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Pizza Hut launches new campaign to introduce 'Magic Times' meals

Campaign India team, 17 May, 2010



Mumbai

Pizza Hut has unveiled a new campaign for Magic Times, its new meals offering, which starts Rs 99 per person.

The offering consists of 11 meal options that allow one to choose a main course from tangy pastas or pizzas with 12 vegetarian and non vegetarian toppings. These can be paired with a platter of crusty garlic bread with melted butter or mozzarella cheese and a choice of thirst quenchers, mocktails and ice cream.

The campaign is targeted at young consumers in the age group of 15-24 years who choose to hang-out in a group for most part of the day and are always looking for affordable places to get together and chill.

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Each TVC in the campaign opens with a shot of a young college guy, standing in front of his mirror practicing various excuses and reasons to not give a treat to his pals for passing his exams. It is obvious that he does not want to spend loads of money on the treat and is trying to come up with a solid reason to get out of the situation. However, once he knows about the Magic Times meals at Pizza Hut, he is more than happy to take the gang out for a treat and is the first to jump in to clear the cheque.

Speaking about the campaign, Anup Jain, director marketing, Yum! Restaurants India - Pizza Hut said, "Young consumers have always loved coming to Pizza Hut and as the leading affordable casual dining restaurant brand, we are always looking for ways to give them great value for money so that they can stretch their budgets. Magic Times, our range of affordable meals has been created especially for our young consumers. The new ad campaign for Magic Times is a situation most young consumers like college students and young working people can identify with and we are confident that they will find it easier to keep visiting us more often."

Priti Kapur, executive creative director, JWT said, "While preparing the ad campaign, we were very clear that, since the Magic Times offering caters to the young consumers who are always looking for an inexpensive meal option while hanging out with friends, the ad had to be funny and relatable. We decided upon a guy trying to avoid treating his friends as getting a treat out of your friends is always a difficult task for everyone. We wanted the ad to have a young feel to it and are glad that we have come up with something the youngsters are surely going to enjoy."

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Another fine example of a nice idea killed by lousy execution.

by kartik roy on 16 May, 2010

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