

MARKETING SOCIETY AWARDS 2018

Domino's is the Official Food of
Recovery on New Year's Day



**WARNING: CONTAINS CUTE ANIMALS.
INCLUDING, BUT NOT LIMITED TO, SLEEPY SLOTHS, SLUMBERY
PUPPERS AND CUTE CATS.**

Agency: VCCP
Brand: Domino's
Category: Branded Content
Author: Nathan Velayudhan



Executive Summary

New Year's Day (NYD) is the most important day of the year for takeaways. It's also the biggest sales-driving day for Domino's, with the brand expecting to make 350,000 pizzas – that's eight pizzas a second.

We knew that maintaining momentum during such a business-critical period would require no small amount of steadfast marketing - we'd have to drive as many people to their website and app as possible.

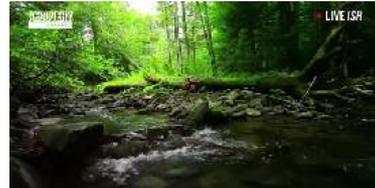
NYD is a tricky moment to gain cut-through or SOV. It's saturated with brands vying for attention, with Just Eat alone predicting it would sell 500,000 dishes on NYD.

We also knew that NYD is plagued with the same old monotonous dialogue; new year, new you, righting wrongs and writing resolutions. With each and every brand competing for virtuosity share.

To make things even more challenging, it's statistically the most hungover day of the year – meaning an audience that weren't exactly geared and primed to watch ads.

So rather than cook up the same old advertising, pandering to the same old clichés, we would launch a pop-up 24-hour channel full of content people would truly want in their time of need.

This tells the story of the Recovery Channel, a 24-hour takeover of Sky channel 539. It was a one-stop-shop for the most soothing, relaxing content imaginable – with absolutely no brainpower required. Think sleeping puppies, a crackling fireplace, and a 'live' stream of a stream (well, live-ish).



It led to a scroll-stopping campaign which delivered:

- 109 million total impressions
- 387.4% increase in av. Website traffic
- 110% increase in av. app opens
- **19.3% YoY increase in online sales.**
- **14.7% of sales directly from social ads,**
- **17x Return on Advertising Spend for social.**

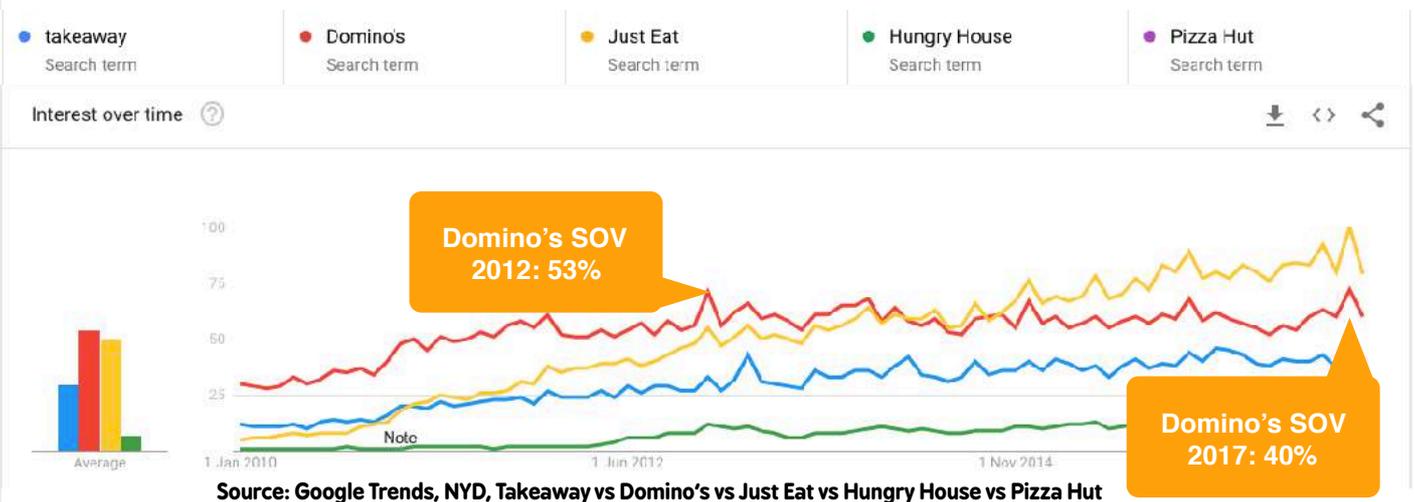
A good start to the year for Domino's.

