



The New Way to Order Pi // Case Study

August 2020



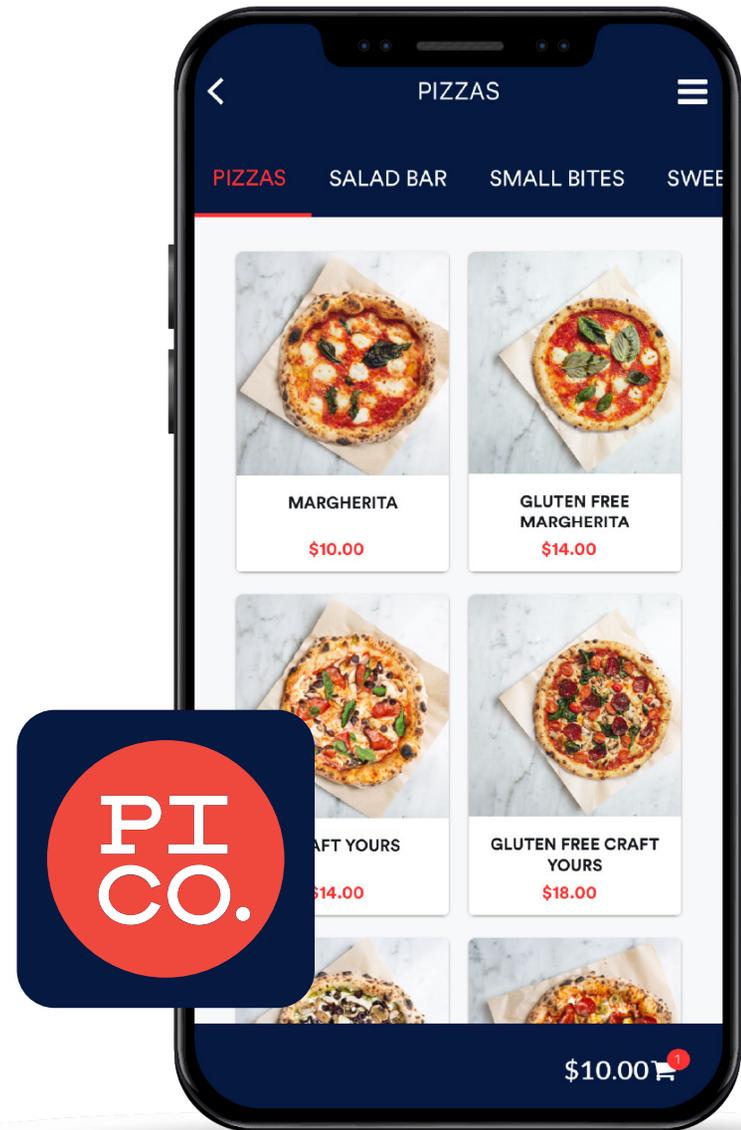
Overview

Pi Co. Pizza is a Canadian QSR brand that takes a fresh, innovative approach to high-end, quick-serve pizza. Since opening their first Toronto location in May 2016, the franchise has expanded to 21 locations across Canada, including shops in Toronto, Kitchener, Hamilton, Ottawa, and Saskatoon.

In response to the COVID-19 pandemic, Pi Co. invested in the development of a new delivery and pick-up app. The goal? To forego third-party delivery in order to connect customers directly to the brand for a more consistent experience.

SocialDrop was tasked with launching a campaign to promote awareness and adoption of this new app.

The Pi Co. Pizza app
launched in July 2019.



Introducing the Pi Co. app

The better way to order lunch. Or dinner.
Or whatever the heck you call meals these days.

Mission: Promote app by spreading awareness, driving downloads and sales, and creating content.

