



Little Caesars
Goes Greek!



EXTRAMOSTBESTEST PIZZA



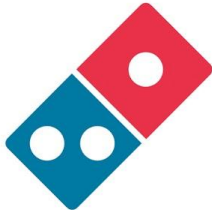























- **Most Toppings** - ExtraMostBestest has the most pepperoni and cheese of any large, round, one-topping pizza on the market.
- **All Day Ready** - ExtraMostBestest is available HOT-N-READY all day, everyday.
- **Fresh Ingredients** - Uses fresh and natural ingredients like vine-ripened tomatoes, fresh and never frozen cheese, dough made in-store, daily.
- **Best Price** - Best price for value.

SWOT ANALYSIS

STRENGTHS	<ul style="list-style-type: none">• Among top 3 leading pizza chain - <i>18.3% market share</i>• Outstanding community presence and partnerships <i>Pizza Kit Fundraiser, Love Kitchen, Veterans program, Ilitch Charities</i>• Value + Time - <i>"Hot-N-Ready" no wait and everyday menu pricing</i>
WEAKNESSES	<ul style="list-style-type: none">• Personalization in customer experience• Limited dietary options - <i>Do not have vegan options or gluten-free crust</i>
OPPORTUNITIES	<ul style="list-style-type: none">• Improving rewards program and mobile app - <i>Increasing awareness and engagement</i>• Online ordering