Our Challenges

It was absolutely essential that we got off to the right start on NYD, but winning cultural real estate wasn't going to be easy.

As the UK's largest pizza delivery brand, our competition wouldn't be Pizza Hut and Papa John's, but rather food aggregators, and those competitors were continuing to steal a march.

Five years ago 'traditional delivery' might have been the go-to option for somebody wanting food on the fly. 2017 told a different story, with food aggregators such as Just Eat alone predicting it would sell 500,000 dishes on NYD – 23 a second. Food experts, meanwhile, predicted a whopping £30 million would be spent on takeaways in the UK:



A crowded space, filled with a lot of noise. On NYD especially there is always a recurring trend in content: resolutions. With brands heralding the new you, fresh starts and new frontiers. Most brands pivot on virtuosity (thanks to salad and leafy options!), looking to leverage the first day of the year:



Our Challenges

Domino's can't play that card. But that's okay, because we don't think it's what the 1st January is all about. In truth, we think the beginning of the year starts on the 2nd January:

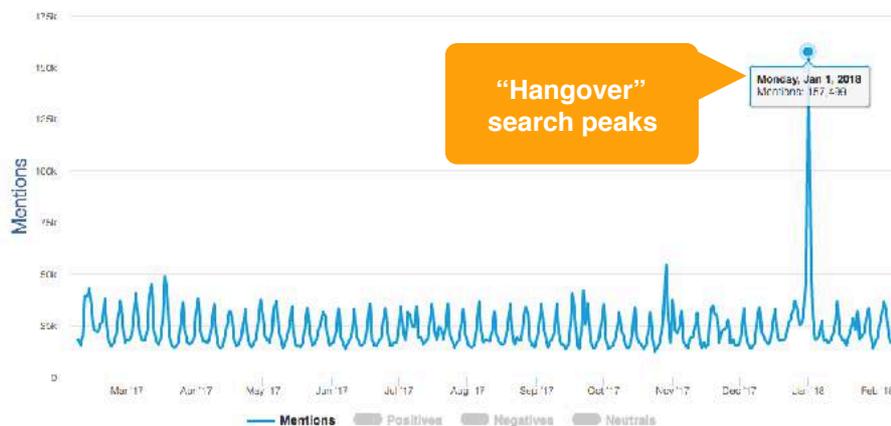
NYE



NYD



Social listening had revealed that New Year's Day is the most hungover day of the year; meaning an audience that aren't exactly geared and primed to watch ads, or listen to lofty New Year declarations:



Source: Social search peaks for Hanaover/Hunaover

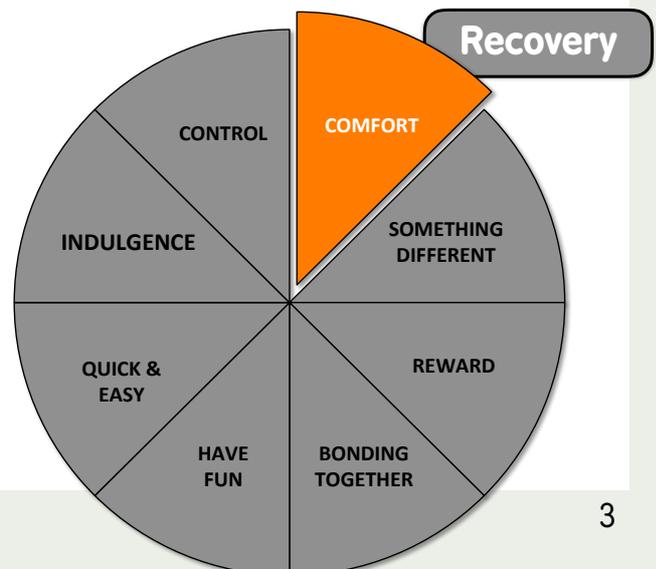
It was time to remember that Domino's is the purveyor of the nation's favourite food: pizza. And what better day to indulge than the most hungover day of the year? Research had already identified 'Recovery' as a core consumption occasion for the comfort food that is Pizza:

