

2022 CAMPAIGN

# Little Caesars Pizza

Marketing Plan (Singapore)

*Not So Little After All*



# Agenda

01 Corporate Goals

02 Market Audit & Research

03 SWOT Analysis

04 Marketing Objectives

05 Marketing Strategies

06 Budget & Timeline

## 1

### **Increase Market Share**

Consistently grow Little Caesars' footprint in Singapore's competitive pizza market through targeted campaigns and promotions.

## 2

### **Best Take-Home Pizza Chain**

Position Little Caesars as the go-to brand for affordable, convenient, high-quality take-home pizza in Singapore.

# Market Audit & Research

02

76%

say price affects  
pizza frequency

67%

would eat more pizza  
if made affordable

68%

prefer delivery as  
ordering method

*Primary research: 118 respondents, ages 18–24*

## Target Segment

Ages 18–49 who order via takeout or delivery. The 18–24 cohort eats pizza most frequently, comprising nearly half the resident population (~1.96M people).

## Market Opportunity

Pizza is the #1 takeout & delivery food, growing rapidly across APAC. The rise of food delivery platforms creates new channels for pizza chains to stay competitive.

# SWOT Analysis

03

## Strengths

- Established brand since 1959
- Hot-N-Ready model — pizza available immediately
- Positioned as best value-for-money chain in SG

## Weaknesses

- Only 4 outlets — limited convenience
- Smaller market share vs. competitors
- Limited menu & customization options

## Opportunities

- Communicate brand promise of affordability
- Growing pizza delivery market in APAC
- Strong value proposition for budget-conscious consumers

## Threats

- Rising affluence may reduce price sensitivity
- Pizza Hut & Domino's have far more outlets
- Growing health-consciousness among consumers

# Campaign Strategy

04 – 05

Campaign Theme:

*"Not So Little After All"*

## Marketing Objectives



### Brand Awareness

Make Little Caesars known to pizza consumers across Singapore through multi-channel campaigns.



### Top-of-Mind Recall

Establish Little Caesars as Singapore's best value pizza chain via consistent messaging.



### Drive Sales

Convert awareness into revenue through seasonal deals, bundle offers, and promotions.

# Campaign Timeline

05

<b>APR</b>	Campaign Launch Bus Stop + Social Ads	\$51K	<b>MAY</b>	63rd Birthday Cinema + IG Filter	\$35K	<b>JUN</b>	Student Bundle Deal Funan Ads	\$30K
<b>JUL</b>	Family Video Ad All Social Channels	\$30K	<b>AUG</b>	National Day Deal Pizza Box Boardgame	\$35K	<b>SEP</b>	Always-On Content IG Filter + Video	\$25K
<b>OCT</b>	Cheesy Cards GWP Public Proposal Video	\$26K	<b>NOV</b>	Cinema Campaign All Social	\$35K	<b>DEC</b>	Giant Pop-Up Orchard + Funan	\$105K

# April 2022

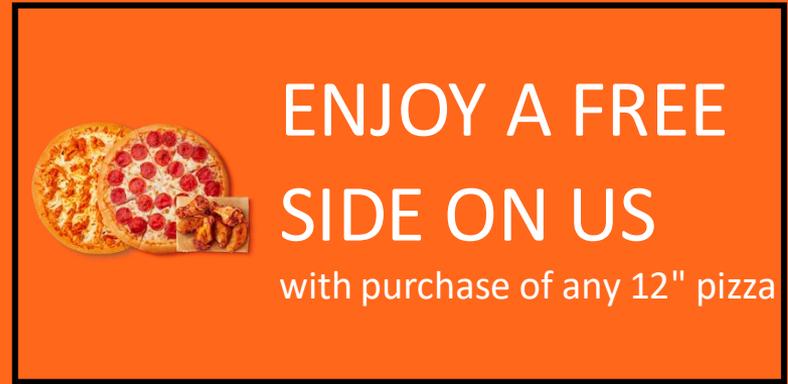
- Teaser to the whole campaign
- Create more brand awareness
- Drive-to-store opportunities

## Media Channels

- Little Caesars Pizza's Instagram, Facebook & Tik Tok accounts.
- Instagram Advertisements (Paid)
- Tik Tok Advertisements (Paid)
- Bus Stop Advertisements: Static & Digital (Paid)



May 2022



# May 2022: Cinema Advertisement

- 2 Movie Titles across 20 CINEPLEXES Cinemas
- Expected Reach: 100,000 –300,000 per title subject to popularity (Over 4 weeks)\*
- Cinema's captive audience delivers advertising recall up to five times that of TV.\*
- Audience more relaxed & receptive of advertisements as they are expecting it
  - more engaged with the key message from the advertisement

\*Taken from JCDecaux Streetside and Cinema Rate Card



# June 2022

- Pizza bundle deal for students
- Low price will attract and appeal to them

## Media Channels

- Instagram (Paid)
- Facebook (Paid)
- YouTube (Paid)
- Tik Tok (Paid)
- Ad @ Funan



