


Pizza Hut increases its visibility in France during the 2021 Euro Cup thanks to Invibes' new Play Reel format

Paris, June 15, 2021 – To promote their new sharing pizza “Party Box”, Pizza Hut collaborates with Invibes through a branding campaign featuring a new format, Play Reel.



ACTUALITÉ DES MARQUES ▾

PARTY BOX

UNE PIZZA GÉANTE À PARTAGER

3 RECETTES AU CHOIX

Je commande


Party Box = Boîte à partager

Jusqu'au 06.09.2021 dans les Pizza Hut participants.

Pour votre santé, mangez au moins cinq fruits et légumes par jour. www.mangerbouger.fr

Party Box de Pizza Hut – Une pizza géante à partager

Disponible jusqu'au 06.09.2021 dans les Pizza Hut participants

Inspired by  Invibes

To celebrate the return of festivities and gatherings with loved ones, Pizza Hut created the Party Box, a giant rectangular sharing pizza, available during the 2021 Euro Cup and throughout the summer.

Pizza Hut and its media agency Heroiks turned to Invibes to promote this product with a brand new format: Play Reel. Nodding at the rectangular shape of the Party Box, this video format is enriched with a scrolling display of the three available pizzas on the right side of the screen.

In order to better target the audience, a geolocation was activated around the 124 points of sale of the brand, allowing the user to directly order their pizza for delivery or take away. In addition to activating geolocation, a behavioral and contextual approach

was adopted around sports, the Euro Cup, and music. Finally, the campaign was only broadcast during the day, from 9 AM to 10 PM.

Thanks to this dynamic and attractive in-feed format, Invibes allows Pizza Hut to stand out from several other brands which also broadcast ads during the Euro Cup. The Play Reel format captures the Party Box look and feel for a branded and targeted in-feed digital campaign.

Cécile Guinet, Pizza Hut Marketing Director: “The whole challenge for this in-feed campaign for Pizza Hut was gaining notoriety and visibility during this key period. Invibes knew how to rewrite our brand image through the Play Reel format, and reach the core of our target thanks to contextual and behavioral targeting. We are more than delighted with this collaboration.”

Sami Battikh, Invibes Advertising Country Director: “Invibes pursues its strategy based on product innovation, reach, and data. We are hence able to respond to advertisers who wish to be differentiated and to emerge, especially during big sporting events.”

Romain Darrieus, Heroiks Deputy Digital Director: “The 2021 Euro Cup tournament represents a key commercial period for Pizza Hut which entails important visibility challenges. We are delighted to be assisting Pizza Hut by relying on Invibes’ technological innovations.”

About Heroiks

First French independent media company with a gross margin of 50 million euros in 2019, Heroiks was founded in 2005 by Anthony Ravau and David Ringrave. After 16 years, the company possesses unique expertise on multiple skills with its integrated network of media (My Media, Climat, Geovista), creative (Business, Aubert Storch, Eggs), SEO (Search Foresight, Peak Ace), and event (Heroiks Event) agencies, each a leader in its respective sector. With nearly 400 staff members and more than 500 customers, Heroiks is notably a leading consultant for pure players, and engineered a big number of media launches for major players in the new economy such as Zalando, Trivago, Vinted, Vistaprint or even Bablacar...

About Invibes Advertising

Invibes Advertising is an advanced technology company that specializes in digital advertising. Its innovative solutions are supported by an in-feed format that’s integrated into media content.

Invibes is inspired by social network advertising and develops its own technology to help brands better communicate with consumers. Its technology is optimized for distributing in a closed network of media sites, including: Bertelsmann, Hearst, Unify, Groupe Marie Claire, Axel Springer, and many others. Clients include major brands such as Mercedes, Samsung, Levis, and IBM.

Founded in 2011, Invibes Advertising is a listed company on the Euronext Paris stock exchange (Ticker: ALINV – ISIN: BE0974299316). Visit www.invibes.com for more information.

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