FOOD TO MAKE ME FEEL BETTER AFTER A STRESSFUL DAY OR A BIG NIGHT OUT

Self indulgent treat – justified solution to a bad day or to a hangover

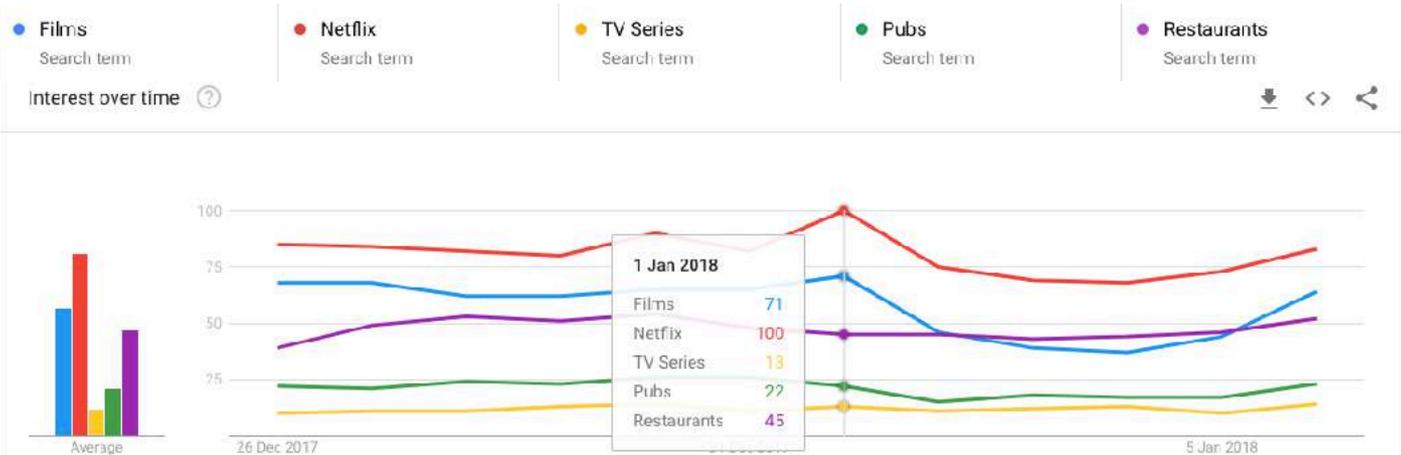
Comforting, familiar, favourite

Requires little effort or thought – want to be very lazy



Our Challenges (new)

So. We knew pizza was the answer. But that got us thinking – what did people need from advertising on NYD? If you're in a fragile, vulnerable state, the last thing you need is to be bombarded by a lot of loud, shouty ads - with search peaks depicting a craving for at home entertainment on New Year's Day:



Source: Google Trends, NYD, Films vs Netflix vs TV Series vs Pubs vs Restaurants

Nobody would thank us for out-shouting the competition, so we did something very different. We looked to stand out by being quiet, and deliver something that was useful rather than just trying to sell a product.



The voice of recovery segment on the channel featured the most soothing VO imaginable



That meant taking the conversation to our audience, rather than expecting them to find it – engaging and gradually easing people into 2018. But, on the point of reaching our audience, managing the cost of TV advertising on New Year's Day would be no easy feat. We knew that traditional advertising on this day would be dominated by deep wallets and frivolous budgets.