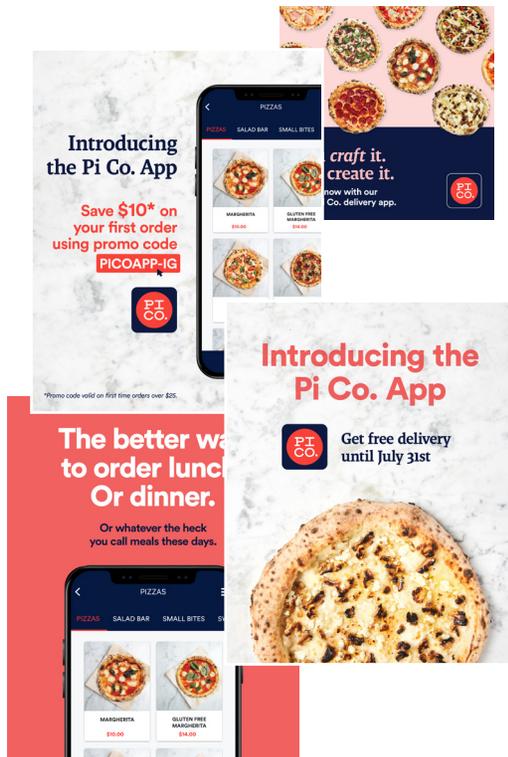
Method: Team up with local influencers, invest in paid media, and provide customer incentives
(\$10 off first order + free delivery for one month).

Campaign Length: 4 weeks

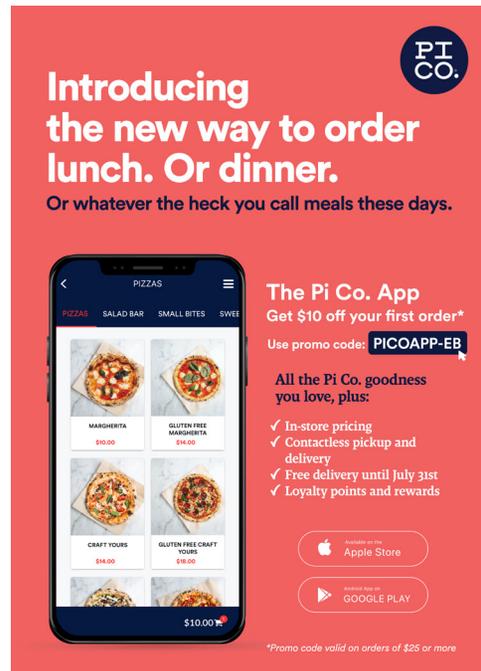


Design

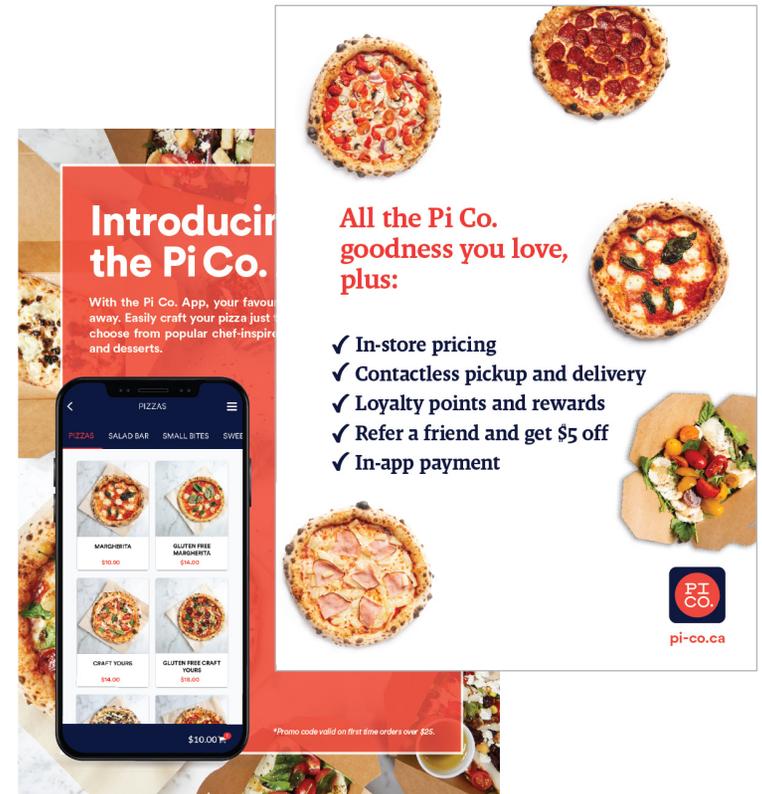
We built a comprehensive campaign comprising custom website copy, social content, digital mail-outs, paid promotions, and in-store print ads.



