

Pizza... the way you like it



Morrisjones&co's new campaign for pizza brand, Debonair's pizza, is intended to remind viewers that pizza is irresistibly delicious... and if you do strange things in order to get a taste of Debonair's pizza, it's because, well, you're only human!



So it
was
really

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important to everyone involved on 'Debonair's, on both the client and agency side, to capture the emotional appeal of the pizza category, the agency says. "Most pizza advertising in South Africa - unlike advertising for other fast food categories, such as burgers - has tended to be very focused on price and delivery. The strategy therefore called for Debonair's to be positioned on an emotional platform in the long term, as this is the only way to escape the war of attrition that inevitably results from such tactics."

"Not that pizza is the most difficult product to advertise - by its very nature, pizza is a tactile eating experience associated with indulgence. Pizza is generally regarded as a treat, all the more so in our increasingly health-conscious times and we needed a campaign proposition that acknowledged the often guilty pleasure of eating pizza," morrisjones&co explains.

Along with the new campaign, Debonair's has introduced a new payoff line. Gone is "We deliver smartly", to be replaced by "It's the way you like it". The change resulted from a shift in the pizza category, where delivery has become a parity offering. The decision was taken to shift the emphasis back on the appeal of the Debonair's product itself.