DOMINO'S X JCDECAUX

Campaign effectiveness case study

Domino's

JCDecaux PROOF

The Domino's Brief

Relative to QSR competitors, Domino's currently trails on perceptions of quality, service, taste and range.

The MORE campaign was tasked with building associations with quality and generosity: "**Domino's gives me more, because I deserve it**".

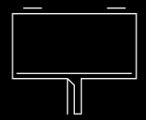
Success of the campaign would be measured by strengthened brand perceptions and increased sales.

Campaign dates: 14/08/23 – 10/09/23

The Domino's Campaign

A multichannel campaign running across **TV, BVOD, digital and social** in Brisbane and Sydney.

The JCDecaux Campaign



Domino's also featured JCDecaux Out-of-Home activity running in **Brisbane only.**

A Measurement Opportunity

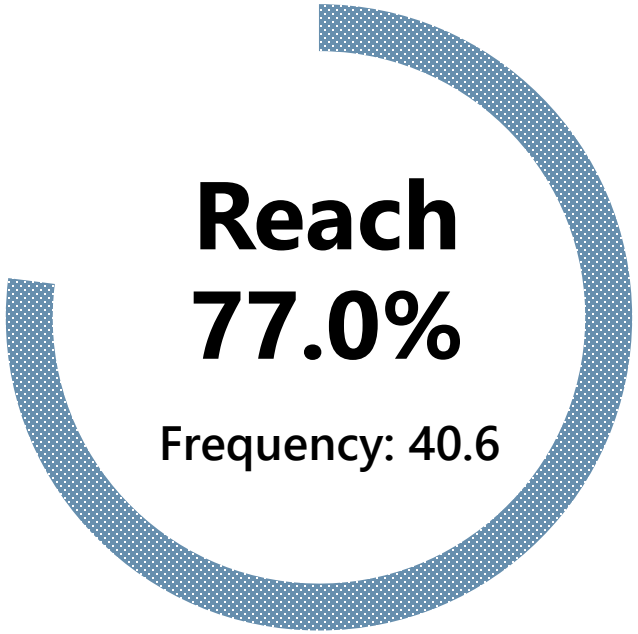
Contrasting Brisbane with Sydney gives us visibility of the **impact driven by Out-of-Home.**

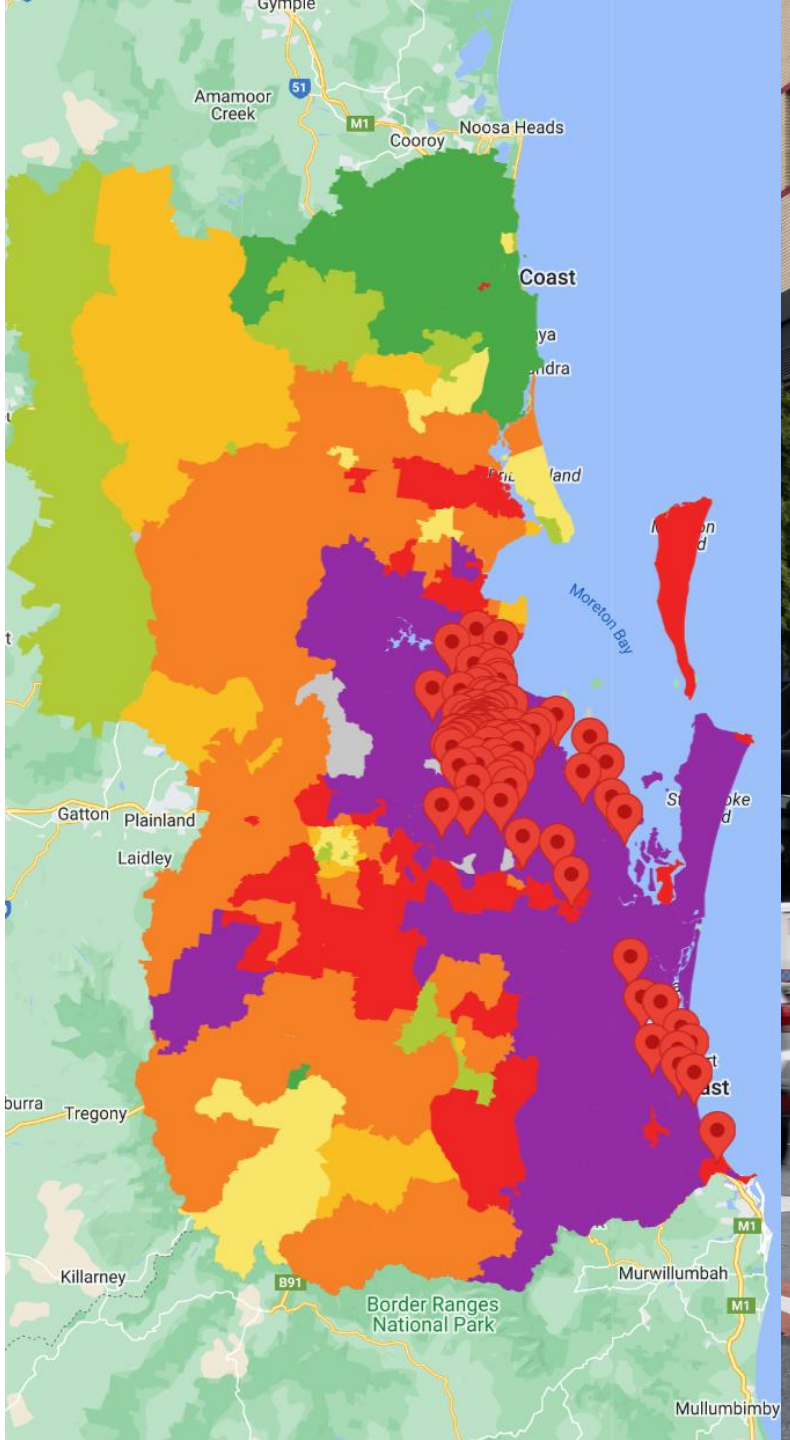
The JCDecaux approach

A multi-format, four-week HFSS compliant campaign delivering scale and impact.

JCDecaux DIGITAL LARGE FORMAT
JCDecaux CLASSICFRAME
JCDecaux SMARTFRAME
JCDecaux TRANSIT

The JCDecaux campaign **dominated Brisbane**





MOVE Brisbane, P18-54, 2023
4-week campaign. All assets HFSS compliant.

Continuing the conversation with MATCH mobile retargeting

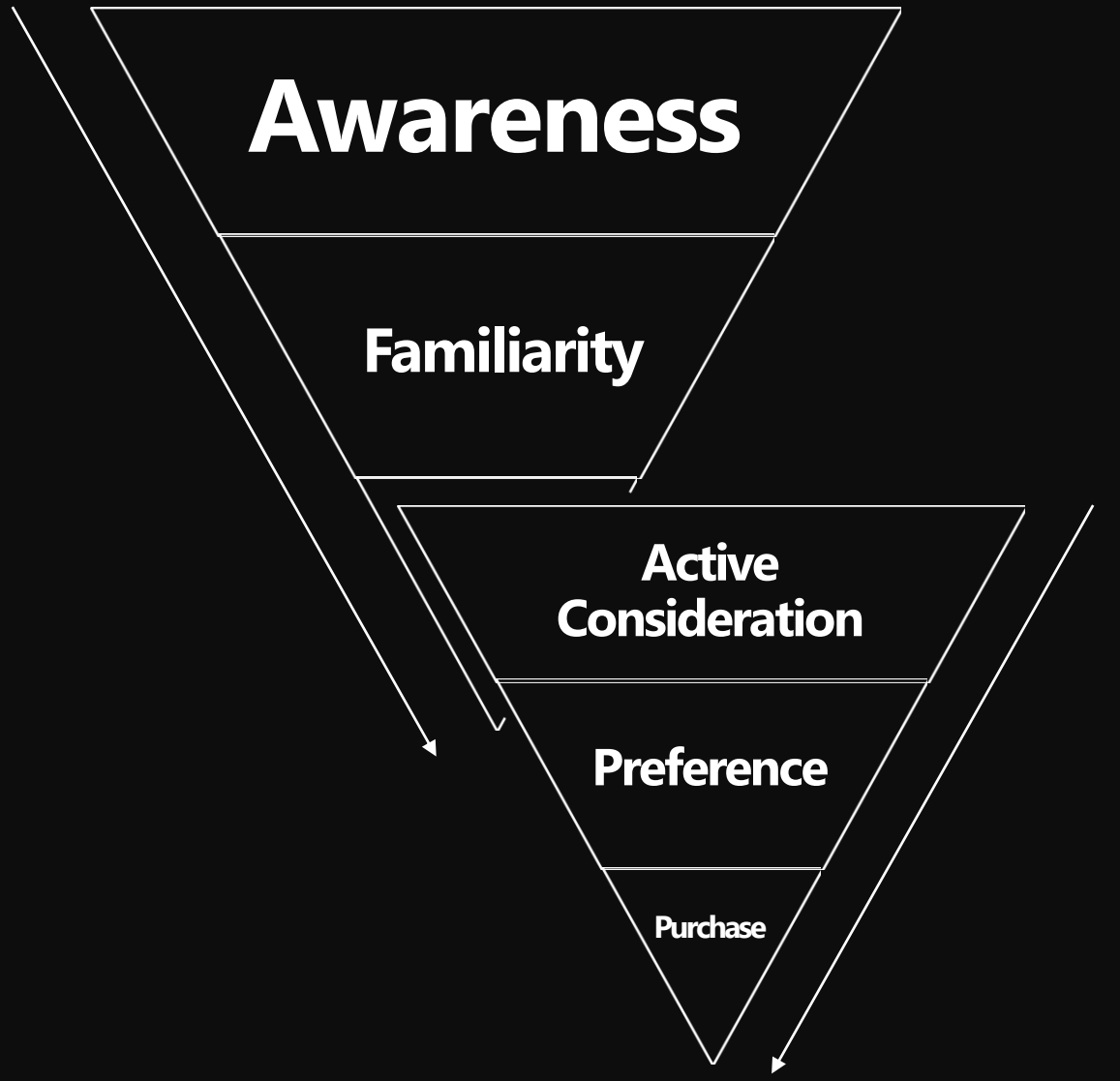
Device IDs of audiences exposed to the JCDecaux campaign were provided to Domino's for **retargeting online.**

JCDecaux MATCH

Create

Future
Demand

People who are not in-market now but will be in the future. They need to become familiar with the brand and develop a connection, so that when they enter the market, they'll choose your brand.