**STUDENT  
SPECIALS**

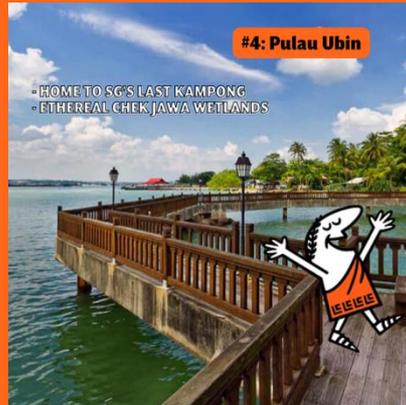
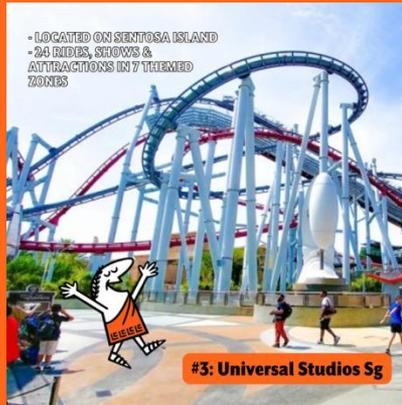
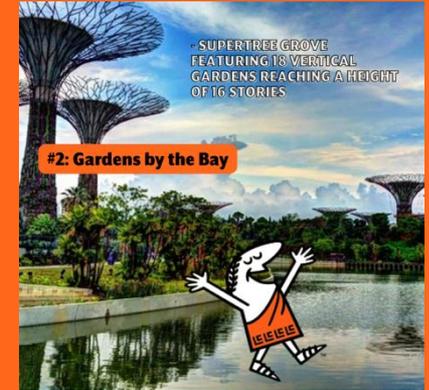
**\$11.90**

*VALID ON WEEKDAYS  
(EXCL. PH)*

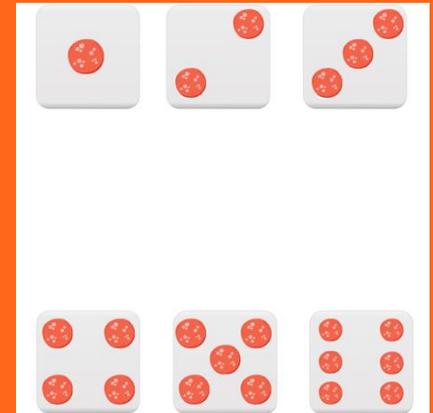
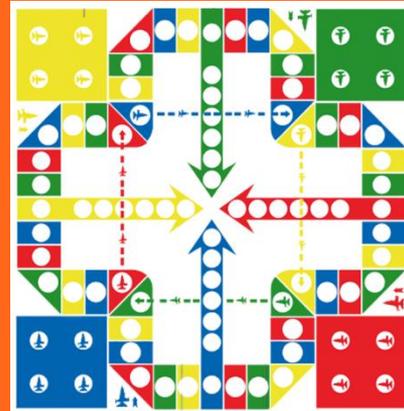
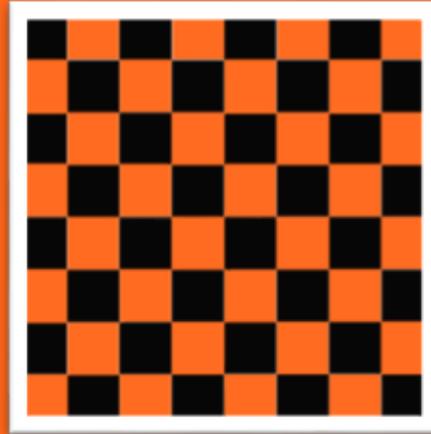
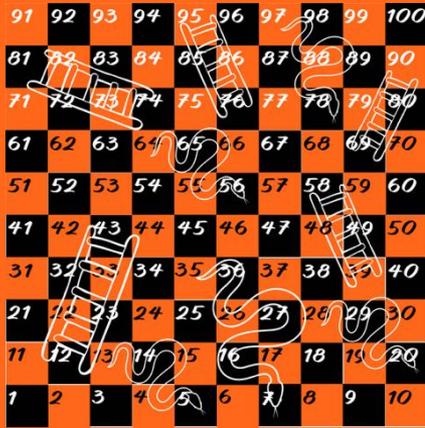
**INCLUDES ONE 12" HOT-  
N-READY PIZZA + ONE  
SIDE OF CAESAR WINGS**

Simply present your student pass

# August 2022 – Little Caesars travels Sg



# August 2022 - Boardgame



# September 2022



IG Filter



Little Caesars Door-to-Door  
Mascot Advertisement

# October 2022 (Cheesy Cards)



Set of 4 Cheesy Cards with any large pizza purchase promotion

\*Subjected to availability

November 2022

DAY



11 November 2022  
Black Panther: Wakanda Forever

# December 2022 (Giant Pop Up Mock Up)





# Budget Overview

06

**\$372K**

TOTAL BUDGET

## Channel Mix



Month	Key Activity	Budget
Apr	Campaign Launch — Social + Bus Stop Ads	\$51,000
May	63rd Birthday — Cinema + IG Filter	\$35,000
Jun	Student Bundle Deal + Funan Ad	\$30,000
Jul	Always-On Family Video Ad	\$30,000
Aug	National Day Bundle + Boardgame Box	\$35,000
Sep–Oct	Video Ads + Cheesy Cards Promo	\$51,000
Nov	Proposal Video + Cinema Campaign	\$35,000
Dec	Giant Pop-Up @ Orchard + Xmas Tree	\$105,000



# *Not So Little After All*

Thank you.

*#notsolittleafterall | #littlecaesarsg | #pizzapizza*