

# Case Study



## Problem

Papa John's approached Richter10.2 to handle the problem of tightly competing pizza companies in the local market causing too narrow a focus on coupon centric consumer campaigns. The goal for Richter was to build local loyalty and differentiate between the companies. Papa John's Tampa Bay wanted to build awareness of local activities, charities and sponsorships and create a loyal consumer base regardless of coupons or price.

## Idea

Richter10.2 developed the idea to use a new media strategy and a social media ready news site for the local Tampa Bay market to highlight local events, activities and charities. The site, <http://pjtampabay.com>, was to become a local news spot for events and information, a place where you can find out what is happening locally as well as submit stories to be accepted and featured on the site. All of the social media elements would be tied into the site including photos from Flickr, video from YouTube, Facebook news, live Twitter feed, etc. Additionally, Richter10.2 created our proprietary Social Media Press Kits for each store (<http://whywebpr.com/donmattson>) to add a face to the name and foster relationships with their local public.

## Results

The strategy has dramatically increased Papa John's presence in the Tampa Bay area, creating on-going local interaction from the community on Facebook and Twitter. The local community has started ordering directly through the new PJ Tampa Bay site which allows Papa John's to track local interest and activity. As the local network expands through social media and the PJ Tampa Bay site, community involvement and loyalty has also been growing which has resulted in stronger sales overall and a positive long term positioning for Papa John's as a company that cares about and is an active partner within the local community.