Convert

Existing
Demand

People who are ready to buy now. They're interested in product information and offers, and conversion can often happen quickly after a single offer or campaign.

WARC

Brand As Future Demand.
James Hurman & WARC, 2021.

JCDecaux PROOF

Success of the campaign was determined through **three distinct streams of measurement**

Creating Future Demand
BRAND UPLIFT

Pre and post-campaign uplift surveys conducted in Brisbane (exposed) and Sydney (control). n=250 per city, per wave, representative of P18-54.

Pureprofile

Converting Existing Demand
FOOTFALL ATTRIBUTION

Domino's footfall measured amongst devices exposed to the campaign in Brisbane and compared against a matched control group.

near

Converting Existing Demand
MATCH RETARGETING

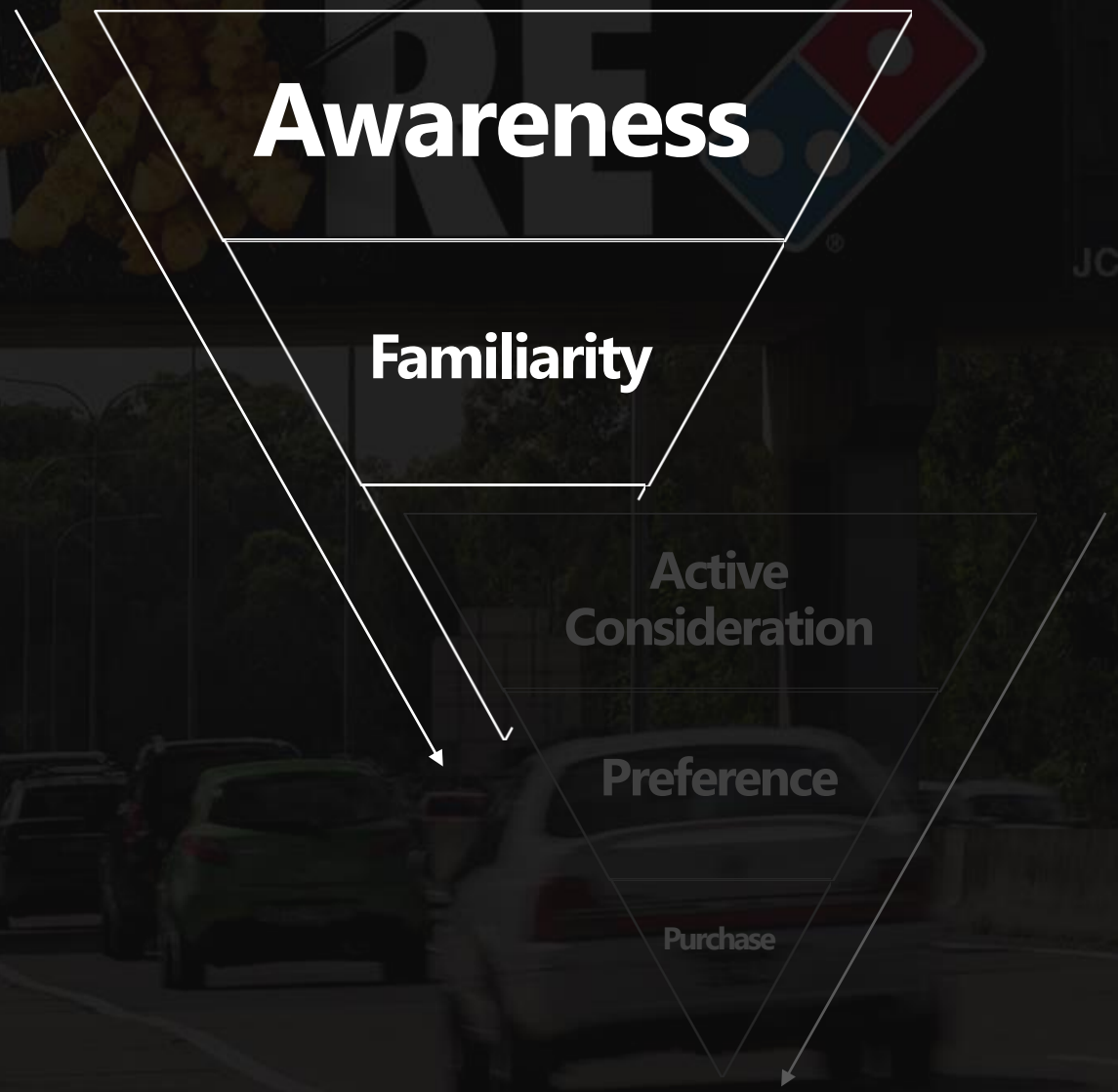
Success of the online retargeting was measured by click-through rates amongst the exposed audience.

mobilewalla Domino's

Create

Future

Demand



Brand Uplift

Pureprofile

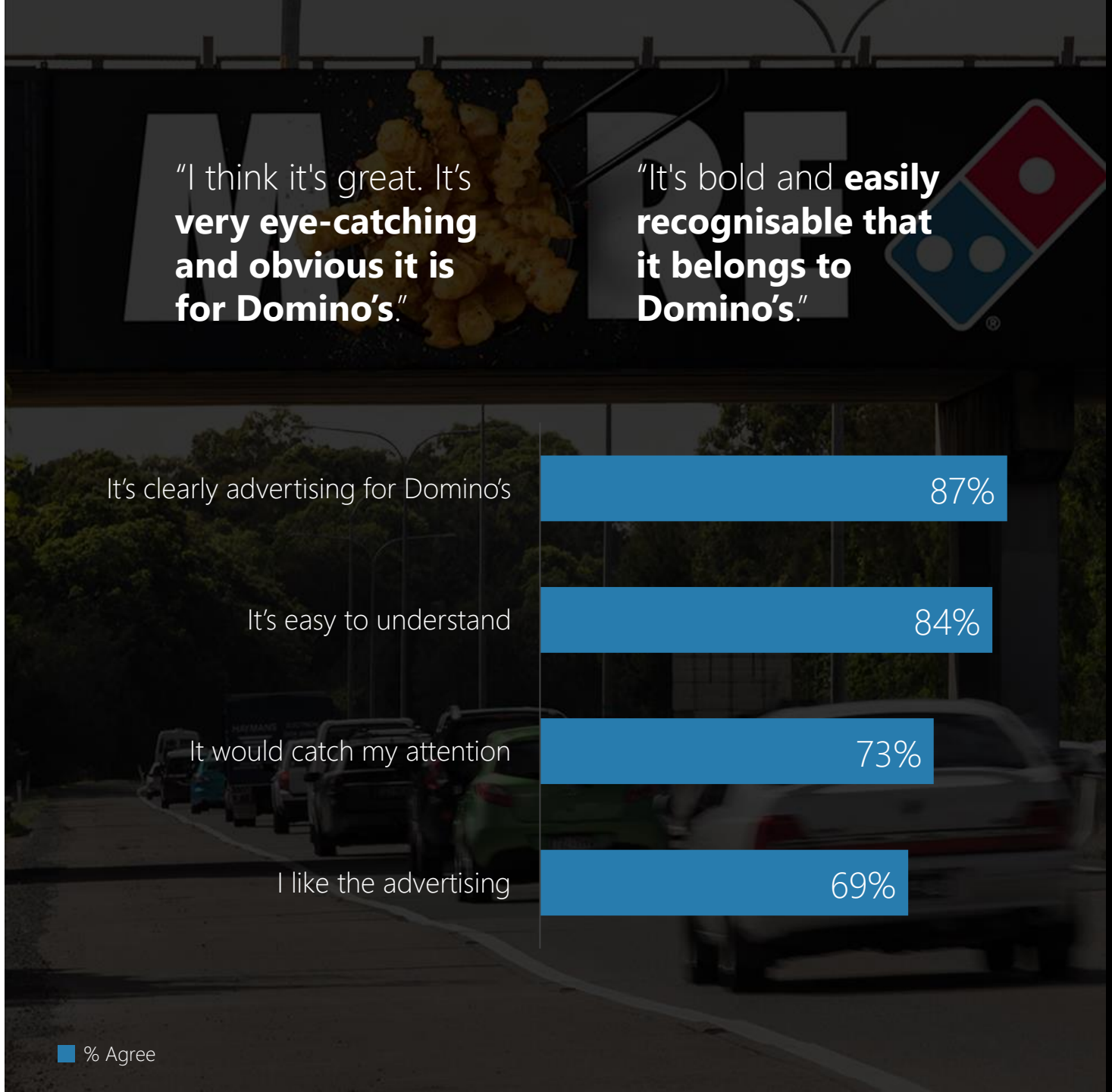
JCDecaux PROOF

Campaign cut-through

CREATIVE FEEDBACK

Visual campaign prompts shown

The MORE campaign creative is appealing, eye-catching, clear and on-brand for Domino's



Source: Domino's Pre/Post Campaign Survey. Survey respondents provided by Pureprofile, n=253 post-campaign. Q. Which of these statements about the advertising would you agree with?

