

MidDay - Centre Stage

It is time to celebrate life

Avantika Patil

WHO needs a reason to celebrate? At least that's what Pizza Hut believes in. Their new TV commercial shows youngsters celebrating every occasion in their lives — big or small. From a new job to a new boss, a new girlfriend to just being single again — gorging on some yummy food is a great way of unwinding. The ad also showcases the thirty new menu offerings that go beyond just pizzas including sautéed pastas, starters, drinks and desserts.

It was the 2009 flick *Love Aaj Kal* that inspired the theme for this ad. Says Anup Jain, director marketing, Yum! Restaurants India — Pizza Hut, "In *Love Aaj Kal*, Soit and Deepika's break-up party sets the trend for celebrating unpleasant incidents too. Consumers can celebrate any occasion in their lives, and the ad stems from that concept. Through this campaign, we look forward to creating a stronger connect with our target audience, that is the youth."

The campaign hardly has any script in it. "The USP of the ad film is the celebratory feel while maintaining the simplicity of the situation," says Rohit Ohri, managing partner, JWT (TBC). Each of the two ad films have different situations being celebrated with the same excitement. The first film is about two families celebrating the first words of their infants; and the second film showcases the joys of getting engaged as well as regaining the single status.

The campaign seems to have connected with the audiences. "About seven-ten per cent of our sales have increased and we hope to grow further in the coming year. We've got great feedback from our viewers too," signs off Jain.

