

Independent Pizzeria Promotion

Case Study

Overview

- The History Channel® and *Pizza Marketing Quarterly (PMQ)* teamed up in order to promote the airing of *Rome: Engineering an Empire* on The History Channel and to create the first-ever national promotion for independent pizza operators.
- The promotion was executed from August 15th – September 5th.
- The program aired on September 5th, 2005.

How it Worked

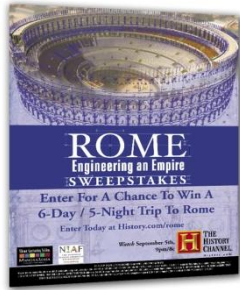
- 35,000 independent pizzerias were solicited to register to join the promotion through the following communication elements:
 - Direct mail piece from The History Channel
 - Email blasts from *PMQ*
 - Full page ad in *PMQ* magazine
 - Editorial in *PMQ* magazine
 - Online exposure on pmq.com
- 912 pizzerias registered to participate in the promotion.

The History Channel Support

- The History Channel provided, at no charge, the following *Rome: Engineering an Empire* promotional elements that were displayed in the pizzerias:
 - Window cling
 - Poster
 - Table tents
 - 1,000 box toppers
- The History Channel tagged advertising with a message about the discount offer.
 - “Go to history.com/rome for a special offer to your local pizzeria!”
- The History Channel featured the discount offer as well as a directory of participating pizzerias online.
 - Buy One Pizza, Get a Second Pizza at Half Price discount offer
- Participating pizzerias had the opportunity to win a trip to the 2006 World Pizza Championships in Salsomaggiore, Italy.
 - Participating pizzerias were required to fill out an affidavit of compliance and upload a picture of the displays in order to enter a sweepstakes to win the trip.

Point of Sale Elements

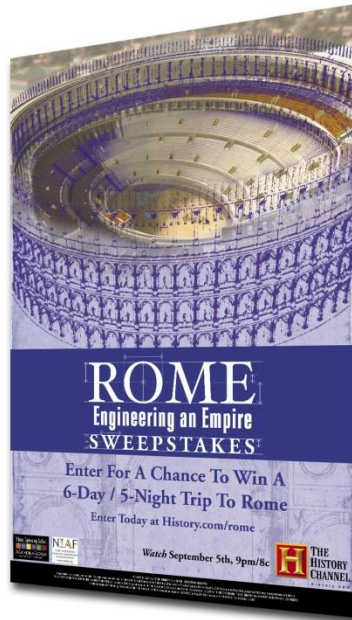
The promotion elements below were displayed at participating pizzerias.



Window Cling



Table Tent



Poster



Box Topper

Participating Independent Pizzeria Support

- Participating pizzerias agreed to display promotion materials in their stores.
- Participating pizzerias agreed to honor the discount coupon offered on The History Channel web site.
 - Buy One Pizza, Get a Second Pizza at Half Price discount offer

Summary of Benefits

Benefits to The History Channel

- The History Channel was able promote *Rome: Engineering an Empire* and yield approximately 3.87 million impressions.
- This exposure helped *Rome: Engineering an Empire* rank as the #1 show on The History Channel for 2005.

Benefits to Participating Independent Pizzerias

- This promotion helped to drive traffic and incremental sales.
- The History Channel provided exciting, Italian-themed promotional materials to feature in-store. Consumers had a chance to win a trip to Rome.
- This partnership offered the opportunity to align with a popular and well-respected brand.