

Little Caesars' Recipe for Success

Creativity and the Law

In the fiercely competitive world of pizza, it's a never-ending battle for market share and profits. For long-time Davis+Gilbert client Little Caesars, maintaining its position against its rivals is a feat of aggressive advertising and innovative product delivery. Universally recognized for its PIZZA!PIZZA!® campaigns, today's Little Caesars stays true to its quirky advertising roots with creative national advertising campaigns that deliver on bold and relevant consumer claims for its high-quality, low price pizza.

From early concept inception, Davis+Gilbert works side-by-side with Little Caesars on advertising, intellectual property, trademark, marketing and promotion law to help it stand apart from the competition. Without compliant comparative claims, solid substantiation, and proven consumer benefits, Little Caesars could become vulnerable to the challenges all advertisers face.

Bold Claims for Big Results

After a period in which Little Caesars pursued a more tactical and local approach to advertising, the company reclaimed its place in the national ring. Guided by the Davis+Gilbert team, the company found the right balance of creativity and legal compliance to launch innovative products, like its Hot-N-Ready® pizza, to satisfy ever-changing appetites in a very crowded market. With the solid legal footing it needed to launch delivery, promote service guarantees, create the in-store Pizza Portal® pickup, and push ever more compelling quality and price claims, Little Caesars transformed the pizza category. That was just the beginning.

Advertising Strategies that are a Little “Extra”

In a market in which almost any food can be delivered at the tap of an app, winning customer loyalty may appear to be elusive. But Little Caesars continues to find opportunities to attract the public's attention with innovative products, promotional offers and trailblazing advertising. Building on the success of Hot-N-Ready®, Little Caesars confidently launched and advertised one new product after another — from the ExtraMostBestest® pizza to its new Pepperoni and Cheese Stuffed Crust Pizza with nine feet of pepperoni. Little Caesars combined the launch of its delivery service with a service guarantee and its low price strategy to create and advertise a unique offer: the “Lowest Priced Pizza Delivered. Guaranteed.”

Using Humor

Humor not only can entertain, it can be effective in reaching consumers. With our guidance, Little Caesars developed and executed a highly effective way to leverage humor to assert strong claims to break through consumer clutter. Its multichannel “Big Pizza” campaign presents the contrast of Little Caesars brand story — a family-owned company focused on innovation and quality ingredients. With a clear product offering articulated through a creative marketing tradition, Little Caesars is poised to continue to increase consumer attention and maintain its strong leadership position in the market.