But not being able to out-spend the competition just means you have to out-think them. Our challenge was clear:

We needed to win an unfair share of hearts and minds from a very hungover audience on one of the most brand-shouty days of the year.

Creatively, this led to a different challenge. We'd identified an occasion as easy and relaxed as pizza itself, but we needed to ensure that Domino's was not associated with undesirable characteristics such as 'lazy' or 'slob food'. Ultimately we wanted to help people bring in a positive start to the new year, and contribute to people's lives – driving culture rather than emulating it.

We needed to be iconic.

The Idea

Original Idea Pitch

THE RECOVERY CHANNEL

THE IDEA

What if we create content to help you recover from a big night out, as the nation soothes sore heads on the most hungover day of the year?

The Recovery Channel is your one-stop shop for the most soothing, relaxing programming, and requires absolutely no brain power. Cementing Domino's place as The Official Food of Recovery on New Year's Day.



For one day only, Sky channel 539 would bring the nation back to life with The Recovery Channel. A 24-hour takeover, one-stop-shop for the most soothing, relaxing content imaginable – with absolutely no brainpower required. Think sleeping puppies, a crackling fireplace, and a 'live' stream of a stream. Integrated across YouTube, Instagram, TV (Virgin, Freesat), bolstered and amplified on Spotify, Facebook, Twitter, Influencers, e-mail, push, paid search, app and on-site.



The Official Food of Recovery on New Year's Day

We could have just framed a nice pack-shot of a delicious-looking pizza, paired with blanket copy and non-existent targeting – but that felt half-baked to us. New Year's Day is a national day of rest, relaxation and recovery. We wanted to give people what they needed.

Rather than blow 99% of our budget on a New Year's Day media buy, we would buy the actual programming itself – for just £20K, bargain!

For the cost of a single, 30-second spot on NYD, we took over a channel of our very own.

Peak through your duvet and tune in to 24 hours of pure, unadulterated relaxation, live on Channel 539 on Sky, Virgin, Freesat and YouTube.

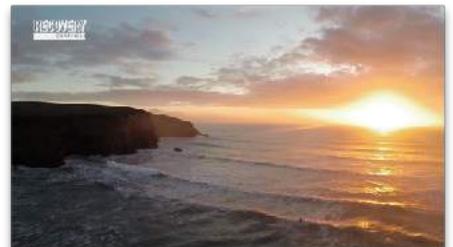
It translated to something easy, digestible and scroll-stoppingly engaging. We wanted it to be accessible to a nation collectively soothing sore heads. Access it on your phone, watch it on your TV, listen to it on your new speakers.

That's why we created the Recovery Channel. We're talking proper content, here; not the convoluted-competition-in-social-with-free-giveaway-engagement-baiting kind. And as for the programming itself? We knew 56% of the UK population cite their preferred way of relaxing as tuning into their favourite TV program. The stakes were high, but we wouldn't disappoint.



The Content We Created

For one day only, the community channel, Sky 539, would become the Recovery Channel. 24 hours of the most soothing content imaginable.



The Content We Created

And like most content in 2018, our Recovery Channel was grounded in data. Real, hard-core, scientific data...

Did you know that dogs are proven to make people more calm, reducing anxiety and stress as they battle through their hangover? Tune-in to 'Yawn Tube' on the Recovery Channel: featuring some of the cutest, slumberiest puppies you've ever seen.



And for those feeling a little guilty at not making the most of the first day of the year? Fear not; the Recovery Channel brings you its 'Great British Sunsets' segment – stunning footage of the UK beamed right to your living room and phone, with the nature and the great outdoors proven to boost self-esteem and improve mood.



Researchers discovered time spent watching aquariums lead to enhanced wellbeing. Queue the Recovery Channel: two hours of 'Fish TV', with the most serene, relaxing aquarium – complete with bubbling SFX.