Pureprofile

JCDecaux

CREATIVE IMPACT

Visual campaign prompts shown

The creative is relevant, delivers new and different information about Domino's and increases the likelihood of future orders

Source: Domino's Pre/Post Campaign Survey. Survey respondents provided by Pureprofile, n=253 post-campaign. Q. What impact does the advertising have on you?

Pureprofile

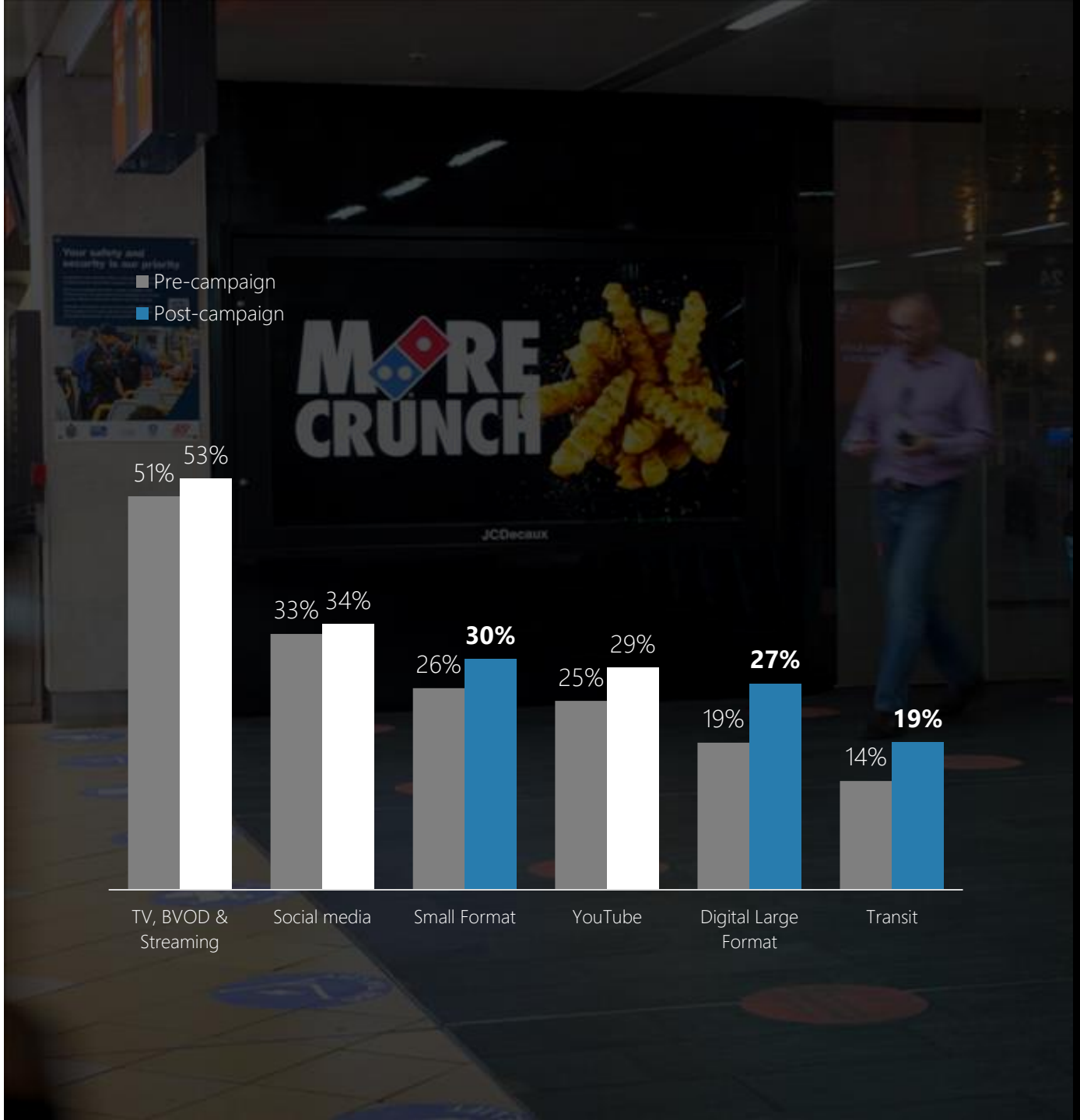
JCDecaux

+6%

UNPROMPTED RECALL

Across all JCDecaux formats vs. pre-campaign

In total, 40% remember seeing Domino's advertised on Small Format, Digital Large Format or Transit.



Source: Domino's Pre/Post Campaign Survey. Survey respondents provided by Pureprofile, n=251 pre-campaign, n=253 post-campaign. Q. Have you seen or heard any advertising for Domino's in these places recently?

Pureprofile

JCDecaux

56%

PROMPTED RECALL

Images of campaign shown as a prompt

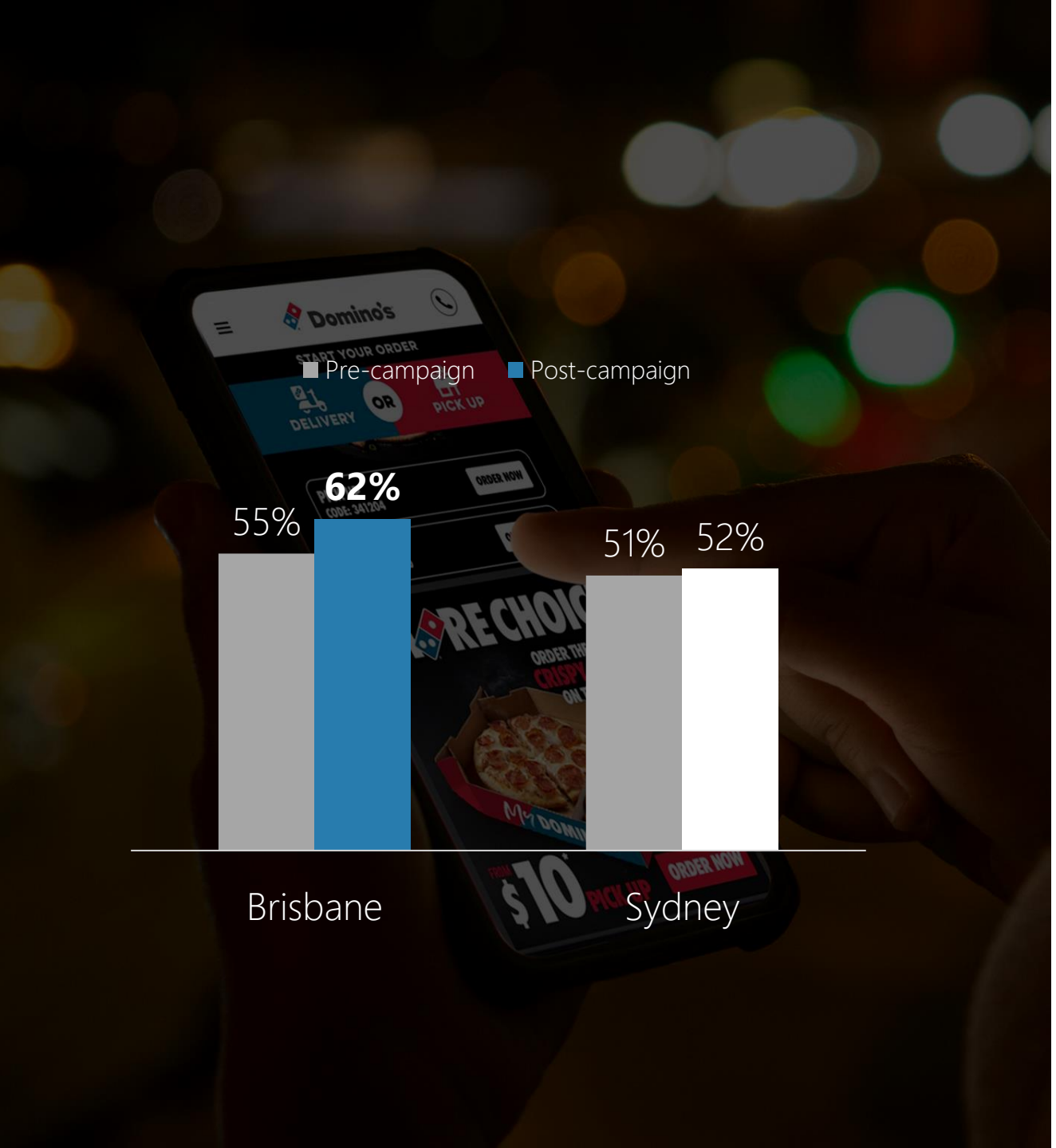
Over half of respondents in Brisbane recall seeing the Domino's campaign

Source: Domino's Pre/Post Campaign Survey. Survey respondents provided by Pureprofile, n=253 post-campaign. Q. Below are some images from recent advertising for Domino's. Which of this advertising have you seen recently? (Any Yes).

Pureprofile

JCDecaux

Brand impact



+7%

CONSIDERATION

vs. pre-campaign

Consideration of ordering from Domino's increased by +7% in Brisbane after the JCDecaux campaign.

Source: Domino's Pre/Post Campaign Survey. Survey respondents provided by Pureprofile, Brisbane n=251 pre-campaign, n=253 post-campaign. Sydney n=250 pre-campaign, n=250 post campaign.
Q. Which of these restaurants would you consider the next time you were ordering food?