social assets



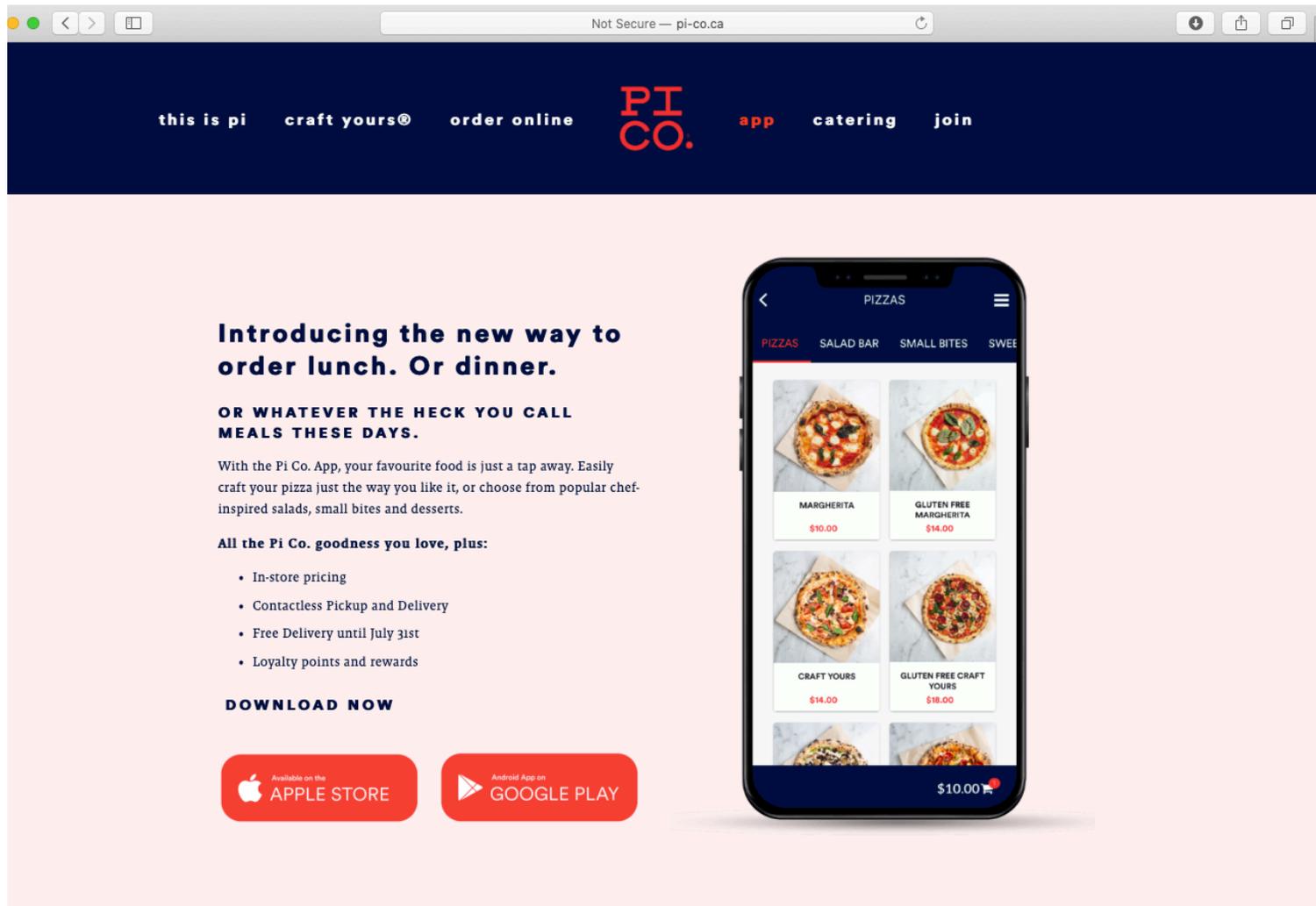
digital flyers



print flyers/posters



Design cont'd



new website tab



Influencer Marketing

After extensive vetting, we reached out to 62 key influencers (paid and **non-paid**) across Toronto, Ottawa, and Saskatoon to help spread awareness about the app launch.

| Non-Paid Influencers:

We provided non-paid influencers with a Pi Co. promo code for \$50

...in exchange for:

1 x story post
1 x feed post

Most of the influencers chose to provide more content.

40 influencers > Toronto
10 influencers > Ottawa
10 influencers > Saskatoon

Strategy:

The influencers shared their ordering experience through their story posts. They also provided a direct link to the app by allowing followers to swipe up on their stories.

Each influencer also created at least one feed post with this messaging:

- Try the new Pi Co. delivery app
- Get in-store pricing on all orders
- Get free delivery until July 31st
- Use promo code [PICOALL-IN1] for \$10 off your first order

Promo Code Results: - 96 coupons claimed
- 22 returning customers
- 46 returning customer orders



Influencer Marketing

After extensive vetting, we reached out to 62 key influencers (paid and non-paid) across Toronto, Ottawa, and Saskatoon to help spread awareness about the app launch.

| Paid Influencers:

Influencers were paid accordingly (between \$350 and \$650) and received a Pi Co. promo code for \$50

...in exchange for:

4 - 6 x story post
1 x feed post
A contest for their followers

@to_finetest - 155K followers
@tastetoronto - 465K followers

Breakdown:

The influencers coordinated a giveaway contest for three \$100 Pi Co. gift cards to promote the app. They displayed the app link in their bios for the duration of the contest and provided a direct link by allowing followers to swipe up on their stories.

