



Domino's Pizza Builds on Heritage with Launch of 'You Got 30 Minutes'

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Rebranding Focuses on How Consumers Can Benefit from Delivery Expertise

ANN ARBOR, Mich., Dec. 18 /PRNewswire-FirstCall/ -- Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, is launching a rebranding campaign, "You Got 30 Minutes," with agency Crispin Porter + Bogusky (CP+B, www.cpbgroup.com). The campaign builds on the company's 30-minute delivery heritage by highlighting the value of what pizza delivery really does for consumers - gives them free time.

This time around, there's no guarantee of delivery within 30 minutes as there was in Domino's past. Instead, the message to consumers is that they have free time -- about 30 minutes -- to do whatever they want, because Domino's Pizza is taking care of the meal.

"We're presenting consumers with the gift of time, which is something our customers all need more of," says Ken Calwell, Domino's chief marketing officer. "When they hang up the phone or click the 'submit' button of their online order, they know they don't need to spend the next 30 minutes or so making a meal, because we're doing that for them. They've got about 30 minutes until the Domino's Pizza delivery expert knocks on their door. What can you do with 30 minutes of free time? We'll challenge our customers to make the most of it and answer the question in fun and unique ways throughout our campaign."

The "You Got 30 Minutes" spots will begin airing in some local markets on December 24. Network primetime TV and various cable networks, including Comedy Central, ESPN and MTV, will air the spots beginning December 31. Various 15- and 30-second spots present humorous scenarios showing what people can do with their extra time, from spending time with a sweetheart, to hanging with friends or working out to a 30-minute abs video. The first promotional offer in the full-scale rebranding campaign will feature Domino's masters of delivery rivaling that of a shipping company and highlighting a new flat rate pizza offer, the Big Fantastic Deal.

"Americans today can get almost anything delivered to their front door, from movies to clothes, from books to furniture," says Patrick Doyle, president of Domino's U.S.A. "Companies that didn't exist at the time Domino's was pioneering pizza delivery are thriving on delivering items to convenience-starved consumers."

Plans are in the works to offer consumers who place an order online the ability to unlock access to 30-minute content they can enjoy while waiting for the pizza to be delivered. Domino's will also be introducing new boxes, which will not be what you expect from a typical pizza establishment. The new "You Got 30 Minutes" boxes feature shipping-style delivery designations, but with attitude.

Domino's is also working with CP+B on an "invertising" program that revitalizes the brand internally, which was kicked off with a franchisee road show in November, to engage and educate franchisees on the campaign, its impact on employee culture and the importance of key issues, such as driver safety. A new employee "playbook" designed to get team members excited about reclaiming their delivery leadership heritage is being distributed throughout the company.

Domino's Pizza is preparing an aggressive recruiting campaign to hire service-oriented in-store team members and safe delivery experts to meet the anticipated consumer demand sparked by the new campaign.

The company is also intensifying its ongoing in-store and driver safety training programs, with the objective of safely getting orders out of the store within 15 minutes. This objective, coupled with Domino's time-tested restrictions on drive times, leaves Domino's delivery experts at least that much time to get to the customer's door. (By policy, Domino's Pizza delivery areas do not exceed a drive time of nine minutes from the store to the furthest address in any direction.)

"We've been the masters of delivery for decades, and we're excited about reclaiming our leadership in pizza delivery," Doyle continues. "Ours is a message of convenience. We are the only national delivery chain -- pizza or otherwise -- that maintains the discipline of keeping its delivery areas to a maximum of nine minutes. No one else cares if they give you that kind of service. We do."

Founded in 1960, Domino's Pizza pioneered the concept of delivery in 30 minutes or less, including a world-renowned but

short-lived guarantee that promised consumers \$3.00 off their order if the pizza was not delivered within a half-hour. The guarantee ended in 1993, but still resonates with consumers as the benchmark for food delivery.

About Domino's

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery. Domino's is listed on the NYSE under the symbol "DPZ." Through its primarily franchised system, Domino's operates a network of 8,510 franchised and Company-owned stores in the United States and more than 55 countries. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of nearly \$5.1 billion in 2006, comprised of \$3.2 billion domestically and nearly \$1.9 billion internationally. During the third quarter of 2007, the Domino's Pizza(R) brand had global retail sales of more than \$1.2 billion, comprised of approximately \$725.7 million domestically and approximately \$510.7 million internationally. Domino's Pizza was named "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry and is the "Official Pizza of NASCAR(R)." Customers can place orders online in English and Spanish by visiting www.dominos.com or from a Web-enabled cell phone by visiting mobile.dominos.com. More information on the Company, in English and Spanish, can be found on the Web at www.dominos.com. Domino's Pizza: You Got 30 Minutes.

About Crispin Porter + Bogusky

Based in Miami and Boulder, Crispin Porter + Bogusky is perhaps best known for its work with Burger King, as creator of the 'truth' anti-tobacco campaign and for its role in the launch of the BMW MINI. The agency's client list includes Burger King, Volkswagen, Nike, Coke Zero, Sprite, Ask.com, Geek Squad and the 'truth' anti-tobacco campaign. CP+B has the unprecedented distinction of winning the Grand Prix at the Cannes International Advertising Festival in five separate categories as well as being named Agency of the Year nine times in the trade press. The agency and its work have been profiled in The New York Times, The Wall Street Journal, USA Today, Business Week, Forbes, Fast Company, Business 2.0, Time, Newsweek, Advertising Age, Creativity and Archive.

SOURCE Domino's Pizza

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