

The mission

Pizza Pizza's mission is to provide a wide range of pizza combinations to customers of all ages and tastes with high quality ingredients.¹

Always the best food, made especially for you.

The personalization and high-quality ingredients delivered with speed is emphasized with their pledge.

Hot & Fresh!

Their tagline reflects the swiftness of their delivery and quality of the ingredients used.

Ontario's #1 Pizza!

This tagline represents the company's Canadian identity and the homeliness of their pizza and the citizens of Ontario.

Pizza Pizza announced and discussed their steps towards a digital and mobile integration to their service in their 2015 Annual General Meeting presentation.

The main goal in the digital approach is to increase sales and consumer convenience.²

The need for modernization is evident as the company only began their mobile services in 2011, while continuing to utilize a 30+ year old logo and concept.



SOURCE ¹ Pizza Pizza website

² "2015 Annual General Meeting." Conference Presentation, Pizza Pizza, Toronto, ON, May 25, 2015.

Re-design objective

Pizza Pizza has an image that is deeply rooted in Canadian history, but that is the very problem of their current visual identity: it's trapped in history, the past.

The objective for the re-design of Pizza Pizza is to evolve the company's aesthetics to a contemporary audience; in order to attract the mainstream market of the casual and trendy millennial (Generation Y) culture.

This evolution will allow Pizza Pizza break away from the old-fashioned, cheap, and country-style aesthetics and provide the millennials with a casual and inexpensive alternative to lunch or a quick snack.

The re-design will also allow the logo and various visual elements to easily adapt to various screen sizes and integrate into the consumers' phones smoother than the current interface, which acts as a simplified version of the current website.

Changing an identity that has been a part of Canada for 50 years, and a visual character that spread across the country for over 30 years is difficult to execute, however, evolution for a company that is so embedded into a country's identity allows the country to grow as well.

Essence words

SEASONED

TRADITIONAL

HOT & FRESH

Pizza Pizza's family-oriented, country-style pizza service that has the same level of familiarity as your favorite uncle.

CASUAL

SOCIAL

NOW

Pizza Pizza's integration into popular culture oriented towards millennials and their "living in the now" principles.

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SOURCE 1 Food Fanatics
2 Petar Chernaeв
3 Dreamstime Stock Image

Mood board

casual
social
now



pizza pizza

movie night
pizza dinner
share a slice



PIZZA PIZZA

movie night
pizza dinner
share a slice



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