



Domino's Pizza

The Green Anatomy

OPEN MENU



Agenda

01

Company Overview

02

Product Description

03

Time Bound
Measurable Objectives

04

Target Audience

05

Competitive Strategy

06

Promotional Strategy

07

Pricing Strategy

08

Marketing Budget

09

Timeline

10

Key Messages

11

Creatives





Company Overview

1

DOMINO'S PIZZA INC. IS A GLOBAL PIZZA RESTAURANT CHAIN ESTABLISHED IN THE YEAR 1960.

As of January 3 2021, the company has over 17,600 restaurants across 90 countries around the world.



2

DOMINO'S MADE THEIR NAME FOR FAST PIZZA DELIVERY SERVICE WHICH ACCOUNTS FOR A MAJOR PORTION OF THEIR SALES.

Their business model facilitates a consistent influx of franchise royalty payment and supply chain revenue.



3

IN 2020, DOMINO'S GENERATED A TOTAL ANNUAL REVENUE OF \$4.117 BILLION

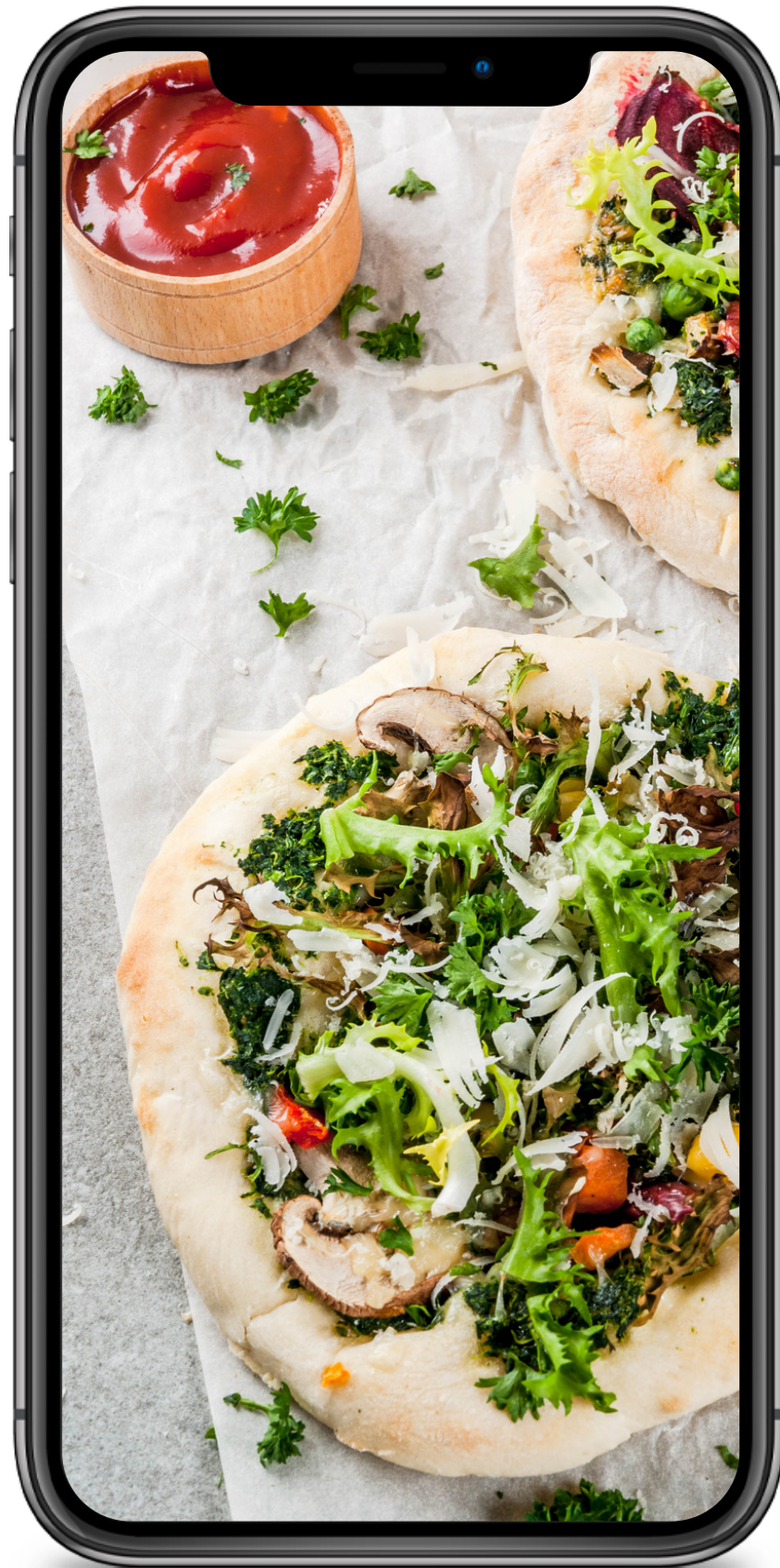
with over \$2.4 Billion generated from their supply chain network.