Pureprofile

JCDecaux

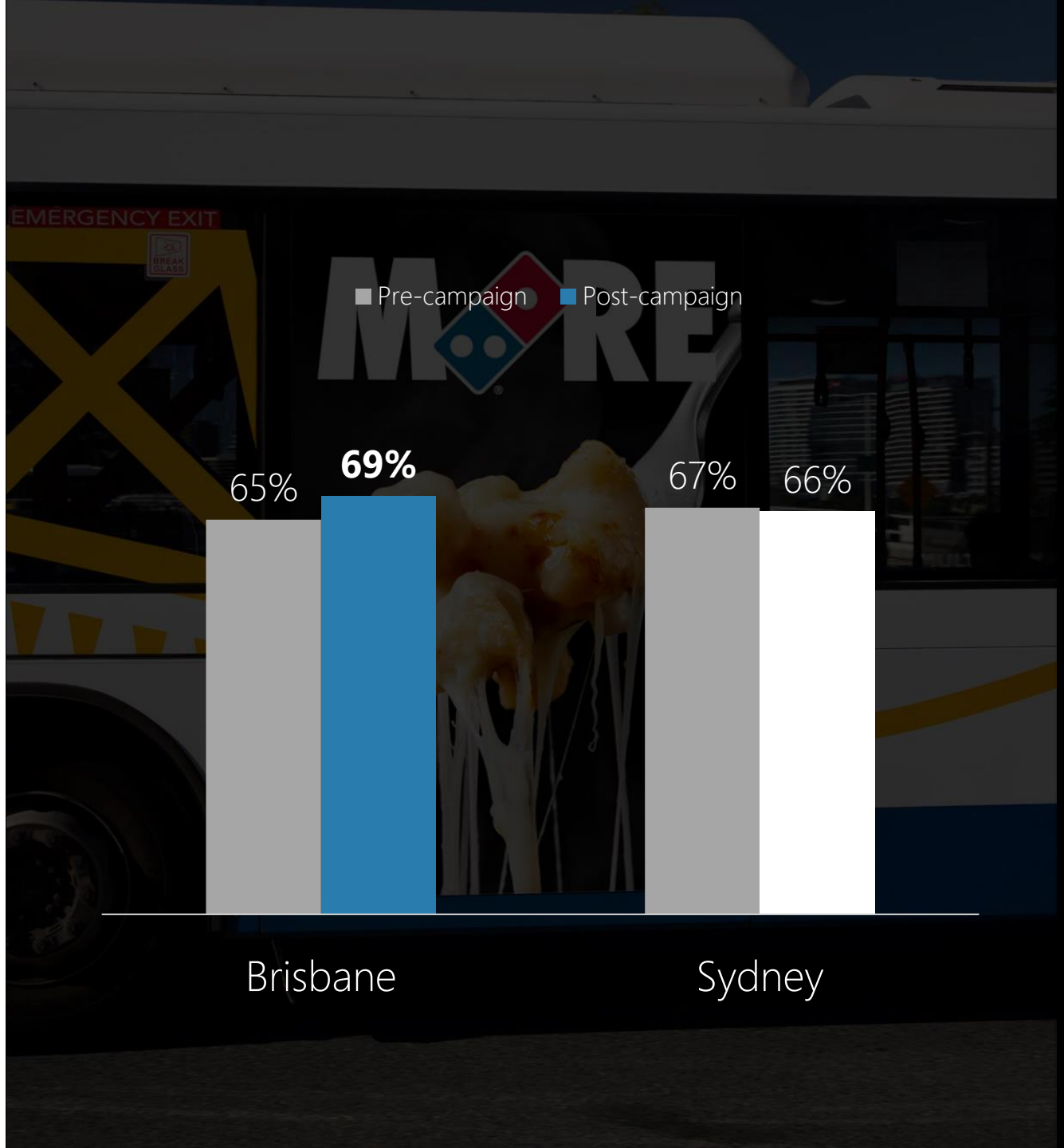
+4%

VALUE PERCEPTION

vs. pre-campaign

The campaign grew perceptions that Domino's **offers great value for money.**

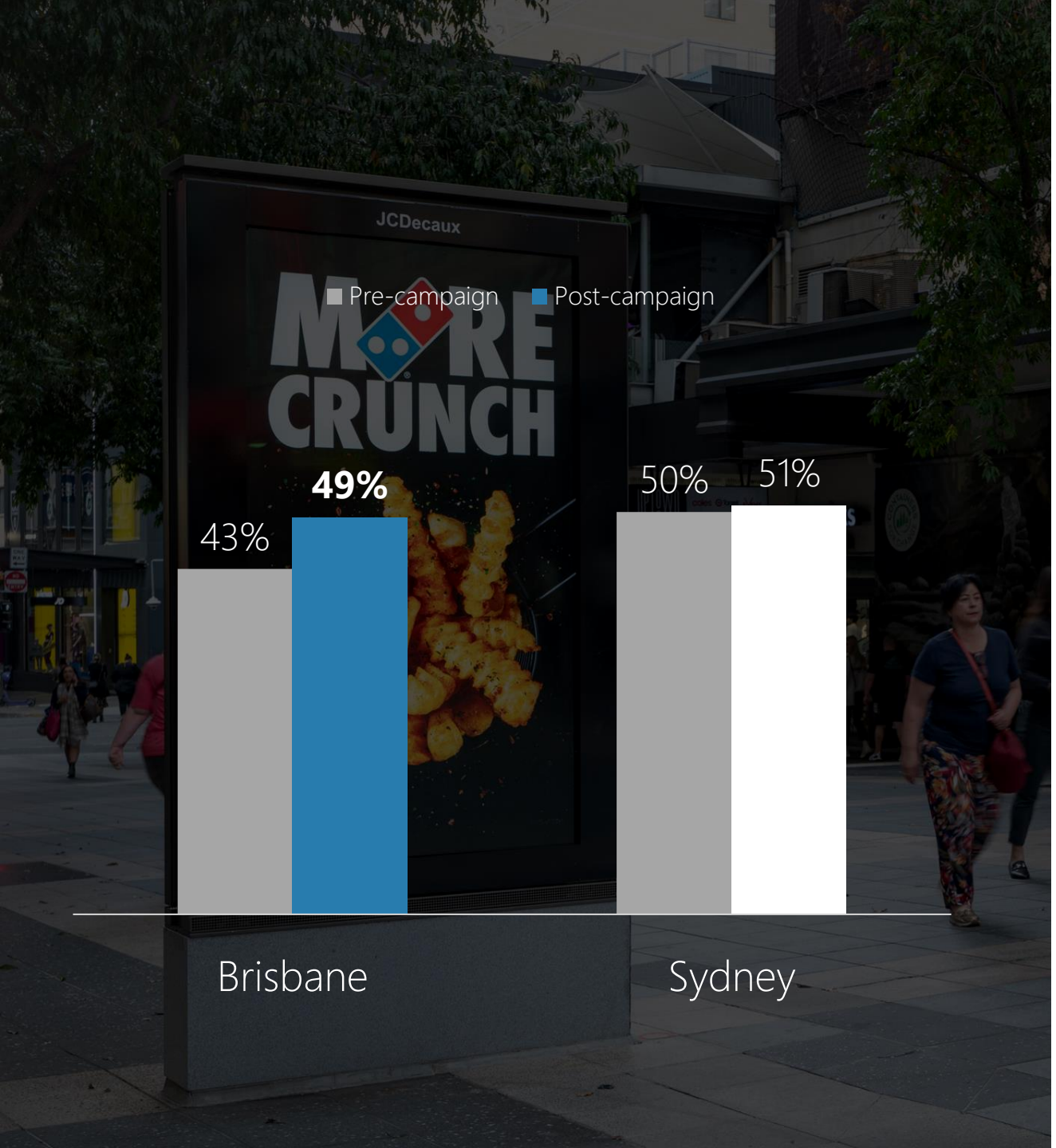
Has exciting new food products: +6%



Source: Domino's Pre/Post Campaign Survey. Survey respondents provided by Pureprofile, Brisbane n=251 pre-campaign, n=253 post-campaign. Sydney n=250 pre-campaign, n=250 post campaign. Q. Thinking specifically about Domino's, how strongly would agree or disagree with the statements below? 'Offers great value for money'

Pureprofile

JCDecaux



+6%

UNIQUENESS

vs. pre-campaign

The campaign strengthened perceptions that Domino's is **unique and different** to other QSRs.

Source: Domino's Pre/Post Campaign Survey. Survey respondents provided by Pureprofile, Brisbane n=251 pre-campaign, n=253 post-campaign. Sydney n=250 pre-campaign, n=250 post campaign. Q. Considering everything you know about these brands, including their food and services, how unique and different are each of these brands compared to other fast-food/quick service restaurants?

