

CASE STUDY

PIZZA HUT CONTENT CREATOR

At Dentsu Creative, we just wrapped up an epic campaign to find Pizza Hut a content creator on TikTok. It started with a small idea, but proved that finding a nugget of trend gold can take your brand a long way.

How did we come up with the idea? By monitoring key trends of course! It's become a running joke on TikTok, and social in general, that the 'intern did it', this has come to life most recently with a mailing list faux pas on behalf of HBO Max, courtesy of the intern. We wanted to find a way to tap into this, as well as produce 'platform-first' content that would appeal to our target 18–34-year-old audience in an authentic way.

We did this by launching an engaging recruitment campaign, promoted on TikTok, job websites such as TradeMe and Seek, via targeted influencers, and earned media.

Applicants were encouraged to apply online to be shortlisted to receive a Pizza Hut Creator Kit. They then received everything they needed to make engaging content to showcase why they should be our TikTok creator. The kit included a tripod, inflatable pizza, pizza-scented candle, Pizza Hut bucket hat, voucher to redeem in-store, timer, journal, and ring light.

Along with creating bespoke launch videos for Pizza Hut's own channels, we recruited six influencers to showcase the Pizza Hut Creator Kit and encourage their community to apply for the role in a fun and engaging way.

The results?

Entries to be Pizza Hut's new TikTok creator flooded in from across the country, from people of all different backgrounds. We received skits, poems, songs, and love letters from people keen to receive a creator kit to showcase what they could do.

After sifting through over 1.6K applicants, we narrowed down our search to three, and then later crowned Nick Jarmin, the Pizza Hut TikTok Creator.

Nick showcased his ability to create fun and engaging content in-front of and behind the camera. He channelled the Pizza Hut brand, and best of all? He has a genuine love of pizza.

Throughout the six-week campaign period we achieved:

- 1,822,989 million users reached.
- 1,600 Job applications.
- 1.6 million engagements, and a 92 percent average engagement rate.
- Seven Pieces of earned media coverage, generating \$28,950 in additional media value.