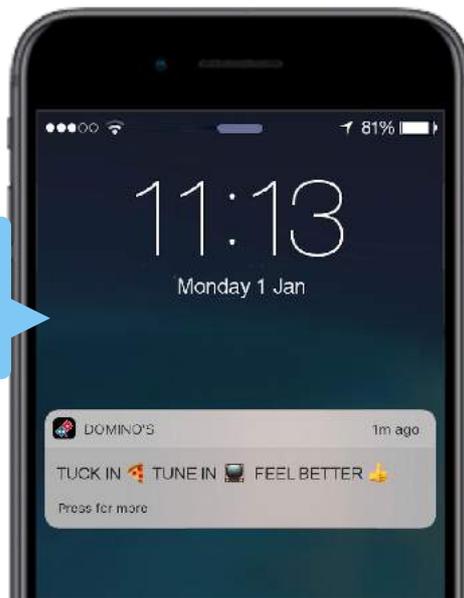
Source: University of Exeter: aquariums deliver health and wellbeing benefits
 Source: The Dodo: pets are like superheroes for people with anxiety
 Source: Business Insider: scientific reasons you should be spending time outside

The Advertising We Created

There are advertising ideas, and ideas you can advertise. Key to this campaign was the way we amplified it; rather than promote Pizza on New Year's Day, we promoted the Recovery Channel – just as we would any other TV channel.

Just as every good program sends out reminders, we were on hand with push notifications to make sure they didn't miss the show:

110%
increase in av. app
opens.



On New Year's Eve, we brought a TV guide to people in the form a Spotify audio ad – sounding the Recovery Channel's airdate and time via a soft, relaxing VO and David Attenborough vibes:



481K
Impressions.

387%
Increase in av. app
opens.

The Advertising We Created

Rather than throw TVC cutdowns on Instagram, we used the channel natively to deliver bite-sized vignettes from the Recovery Channel:

Native use



Our use



2.6m

Impressions, 79% more than planned.

We then targeted consumers across Facebook, Twitter and Instagram with sleepy cats and snoozing sloths, announcing the arrival of the Recovery Channel:

4.3m

impressions, 28% more than planned on FB and 23% more than planned on TW.



The Advertising We Created

And for those feeling too delicate to even change the channel, we served a click-to-play remote on Facebook:



Feeling a bit... delicate? Press and hold to let the #OfficialFoodOf Recovery make it all better. Sky 539, Virgin 269 or Freesat 164.

...



Finally, just as the best TV shows create debate and chatter, we tapped into sleepy heads on New Year's Day, with ambassadors co-creating and capturing their favourite moments from the channel:



1.8m

Impressions from influencer content, 84% more than planned.

So, for those poor souls too hungover to lift a TV remote, those caught-up in a second-screen, thumb-scrolling, tab-opening frenzy in a quest for pure, hangover-soothing entertainment – the Recovery Channel had them covered.

In the end, we got people to order pizza by not selling them pizza.

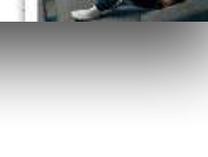
PR-ing The Recovery Channel

As with all fan-favourite TV shows, our 24-hour takeover of Sky channel 539 reverberated around PR and social on NYD. In a single day, we garnered 23 pieces of coverage across national titles such as The Metro, Unilad, The Independent, Daily Mirror and the Daily Express:

“Domino’s has invented the best hangover cure for New Year’s Day” – MSN

Domino's launches Recovery TV channel to help soothe your hangover soul on New Year's Day

Soothing TV channel launched for New Year's Day as two fifths of country expected to have a hangover



PR-ing The Recovery Channel

It resulted in 23 pieces of coverage in total, fuelled by the release of the Recovery Channel's sidekick, the 'Domi Mate' recovery aid pillow; a huggable pillow to help soothe sore heads (it could hold a slice of pizza for you, too):