Pureprofile

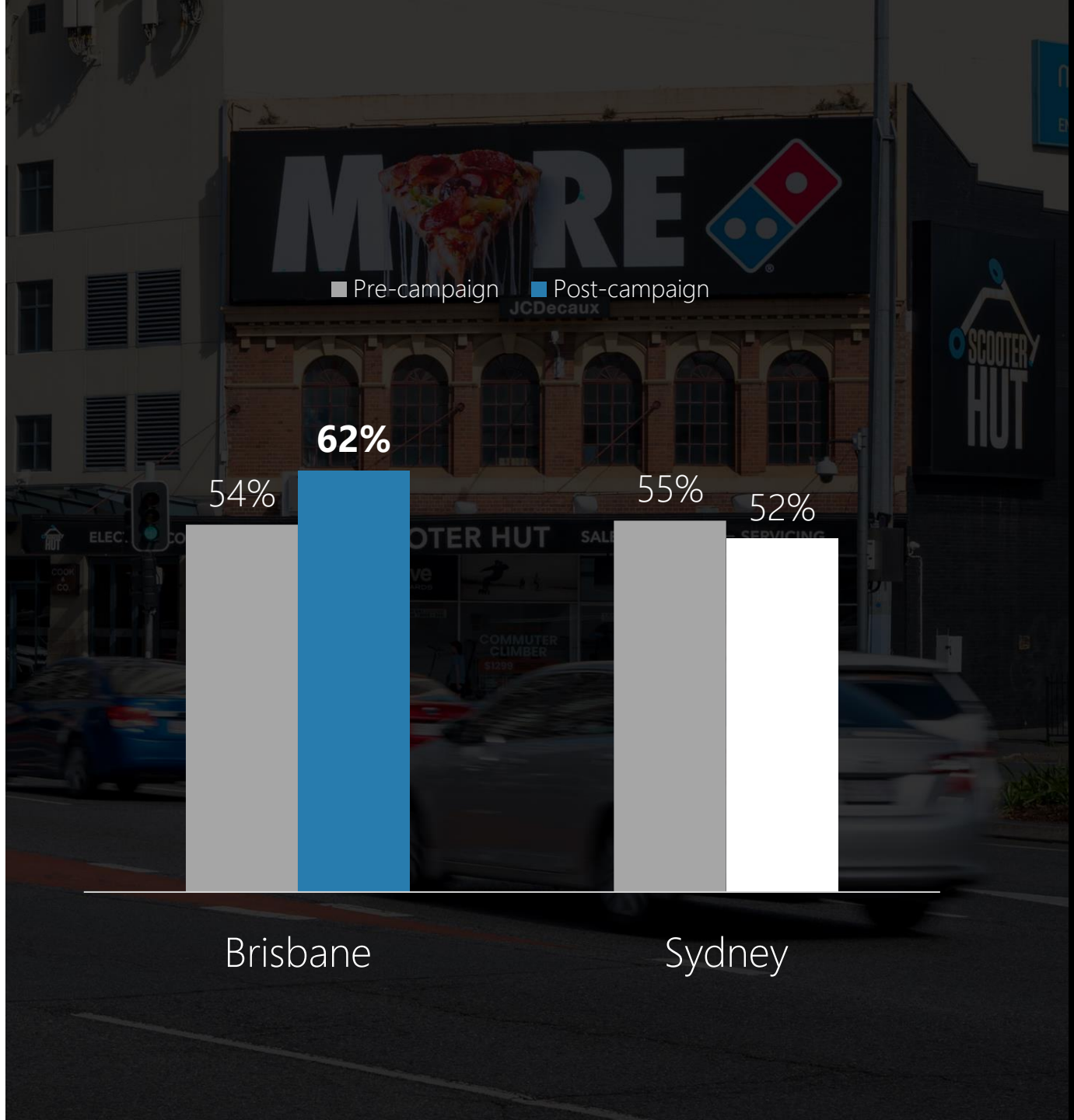
JCDecaux

+8%

CLAIMED RECENCY

vs. pre-campaign

Consumers claiming to have ordered from Domino's in the last month increased by +8% (Eat in, takeaway or delivered).



Source: Domino's Pre/Post Campaign Survey. Survey respondents provided by Pureprofile, Brisbane n=251 pre-campaign, n=253 post-campaign. Sydney n=250 pre-campaign, n=250 post campaign.
Q. When did you last eat in, order takeaway, or order delivery from the following restaurants?

Pureprofile

JCDecaux

Footfall Attribution

near

Convert

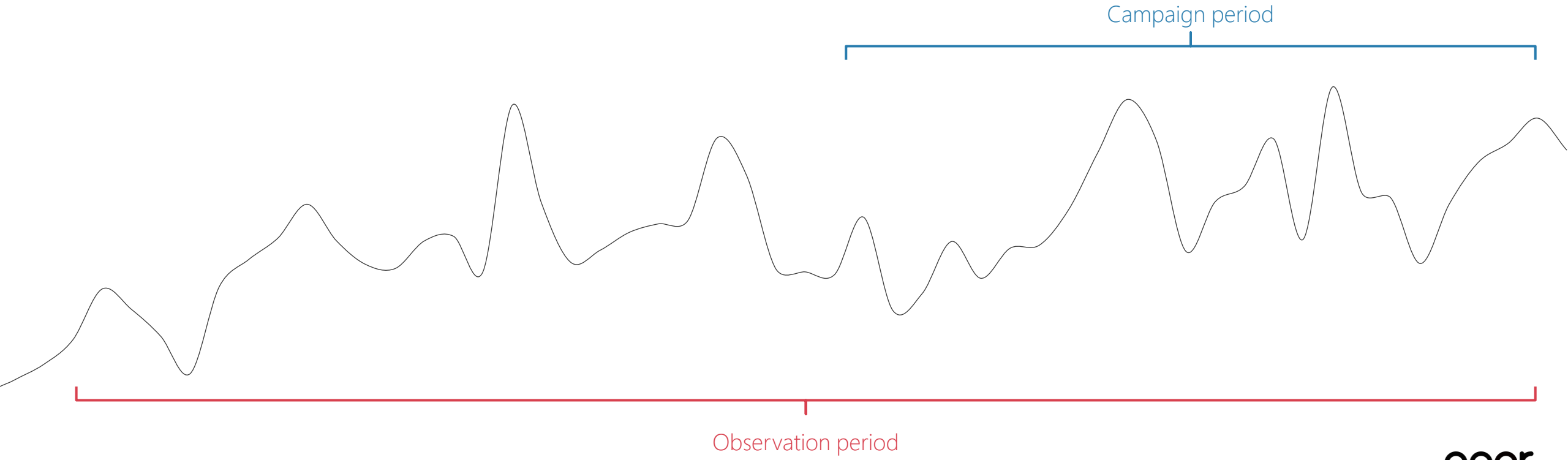
Existing

Demand

JCDecaux PROOF

Measuring audience visitation

Using thousands of mobile devices owned by JCDecaux audiences, we can measure the affect the Domino's campaign on footfall to Domino's stores.

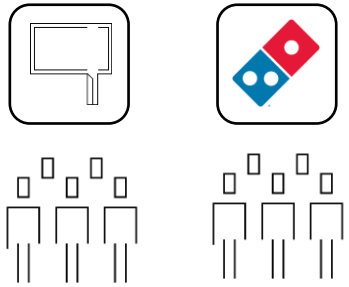


The methodology

Step-by-step, we're able to measure audience visitation to Domino's locations across Brisbane

1

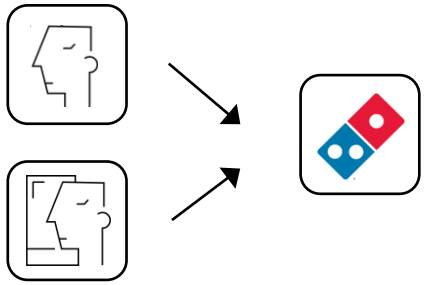
Pre-Campaign Benchmarking



Understand both asset and place of interest visitation patterns

2

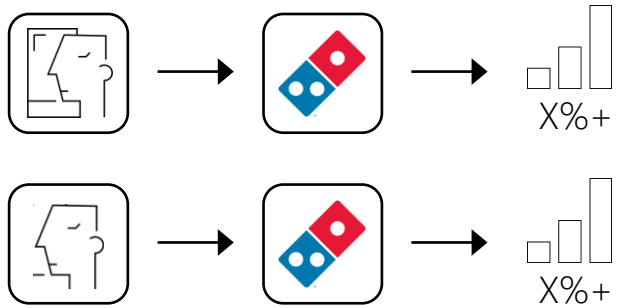
Campaign Period



Collect devices of those exposed to the ads versus those who were not, along with information of their visitation to Domino's restaurants

