

## Pizza Hut/Yum! Brands case study

category  
New Markets

Change is good. But it ain't always easy. Especially for a brand like Pizza Hut. With franchises all over the country, some satisfied with their success, others drifting toward mediocrity, Pizza Hut needed an upgrade that everyone could buy into. Our role was to serve as a consultant in the process, providing YUM Brands, Pizza Hut's parent company, with ideas on how to transition the brand from old faithful to fresh daily.

### Setting the table full.

We knew from working for such restaurants as Oreganos, Desert Island Restaurants, World Noodles and Eddie V's, that the dining experience is a holistic one. So we took the comprehensive approach suggesting solutions for everything from the logo, exterior signage and architecture to menu design, atmosphere accents, server uniforms and soundtrack.

### Cooking on a budget.

Pizza Hut wanted to reach a broader base and to re-establish themselves as a strong dine-in option. But our ideas would only work if they came within the cost tolerance of Pizza Hut's many franchise owners. So in making our recommendations, we had to consider affordability as well as effectiveness.



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