

Papa John's - Interactive Rewards/Activities

Tissue Concepts, Copy

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FEATURE: The Texans and/or JJ Watt

The Papa John's Pizza Combine

Idea:

Order online at PapaJohns.com in the Houston area during game day and be entered for a chance to participate in an official Papa John's Combine. The event would feature some athletic events, some pizza themed events and Texans players. Fans would get the opportunity to try their best at everything from the traditional cone drills and the high jump - to box folding, pizza stretching and a race to make the best pizza of the day.

*Another angle could simply be a "super-fan combine" with non-athletic events

Execution:

The event would combine both pizza themes and football themes into an event that could easily be filmed and made into promotional material. Athletes could participate or simply come to give tips; tricks and sign autographs while watching others compete.

Copy:

Run, Jump, Eat, Enjoy – The Official Papa John's Pizza Combine

At Papa John's, before any of our toppings make it onto one of our signature pizzas they are put to the test to ensure they are the best of the best. Just like any other on-the-field champion our ingredients have to show what they're worth. That's why we are giving several lucky fans a chance to show how deep their Houston Texans pride runs as participants in the first ever Papa John's Pizza Combine.

Art:

2. Better Ingredients - Zero Interceptions

Idea:

Whenever [Deshaun Watson] goes a game without throwing a single interception fans can use the promo code "ITSGOOD" on PapaJohns.com to receive not only an exclusive discount but also a chance to travel to NRG Stadium for a opportunity to step on the field with some of the Texans elite for a little pig skin practice - drills, tips, autographed balls and of course pizza.

Execution:

An opportunity to take advantage of fans who are consistently watching games and seeing Papa John's advertisements. A simple way to bring not only fans and player together for a meet and greet but to add a kinetic element in a very unique setting.

Copy:

When it comes to Papa John's – IT'S GOOOOOOOOD

[Imagery of ref giving completion signal]

That's right - we are talking better ingredients and zero interceptions, just use the promo code ITSGOOD to receive 50% off any large pizza when [Deshaun Watson] has an interception free game. You'll also be entered for a chance to step onto the field with the QB himself for a few pointers; tips and pizza at the Texans home in NRG Stadium.

FEATURE: The Astros

1. V.I.Pizza Bus

Idea:

Whenever the Astros go on a three or more game winning streak fans can enter the promo code "3PEAT" for not only an exclusive discount but also a chance to win a ride on the V.I.Pizza Bus. The bus will pick fans up from a specific location and shuttles them to the stadium where they can take part in a private/exclusive Papa John's tailgate. Following the festivities the group will be taken to company seats and given the opportunity to step onto the field for the national anthem and shake hands with the players before the game.

Execution:

An exclusive opportunity given to a large group of fans to not only have the hassles of parking, tailgating and getting tickets taken care of but also the chance to step onto the field and meet the players. This idea could also be easily adapted to focus more on meeting players after the game - one game would be chosen for all winners to attend.

Copy:

Sure – Houston fans have some of the best tailgates in the league but just how V.I.P is your parking lot party? It's time to take it to the next level with Papa John's V.I.Pizza Bus, the most deliciously fun time on four wheels.

Use the promo code 3PEAT after any three-in-a-row victory sweep when you order a large one topping pizza to receive a second one topping large pizza for just \$3. You'll also be entered for a chance to ride on the V.I.Pizza bus to and from the game, take part in an exclusive tailgate and join the players on the field for the National Anthem.

Enter today!

2. Numeric/Cumulative Discount

Idea:

Papa John's has a longstanding tradition of giving away discounts for wins, runs or grand slams but rather than making the number static the coupons could easily become kinetic. EX: For each run scored in the 8th inning receive 10% off (and up to 60% off) on your next order of any two large one topping pizzas at PapaJohns.com

Execution:

This idea isn't as interactive with the players but it can be paired with a lot of other tactics - or leveraged on itself. A cumulative portion but then if the Astro's go five games with 6-8 or more runs the first 500 people to use the promo code GRANDSLAM win a chance to attend batting practice, the annual fundraiser, or a meet and greet after the game.

Copy:

*Step up to the plate Astros fans and bring your appetite because when our hometown heroes score in the eighth inning, use the promo code GRANDSLAM to receive 10% off your next order and an additional 10% for each homerun they hit after that.**

Still hungry for more? If the Astros pull off a five game sweep with 6 or more runs use the same code and be automatically entered to take part in an exclusive Houston Astro's event.

3. A Pizza The Action - Jose Altuve (Better Ingredients Better Pizz - Bleacher Creature Couch)

Idea:

Whenever Jose Altuve hits 2 or more home runs during an Astro's home game fans that order any two medium two topping pizzas using the code HOMETOWNHERO will not only be automatically upgraded to large pizzas plus breadsticks for no additional cost - but will also be entered for a chance to win tickets to an Astros game seated in the exclusive Papa John's Better Ingredients Better Seats Lounge.

*In-Park Version: This promotion could also be done in the game during an early inning - anyone who orders Papa John's at the stadium is given a promo code to enter on the website. Then during the 4th or 5th inning the announcer would announce the winner to enjoy the rest of the game in the Papa John's section as an automatic upgrade.