Each influencer also created at least one feed post with this messaging:

- Try the new Pi Co. delivery app
- Get in-store pricing on all orders
- Get free delivery until July 31st
- Use promo code [PICOALL-IN1] for \$10 off your first order



Paid Influencer Results

@to_finet

PROMO CODE: TOFINEST-PI

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67 Coupons Claimed
22 Returning Customers
109 Returning Customer Orders

| Post Insights | |
|--------------------------------|--------|
| 3,236 | 4,887 |
| 258 | 134 |
| 432 | 55,695 |
| Profile Visits | Reach |
| Interactions | |
| 432 | |
| Actions taken from this post | |
| Profile Visits | 432 |
| Website Clicks | 5 |
| Discovery | |
| 55,695 | |
| Accounts reached | |
| 11% weren't following to_finet | |
| Follows | 40 |
| Reach | 55,695 |
| Impressions | 71,579 |



@tastetoronto

PROMO CODE: TASTETO-PI

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11 Coupons Claimed
3 Returning Customers
7 Returning Customer Orders

| Post Insights | |
|-----------------------------------|---------|
| 3,959 | 1,365 |
| 253 | 125 |
| 339 | 124,135 |
| Profile Visits | Reach |
| Interactions | |
| 339 | |
| Actions taken from this post | |
| Profile Visits | 339 |
| Website Clicks | 3 |
| Discovery | |
| 124,135 | |
| Accounts reached | |
| 2% weren't following tastetoronto | |
| Follows | 30 |
| Reach | 124,135 |
| Impressions | 138,621 |
| From Home | 132,301 |



Content



Content



Paid Promotions

Media buys through Instagram & Facebook are an essential component of all of our social campaigns. The ability to get our messages in front relevant consumers who are within our target demographic, makes our ad spend extremely effective.