3

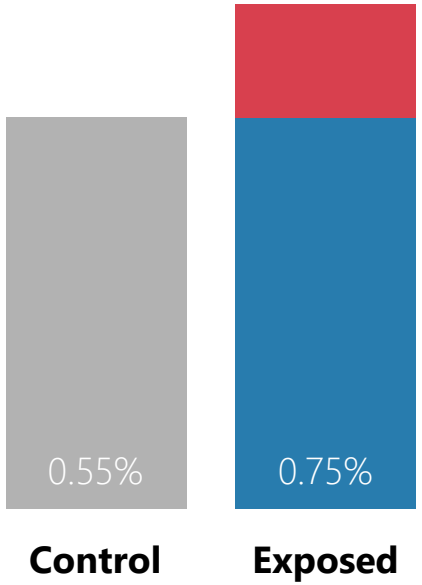
Post-Campaign Analysis



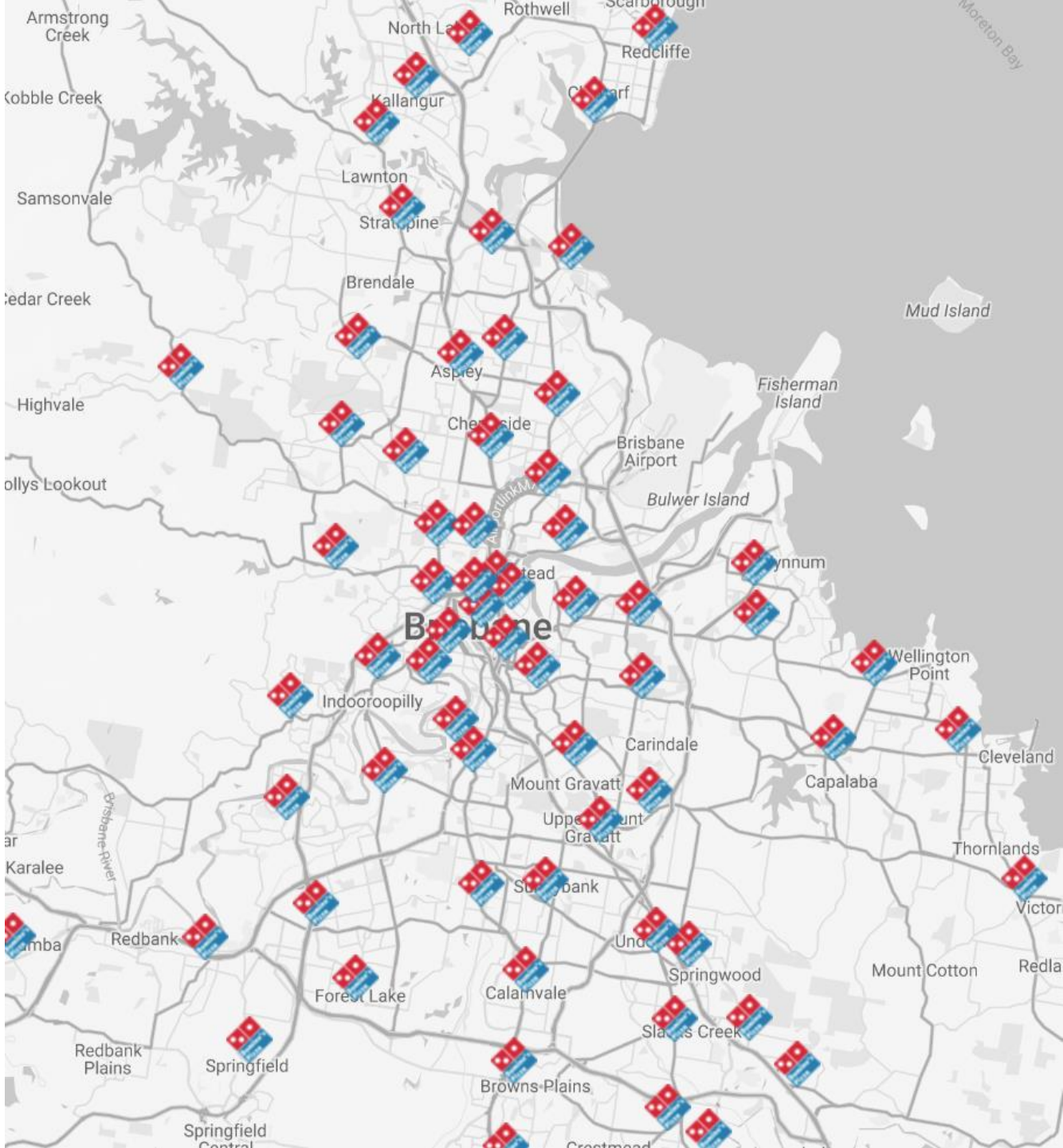
Footfall of those exposed to ads is compared to the non-exposed audience for uplift analysis

Analysis revealed heightened footfall after exposure to the Out-of-Home

Audiences exposed to the JCDecaux campaign showed a +37% uplift in being in-store compared to the non-exposed control group.



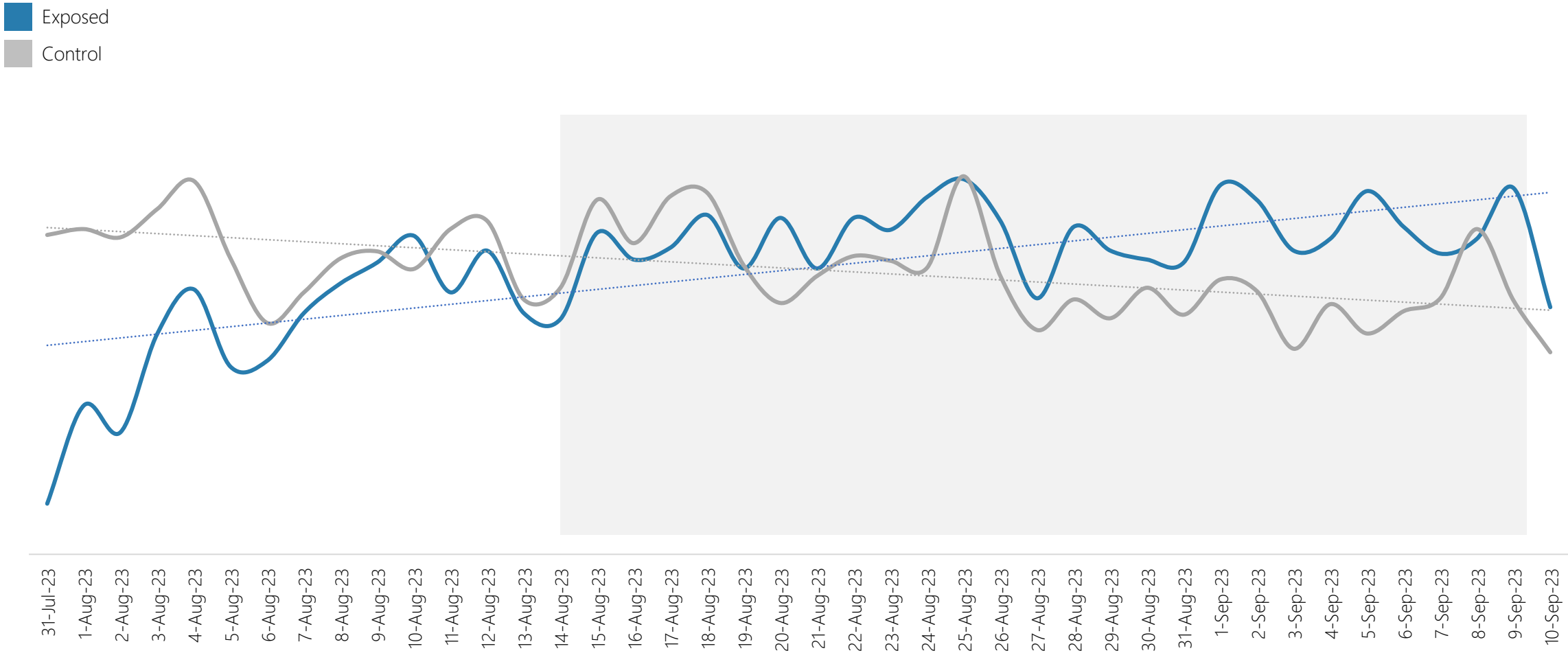
+37%



near

near

Visitation amongst the exposed audience trended upwards as the campaign progressed

