WE ARE DOMINO'S

The importance of being mobile

Nick Dutch, Head of Digital, DPG Plc



So, why is the pizza guy here to talk mobile?

WE ARE DOMINO'S



Nope! Not the free lunch.

WE ARE DOMINO'S



50% of all our sales through a mobile device.

WE ARE DOMINO'S



Domino's Vision & Purpose

The mission we're on and why

WE ARE DOMINO'S







WE ARE DOMINO'S

WE ARE DOMINO'S

- Good pizzas
- Good service
- Good image



















WE ARE DOMINO'S

VISION

BE THE #1 PIZZA COMPANY IN THE WORLD AND IN EVERY NEIGHBOURHOOD

WE ARE DOMINO'S

PURPOSE

FEED THE POWER OF POSSIBLE ONE PIZZA AT A TIME

WE ARE DOMINO'S

- Great product
- Great service
- Great Image
- Great Technology



WE ARE DOMINO'S

















WE ARE DOMINO'S

Mobile & The UK Growth Story

Re-coding the brand ambition



WE ARE DOMINO'S

People Powered



Category Innovating



Culture Shaping



People Powered: Meal solutions







People Powered: Mobile solutions

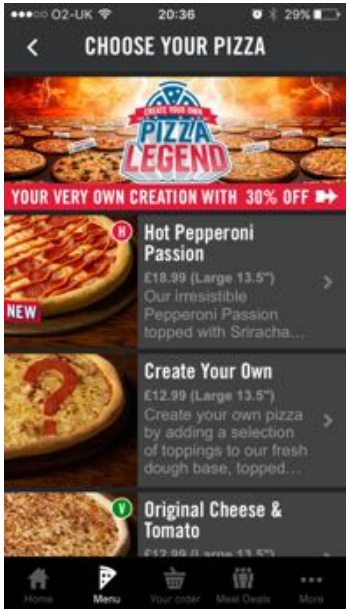






Category Innovating: Digital & eCommerce Leadership

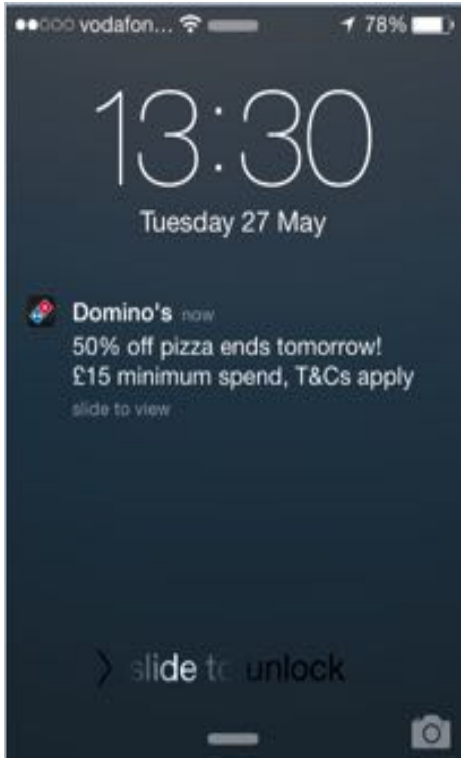
WE ARE DOMINO'S

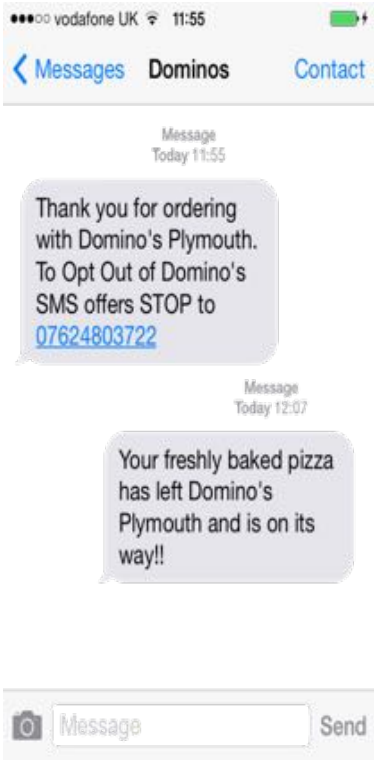






Category Innovating: Control







Category Innovating: Convenience

WE ARE DOMINO'S





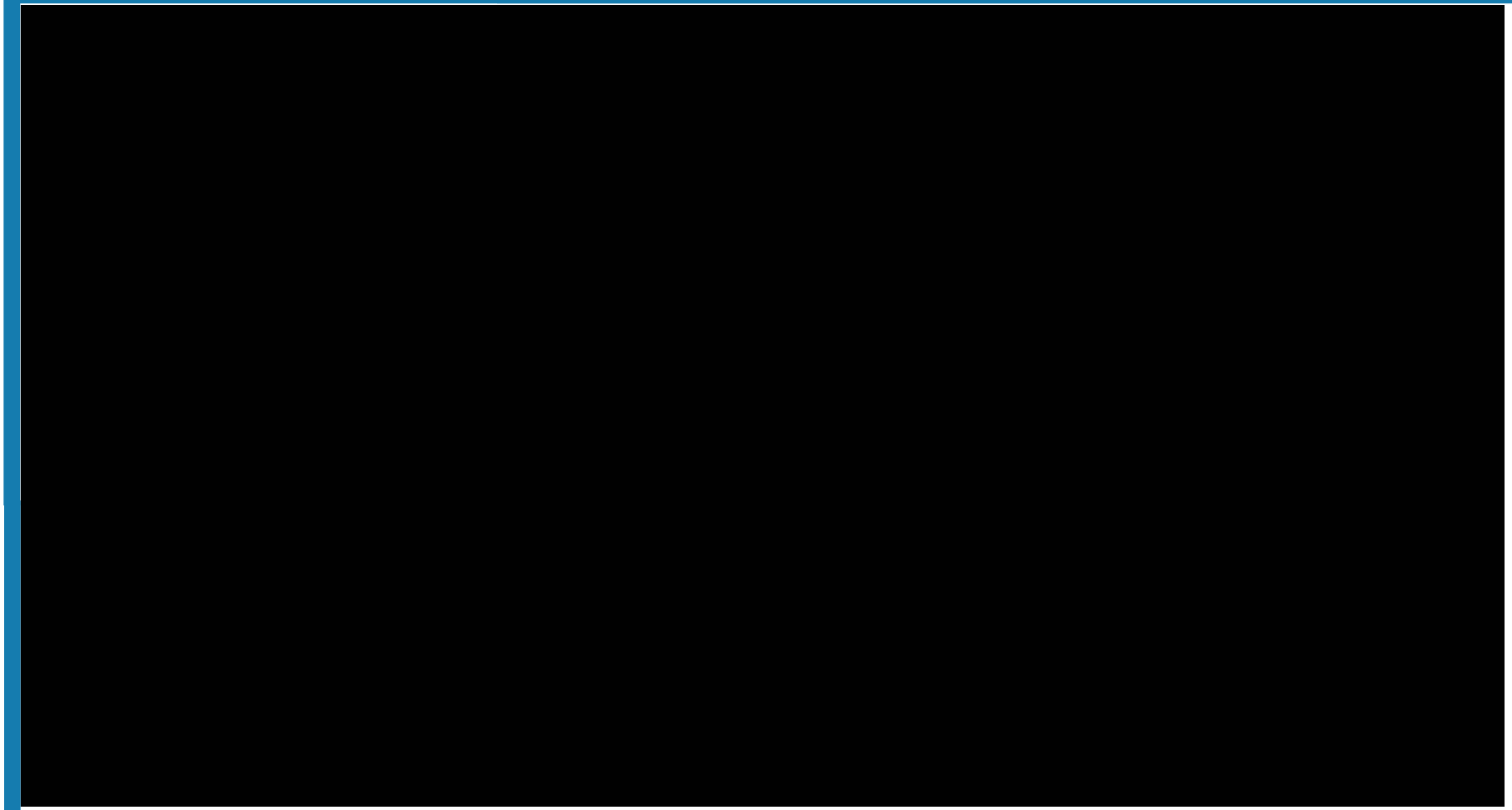