HISTORY



CURRENT



Product Description

- The Green Anatomy.
- Customisations in your pizza.
- Healthier life choices.
- Pocket Friendly.
- Vegan Alternatives.

GRAINS

Can choose between:

- Wheat Thin - Crust
- Cauliflower Crust
- Mushroom Crust
- Quinoa Crust



MENU

Specifications

DAIRY

- Light cheese
- Regular cheese
- No cheese
- Vegan cheese



VEGGIES

Add-ons will be charged separately



MEAT

- Lean cuts of meat
- No meat
- Vegan alternatives to meat





Time Bound Measurable Objectives



**THE FOLLOWING OBJECTIVES
ARE TO BE ACHIEVED WITHIN A
YEAR OF THE PRODUCT'S
LAUNCH**

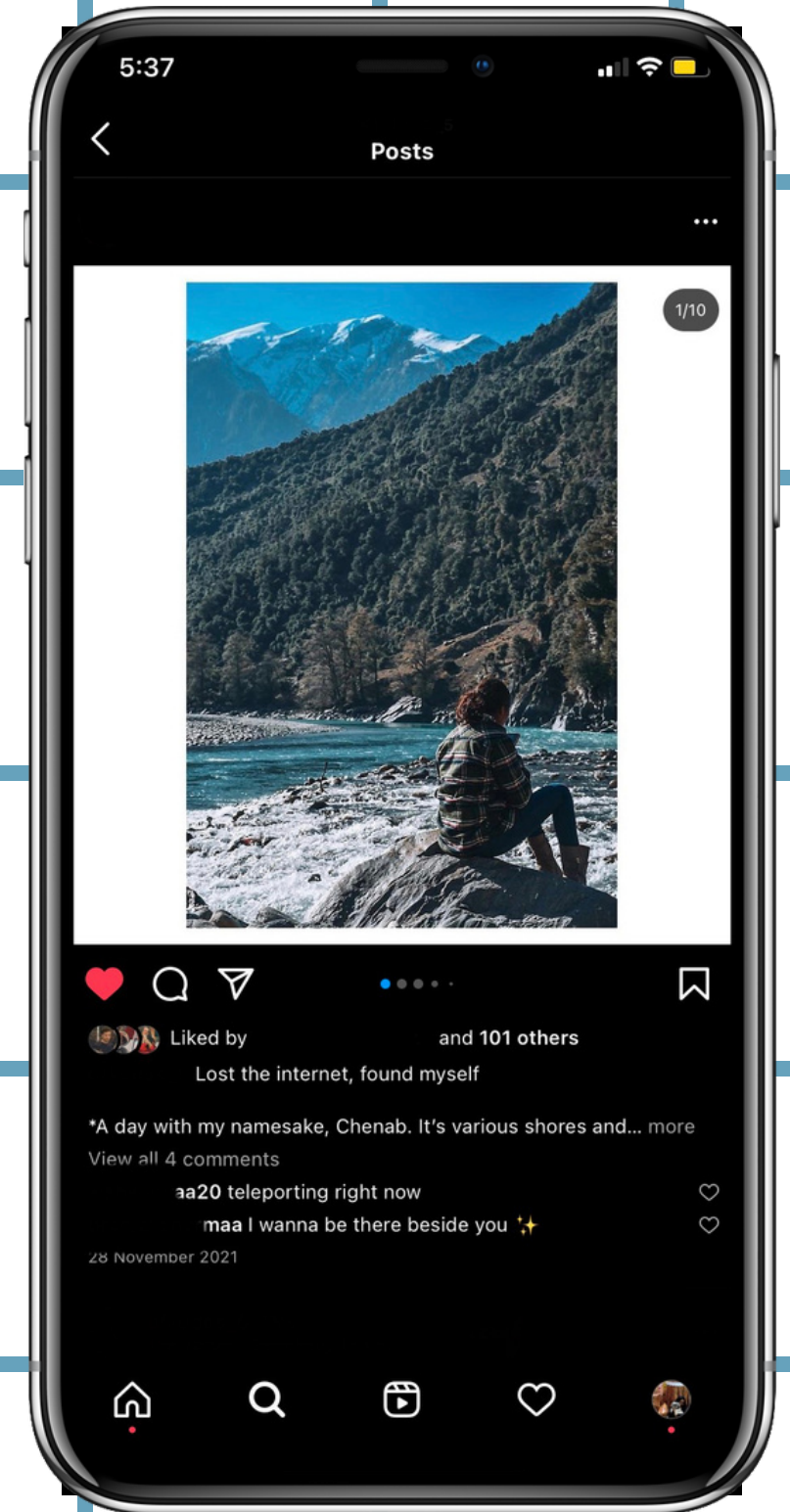
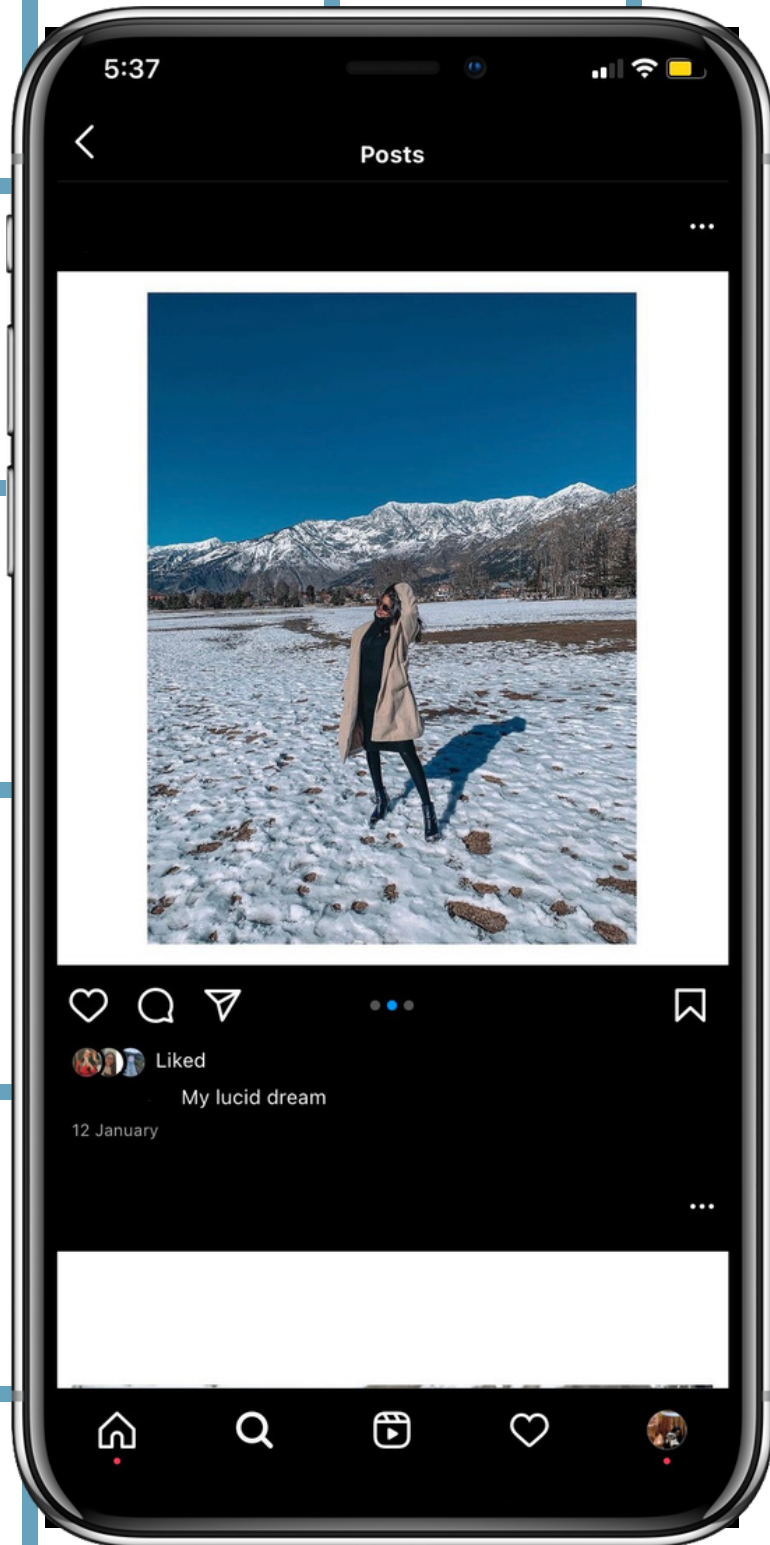
LAUNCH DATE:
AUGUST 20, 2022
BACK TO SCHOOL