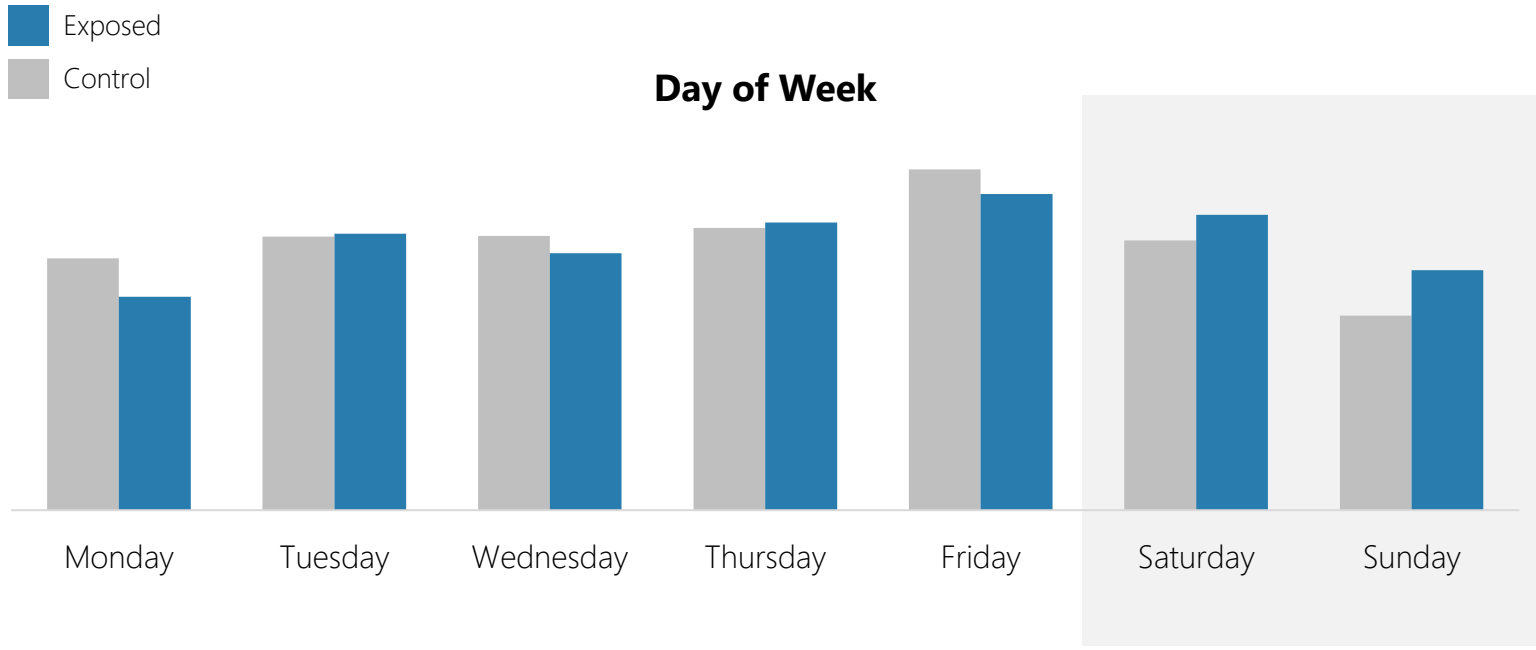


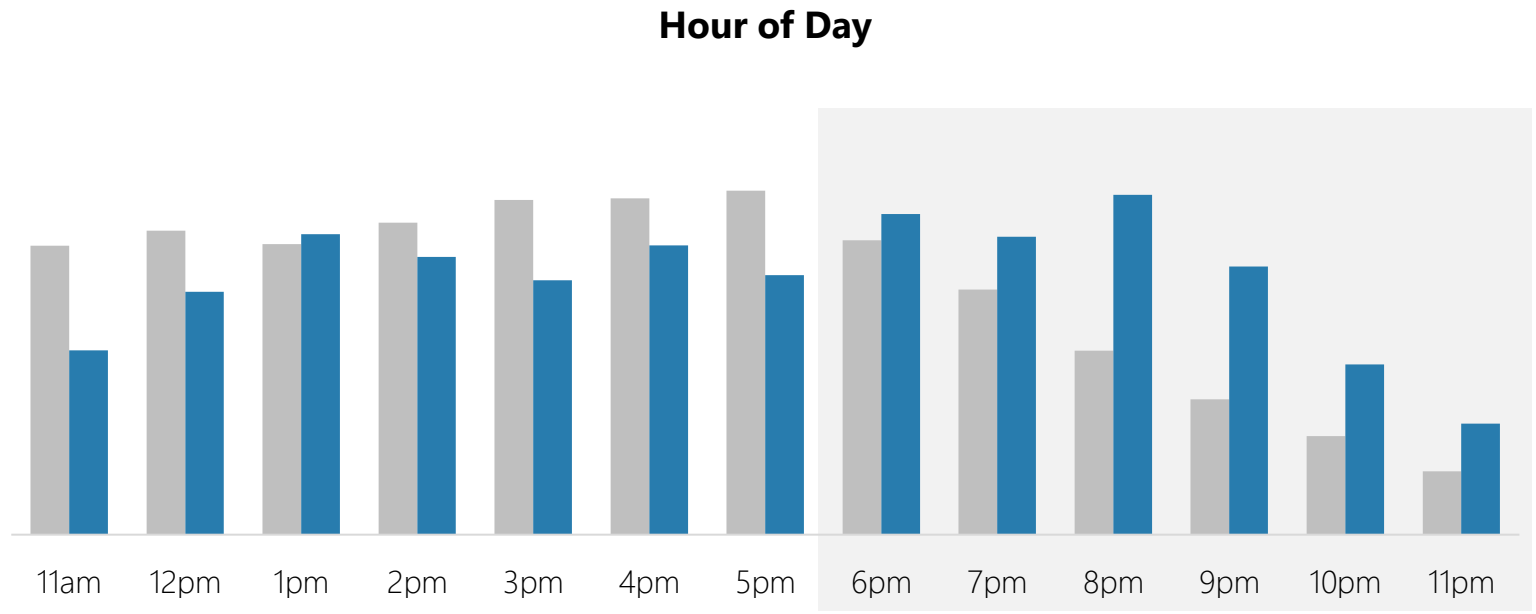
near

VISITATION BY DAY AND TIME

The exposed audience increased visitation on weekends and evenings

While similar behaviour was observed amongst both groups, notably on Friday's, the campaign pushed more audiences in-store on weekends and after 6pm.

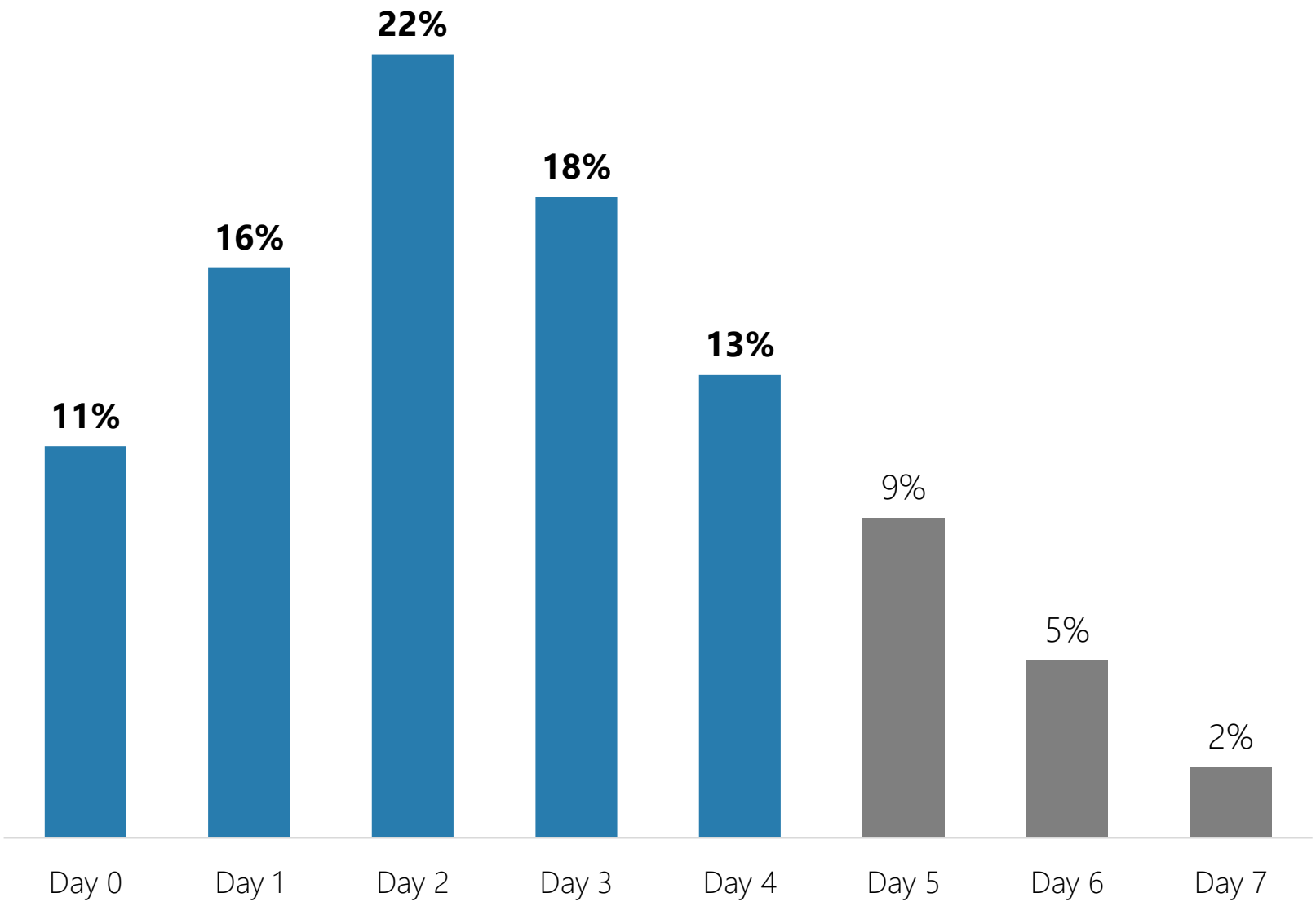




EXPOSURE TIME TO VISITATION

80% of exposed audience were seen in store at within 4 days of exposure

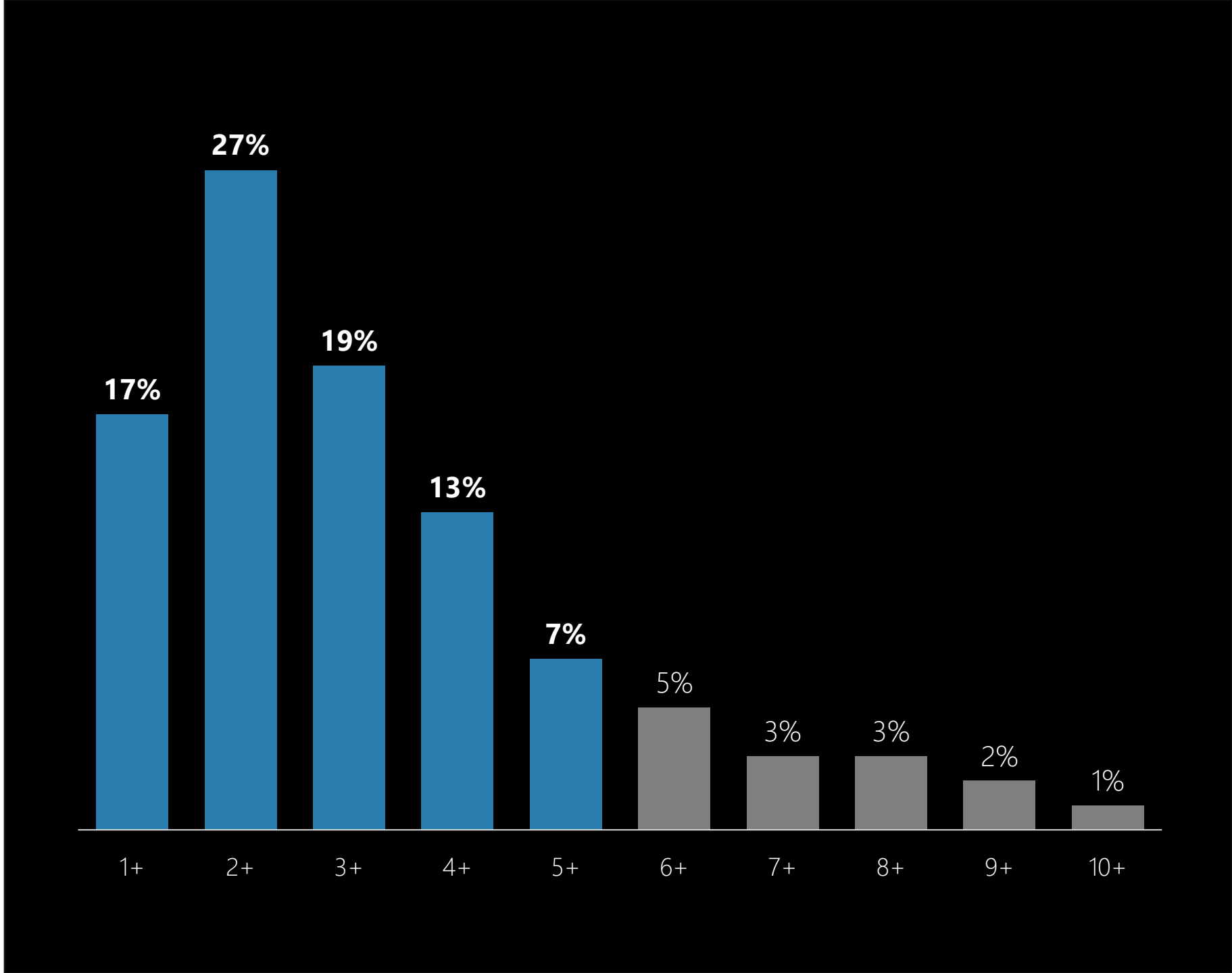
The campaign quickly converted existing demand, with 4 in 5 of those seen in-store visiting within 4 days of exposure.



