

Marketing strategies of greenwich pizza

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From its previous dark green and red color scheme, Greenwich stores were redesigned with a contemporary motif using the brighter and more dynamic colors of brilliant green and vivid rose. The new colors and graphics help create a livelier, more inviting ambiance in Greenwich stores. In addition to this, the new corporate visual identity graphics exhibit the dynamism of the brand. This new look is also complemented by crunchier and tastier pizza products.

With rich loads of toppings on crunchy pizza crust, Greenwich created an ideal balance between the customer's expectations of reduce quality and taste and a pleasant addling experience, A whole new look, a whole new Greenwich This Is part of Greenwich controlling effort to reach out to Pizza lovers all over the Philippines. Greenwich aggressively harnesses trip-media to communicate all the benefits consumers can enjoy at Greenwich. This is augmented by the use of outdoor advertising materials and merchandising collateral's that help heighten public awareness of Greenwich offerings.

All these complete effective campaigns and exciting promotions that inevitably translate to high sales performance. Greenwich focuses its marketing campaign on the Winnie groups and the strategy has worked wonders. The term " Winnie" has been around for a while now, although it did not become a buzz word like " yuppie. " let is defined in dictionaries as an informal term referring to a person who combines a lucrative career with non-mainstream tastes. From a pizza chain that was ranked five years ago somewhere In the bottom of the Industry ladder with other small pizza stores, Greenwich has become the No. Aziza the country, combined," says Luis U. Evolves III, marketing director of Fresh N' Famous Foods Inc. , maker <https://assignbuster.com/marketing-strategies-of-greenwich-pizza/>

of Greenwich pizza and a member-company of the Jollied Foods group.

Evolves says the campaign focusing on the Barabbas started when, after conducting research five years ago, the company realized it was nowhere to be found in the pizza industry list of major players. It was lumped with the rest of small players, which were hardly making a dent in the pizza market. We decided that we want our brand to be stronger in the minds of our consumers. We took a closer look at our products, identified our strongest offering, which is pizza, and studied its characteristics. We then looked for the type of market that we wanted to talk to," Evolves recounts. " Pizza is a fun product, adventurous considering the many kinds of toppings one can put on it, less formal as you eat it with your bare hands whether sitting or standing and it is a type of food that people enjoy eating when shared," he says.

Given the characteristics of its main product offering, it was decided that Greenwich pizza and the windiest were a perfect match. Just like Greenwich pizza, the Winnie market is casual, more adventurous, hip and fun, and interactive and inclusive. As Greenwich turned its focus on this segment of the market, the company decided to level up and redefine itself from being a fast-food to a fast-casual chain of restaurants. Our roots are fast food and we are not abandoning it, we are only upgrading the customers' experience in our restaurants," Evolves says. To transform into a fast-casual restaurant, Greenwich did a makeover of all of its outlets, improved on its pizzas in terms of quality and the varieties of its offering, add its pastas (especially the lasagna) at par with the offerings of even some fine- dining restaurants in the metropolis, introduced other fun food like chicken wings, offered full

meals and even breakfast meals in some outlets. We upgraded our looks and our service to customers. Our offerings now are not the usual fast-food type of products anymore," Evolves says. We have been known as the affordable pizza option, that is fine and we are keeping that. But we also want to be known for good taste, quality service and a part of the Barbuda. "