GOALS

- Increasing sales by 3.13% within a year.
- Increased views and followers by 25% on social media platforms such as Instagram, Facebook and Twitter.
- Around 50k people land on/go through The Green Anatomy through online platforms.
- An 8% shift of existing customers to The Green Anatomy.
- An average of 5.5% conversion rate.
- To convert at least 40% of our target audience into customers.
- To retain the signature Domino's taste through the new menu and prioritising customer retention and loyalty to be measured by returning customer orders.
- An average of 4.0 to be maintained as the review rate out of 5.
- Behavioural change by 35% of at least choosing a healthier pizza crust if not the toppings and cheese alternatives.

TARGET AUDIENCE





Ophelia Kumar She/Her

Age: 20

Location: Vancouver, BC

Height: 5'6"

Studies Law at UBC

5 WORDS TO DESCRIBE HER:

creative fun imaginative sporty hardworking

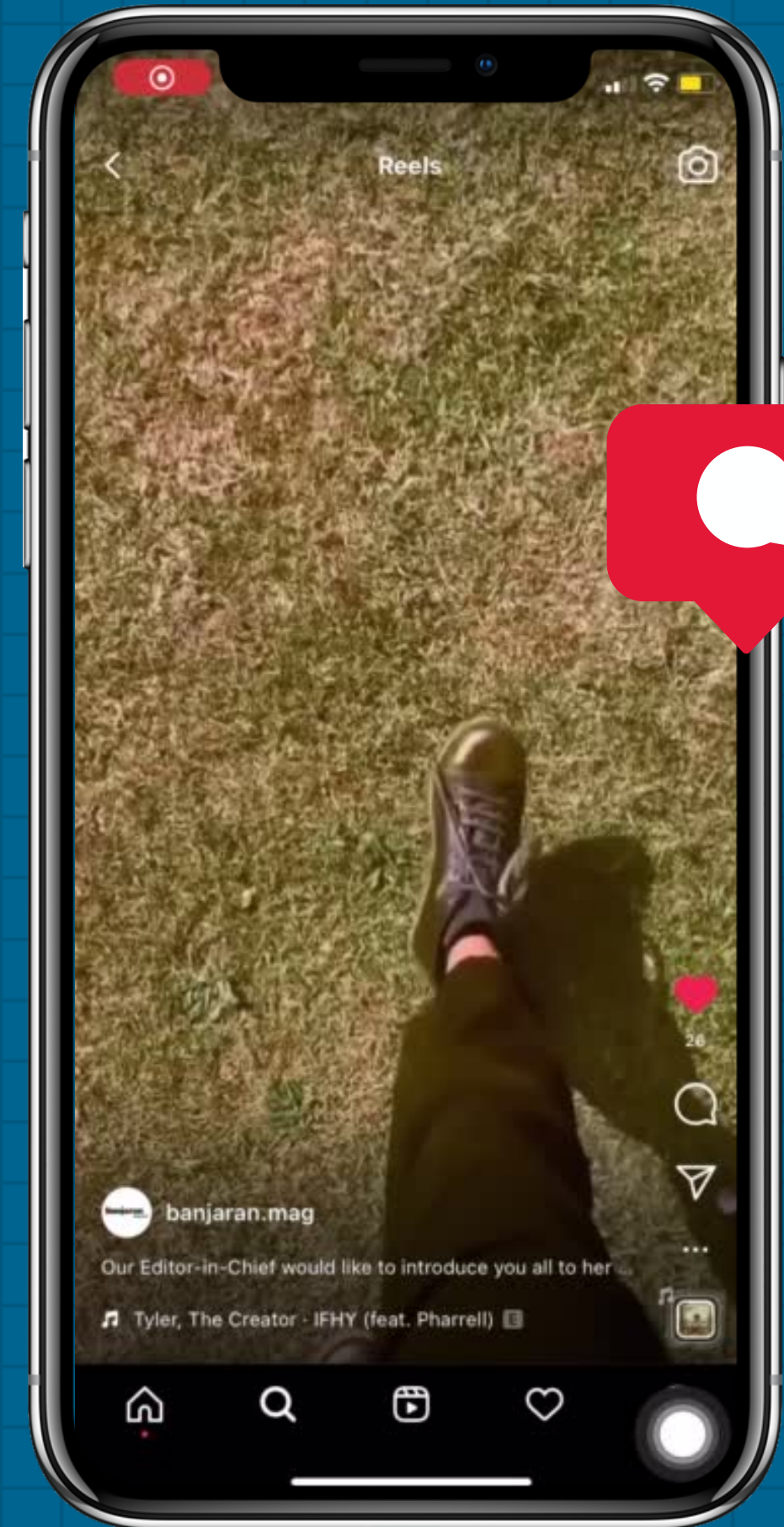
Marital Status: Single.

Preferred Social Media Channels: Instagram, Youtube, TikTok and Snapchat

Extra curricular activities: Tennis, Debate Club and Moot Court.

Books: Harry Potter, The Alchemist and, A Song of Ice & Fire.

- Ophelia's grandparents moved to Canada in 1963. She and her parents are born in Canada.
- She works hard and often stay up all night while she studies.
- Ophelia tries to go to the gym as much as she can but struggles.
- Loves to travel and likes to keep their social media profiles aesthetic.
- She is looking for a pocket friendly way to stay healthy.
- Pizza is her comfort food.
- She engage with healthy food bloggers on TikTok.



Competitive Strategy

THE DIFFERENTIATION FOCUS





Promotional Strategy

ONLINE

Promoting The Green Anatomy on online platforms. The reason behind using the word 'Anatomy' is to show that you will know exactly what goes into your food. We will draw more attention towards the anatomy along with its health factors/calories. This process of transparency will make our customers trust us more with their food.

CONTEST

- The Pizza Anatomy Challenge for influencers and bloggers.
- Share your recipe.
- Get a chance to name a pizza after yourself!

the fun part!

DELIVERIES

Where you will get an option to opt out of the 30 minute guaranteed delivery.

YOUTUBE ADS LIKE:

The frame will start with 4 students cramped up in a dorm room trying to reach their deadline. One of them opens twitter and sees "The Green Anatomy" trending on twitter and shares the news with their friends and each one of them customises their own pizza according to their taste and then they relax.