The nation was inspired to take to social media to voice its opinions. The Recovery Channel inspired User Generated highlights to everyone's feed, from solo snackers to family feasters – the 'Roaring Fire' segment was a particular fan favourite:



In fact, we noticed a very big, very scientific scale forming, with the Recovery Channel appealing to some people's slothful, hungover side and other's chatty, but still hungover side:



SLOTHFUL

SOCIAL

The Reaction

Across social, meanwhile, people were also adamant their friends wouldn't miss out. The Twittersphere was buzzing as the nation collectively took delight in our sleeping sloths and snoozing cats:

karen @karenomfg · Jan 1
the dominos **recovery channel** is fucking hilarious 😂😂😂😂 (sky 539)

Rachel May @RachyMay3 · Jan 1
Watching the '**Recovery channel**' whilst waiting for @dominos. 🙌
#winningat2018

chloe REMADE @perfectwendy_ · Jan 1
theres a **recovery channel** on tv just showing sloths and stuff made by dominos its cute fkdjjd

47mum54 @47mum54 · Jan 1
Oh gosh, the Community Channel (sky 539) has a whole day of the **Recovery Channel**. I didn't even go out last night but I'm loving the meditation- it's British, do catch it, just meditation interspersed with things being done really s-l-o-w-ly!

47mum54 @47mum54 · Jan 1
Coming up now on the **Recovery Channel**.....Rainy Panes
It's just....rainy panes. #RecoveryChannel



Georgie Porgie @georgiamca · Jan 1
Abdy should tune into Sky 539 for @Dominos_UK **Recovery channel** - there's yawning animals, sunsets & more 😂😂😂 NYD made #goodcall
#idontevenworkforthem

The Yorkshire Lasses @EmmaAndLu · Jan 1
@Dominos_UK have nailed it this #NewYearsDay with the **Recovery Channel** for your much needed duvet day - best enjoyed with pizza 🍕

Laura @thepixiecut · Jan 1
This **recovery channel** that dominos has done is brilliant 😂🙌 at the moment it's just clips of SLCTHS! Loving it 🍕 on 539 sky



Hanna Kirkpatrick @MissHannaKP · Jan 1
Oh my actual god. This is bloody brilliant. Just pondering whether or not to order a dominos - & their app suggests I watch their hangover **recovery channel** 😂😂 well done dominos, well done 🍕

youtu.be/a2eQWTPB1xY

#dominos #dominosrecovery #Happy2018 #HappyNewYear2018



The Official Food Of Recovery

Introducing the Recovery Channel, brought to you by Domino's - the #OfficialFoodOf Recovery. Tune in to Sky 539, Virgin 269 or Freesat 164 (UK only), all day...
youtube.com

🗨️ 🔄 ❤️ 1 ✉️

The Reaction

And on Facebook, meanwhile, people were adamant their friends wouldn't miss out:

On Facebook...



A screenshot of a Facebook post with four comments. The comments are from Stephanie Gilroy, Delwyn Kay, Tara Hannah Claire, Fran Emmerson, and Helen Hill. Each comment includes the user's name, profile picture, and the text of their comment, along with reaction icons and timestamps.

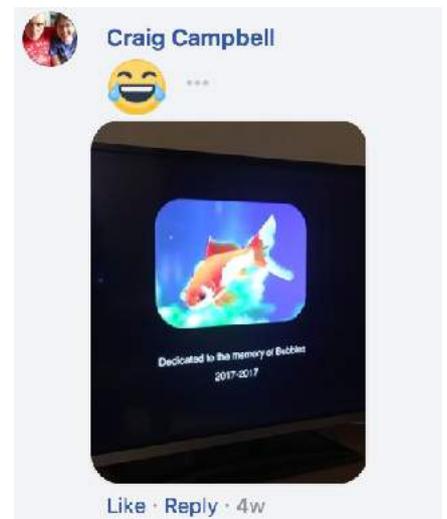
Stephanie Gilroy Lauren 2 of your favveee things 🤩🤩
Like · Reply · 3w