EXPOSURES TO VISITATION

Most in-store audiences visited after 5 or less campaign exposures

83% of those seen in-store had 1 to 5 exposures to the Domino's campaign.

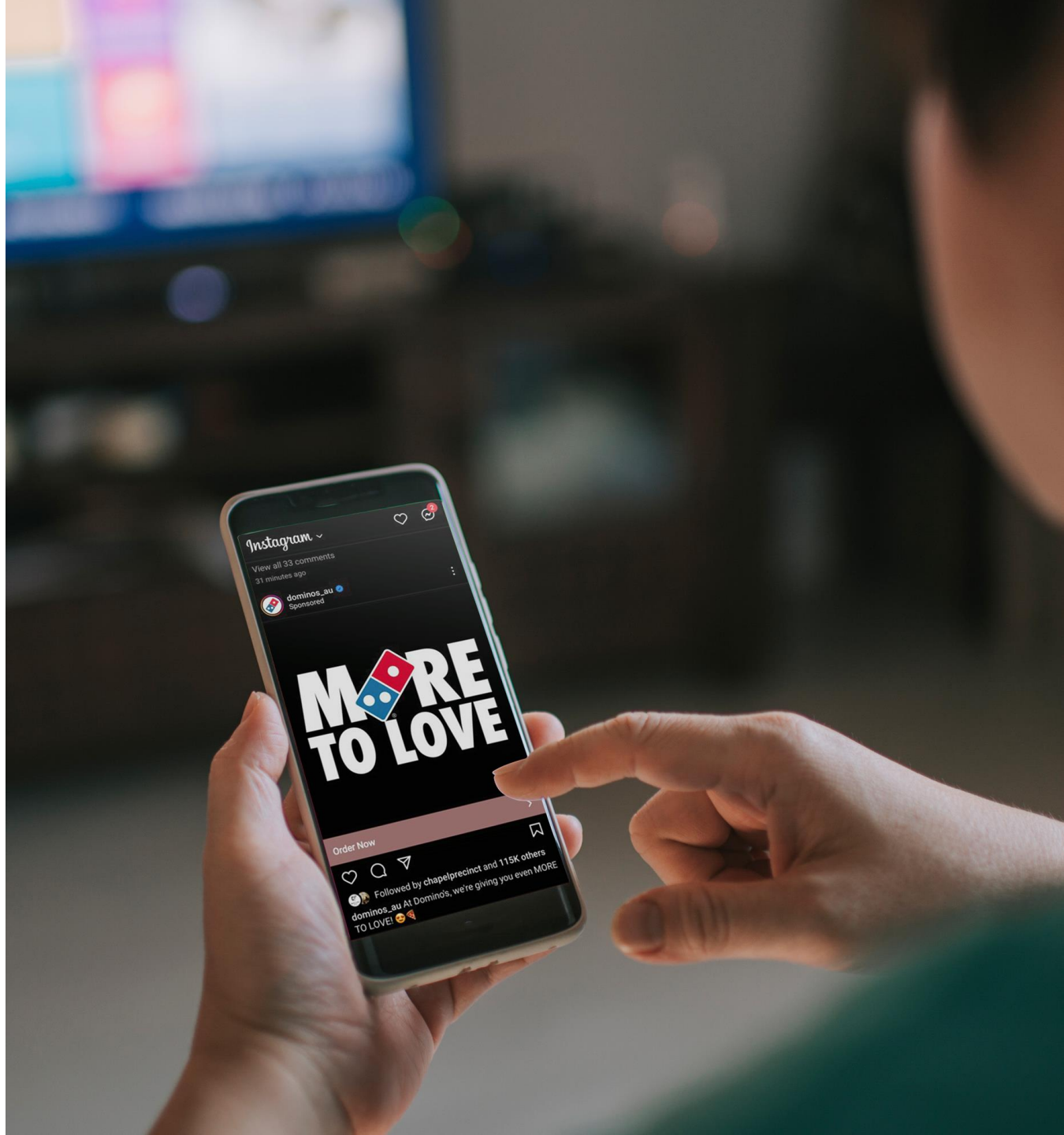


JCDecaux MATCH

Retargeting of exposed audiences delivered a remarkable increase in digital click-through rates

"Dominos have reported an unprecedented 400% increase in click-through rates from exposed audiences during the MORE campaign which ran across JCDecaux assets."

- Wavemaker Queensland



DOMINO'S X JCDECAUX

Campaign effectiveness case study

Domino's

JCDecaux PROOF

DOMINO'S X JCDECAUX

Campaign effectiveness case study

HFSS COMPLIANT
JCDecaux DIGITAL LARGE FORMAT
JCDecaux CLASSICFRAME
JCDecaux SMARTFRAME
JCDecaux TRANSIT

The Domino's MORE campaign influenced immediate business outcomes and strengthened key brand associations for long-term growth.

BRAND UPLIFT

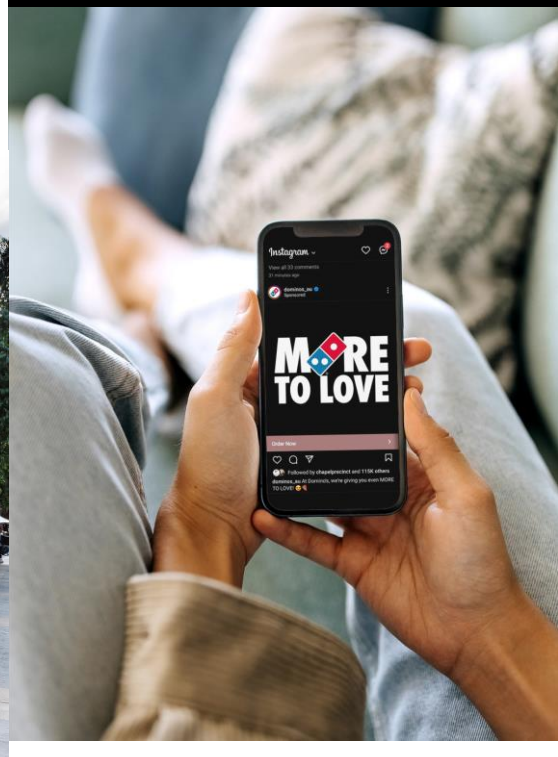
+6% UNPROMPTED AD RECALL
+7% CONSIDERATION
+4% VALUE
+6% UNIQUENESS

FOOTFALL

+37% FOOTFALL AMONGST EXPOSED AUDIENCES

RETARGETING

OVER **400%** INCREASE IN CLICK-THROUGH RATE AMONGST RETARGETED AUDIENCES



JCDecaux Pureprofile near

DOMINO'S X JCDECAUX

Campaign effectiveness case study

HFSS COMPLIANT
JCDecaux DIGITAL LARGE FORMAT
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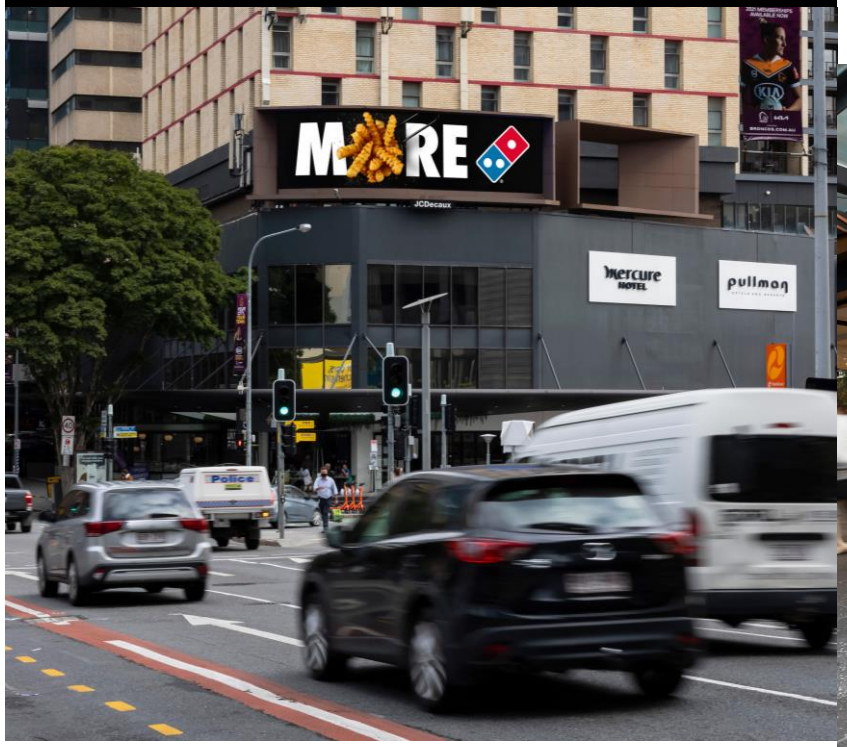
The Domino's MORE campaign influenced immediate business outcomes and strengthened key brand associations for long-term growth.

Creating Future Demand

+6% UNPROMPTED AD RECALL
+7% CONSIDERATION
+4% VALUE & **+6%** UNIQUENESS
+8% PURCHASE RECENCY



Converting Existing Demand

+37% FOOTFALL AMONGST EXPOSED AUDIENCES

JCDecaux Pureprofile near