



## Domino's® Extends Partnership With Longtime Creative Agency CP+B

August 21, 2017

### Ten years of collaboration to continue

ANN ARBOR, Mich., Aug. 21, 2017 /PRNewswire/ -- **Domino's Pizza**(NYSE: DPZ), **the recognized world leader in pizza delivery and digital ordering platforms**, has finalized a renewal agreement with its national agency of record, CP+B, to the end of 2020. The agency will handle creative, brand strategy, media planning and digital initiatives as it has through a decade-long partnership marked by ever-increasing business achievements.



"Lengthy creative agency partnerships are rare, to say the least. But after looking at what we've accomplished with CP+B, it should not be shocking," said Joe Jordan, chief marketing officer, Domino's. "Together we have built a legacy of creative work founded on uncommon honesty at every turn. In the process, we formed an unrivaled collaboration in which CP+B is a true extension of our team. We're looking forward to creating the next series of game-changing ideas together."

Alongside CP+B, Domino's began a landmark brand transformation with the 2010 "Pizza Turnaround" campaign, setting a precedent for corporate transparency and yielding record-setting sales. Ever since, the partners have embarked on a never-ending mission of improvement, continually exceeding consumer expectations for a pizza company and eclipsing the domain of an advertising agency – from building the DXP®, a purpose-built pizza delivery vehicle, to launching a wedding registry earlier this year.

Domino's has embarked on a journey to grow the brand as an e-commerce powerhouse with CB+P by its side. Since online ordering was first introduced nationwide, Domino's has launched numerous innovations including the brand's first digital customer loyalty program – Domino's Piece of the Pie Rewards® – and the AnyWare™ ordering platforms, allowing consumers to order anywhere they happen to be, whether through voice apps, Facebook Messenger, or simply tweeting or texting a pizza emoji.

Domino's now generates 60 percent of orders via digital channels in the U.S.

The partnership has also resulted in some of advertising's highest honors. Within the last three years, the brand and agency won a Titanium Grand Prix at Cannes Lions and Grand at the Clio Awards, while recognized as "Best Partnership" at the 4A's Partner Awards and "Best Partnership Innovation" at the Adweek Project ISAAC Awards.

#### **About Domino's Pizza®**

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery, with a significant business in carryout pizza. It ranks among the world's top public restaurant brands with a global enterprise of more than 14,200 stores in over 85 international markets. Domino's had global retail sales of nearly \$10.9 billion in 2016, with more than \$5.3 billion in the U.S. and more than \$5.5 billion internationally. In the second quarter of 2017, Domino's had global retail sales of more than \$2.7 billion, with over \$1.3 billion in the U.S. and nearly \$1.4 billion internationally. Its system is comprised of independent franchise owners who accounted for over 97% of Domino's stores as of the second quarter of 2017. Emphasis on technology innovation helped Domino's reach an estimated \$5.6 billion in global digital sales in 2016, and has produced several innovative ordering platforms, including Google Home, Facebook Messenger, Apple Watch, Amazon Echo, Twitter and text message using a pizza emoji. In late 2015, Domino's announced the design and launch of the DXP®, a purpose-built pizza delivery vehicle, as well as Piece of the Pie Rewards™, its first digital customer loyalty program.

Order – [dominos.com](http://dominos.com)

AnyWare Ordering – [anyware.dominos.com](http://anyware.dominos.com)

Company Info – [biz.dominos.com](http://biz.dominos.com)

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