THREATS	<ul style="list-style-type: none">• Online presence - <i>SEO, not the first result in App Store and Google</i>

COMPETITIVE ANALYSIS

				
Price for Cheese and 1-Topping LG Pizza	\$6	\$14.24	\$13.74	\$10
Mobile Ordering	✗ * Select Locations	✗	✗	✗
Online Ordering		✗	✗	✗
Social Media Audit	 3.6M  218K  86.9K  7.6K	    30.6M  1.5M  1.2M  67K	 17.8M  1.2M  1.1M   111K	 5.2M  531K  246K  N/A

OBJECTIVES

1. **Raise awareness for ExtraMostBestest Pizza among college students in selected regions throughout the U.S.**
2. **Obtain local and on campus media coverage**
3. **Increase social media following and engagement levels among college students**



STRATEGIES

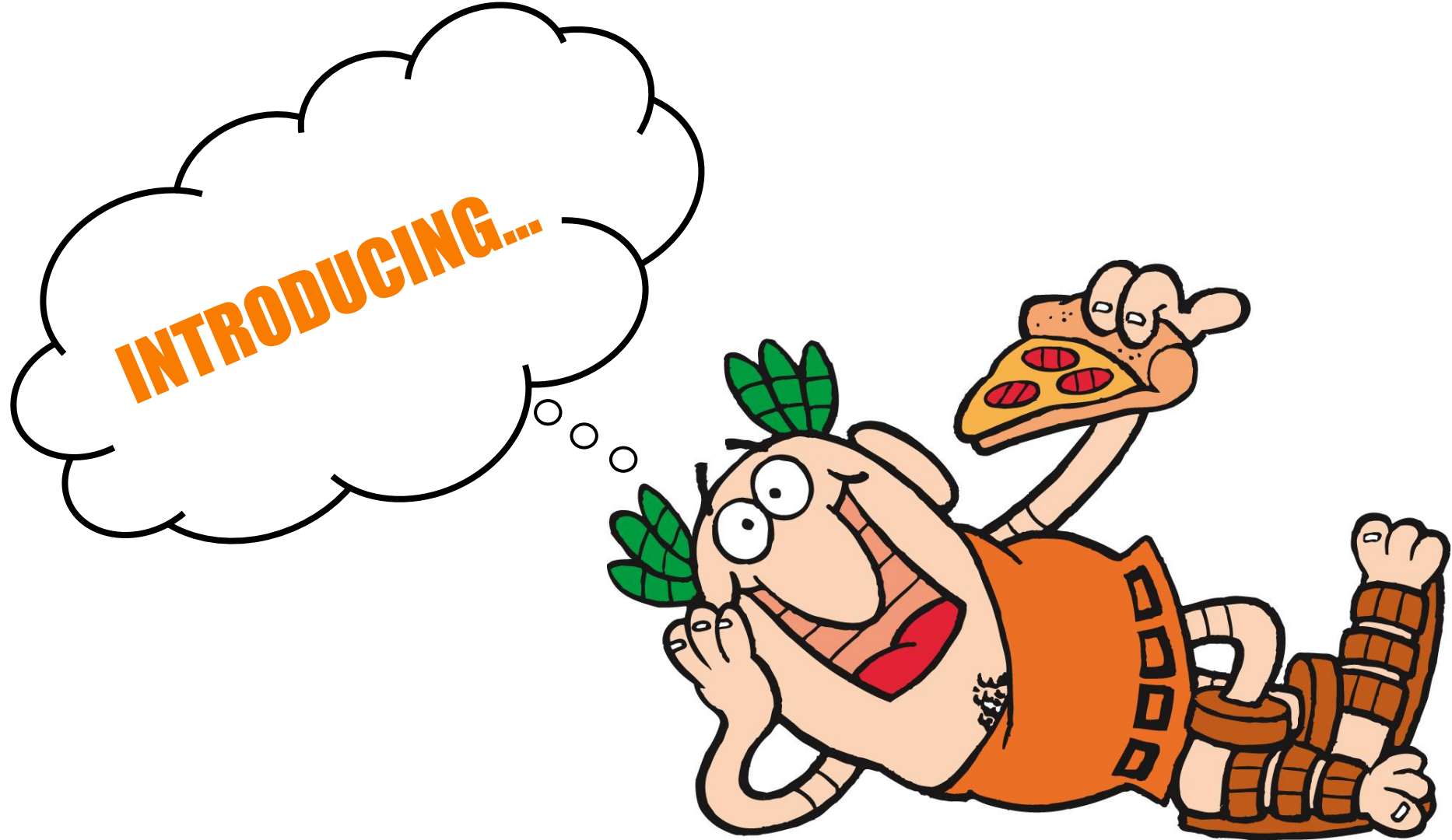
1. Creating a relatable, college student-focused campaign: utilizing a Greek life community as a platform to raise awareness about ExtraMostBestest Pizza by appealing to the college student's lifestyle and budget.
2. Engage the Little Caesars' brand with college students through social media platforms.



