**AT A GLANCE:** Having been featured in the hit movie Back to the Future, Pizza Hut Canada smartly anticipated the much buzzed about Back to the Future Day (October 21, 2015) as a major marketing opportunity. To engage fans and the community, the pizza chain used NetBase to pinpoint influencers to amplify their campaign. These influencers helped get the word out about Pizza Hut's social activation and corresponding product—the $14.99 McFly Movie Meal. The influencer support resulted double the featured product sold for the next 6 weeks.

**CHALLENGE: MAKING THE MOST OF A ONCE IN A LIFETIME OPPORTUNITY**

It was an opportunity 26 years in the making: October 21, 2015, the day Marty McFly - on a mission to save his future children - traveled to in Back to the Future: Part II. Since Pizza Hut was featured in the future depicted in the film, Pizza Hut Canada wanted to make a splash on Back to the Future Day, which was generating a lot of buzz. With the pizza rehydrator featured in the movie not commercially available, the pizza franchise decided to focus on engaging with fans and the community in other ways. Because this was a one-time opportunity, Pizza Hut wanted to make the most of it by enlisting influencers to amplify their messaging on Back to the Future Day. The franchise relied on NetBase to identify these influencers within their targeted audiences, identify opportunities with unowned conversations around Back to the Future and quantify Pizza Hut’s compatibility with the conversation.

**SOLUTION: ENLISTING INFLUENCERS IN TARGET SEGMENTS**

As Pizza Hut regularly uses NetBase to monitor brand health and understand when and how people engage with their brand, they had already identified two relevant trending audiences: those who ate their pizza while binge watching shows and those who eat while gaming. With the extremely competitive pizza landscape already vying for the more general audiences, Pizza Hut saw an opportunity with a segmented approach. With these pizza-centric activities identified, Pizza Hut set about identifying influencers within these audiences. They wanted to find people for whom

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**RESULTS**

- 2x the number of McFly Movie Deals Purchased
- Increase in online revenue and permanent lift in Dinner Box sales
- 18M+ Impressions
- National Earned Media Coverage with no PR Budget
- Fan Engagement at Yonge-Dundas Square

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**“**

NetBase has helped us spot new and refine existing audience segments that we can tap into for real-time insights to inform multi-channel campaign strategy. Leveraging NetBase to identify the right influencers for our Back to the Future Day campaign is just one of the ways NetBase has helped us increase sales and remain the leader in our market.

Andrew Ashton,
Digital Marketing Manager
Pizza Hut Canada

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**SOLUTION:**

NetBase social analytics platform

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**CUSTOMER:**

Pizza Hut Canada
amplifying their Back to the Future Day messaging would be organic. The brand knew, however, that it wasn’t enough to look at only those passionate about Pizza Hut within the gaming/binge-watcher segments of their audience. They had to consider consumers passionate about pizza as their favorite food, no matter the brand. They not only saw it as an opportunity to leverage influencers, but to change opinions and conquest competitor conversations.

Using NetBase’s social listening and sentiment analysis tools, Pizza Hut Canada surfaced how frequently these targeted segments had engaged with the brand in the past. And they analyzed expressed emotions to understand how favorable these engagements were. Pizza Hut identified 12 influencers total – six from the gaming category and six from the general pizza-lovers category. They engaged with them in the planning stages for their Back to the Future Day campaign to learn what might best engage people with similar affinities.

**MCFLY MOVIE DEAL DOUBLES IN WEEKLY SALES**

On October 21, 2015, Pizza Hut Canada launched their Back to the Future Day campaign – featuring an exact replica DeLorean parked at Yonge-Dundas Square complete with a fan photo-op movie scene. The brand leveraged their influencers to amplify the increased social buzz about this amazing opportunity, as well as to highlight their $14.99 dinner box, rebranded as the McFly Movie Deal. The campaign was positively received both on social and in stores, causing sales of the meal boxes to double on the day.

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**NETBASE BENEFITS:**

- Leader in Social Analytics according to Forrester
- 99.5% customer satisfaction rate
- 9X faster than competitors
- 70% more accurate than competitors
- Fastest growing social analytics company

**NETBASE CLIENTS INCLUDE:**

- Target
- Coca-Cola
- Visa
- Credit Suisse
- Ogilvy
- Taco Bell