand elements while infusing creativity and originality to engage recipients. Here's an innovative approach for Domino's direct mail strategy. Physical coupons could be utilized for direct mail marketing when customers are checking their mail. Seeing a Domino's coupon within their mail should increase Domino's sales.

Introducing the "Pizza Your Way" direct mail campaign - a delectable invitation to indulge in the irresistible flavors of Domino's at irresistible prices. Enclosed within the carefully crafted direct mail package are an array of enticing coupons, each designed to ignite taste buds and ignite excitement. See **Figure 10.**

The package showcases the iconic Domino's logo, complemented by a visually stunning design that highlights the mouthwatering selection of pizzas, sides, and desserts. Customers can explore the assortment of coupons, ranging from enticing discounts on their favorite pizza combinations to exclusive limited time offers. With each coupon, they unlock a world of flavor possibilities, ready to be savored.

To redeem these tantalizing offers, recipients can present the physical coupons at any Domino's store or effortlessly apply the unique coupon codes during the online checkout process. This seamless integration between the traditional and digital realms ensures that customers can savor their pizza feast with utmost convenience.

Figure 10: The Domino's Direct Mail Taste Quest Coupon

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