



Media Release

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11 July 2011

Domino's shakes up an old favourite

Australia's favourite pizza company, Domino's Pizza, has reinvented their traditional Hawaiian pizza and launched the new and improved ham and pineapple classic via a savvy social media campaign.

An impromptu hula dance at one of Australia's largest shopping centres saw 150 dancers and some unsuspecting bystanders get in touch with their Hawaiian side.

The Hawaiian inspired flash-mob provided a truly unique way to attract attention to the campaign as the group danced to a soundtrack of popular surf songs, and while it originally consisted of recruited talent, quickly brought together people of all ages from shoppers and onlookers at the crowded Westfield centre.

Domino's CEO, Don Meij, explains that following an extensive consumer taste survey, Domino's listened to what their customers wanted and the new taste Hawaiian Pizza is an example of this.

"The Hawaiian pizza is the one of the most popular pizzas in Australia and after listening to our customers, we discovered the ingredients make all the difference," Don said.

"We have invested heavily in this campaign to let people know that thanks to the addition of sweeter, juicier late harvest pineapple, high quality champagne ham and more mozzarella, they can now expect the tastiest Hawaiian Pizza when they order from Domino's."

For consumers, it's a win-win situation as not only are they able to enjoy an improved twist to a traditional favourite, but they can also go in the running to win a trip for two to Hawaii via Hawaiian Airlines, spending five nights at the Hilton Waikiki Beach, thanks to Quickbeds.com.

With the competition running on Domino's facebook page www.facebook.com.au/DominosAustralia pizza lovers across Australia will have the chance to win this sensational holiday valued at over \$6500 by convincing Domino's of their Hawaiian side.

While Domino's fans are online, they can also take advantage of Domino's newly launched online ordering feature, launched only two weeks ago. There is no reason to miss out on your favourite pizza now.

The newly launched Hawaiian pizza is released today at Domino's restaurants across Australia, with the Hawaii competition also opening today and running for one month

ENDS - For further information, interviews or images contact:

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