



Kickoff Challenge

How it Works

On the big screen, fans are invited to play by texting where they think the ball will land after kickoff (before game and halftime).

- Fans text to posted number touchback, touchdown or a specific yard line.
- Fans with correct guess immediately receive a reward sponsored by Pizza My Heart, delivered by Yiftee via text message: for touchback, a slice of pizza; touchdown or yard line, a whole pie.
- Fans go to any Pizza My Heart restaurant to redeem their reward, paying w/cell phone.
- Cashiers ring up like a normal MasterCard® transaction.

yiftee™ Fan Engagement | Case Study

Local Gifts, On-the-Go

Program Results

Pizza My Heart (PMH) CEO, Chuck Hammers, was not a fan of normal coupons or in-stadium messaging. He wanted something engaging and actionable that would drive foot traffic into his 24 pizza shops in the San Francisco Bay Area. With the Kickoff Challenge, that is exactly what he got. Furthermore, the rewards are perceived as a premium, adding value to the brand and building customer loyalty with Stanford fans.

Fan exposure: ~225,000 fans at 6 home games
 Challenge players: 4,508 (2%)
 Challenge winners: 1,183 (26%)

Redemptions to date are:

\$4 slice - 14% redeemed. Half of all redemptions result in a meal with the average ticket being \$21.
 Owner feels this is a big win!

"This \$4 giveaway is most likely exposing 3 additional customers to the product." ~ Chuck Hammers, PMH CEO

\$20 pie - 35% redeemed. Average check size is \$29.50.

"In every single \$20 Yiftee studied, the customer chose to buy more than just the \$20 pizza." ~ Chuck continues

Redemption rates of 14 – 35% are bringing in hundreds of customers into Pizza My Heart and also building brand loyalty.

*Note: Rewards are valid for 90-120 days.

Economics:

To date, the in-store upsell has more than paid for the free slices and pies, and contributed back over \$2,100 to the cost of the in-stadium promotion. This will increase as more rewards are redeemed before their February 2015 expiration.

*"The psychology of winning a superior product is so much more powerful than getting a 50% off coupon for something that may not be as good."
 – Chuck Hammers, PMH CEO*

