

Papa John's Mobile Ordering Promotion

Ordering pizzas with the NeoReader™ is easy, fun and convenient.



Background information

- Customer: Papa John's International Inc., the world's third-largest pizza chain.
- Industry: Food and drink
- Geography: USA
- NeoMedia product: NeoReader mobile barcode scanning solution and NeoSphere™ Code Management Platform.

NeoReader creates a new way for customers to engage with Papa John's brand and provides them with a compelling ordering experience via their mobile phones.

“Mobile web ordering is another major step in giving our customers convenient ways to experience the great taste of Papa John’s. The addition of a 2D barcode promotion continues our tradition of industry firsts and creates a new way for customers to engage with Papa John’s.”

Bob Ford, director of online marketing for Papa John’s.

Business challenge

In summer 2008, Papa John’s launched its mobile ordering website, enabling consumers to order pizza directly from their mobile phones. Papa John’s was looking for a mechanism to encourage consumers to sign-up for this new service.

Objectives

- Reinforce Papa John’s innovative image
- Drive consumers to register on Papa John’s mobile website

Approach

Select consumers in Papa John’s markets across the country received a mailer containing a 2D barcode. When the barcode was scanned with a mobile phone, consumers were directed to Papa John’s mobile ordering website where they received a promotional code for free pizza.

Consumers seeking a free pizza texted in the word PIZZA, which prompted the delivery of instructions on how to install the NeoReader mobile barcode scanning application onto their mobile phone. Once the NeoReader application was installed, consumer’s could scan the 2D barcode on the mailer which linked directly to Papa John’s mobile ordering site. Existing Papa John’s online users were prompted to login and first time users were asked to create a new account to receive their free pizza.

Results

Pizza chain Papa John’s International Inc. has generated more than \$1 million in sales from mobile Web orders in less than six months after offering that option to consumers [source: Mobile Marketer; <http://www.mobilemarketer.com/cms/news/commerce/2211.html>].

Papa John’s was the first in their industry to offer consumers 2D barcodes. The number of consumers installing the NeoReader was consistent with direct mail response rates, but the number of consumers who scanned the codes with the NeoReader was exceptionally high.

Papa John’s was also able to gain valuable information regarding mobile registration and consumer preferences to be used in refining mobile programs moving forward.

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