Delwyn Kay cute animals, just the thing!
Like · Reply · 3w

Tara Hannah Claire Ash our Saturday night! 🍷
Like · Reply · 2d

Fran Emmerson Kareem Naaman I think you need this channel!!
😂😂😂 It's so random!!
Like · Reply · 3w

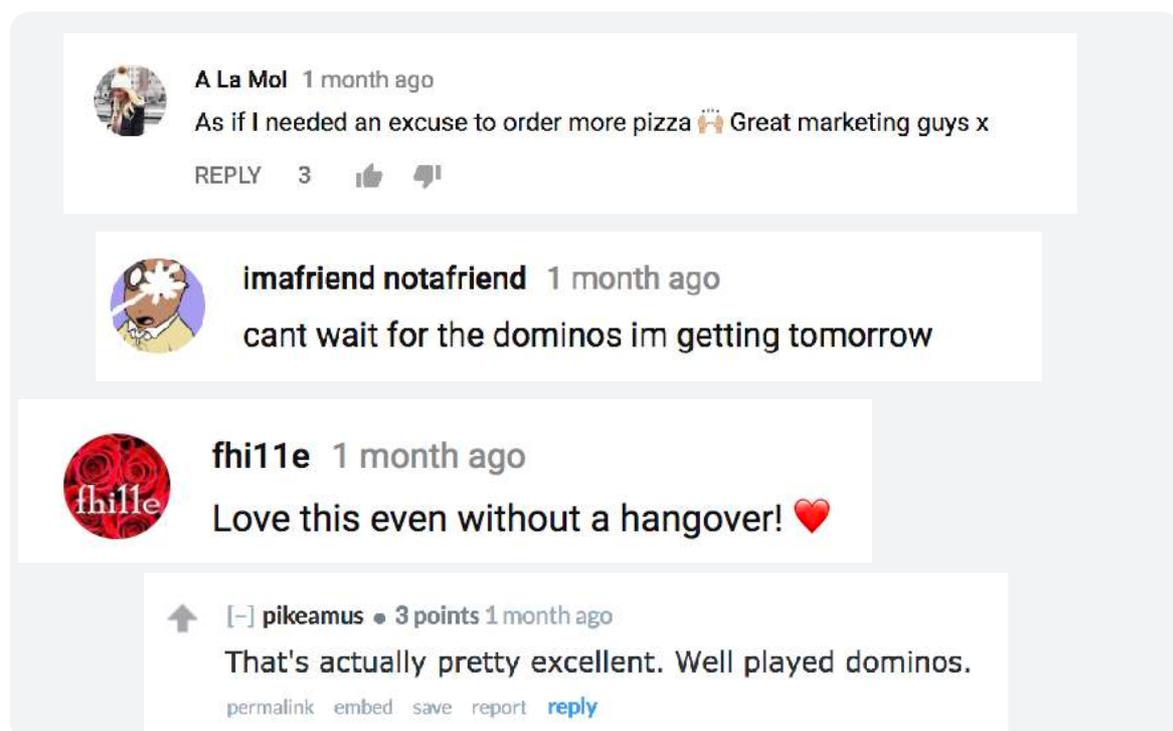
Helen Hill John Hill our kinda night ❤️ x 🤩
Like · Reply · 2d



A screenshot of a Facebook post by Craig Campbell. The post features a video thumbnail showing a goldfish in a blue tank. Below the video, there is text that reads "Dedicated to the Memory of Bubbles 2017-2017". The post has a "Like · Reply · 4w" interaction bar.

Craig Campbell
😂
Dedicated to the Memory of Bubbles
2017-2017
Like · Reply · 4w

Across YouTube + Reddit



A screenshot of comments from YouTube and Reddit. The comments are from A La Mol, imafriend notafriend, fhi11e, and [-] pikeamus. Each comment includes the user's name, profile picture, and the text of their comment, along with timestamps and interaction options.

