

The organization



Pizza Pizza is Ontario's leading pizza chain and have been a part of Canada's identity for nearly 50 years.

The point of contact for Pizza Pizza and their customers are their pizzas. The various services offered are their online personal customization of pizza and quick delivery to the customers.

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.

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.

The back story



Pizza Pizza was first founded by Michael Overs and the first location opened on December 31, 1967 in Toronto.¹

Upon Overs' death due to cancer on 2010, his son-in-law, Paul Goddard has taken over the CEO position and continues the role today.²

The company is known to be one of the first to utilize insulated delivery bags,³ centralize a call center, advertise on the spine of Yellow Pages, create the “30 minutes or free” policy, and more.

Broadcasting its iconic logo and telephone number jingle, “967-11-11”, even from the late 1980s, Pizza Pizza’s history is deeply embedded into the Canadian food scene, and has maintained the same image for over 30 years.

SOURCE ¹ Ed Conroy, “How about a hot slice of retro Pizza Pizza?,” *BlogTO*, July 13, 2012.
² Ibid.
³ Danny Gallagher, “Michael Overs, 70: Everybody knew his pizza chain’s number,” *The Star*, April 8, 2010.
photo Gary J. Wood, “A Pizza Pizza restaurant on 55 Danforth Avenue, Toronto,” Digital image, *Flickr*, August 9, 2006.

Current identity

LOGO

The typeface used for the current Pizza Pizza logo consists of round and circular shapes that captures the friendliness and familiarity of the company.

The very last A in the logo contains the maple leaf from the Canadian flag to embrace the company's Canadian identity.

MEDIA & COMMUNITY INVOLVEMENT

Pizza Pizza participates and sponsors various events in Ontario and schools to provide simple lunch for students and guests on special days and gatherings.



PIZZA
PIZZA

The market

RADIO TO WEB

The radio (audio) advertisements of Pizza Pizza's catchy jingle allowed customers, some of whom were perhaps not interested in pizza at that moment, to remember their phone number to call later.

Pizza Pizza has been enhancing their reach digitally, in terms of advertisements, mobile website and applications to appeal to the younger demographic and to increase convenience.

SPORTS SPONSORSHIPS

Many well-known Canadian athletes provide the company with a familiar face and allow the company to gain national attention through large-scale sports arena advertisements seen in national game broadcasts.

EDUCATIONAL ORGANIZATIONS

In order to further appeal to the younger demographic, Pizza Pizza provided products for many universities during Frosh week, and schools of various levels with lunch and more.



The competition

BOSTON PIZZA

Although Pizza Pizza is the number one pizza chain in Ontario as of 2014, Boston Pizza is a close runner up in terms of sales despite having less units than Pizza Pizza.¹

The two companies are arguably opposites when it comes to the kind of service customers receive.

Boston Pizza is centered around the dining-in experience for families and friends, coupled with a sports bar.

They offer an online order and delivery system, however, it is not the most recommended way of enjoying Boston Pizza's service.

Due to Boston Pizza's extensive menu filled not only with original pizzas, but also with a wide range of pastas, sandwiches, desserts, and more, it reaches to a larger range of customers.

Boston Pizza's visual identity embraces a more refined and organized atmosphere, while Pizza Pizza has a cartoony and friendly personality.

The culture

Pizza Pizza holds a personality that suggests a sense of open-heartedness and friendliness to their customers.

Due to Pizza Pizza's large scale and history as a company, they are able to sponsor many national sporting events and provide for lunches for schools of many levels. This all-encompassing nature reflects the kind of welcoming quality than can be experienced through a close family relative.

The audience

The main audience for Pizza Pizza are pizza-lovers who want accessible and convenient service with a manageable budget, without feeling overwhelmed by a glamorous reputation.

The numerous locations open all across Ontario and Canada make it physically accessible for customers to easily find a location near their home.

The affordable pricing of their products allow customers to easily have a casual pizza day and for organizations to provide a large-scale lunch option for many people.

Brand challenges

The current brand challenges Pizza Pizza has is the “cheap” image that seems to be engraved into many customers.

The family aspect is enhanced and is therefore approachable to lower-budget families and organizations, however, this aspect can come off as being “lower-quality” in the process.

The lack of changes in the logo, which has been the same for over 30 years, site interface, and overall visual identity of Pizza Pizza can be the reason for the outdated image.

The direction that should be taken in terms of Pizza Pizza’s visual identity is not Reposition but Evolution; Evolution from the old and traditional to a fresh new image that still reflects the company’s iconic and deep-rooted Canadian identity.

Sources

Conroy, Ed. "How about a hot slice of retro Pizza Pizza?" *BlogTO*, July 13, 2012.

Elliott, Peter. "Ontario Top 50 Chains: 2014 Report." *Ontario Restaurant News*.

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Wood, Gary J. "A Pizza Pizza restaurant on 55 Danforth Avenue, Toronto." Digital image. *Flickr*, August 9, 2006.