Pricing Strategy

Particulars	Total (CAD)	Particulars	Total (CAD)
Pizza Base		Dairy	
Wheat thin-crust	\$4	Light Dairy	\$1.50
Cauliflower crust	\$4	Regular Dairy	\$2.75
Mushroom crust	\$5	Vegan Dairy	\$4
Quinoa crust	\$5	Meat	
Veggies		Lean cuts of meat	\$4.75
Corn, bell peppers, onion, tomatoes	\$0.85 each	Vegan Alternatives of meat	\$7
Jalapenos, mushrooms, cottage cheese, olives	\$2 each	Overall	
Dairy		A Whole Pizza (Depending on toppings & alternatives selected)	\$10.75 - \$28.00,
Light Dairy	\$1.50		
Regular Dairy	\$2.75		
Vegan Dairy	\$4		



MARKETING BUDGET

Our Total marketing budget will be \$900,000

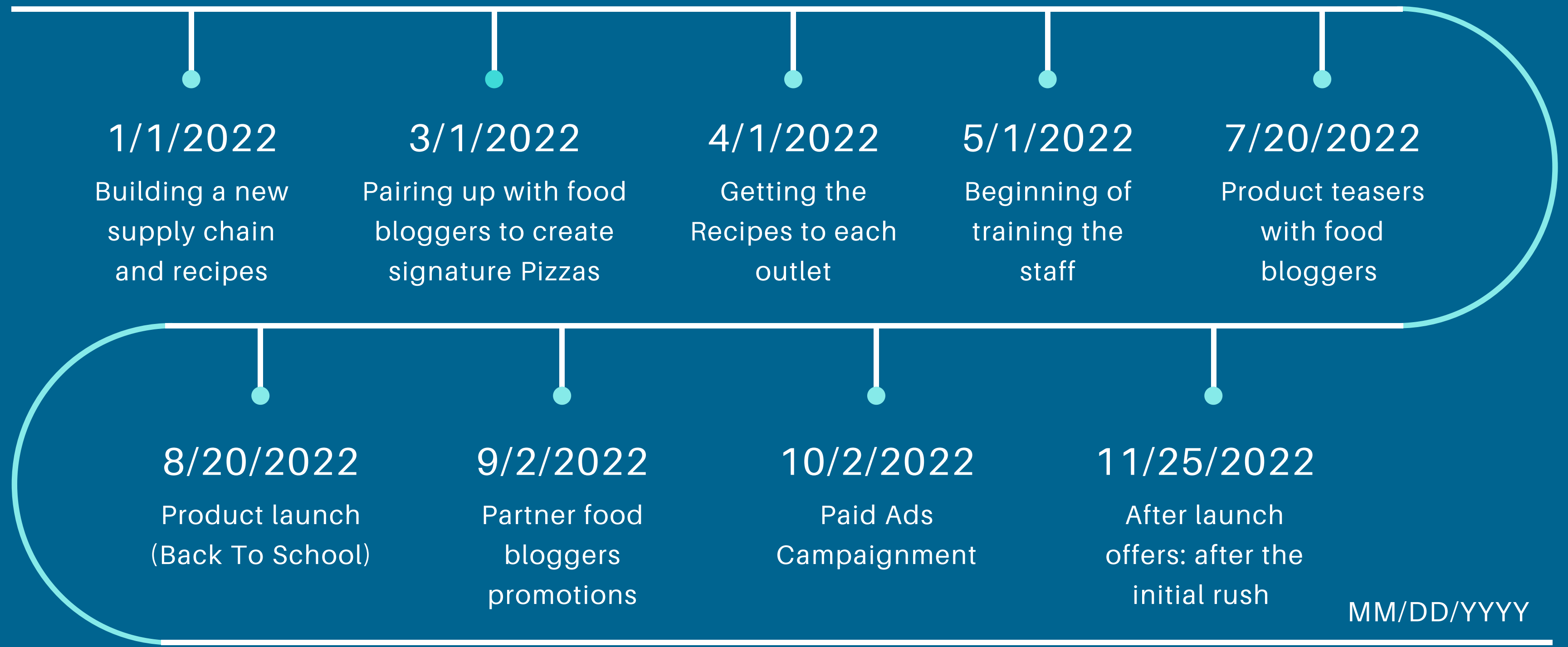
Marketing Channel	Action Steps	Cost (CAD)
Paid Digital Ads	Instagram Ads	\$150,000
	Google Ads	\$300,000
	Facebook Ads	\$100,000
Influencers for Collab	@plantyou	\$50,000
	@tiffy.cooks	\$50,000
	@nutrientmatters	\$20,000
Banner Ads	Introducing the customers to the new menu, leading to our website. (Ads can pop-up on healthy food related blogs/websites)	\$50,000

