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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

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