



CASE STUDY:

TOUCHDOWN

An analysis of how a leading quick-service pizza chain can win sales on gamedays.

vdx.tv

Client Challenge

Sport sponsorships had been a major part of a popular quick-service pizza chain's marketing strategy and was a significant portion of their marketing spend.

The pizza chain wanted to understand if sport sponsorships and advertising around major sporting events, specifically NCAA football games, prompted consumers to order more pizza. The brand was questioning whether their investment was impactful and if there was a way for digital advertising to augment their sports sponsorship commitments.

Solution

VDX.tv's analysis was focused on helping the pizza chain understand whether the money they were spending was having an impact.

Seasonal analysis was done to demonstrate how augmenting marketing with digital around key sporting events does sell more pizza and can support sport sponsorship commitments.

VDX.tv helped the brand to identify seasonality in consumer behaviors that would inform better allocation of budget to periods in which there was an increased likelihood to order pizza.

VDX.tv therefore educated the pizza brand on utilizing digital advertising to sell pizzas, grow market share, and increase brand recognition.





Methodology

VDX.tv analyzed the average quantity of online pizza orders on gamedays vs. non-gamedays, as well as the average online pizza orders in-season vs. out-of-season* for eight Designated Market Areas (DMAs) where college football is dominant. These cities were analyzed as the client had a significant marketing investment in these areas, plus there were fewer competing sports events taking place that could cloud results.

- Auburn, Alabama
- Knoxville, Tennessee
- Baton Rouge, Louisiana
- Ann Arbor, Michigan
- Tallahassee, Florida
- Madison, Wisconsin
- Gainesville, Florida
- Athens, Georgia

* In-season dates: September-December 2016. Out-of-season dates: June-August 2016.

Results

Accounting for seasonality (Fall/Autumn sales are higher than other seasons), the presence of advertising around NCAA football games has a large impact on pizza sales in the respective DMAs.

All eight cities experienced significant increases in pizza sales on gamedays, as well as higher sales in-season when compared to out-of-season sales.

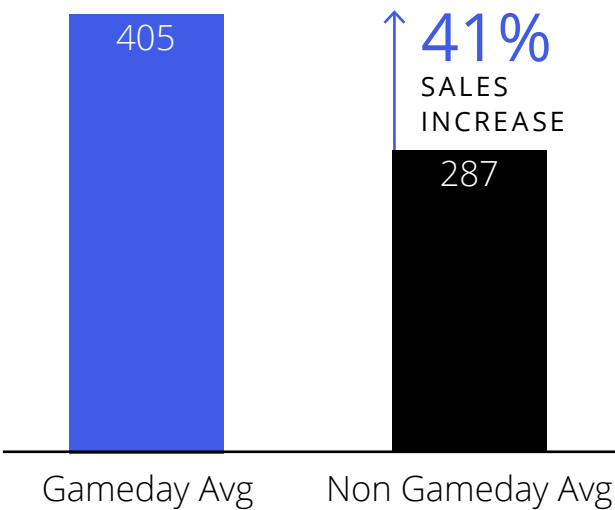
This map shows the lift* between Saturday gamedays and out-of-season Saturdays across each of the eight cities.



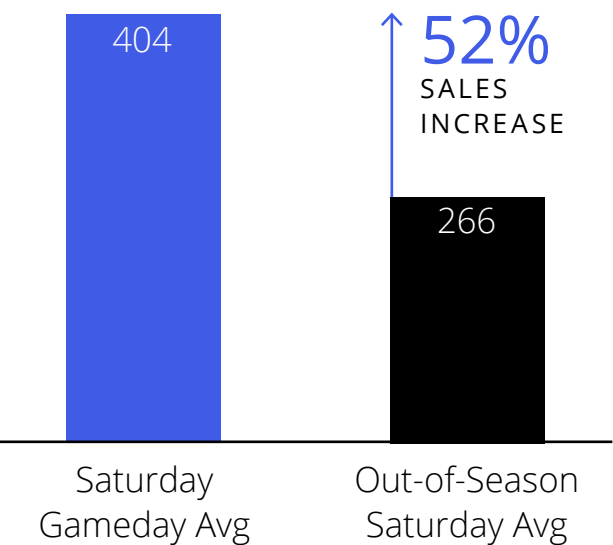
*Lift percentage is the amount of growth that occurred in pizza sales between Saturday gamedays and out-of-season Saturdays

VDX.tv also identified

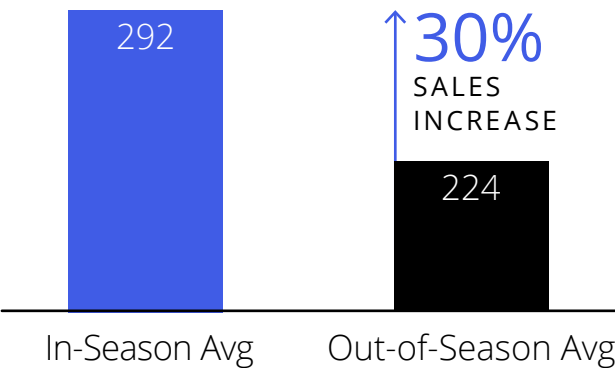
An average **sales increase of 41%** between gamedays and non-gamedays for the in-season months across the eight cities.



A substantial average **sales increase of 52%** between in-season Saturday gamedays and out-of-season Saturdays across the eight cities.



A significant **sales increase of 30%** between the overall in-season and out-of-season average across the eight cities.



Recommendations

After completing the analysis, VDX.tv was able to inform the pizza chain that sport sponsorship efforts can be augmented with digital advertising to physically drive users to purchase, therefore achieving measurable results.

The following recommendations were made:


Targeting recommendations

- Increase advertising spend Wednesday-Saturday to leverage the opportunity of increased pizza orders due to weekend football events.
- Maintain advertising for the duration of the year to continue orders from loyal customers and grow market share outside of football season.
- Consider competitive conquering to target online audiences that are considering other QSR food groups to cater their gameday events.
- Utilize VDX.tv to conduct similar analysis for other events/seasons throughout the year to exploit other opportunities for their overall marketing strategy.

Creative recommendations

- Use VDX.tv's video ad formats during key sporting periods throughout the year, in order to reach highly relevant and engaged audiences.
- Dynamically message with VDX based on sponsorship strategy and audience. Trial different offers, CTAs or even messaging based on the audience's football team.
- Include map functionality within the VDX unit so audiences can see closest pizza locations to their game day parties.
- Integrate sporting related content into the creative from VDX.tv's publisher partners to reinforce the sports sponsorship.





Don't let another gameday go by without a deeper understanding of your target audience's behaviors to better inform advertising spend and strategy.

For more information on how to augment sports sponsorships with digital advertising, contact us at sales@vdx.tv.

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