Execution:

The Papa John's Better Ingredients Better Seats Lounge would be a roped off section either behind home plate or on a baseline with a large couch for two, a table and free pizza and soda provided by Papa John's for a lucky winner plus a guest. It would be given out at every sixth home game.

Copy:

Time to swing for the fences and head to the big leagues Astros fans, with the ultimate 9-inning upgrade. That's right, anytime number 27 knocks two or more out of the park fans can use the promo code HOMETOWNHERO when they order two medium one-topping pizzas to receive an automatic upgrade to two large one topping pizzas plus bread sticks.

But that's not all, you'll be entered for a chance to win seats behind home plate in the exclusive Papa John's Better Ingredients Better Seats Lounge where you'll get to meet players before the game and enjoy Papa John's all nine innings.

FEATURE: Dynamo

1. PK's For Pizza**Idea:**

Whenever the Houston Dynamo line up for/stop a penalty kick fans have the opportunity to score as well – use the promo code PAPAPK the day after the game for ½ off any large two topping pizzas. Fans who use the promo are encouraged to snap a video of their best PK celebration/distraction and tweet it back to the Dynamos with the hashtag #PAPADOESPKS. The individual/group with the best video clip will be invited to enjoy a game and then step on the field at the half and take their best shot on goal – and then, of course, show off their moves.

Execution:

Fans are given the standard “promo code-game tie in” but it is elevated with a social element. After claiming their discount they are encouraged to interact with the team and the brand to share content that can be used later in promotion and then rewarded with an on-field experience.

Copy:

When the Dynamo block a shot, Papa John's fans win big. Whenever the Dynamo stop a PK for the win visit PapaJohns.com and use the promo code PAPAPK for ½ off any large two topping pizza.

Claim yours today and don't forget to send us a video of your best Papa John's PK celebration for a chance to win tickets to the next Dynamo game for you and a guest to show off your skills on the pitch at half-time.

Order now and use #PAPADOESPKS for a chance to win.

FEATURE: James Harden

1. Place Your Order & Pick Up the Sticks**Idea:**

When the Rockets win, our customers win – using the promo code GOROCKETS during any home game victory gets them not only an exclusive discount or add-on but also enters them into the drawing for the ultimate hangout session with shooting guard James Harden.

Execution:

Fans use the promo code to unlock not only savings but also an opportunity to meet James Harden in their own home. Winners will receive a PS4, a signed copy of NBA 2K18 and a chance to “pick up the sticks” and play Harden 1v1 in the game while enjoying Papa John's.

Copy:

On the court there's no denying Harden is an unstoppable force – but off the hardwood this Houston all-star knows the importance of a good hangout. Well Rocket's fans, here's your chance to join in the fun - use the promo code GOROCKETS to receive 50% off any large two topping pizza when the Rockets win at home and be entered for the chance to win a 1 on 1 hang out with James Harden. Pick

up the sticks and hold your own in a match of NBA 2K18 on your brand new PS4 – you bring the skills Papa John's will bring the pizza.

2. James Harden Doesn't Want You To Work From Home

Idea:

There's no group in the world we try harder to impress than our in-laws and our co-workers. But since most disgruntled mother-in laws aren't impressed by NBA stats, James Harden thinks it would be best if you didn't work from home this week – why? Because he's showing up at your office and bringing lunch for the whole crew – so tell Carol in HR to leave her cake in the fridge, Papa's got the pizzas covered. Fans use the promo code DOWORK on PapaJohns.com following any Rockets second half comeback to receive a discount on their next order and a chance to win.

Execution:

The idea here is simple – James Harden is arguably one of the most approachable figures in sports right now and showing off to your co-workers is one of the best feelings in the world. So why not combine them? Harden can set up in a conference room for a set amount of time, enjoy lunch, take photos and sign merchandise.

Copy:

Go from brown bagging to big league baller – all on your lunch hour.

Papa John's knows that hard work should be rewarded, on and off the court. That's why anytime the Rockets pull off a comeback win in the second half, not only can you use the promo code DOWORK to receive 35% off your online order but you'll be automatically entered for the chance to get a visit from The Beard himself at your office.

James Hardin is passing you the rock, telling you to clear your afternoon schedule, and bringing along a whole stack of Papa John's pizzas for you and your co-workers to enjoy.

Folks will be talking about this one around the water cool for a while – enter today.

30 Sec. Spot

Option 1 – Visual/Simple - Video:

Papa John's takes pride in four simple words that mean a whole lot to us -

[Close-up on owner]

Better Ingredients. Better Pizza.

[Signage B-roll]

But what does that mean?

[Pizza in oven bubbling]

It means we don't cut corners

[Young employee cutting a pizza]

It means we don't skimp on quality

[Older owner spreading a healthy serving of sauce or toppings]

It means we only consider the highest rated items

[Small employee reaching for something and being handed it by Harden]

And that we firmly believe what goes around, comes around

[Employee tossing/spinning dough]

Because it's more than a slogan – it's a promise:

[Group of employees and customers]

Better Ingredients. Better Pizza. Papa John's.

[Back to owner]

Good memories are made with better ingredients to deliver the best times