TACTIC

Campus Tour: A six-stop bus tour, stopping at selected college campuses across the United States. This tour brings ExtraMostBestest samples, interactive activities and prizes to engage more college students with the Little Caesars' brand and the ExtraMostBestest product.

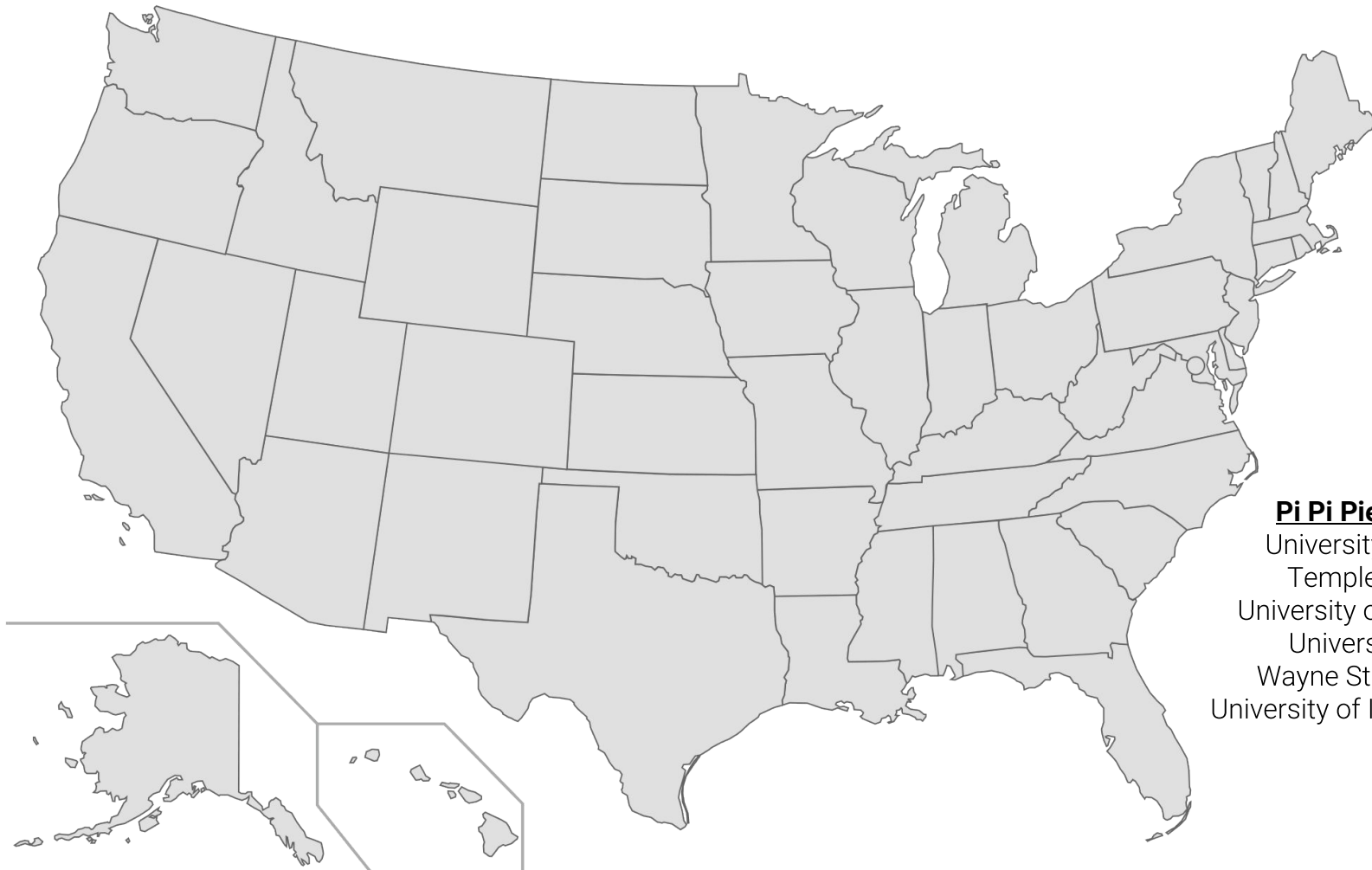






Pi Pi Pie!

An all-inclusive nationwide Greek Life Chapter that shares a common love for pizza.



Pi Pi Pie Rush Tour

University of Houston
Temple University
University of California, LA
University of Utah
Wayne State University
University of Illinois at Chicago

DAY 1: RUSH DAY!

12:00 p.m. to 5:00 p.m.

- Street team
- Spread awareness
- Create hype around event
- Hand out:
 - Flyers
 - Bracelets



DAY 2: INITIATION DAY WELCOME TO PI PI PIE!

12:00 p.m. to 2:00 p.m.

