



What are you celebrating today?

Pizza Hut unveils its new brand campaign

New Delhi, December 2009: Leading affordable casual dining restaurant brand, Pizza Hut has unveiled its new brand campaign. The campaign highlights Pizza Hut's unique brand promise of **changing everyday moments into celebrations**, which is supported by their new tagline, *'What are you celebrating today?'*

The campaign showcases Pizza Hut as the perfect place to celebrate every occasion in life, small or big - from a new job to a new boss or a new girlfriend to being single again. It also highlights the **thirty new menu offerings** that go beyond just pizzas, including sautéed pastas, starters, drinks and desserts.

Scheduled to go on-air in the third week of December, the campaign includes two different TVCs depicting everyday situations and celebrations at Pizza Hut. Through its light-hearted and fun approach, the campaign is expected to connect well with the young audience who can relate to the situations in the ads, and are never short on reasons to celebrate their daily achievements and challenges.

Speaking about the campaign, **Anup Jain**, Director Marketing, Yum! Restaurants India - Pizza Hut said, *"Our new brand campaign promises to make people think of the small joys in life that can be celebrated and are often ignored. It highlights Pizza Hut as a perfect place to celebrate day-to-day moments with a comfortable setting and a wide range of menu offerings to choose from for most occasions, small or big. People are looking for the joy and experience of celebrations in everyday moment and we are here to provide them with just that".*

"Through this campaign, we look forward to creating a stronger emotional connect with our guests by inviting them to celebrate and share their happiness with us", he added.

"The new Pizza Hut campaign is extremely relatable as it highlights happy moments from everyday life. The USP of the ad films is the celebratory feel while maintaining the simplicity of the situations", said, **Rohit Ohri**, Managing Partner, JWT (TBC)

Each of the two ad films showcases two different situations being celebrated with equal enthusiasm and 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 entire campaign highlights celebration of life at Pizza Hut, no matter how big or small the occasion is.



The on-air campaign will be supported by extensive outdoor, retail and online activation.

TVC Details:

Duration: 30 seconds per film
Language: English
Creative Agency: JWT
Production House: Highlight films
Director: Sunhil Sippy
TVC goes on air: December 2009
TV channels: Sony, Max, AXN, Star One, Star Gold, NGC, Star Plus, Colors, Bindaas, Bindaas Movies, UTV Movies, Zoom, B4U Music, MTV, HBO, Zee Studio, Channel V, NDTV India, NDTV 24 * 7, Times Now, NDTV Good Times

About Pizza Hut:

Pizza Hut is the leading affordable casual dining restaurant in India. Pizza Hut made its foray into India with a restaurant in Bangalore in June 1996 and was the first international restaurant chain to enter this category and can be credited with pioneering the pizza market in India. Its great tasting pizzas and trademark dining experience have made it possible for the company to register a double-digit growth and scale up its presence to its current size. With a 27 per cent market share of the eating-out market and over 70,000 footfalls per day across the country, Pizza Hut is geared to provide diners with the ideal place to build memories and relationships over delicious food.

Pizza Hut is one of the flagship brands of Yum! Brands, Inc., which also has KFC, Taco Bell, A&W and Long John Silver's under its umbrella. Pizza Hut is the world's largest casual dining restaurant chain with over 12,500 restaurants across 91 countries and 140 stores across 34 cities in India.

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