



# #PizzaPartyDay

Every Day Has a Story, National Days Help Tell It.

## Joe Santucci's Original Square Pizza

### Objective

- > Taking advantage of the earned media attention from national days, Santucci's leveraged their advertising strategy to create a campaign around [#PizzaPartyDay](#). Their creative featured a countdown to the day, removing a slice of pizza to reveal the hashtag behind.
- > Owner, Joe Santucci, reported that many customers referred to billboard creative when visiting the restaurant throughout the week, not just on National Pizza Party Day. Many even suggested that he should repurpose the tease and reveal pizza play for his everyday advertising strategy.

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- > **Inventory:** Digital Bulletin
  - > **Market:** Philadelphia
  - > **Flight:** May 15, 2017 - May 19, 2017
  - > **Earned Social Media:** #PizzaPartyDay saw over 5,000 mentions in the surrounding Philadelphia area between May 15th and May 19th. This was a 17% increase in mentions over the five day campaign .

