

A LEGEND RETIRES HIS UNIFORM–PIZZA STAINS AND ALL –PROMOTING THE FINAL "WORLD'S FASTEST PIZZA MAKER"

Domino's Pizza with Jericho Communications

The Challenge

Domino's Pizza had been conducting the annual "World's Fastest Pizza Maker" competition for 19 years, but had seen declining media interest in the contest in the last couple of years. Domino's Pizza came to Jericho Communications to try and breathe life into the campaign, which would signify the last year that the contest would be held, and to concentrate on national media and the Washington, DC market.

The Jericho Difference

- * Seeing that the winner of the 2001 contest was a seven-time champion, and noting that the competition was coming to a close, Jericho drafted press materials that compared the winner of the contest to athlete's who ended their careers on top, such as Michael Jordan (three straight championships after coming out of retirement, hitting the series-winning shot with his last shot) and John Elway (back-to-back Super Bowl championships).

- * Framing the release in this way added significance to the winner's achievement and piqued the media's interest.

- * Jericho offered an exclusive to Newsweek.

The Impact

- * Newsweek accepted the media exclusive, and featured the winner in the following week's issue, which in turn led to a segment on NBC-TV's TODAY SHOW.

- * Additional top-level national media coverage included CBS Saturday Early Today, U.S. News and World Report and national radio coverage.

- * Washington, DC coverage included Washington Post, Washington Times as well as local television segments and local radio segments.

- * Jericho was able to attain most of this media coverage in a two-week period, saturating consumers nationwide in the process.