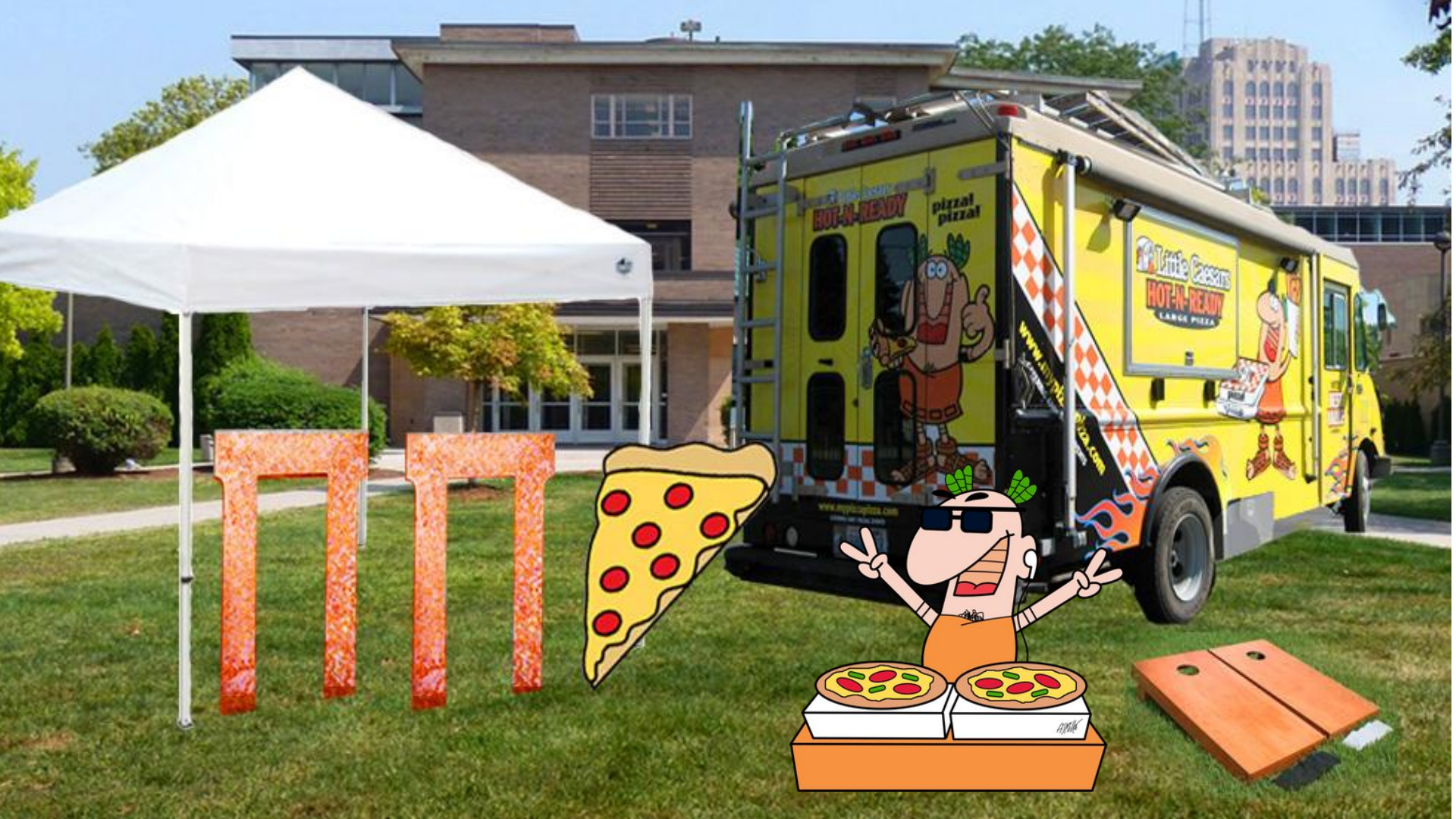


PIZZA PARTY

PI PI PIE RUSH TOUR!

- **ExtraMostBestest Pizza Samples**
- **DJ/ Hypeman**
 - Plays music and MC during the event to promote #ExtraMostBestest
- **Games:**
 - Cornholes
 - Inflatable shoot the puck
- **Play-to-Win Prizes/ Giveaways:**
 - Pi Pi Pie shirts
 - Reusable bottles
 - Flash drives
- **#ExtraMostBestest Photo Corner**
 - Props and branded materials will be provided for students to pose with





LOCAL MEDIA OUTLETS

Detroit	Radio	Newspaper	Television	Online
	Hot 102.7	The Detroit News	WXYZ	The Hub Detroit
	FM 98 WJLB	Detroit Free Press	WJBK	AmericaJR
	WJR News	Deadline Detroit	WWJ-TV	MLive
Philadelphia				
	KDKA	Philadelphia Business Journal	WCAU	My New Philly
	WAEB-FM	Metro	WPVI-TV	Billy Pen
	WAKZ	Philadelphia Inquirer	CBS 3 Philly	Philadelphia Neighborhoods



LOCAL MEDIA OUTLETS



Houston	Radio	Newspaper	Television	Online
	KPFT	Free Press Houston	KPDR-LD	Click2Houston
	KUHF	Houston Chronicle	KJZZ	PaperCity Magazine
	KTRH	The Houston Sun	HOU11	Local Houston Magazine
Los Angeles				
	KPCC-FM	LA Weekly	KCAL-TV	Timeout Los Angeles
	KRTH	The Toluca Times	KCET	SoCal Pulse
	DUBLAB	Glendale News	LA 36	Dig Magazine

LOCAL MEDIA OUTLETS

Salt Lake City	Radio	Newspaper	Television	Online
	KUER	Salt Lake City Weekly	KSL-TV	Salt Lake Magazine
	KRCL	West Valley City Journal	KMYU	Salt Lake City Weekly
	KCPW	Deseret News	KSTU	KJZZ
Chicago				
	WBEZ	RedEye	CLTV	Timeout
	WKQX	Daily Herald	Windy City Live	Do 312
	WGN	Reader	WGN	Chicago Reader