Introducing the Pi Co. App

The better way to order lunch. Or dinner.

Or whatever the heck you call meals these days.

PIZZAS

MARGHERITA \$10.00

GLUTEN FREE MARGHERITA \$14.00

CRAFT YOURS \$14.00

GLUTEN FREE CRAFT YOURS \$18.00

All the Pi Co. goodness you love, plus:

- ✓ In-store pricing
- ✓ Contactless pickup and delivery
- ✓ Free delivery until July 31st
- ✓ Loyalty points and rewards
- ✓ Refer a friend and get \$5 off

Available on App Store and Android.

PI CO.

Save \$10* on your first order using promo code **PICOAPP-IG**

Get it on **GOOGLE PLAY**

Download on the **APP STORE**

Facebook & Instagram Promotions

- paid promotions through our channels
- location-targeted / general promotions
- animated and static posts
- CTA: pi-co.ca/app

PROMO CODE: PICOAPP-IG & PICOAPP-FB

371 Coupons Claimed
64 Returning Customers
141 Returning Customer Orders

Budget: \$2000



Paid Promotions

900 Solutions Email Blast

- Sent out an e-blast to 6000+ SUBSCRIBERS
- Very detailed, showed all benefits of app

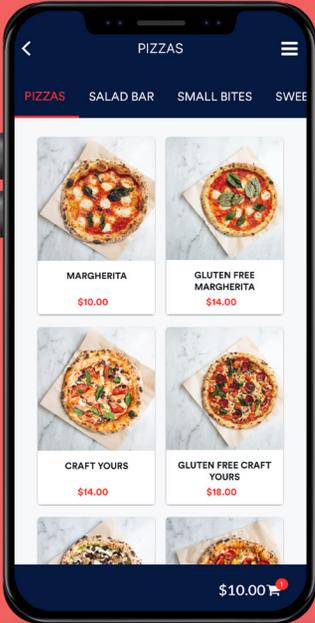
PROMO CODE: PICOAPP-EB

14 Coupons Claimed
3 Returning Customers
6 Returning Customer Orders



Introducing the new way to order lunch. Or dinner.

Or whatever the heck you call meals these days.



The Pi Co. App

Get \$10 off your first order*

Use promo code: **PICOAPP-EB**

All the Pi Co. goodness you love, plus:

- ✓ In-store pricing
- ✓ Contactless pickup and delivery
- ✓ Free delivery until July 31st
- ✓ Loyalty points and rewards

Available on the **Apple Store**

Android App on **GOOGLE PLAY**

*Promo code valid on orders of \$25 or more



Paid Promotions

Print Ads/Flyers

- Each Pi Co. location received flyers to distribute
- App benefits were listed

PROMO CODE: PICOAPP-FL

81 Coupons Claimed

19 Returning Customers

58 Returning Customer Orders

PI CO.

Introducing the Pi Co. App

With the Pi Co. App, your favourite food is just a tap away. Easily craft your pizza just the way you like it, or choose from popular chef-inspired salads, small bites and desserts.

PIZZAS SALAD BAR SMALL BITES SWEETS

| | |
|------------------------|------------------------------------|
| MARGHERITA \$10.00 | GLUTEN FREE MARGHERITA \$14.00 |
| CRAFT YOURS \$14.00 | GLUTEN FREE CRAFT YOURS \$18.00 |

Save \$10* on your first order using promo code PICOAPP-FL

Get it on **GOOGLE PLAY**

Download on the **APP STORE**

*Promo code valid on first time orders over \$25.

you love,

g

pickup and delivery

and rewards

and get \$5 off

at

PI CO.

pi-co.ca



The Impact

58

Influencers

1.34M

Reach

58

Feed Posts

31K

Likes & Comments

196

Stories





August 2020