A La Mol 1 month ago
As if I needed an excuse to order more pizza 🍕 Great marketing guys x
REPLY 3

imafriend notafriend 1 month ago
cant wait for the dominos im getting tomorrow

fhi11e 1 month ago
Love this even without a hangover! ❤️

[-] pikeamus • 3 points 1 month ago
That's actually pretty excellent. Well played dominos.
permalink embed save report reply

The Results

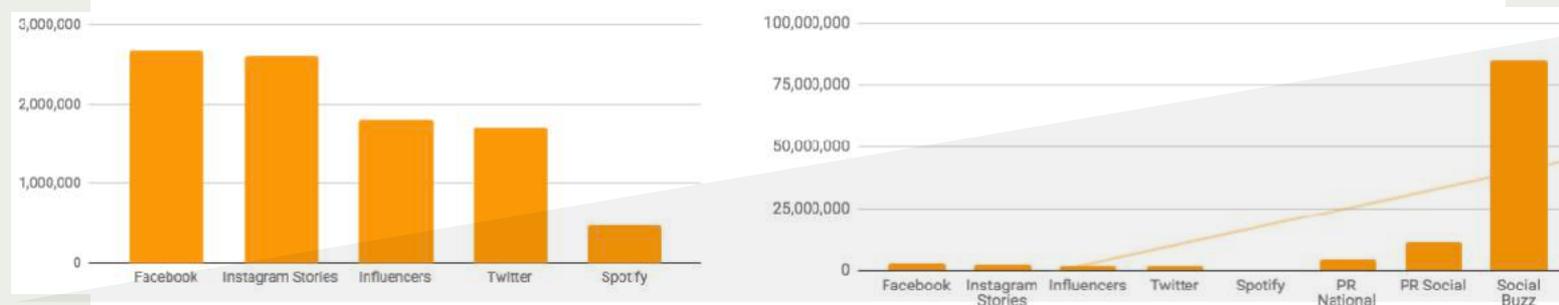
So, did we win an unfair share of hearts and minds on New Year's Day?

We bought just over **9 million impressions**, split across Facebook, Instagram Stories, Twitter and Spotify ads, including influencers.

As the campaign carried through, we started to get people talking - earning a total of **101 million impressions**. With 85 million impressions direct from social buzz and chatter, and the rest from press coverage both on-site and on social.

Paid Impressions

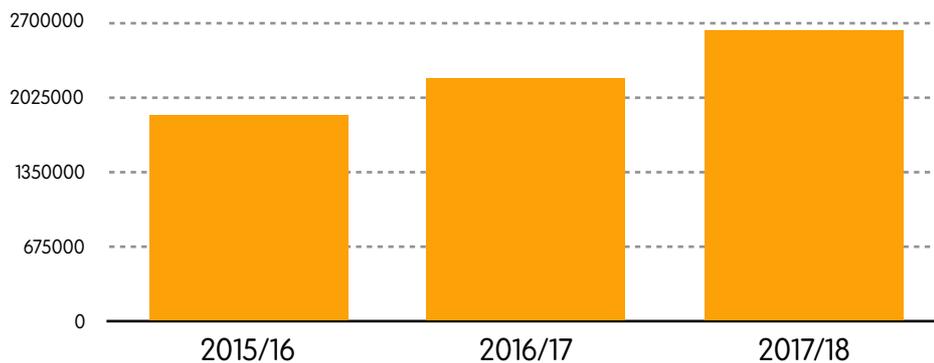
Earned Impressions



Those impressions soon turned into action; we almost quadrupled website traffic to **387.4%** and app opens to **110%** against the daily average.

Eventually, that action got the tills ringing - with the campaign driving a **19.3%** YoY increase in online sales.

Domino's YoY Online Sales



And the results paid dividend, with **14.7%** of sales coming directly from social ads, delivering £397,458 in online sales – that's a **17x** Return on Advertising Spend.

We set out to maintain business momentum on the biggest day of the year for Domino's.

We think we did all right.