

Make some dough

Domino's launches app for Australians to earn cash by sharing their pizza creations

July 8, 2014

Reckon you could create the most deliciously awesome pizzas with the most original topping combinations? Then this app is for you.

The Domino's Pizza Mogul app and website not only allows people to customise what's on their pizza, it also enables them to make a bit of cash from their creations.

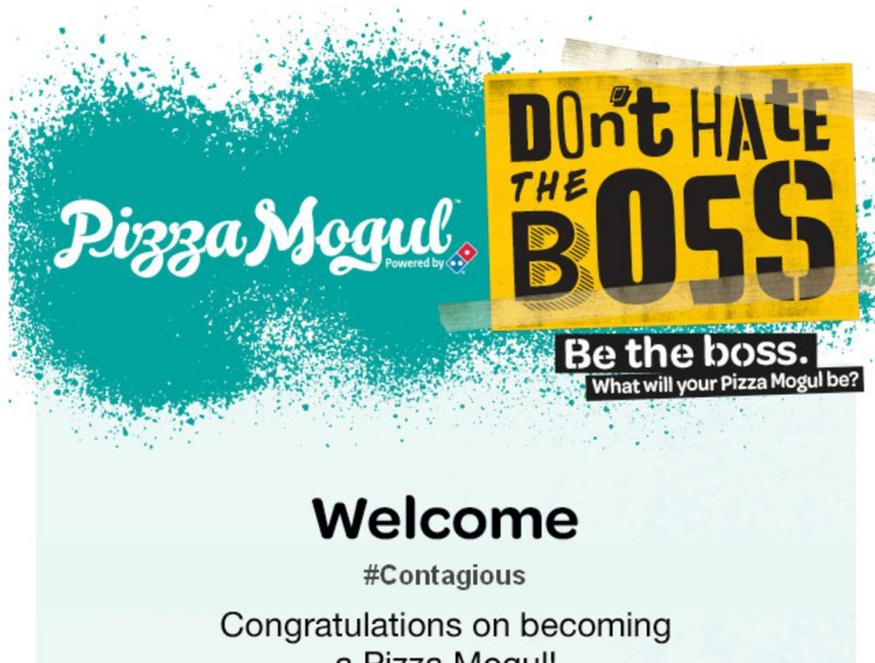
Log onto the site or download the app and choose your base, sauce and range of toppings by dragging them onto a virtual version of your pizza. Give your delicious creation a name and then get busy sharing it via social networks.



The site provides helpful advice on how to do this, including direct links to all

social platforms and ‘Mogul Tips’ on how to shoot photos and footage of your pizza, so it looks appealing on visual sites such as **Instagram**, **Vine** and **Snapchat**. Those who create pizzas are encouraged to register and instantly receive an email from Domino’s congratulating them on ‘becoming a Pizza Mogul’.

If a pizza is a hit, the creator can make between AUS\$0.25 (\$0.23) to AUS\$4.50 (\$4.22) every time someone buys it. Those who don’t feel compelled to create their own pizza can still earn cash from promoting existing pizzas from the Domino’s range via their social networks.



Domino’s CMO, **Allan Collins**, said: ‘We now have a whole army of people selling pizzas, engaging with Domino’s and spreading the word about the pizza they created... It’s a fundamental shift in how you market a brand.’ Domino’s also plans to use content created by customers in its online, TV and other advertising materials.

The Domino’s website will record the transaction when a particular pizza is sold, with Mogul accounts being credited with the amount according to the number of chargeable toppings that were on the pizza. Consumers can get cash out when they have earned a minimum of 5 ‘Mogul Dough’ (equivalent to AUS\$5).

Update 24 July 2014: Domino’s has updated the service to allow Mogul pizzas to be searched on the Domino’s menu.



Toppings

Anchovies	-	+	X
Baby Spinach	-	+	X
Basil	-	+	X
Cherry Tomato	-	+	X
Mozzarella Cheese	-	+	X
Mushroom	-	+	X
Olives	-	+	X
Pineapple	-	+	X

Save my creation



INSIGHT /

Continuation of strategy / Domino's has offered fans of its brand the option to create their own pizzas online for a long time and Pizza Mogul takes that commitment one stage further by remunerating them for their efforts. What's more, even as far back as 2010, the pizza delivery chain was remunerating UK 'superfans' as well as bloggers for their engagement with the brand on social media and on individual blogs. Pizza Mogul brings together co-creation and reward, packaging them in one neat, easy-to-use bundle for consumers.

People as media / We've seen a few brands using people as a type of media: TUI Beer encouraged cricket spectators to pay \$30 to wear a bright orange (branded) T-shirt while watching the cricket: if they caught the ball, they could win \$100,000... but they had to be wearing the T-shirt. And Australian regional train line V/Line revealed that friends and relatives in the country were a crucial part of the media plan for its Cannes Effectiveness Grand Prix-winning Guilt Trips. Here, Domino's is transparent in its collaboration with consumers, not just in terms of the pizzas themselves but also in terms of providing content that could end up in its advertising.

**Let people
know about
your pizza.**



Rewarding entrepreneurs / Domino's has a strong heritage of nurturing entrepreneurial spirit among its fanbase. In 2012, it crowdsourced ideas for how to improve its business, from menus to delivery, with a Facebook-based suggestion box called Think Oven where it paid for the best concepts. Since then, the brand has also invited ideas for a concept delivery vehicle and delivered gift cards to tech startups, so engaging with entrepreneurs has always felt like part of its DNA. Pizza Mogul is a natural evolution of that, encouraging innovation, collaboration and sharing.

Think pizza, eat pizza / Reporting on a Twitter campaign in the UK for Domino's earlier this year, we interviewed Adam Wright, managing partner of Iris Worldwide, London, who said: 'At the end of the day, if you talk about Domino's long enough, you really, really fancy ordering a pizza.' Pizza Mogul plays into building that desire: by creating a personalised pizza, crafting a beautiful photo or video of it and sharing it on social media, you're probably going to be drooling for pizza. And as you've been interacting with the Domino's brand, you're more likely to choose that brand over rival delivery brands.

Data delivery / Finally, this is a robust data capture discipline from two points of view: firstly, Domino's can collect email addresses for punting out offers and promotions. Secondly, it can keep track of what's big among its target audience in terms of toppings and sauces. Smart.