Blogs



Target Market	Blog:	Instagram:
Detroit	<ul style="list-style-type: none">• Millennial on the Move• Roasted Beanz• StingyThirftyBroke	<ul style="list-style-type: none">• 3.2K• 3.2K• 7K
Philadelphia	<ul style="list-style-type: none">• The Attic Girl• Coming Up Roses• Philly Foodies	<ul style="list-style-type: none">• 4.8K• 37.2K• 73K
Houston	<ul style="list-style-type: none">• Houston Food Blogger• Urban Swank• Chron	<ul style="list-style-type: none">• 9.6K• 11.2K• 74.7K
Los Angeles	<ul style="list-style-type: none">• The LA Girl• WeLikeL.A.• LAExplorer	<ul style="list-style-type: none">• 108K• 22.3K• 775
Salt Lake City	<ul style="list-style-type: none">• Female Foodie• Foodie One Hundred	<ul style="list-style-type: none">• 24.8K• 4.9K
Chicago	<ul style="list-style-type: none">• Chicago Food Girl• Van's Ventures• Chicago Foodie Grl	<ul style="list-style-type: none">• 57.5K• 13.6K• 32.6 K

COLLEGE MEDIA OUTLETS

Schools	Radio	Newspaper	Television
University of Illinois at Chicago	UIC Radio	UIC Today	-----
Temple University	WHIP	The Temple News	Temple
University of California, Los Angeles	UCLA	Daily Bruin	Pac-12
Wayne State University	WAYN	The South End	UTV
University of Houston	Coog Radio	The Daily	Coog TV
University of Utah	K-UTE	The Daily Utah Chronicle	KUED



MEDIA DROP

- Little Caesars pizza box
- Press Release
- FAQ
- Pi Pi Pie T-shirt
- Pizza Pin



MEDIA SCHEDULE

Press Release, FAQ and Media Pitch released on **March 1**

Media Drop off Dates

University of Houston — March 8

Temple University — March 15

University of California, LA — March 22

University of Utah — March 29




University of Illinois at Chicago — April 5

Wayne State University — April 12



SOCIAL MEDIA



			
University of Illinois at Chicago	@uic.edu 60,073	@thisisUIC 42.2K	@thisisuiic 3.4K
Temple University	@templeu 85,822	@TempleUniv 139K	@templeuniv 42K
University of California	@universityofcalifornia 131,321	@uofcalifornia 11.4K	@uofcalifornia 28.4K
Wayne State University	@waynestateuniversity 51,140	@waynestate 41K	@waynestate 13.5K
University of Houston	@universityofhouston 177,245	@UHouston 172K	@universityofhouston 60.1K
University of Utah	@universityofutah 138,125	@UUtah 8.2K	@universityofutah 60.3K

SOCIAL MEDIA



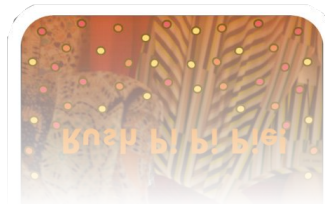
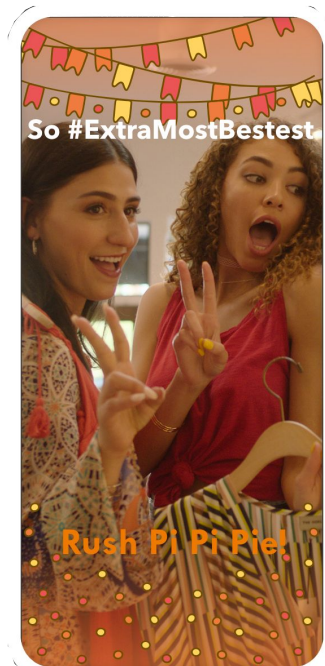
Instagram:

- Spot US? Tag US!
- Portray our Delicious #ExtraMostBestest
- Create content and focus on representing #ExtraMostBestest to the public
- Utilize Little Caesars' Instagram stories: sneak peeks



Snapchat:

- GEOfilter
- Pi Pi Pie tour tracking
- Follow Little Caesars for updates



SOCIAL MEDIA



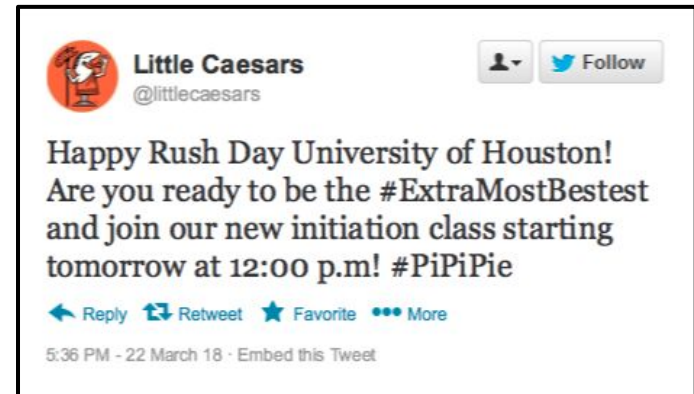
Facebook:

