Pizza Hut goes on air with the new Weekday Special ad campaign

New Delhi, April 2011: Leading affordable casual dining restaurant brand, **Pizza Hut** launches an all new ad campaign for its exciting 'Weekday Special' promotion. This is with an objective to reach out to the youth, for whom Pizza Hut is a preferred choice to dine in even on a weekday. The latest 'Weekday Special' promotion at Pizza Hut is all set to offer delectable three course meals at just Rs. 99 per person. The new promotion is set to sweep Pizza Hut fans by a complete surprise.

Scheduled to go on-air on 10th May, the ad begins with a group of teenagers seated at a table at a Pizza Hut restaurant with an astonished look on their face. While the server lays the food down on the table, the teenagers begin to prompt one another to clarify a doubt that crops up with more and more food being served. The question bounces within the group until one of the girls is tricked into calling the server for clarifying this doubt. She asks the server if all the food offered is for just Rs 99 per person. Even after they are assured of the unbelievably low price, one of the guys, for the last time, ratifies the offer. The very next moment, the entire group of teenagers, with great excitement relishes the food. The joy of spending Rs.99 per person for a great value meal is clearly visible on their faces.

Click on the link to view the Weekday Special ad: http://www.sendspace.com/file/g23lnd

Speaking about the campaign, Sandeep Kataria, Chief Marketing Officer, Yum! Restaurants India, said "*Being an affordable casual dining restaurant, Pizza Hut will reinforce the brand promise of affordability through the latest campaign of Weekday Special. College teens prefer eating out almost every day through the week. They are always on a lookout for the most economic deals which give them large quantity of food and wide variety to choose from without compromising on the quality. Considering that they have to survive on a very low allowance through the week, our Weekday Special will give them just what they were looking for at just Rs. 99 per person without making a hole in their pocket. We have captured this emotion and excitement experienced by a group of teenagers at Pizza Hut through our latest TVC. I am sure the ad will attract teenagers across the country to rush to their nearest Pizza Hut dine-in restaurant.*"

Sharing his views on the latest TVC, Kishaloy Basu, Creative Director, JWT, said, "*The idea we created is around the key message of value for money i.e. A 3 course meal at just Rs.99 per person. It is basically "so much for so little" and the creative expression is simply the UNBELIEVABLE factor of the offer. I think each one of us must have gone through or faced a similar moment in our lives where we questioned reality or at least showed a bit of doubt. I would say it's slice of life with a pinch of fun with the kind of situation faced by these 5 Teenagers inside PIZZA HUT. They just want to be sure or re-check the order they placed before they start gobbling down the mouthwatering pizzas, pastas, etc served to them by the waiter.*"

TVC Details:

Duration:	25 seconds
Language:	Hinglish
Creative Agency:	JWT
Production House:	Love & Faith
Creative Director:	Kishaloy Basu
TVC goes on air:	10 May 2011

About Pizza Hut:

Pizza Hut is the world's leading affordable casual dining restaurant brand. Pizza Hut made its foray into India with a restaurant in Bangalore in June 1996 and was the first international restaurant chain to pioneer this category in India. It is widely credited with building 'pizzas' as a main course option in India.

The restaurant brand offers an exciting menu consisting of its signature pizzas, appetizers, pastas, desserts and beverages. Its trademark dining experience has been recognized by Brand Equity to make it the 'Most Trusted Food Brand' for 6 years in a row. With over 50,000 footfalls per day across the country, Pizza Hut is the perfect place to celebrate any occasion in life, small or big. 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 affordable casual dining restaurant chain with over 13,200 restaurants across 97 countries. In India, Pizza Hut has 120 dining restaurants across 34 cities.

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