

Consumer segments on dominos pizza



**ASSIGN
BUSTER**

Over the years Dominos Pizza has created a marketing campaign that has focused primarily on the male consumers, in particular sports fans aged 18-44, mixed in with those consumers are the current pizza lovers across America. While this audience is for the most part composed of male sports lovers, Dominos Pizza is treading water in its effort to attempt in targeting a younger, more feminine, and more diverse market as they gain knowledge of how to appear more upbeat to the teenage and female consumer segments.

For teenagers, pizza is considered one of the main four food groups (especially for college students.) Dominos Pizza has not become acceptable to the average teenager's eye; instead, it is perceived as being un-cool. Everyday men and women are becoming increasingly more health conscious. The inclination towards a healthier life style or dietary preferences has created a demand for healthy and nutritious foods. However, Dominos Pizza has become more dependent on its pizza product. Any decrease in demand would have an adverse affect on the business. Growing health conscious, in the minds of the people, may result in lower sales of fast food such as pizza, which would affect the revenues of growth within the company.

Even though Dominos is rated one of the top pizza deliverers, their market shares have declined from 55% to 43 % and profits have fallen from 2. 65 billion- 2. 5 billion. Dominos Pizza Vice-president blames the recent decline on advertising. Dominos Pizza decided that they needed a new identity to appeal to the teen segment. Grays' advertising decided that a good step for Dominos Pizza is to show their quality ingredients and their fast free delivery but in a cool upbeat way that would attract the teen's attention.

Dominos Pizza should remain focused on their delivery system to keep up with their fast-paced consumers. Dominos has done a terrific job at focusing on a highly efficient delivery system that provides them with a competitive advantage over their competitors and gave them an edge in the market place. Since lifestyles and demographics have changed, more women are in the work-force which means longer hours and less time for cooking. This had increased number of dual income households. The aging of the consumer population, plus faced with a fast pace environment has boosted the trend of carry outs and home delivery.

Attitudes And Purchasing Trends

In previous years, Dominos Pizza was known for their take-out food that thrives on big appetites and people with a tight schedule. Dominos Pizza is known to be the second most popular take out. Dominos has a pretty polished online system of operation. Online ordering is set up to be quick and easy. Customers have the option to register on the site, track their order, get nutritional information and be able to create a unique pizza by using the pizza creation interface and are able to send it to the closest Dominos without having to look up the phone number.

Dominos decided to come up with a fun and exciting advertising campaign targeted to teens that would strengthen the company's image. It would show the quality of goods and fast free delivery to be promoted in a new cool appealing way to the teens. Dominos felt that offering a " freebie" would be a great start to attract the teen's attention; so they came up with a slogan " Something for nothing". After picking the slogan, they hired music companies to come up with a catchy way to sing about it. After they picked a

cool song, they decided to have a Domino character of a 17 year old boy that is dressed up in high fashion wearing ray bans, expensive clothing. They gave him an attitude that made him appear cool to the teenage eye. This ad ended up containing all ages, races and sex. The ad campaign confused the audiences when a girl walked on eating a salad- a new domino product that would be the first nothing for something giveaway. At that moment, when the commercial switched to the girl, the singer sings “ really something”. Bob Skoller, Dominos vice president, said that they meant to have four meanings all combined into one. This advertising was originally only meant to target teens and ended up not having a very comprehensible and clear image to the targeted consumer.

With health being a major concern today, Dominos Pizza focused on the health conscientious segment. They launched new supreme salads as being part of its better-for-you menu option that’s provided on Tuesday evening. The event took place over at the super supreme T5 development at Yarra’s Edge at Docklands. The Dominos salads were the results of 12 months’ research and development, adding an increased value to the menu options. The launch had a celebrity element with surprise guests. That night, Jules Lund, Dylan Lewis and Russell Gilbert arrived throughout the evening dressed as pizza boys.

Dominos Pizza launched “ You got 30 minutes” campaign for the second time with thoughts focused on the fast-paced consumer segment, but without a guarantee A terrible incident occurred when a delivery person hit a woman while try to deliver a pizza a couple of years ago. Now the campaign focuses on the activities customers can enjoy while waiting for their pizza. One

campaign focused on two guys thinking back to the time they spent with each other noting how much time has flown; meanwhile they are still day-dreaming when the deliverer guy is standing there with the pizza. The delivery guy makes a joke that he could drive around for a little bit if they need more time. Fast-paced segment campaign ends with “ You got 30 minutes” appearing on the pizza box. This campaign is rebranding to try and get customers to think that they are the quickest pizza delivery again.

Technological Innovations

In today’s hard-hitting economy, businesses of all types are in search of finding innovative ways to boost sales and increase customer loyalty. With the fast-paced lifestyles and demand for excellence, it is without question, the consumers are searching for the highest quality products at the best prices; it is every company’s vision to be first in the minds of consumers. Dominos Pizza has recently launched the new iPhone to optimized mobile ordering systems in FY2009. Dominos Pizza was the first company to launch web-based ordering two years ago. Since the start of the campaign, Dominos ordering has escalated at an average of 20% each month with a huge volume of mobile orders coming from iPhone customers. Such innovation helps the company to maintain its growth and gain top market share in the local and international markets. What better way to dominate your competitors in the marketplace, than by using technology to increase awareness and promote your products in the best way possible! E-Commerce has become successful to everyone worldwide.