



Having opened “a branch in every computer” in Israel, Domino’s Pizza was free to develop a new food category: Fun Food. For this move, a new presenter was selected for the brand, product innovation was launched and a marketing model was created that improves the customer’s experience at every point of contact with the brand

The Domino’s Pizza delivery chain was founded in the United States in 1960 by brothers Tom and James Monaghan, who invested only \$500. One year later, James sold his share in the business to his brother for a Volkswagen Beetle (which is still housed in the Domino’s Museum in the US). 39 years later, 97% of company shares were sold for one billion dollars to investment company Bain Capital. Today, the chain operates over 9,500 stores in over 70 international markets. In Israel, the chain began operating over 20 years ago and includes 35 stores. Right from its first day, the chain has meticulously maintained product quality, using only fresh dough which rises on-site, fresh tomato sauce and 100% mozzarella cheese.

## The Competitive Environment

Domino’s Pizza Israel bases its sales on pizza deliveries to homes that are ordered by phone or online. Its direct competitors are about a 1000 private neighborhood pizzerias, while indirect competition includes pizza chains, frozen pizzas sold in grocery stores, other fast food chains and restaurants that offer home delivery services. On the

one hand, the chain focuses on its core business – pizzas and constantly strives to improve the quality of its raw materials, range of flavors and textures, service and supply speed. On the other hand, in order to differentiate itself from the competition, the chain strives to provide consumers with a different shopping experience.

## The Marketing Challenges

Domino’s Pizza established its marketing strategy in 2010, and drove technological innovation by launching an online ordering service and providing customers the option of tracking their pizza delivery from the moment the order is placed, until it arrives at their home. The chain decided not to focus solely on the functional aspects, but also on strengthening the customer experience, realizing that every point of customer contact creates an emotional experience that affects his decision to

purchase the brand the next time he is hungry.

## The Creative Solutions

In 2011, the chain prioritized the customers’ contact by improving his experience at every touchpoint, in order to create a new category – FUN FOOD – within the food sector.

The goal is to drive into every potential hungry customer’s decision point that this is just fun, if it’s not Domino’s for dinner.

Through focus groups, including customers and fans on Facebook, the entire communication between the consumer and the brand was mapped from the moment the customer realizes he is hungry and until the final bite of the pizza. A model was then built to help the brand create a unique FUN experience at every point along the process. For example, today the customer can choose an amusing ‘skin’ for the Pizza TRACKER on the chain’s website which allows him to track the pizza route from the order until it arrives to his home, in order to improve the experience of waiting for the pizza.

As part of implementation of the FUN strategy, Maor Cohen (from the “Eretz Nehederet” show) has become a presenter for the brand since he is associated with the values of fun,





www.dominos.co.il



laughter and enjoyment, which are compatible with the FUN Food experience at Domino's.

Another dimension in the FUN experience is related to product innovation. During the first stage, the pizza chain launched a square pizza made of special dough with a range of toppings, while recently it has launched Domino's Triple, which provides an innovation that allows the customer to order a triple topping pizza with three of the most common toppings: mushroom, cheese and sausage.

The brand page on Facebook is an important element in the FUN strategy establishment. The page includes activities, competitions, riddles and surveys in the spirit of marketing strategy, and brand fans were offered sales as well as the opportunity to affect products that the chain will launch in the future.

Lastly, as part of the FUN strategy deepening, a cellular application has been launched that allows customers to

order pizzas through their smartphone within ten seconds. In the belief that chain employees cannot supply a FUN experience to the customer if they themselves do not feel that way, the chain management has also operated within the internal organizational aspect through training, parties, competition and overseas training – in order to create for employees a sense of fun to come to work – that would radiate to customers too.

### And In the Future...

Domino's Pizza will continue to improve the consumer experience throughout the contact with the customer. For example, innovation will soon be launched regarding the carton packaging in which the pizza arrives, and in urban areas that allow it, the chain will explore the establishing of "green" branches so that the pizza will arrive by delivery person riding a bicycle rather than a motorcycle.



### Things You Didn't Know About Domino's Pizza

- The chain is the only one in Israel that guarantees pizza delivery to the customer's home within 30 minutes. This is the reason the chain maintains the largest fleet of motorcycles in Israel – over 400 scooters.
- Peak ordering days in the chain overlap with television ratings. Peak sales occur during the "Cochav Nolad" show finals and sports championships.
- Chain delivery persons are equipped with a "HeatWave" bag that is manufactured using technology exclusive to the chain and contains an internal heating device that maintains the heat of the pizza at oven temperatures until it arrives at the customer's home.
- In one focus group conducted prior to the launch of the Triple pizza, one participant said that since she was unable to focus on what was worth eating when she is hungry, she placed the chain delivery menu inside her refrigerator in advance.
- The three dots inside the Domino's Pizza brand logo represent the three stores the chain had when the logo was created.
- Pizza Today named Domino's its "Chain of the Year" for the second straight year – making the company a three-time overall winner, and the first pizza delivery company to receive the honor back-to-back years.
- Domino's was ranked #1 in Forbes Magazine's "Top 20 Franchises for the the Money" list.

**1960**  
Brothers Tom and James Monaghan establish Domino's Pizza and design the dominoes logo

**1973**  
Domino's Pizza promises to deliver pizzas to the customer's home within 30 minutes of the order.

**1983**  
The chain opens its first Domino's Pizza branch outside the United States.

**1990**  
Domino's Pizza opens its first branch in Israel.

**2009**  
Online pizza ordering and tracking service launched in Israel.

**2011**  
The chain implements the FUN FOOD strategy in Israel. The first iPhone pizza ordering application was launched by Domino's Pizza in Israel.