



case study

Eagle Boys Pizza

Background

Eagle Boys is one of Australia's largest pizza makers, operating more than 200 franchised stores throughout Victoria, New South Wales, Queensland, Western Australia and the Northern Territory.

In late 2007, Eagle Boys launched a nationwide advertising campaign to educate Australian consumers about the pizza giants (e.g. Pizza Hut & Domino's Pizza) shrinking the size of their pizzas without decreasing the price.

BBS was employed to create and implement a strategic public relations campaign to complement this promotion.

Strategy

BBS proposed the public relations campaign embrace online news media to spark controversial discussion by not only telling but showing pizza lovers the difference in pizza sizes, complementing the overarching theme, "Operation Measure Up". With this message, the following strategies were employed:

Prepare Eagle Boys for media coverage

- Compile newsworthy Eagle Boys media releases and collateral to ensure all information pertaining to Eagle Boys is accurate, consistent and accessible.
- Equip Eagle Boys with the media training and "know how" to handle media interviews and maximise media opportunities.

"Rally the Troops"

- Position Eagle Boys and its management team as "the spokesperson for pizza lovers across Australia, standing up to the giant corporate pizza chains who are secretly shrinking pizza sizes without cutting the cost".

Don't just tell media, SHOW media

- Educate consumers and media about the shrinking size of pizzas by physically demonstrating the size difference between

Eagle Boys' pizzas and those of competing pizza chains to drive sales.

Maintain Media Momentum

- Promote Eagle Boys' successful business model, growth and increasing revenue throughout the campaign.

Results

Public interest soared as media coverage was secured across the country, on national current affairs television programs (including dedicated segments on the Today Show over two consecutive days and A Current Affair), metro radio (live discussion on Triple M and 4KQ), print and online media (The Australian, Courier-Mail, Daily Telegraph, Adelaide Advertiser, Herald Sun, Perth Sunday Times and The Mercury) and industry print and online media.

The story received prominent positioning on News.com leading audiences to click on the YouTube link which was viewed by more than 23, 500 people in less than 72 hours, making it the most viewed clip of the week and the most 'clicked on' link of its category in YouTube history.

Media pressure forced Domino's Pizza to 'admit' to shrinking the size of their pizza, despite the fact that Eagle Boys only claimed that Domino's' pizzas were smaller than Eagle Boys.

The campaign produced an immediate sales uplift of over 27%, the largest sales spike in the company's history. Many store reported sales increases of over 200%. Eagle Boys has attributed a sustained sales uplift of 24% to this campaign.

Since the launch of the campaign Eagle Boys' total sales grew by 20.7 per cent, ahead of its full-year growth target of 18.9 per cent. Same store sales in the year to December were up 11.7 per cent.

Eagle Boys has also enjoyed positive brand associations with the campaign with market research reporting greatly improved consumer 'quality' and 'value' association score with the brand.

media relations ■ publicity and profiling ■ strategic advice

project brief