- Repost notable event pictures/videos
- Post recap videos of tour stops



Twitter:

- Audience engagement
- Customer service
- Live tweet coverage
- #ExtraMostBestest





3/16	Promotional announcement of Pi Pi Pie and announcing stops.
3/29 - 4/4	Reposts of costumers pictures
4/5 - 4/11	New pictures and posts Reposts of costumers pictures
4/12 - 4/18	New pictures and posts Reposts of costumers pictures
4/19 - 4/25	New pictures and posts Reposts of costumers pictures
4/26 - 5/1	New pictures and posts Reposts of costumers pictures

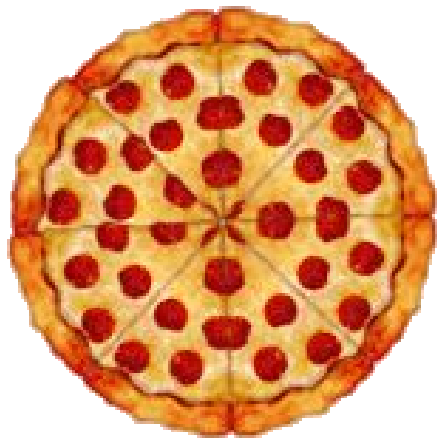
3/22-3/23	Snaps during the whole event
3/29-3/30	Snaps during the whole event
4/5 - 4/6	Snaps during the whole event
4/12-4/13	Snaps during the whole event
4/19-4/20	Snaps during the whole event
4/26-4/27	Snaps during the whole event

3/16 - 3/26	Promotional announcement of Pi Pi Pie and announcing stops. Promotion of next stop, video and photo album of last stop
4/2	Promotion of next stop, video and photo album of last stop
4/9	Promotion of next stop, video and photo album of last stop
4/15	Promotion of next stop, video and photo album of last stop
4/23	Promotion of next stop, video and photo album of last stop
4/30	Video and photo album of last stop
5/5	PI PI PIE CAMPAIGN RECAP

3/16	Promotional announcement of Pi Pi Pie and announcing stops.
3/29 - 4/4	Retweet and favorite customer tweets, and replies
4/5 - 4/11	Retweet and favorite customer tweets, and replies
4/12 - 4/18	Retweet and favorite customer tweets, and replies
4/19 - 4/25	Retweet and favorite customer tweets, and replies
4/26 - 5/1	Retweet and favorite customer tweets, and replies

Facebook and Instagram will be LIVE streamed at all events.

TIMELINE



HOUSTON	3/21 - STREET TEAM TRAINING 3/22 - RUSH 3/23 - INITIATION
TEMPLE	3/28 - STREET TEAM TRAINING 3/29 - RUSH 3/30 - INITIATION
UCLA	4/4 - STREET TEAM TRAINING 4/5 - RUSH 4/6 - INITIATION
UNIVERSITY OF UTAH	4/11 - STREET TEAM TRAINING 4/12 - RUSH 4/13 - INITIATION
WAYNE STATE	4/18 -STREET TEAM TRAINING 4/19 - RUSH 4/20 - INITIATION
UIC	4/25 - STREET TEAM TRAINING 4/26 - RUSH 4/27 - INITIATION
RECAP	5/4/18 -GO OVER GOALS -LOOK AT MEDIA COVERAGE -SOCIAL MEDIA ANALYTICS -RECAP VIDEO

BUDGET



Line Item	Amount
Love Kitchen Bus (Gas)	\$5,000
Travel/Room and board/Food Stipend	\$8,000
Street Team	\$10,000
Event Decors	\$8,000
Pi Pi Pie Merchandise	\$20,000
Videographer/ Photographer	\$10,000
Games/Activities	\$7,000
DJs	\$3,000
Agency	\$20,000
Emergency Funds	\$9,000
Total	\$100,000



Be your ExtraMostBestest.

Thank you!