In-Store Roll-ups	Poster roll ups which will be set in each store across Canada	\$15,000
Email Blasts	Reaching our customers through promotional emails and introducing The Green Anatomy	\$5,000
Billboards	Situated in populated and popular areas of the country	\$100,000
Digital Renovation	Domino's Website	\$20,000
	Domino's App	\$20,000
	Third-party presence	\$10,000

TIMELINE



Since our target audience is a college student, we will launch our product on August 20th, just in time for 'back to school'. This is when every student is done with their summer break and they move back to their dorm rooms. For all the late night study sessions to frat parties, everybody will be able to enjoy a pizza and take care of their health!



MM/DD/YYYY

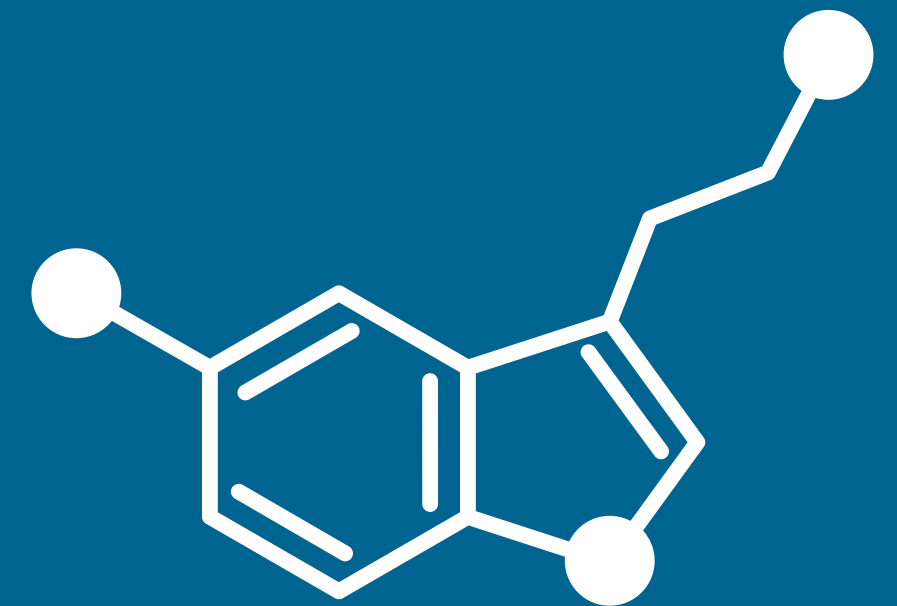
KEY MESSAGES



**OUR YOUTH IS
OUR FUTURE**



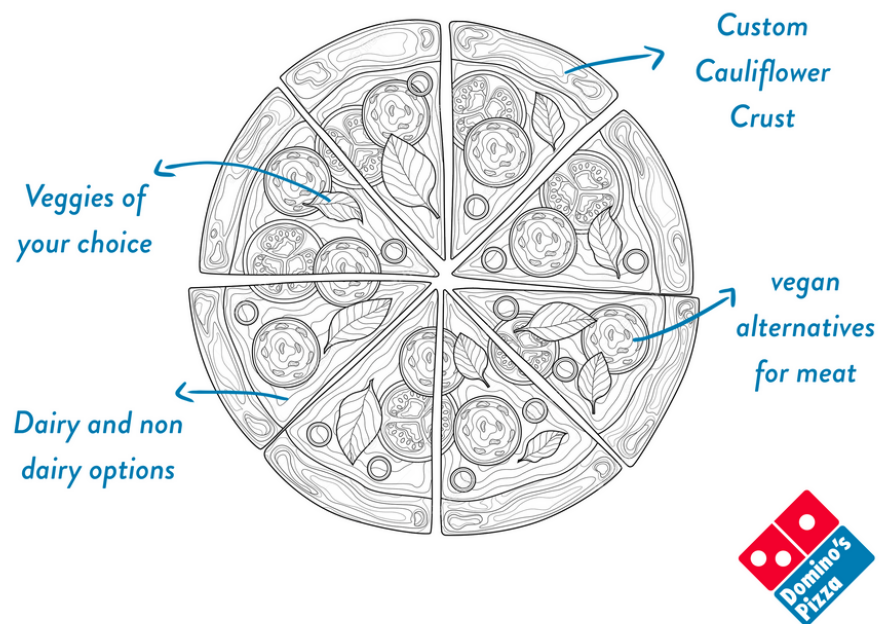
**PLANT BASED
=
PLANET SAVED**



**SEROTONIN FOR
YOUR LATE NIGHTS**

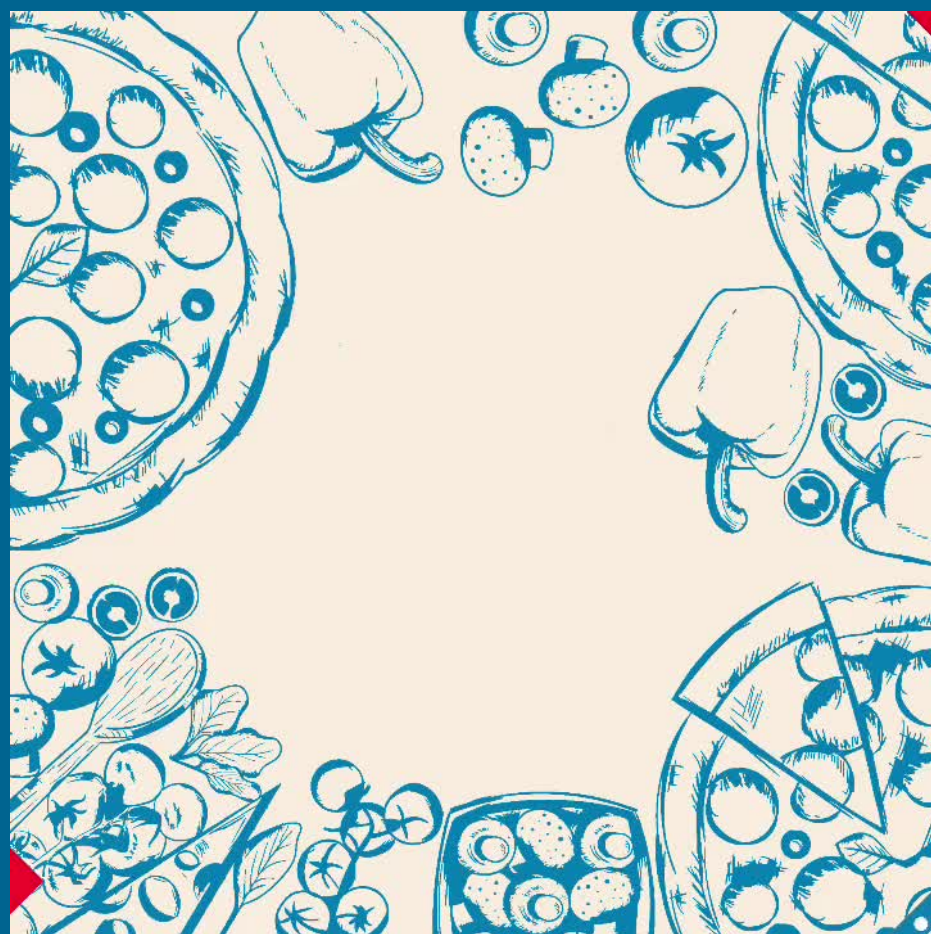
The Green Anatomy

Health starts on your plate



CREATIVES

Social Media Post Template The Green Anatomy



Thank you!



Do you have any questions?

