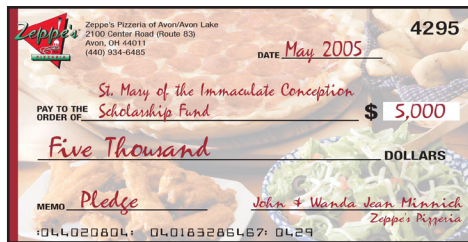


# CASE STUDY

## ZEPPE'S PIZZERIA

### Passionate About Pizza Integrated Marketing Communications Campaign



#### Client Situation:

Zeppes's store sales were merely on par with a typical year of sales and below national averages relative to larger U.S. cities.

#### Tactics:

Created and launched the integrated marketing communications *Passionate About Pizza* campaign from the inside out, with store POS, print and electronic advertising, including radio, direct mail, packaging, event marketing, and PR. Utilized high impact food photography, smart media buys, and creative copy with advertising, including coupon direct mailings. Applied media relations and special event expertise to generate positive media coverage for radio, TV, and print, as well as record attendance at special events.

#### Results:

Average store sales increased a minimum of 10% and as high as 18% as a result of this campaign. Highest recorded attendance at store opening events achieved in Zeppes's history.

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