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Pizza Hut Launches new TVC for Magic Times May 14, 2010

Pizza Hut has unveiled a new campaign, for Magic Times - meals starting @ just Rs 99 per person. The offering consists of 11 delectable meal options that allow you to choose a main course from tangy pastas or pizzas with 12 vegetarian and non vegetarian topping.

The campaign is targeted at young consumers in the age group of 15-24 years. For them hanging out with the gang is the best part of their day and they are always looking for affordable places to get together and chill. Magic Times @ Pizza Hut gives them just such an inexpensive hang out zone which they have always aspired to. So now whether it's with friends, girlfriends or boyfriends, fellow classmates or work colleagues its easy to go out without worrying about the cost!

The TVC starts off with 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! Its 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! The TVC highlights how Magic Times is the perfect option for youngsters looking for a place to enjoy a full meal with amazing variety at minimal prices.

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".

"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", said, Priti Kapur, Creative Director, JWT

TVC Details:

Duration: 25 seconds
Language: English
Creative Agency: JWT
Production House: Highlight Films
Director: Sunhil Sippy
Creative Director: Priti Kapur
TVC goes on air: May 2010

To view the TVC click here http://125.21.190.99/PizzaHut_MagicTimes_AdCampaigns.zip

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