Category Innovating: Personalisation

WE ARE DOMINO'S







Culture Shaping: Passion Points

WE ARE DOMINO'S







Culture Shaping: Moments



Culture Shaping: Moments

WE ARE DOMINO'S









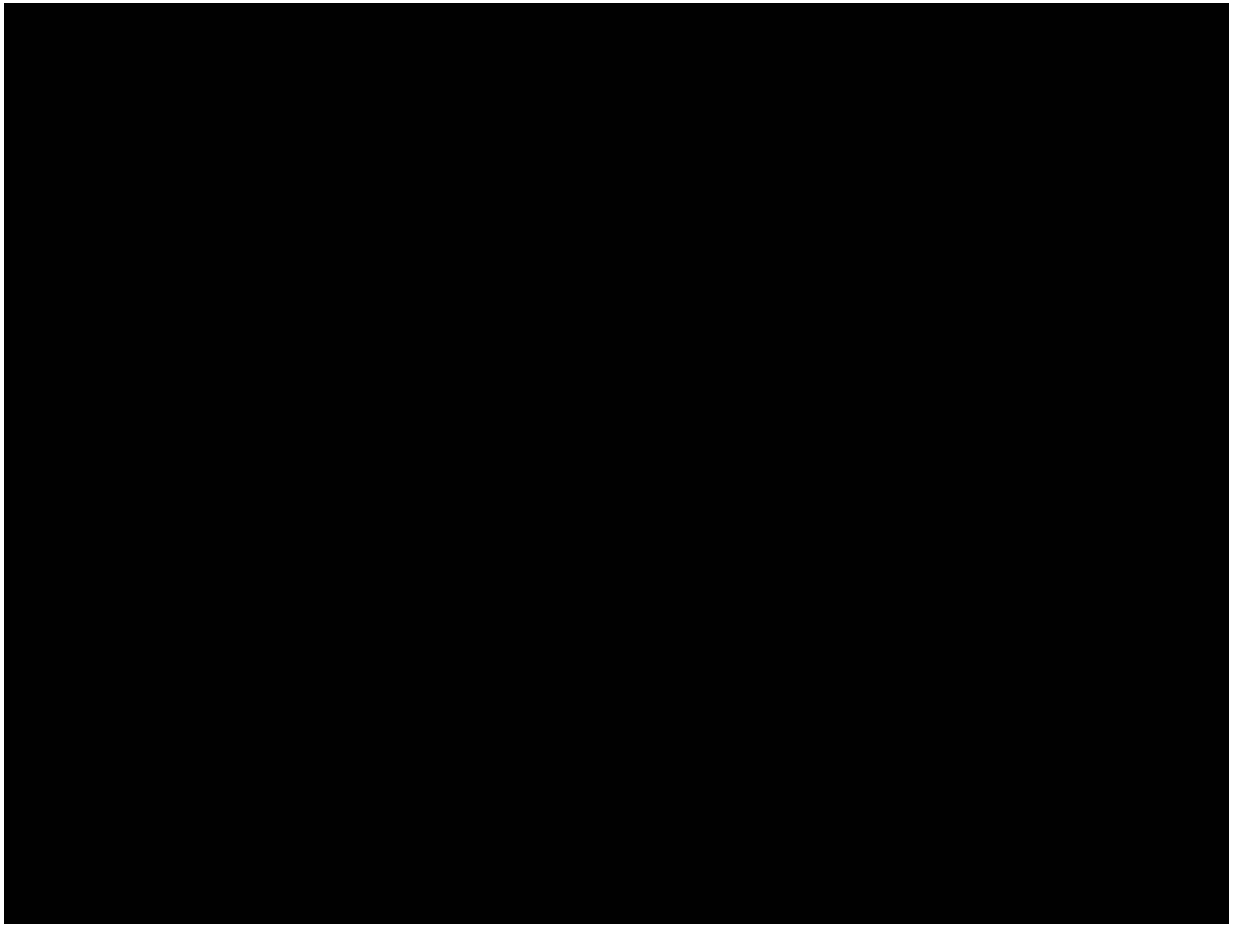
Culture Shaping: Service Innovation

WE ARE DOMINO'S









WE ARE DOMINO'S

WE ARE DOMINO'S

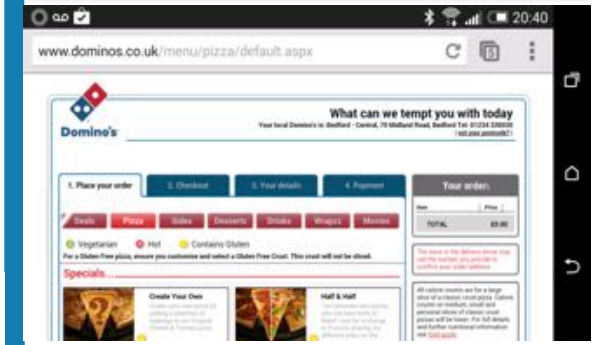
The things people don't tell you



Mistakes, we've made a few!

WE ARE DOMINO'S

Platform Development



Too slow in new site launch
Too slow to go responsive
Too slow to improve Android

Tracking/Analytics

Poor analytics in place
Too slow to paid media
Cross-channel not known

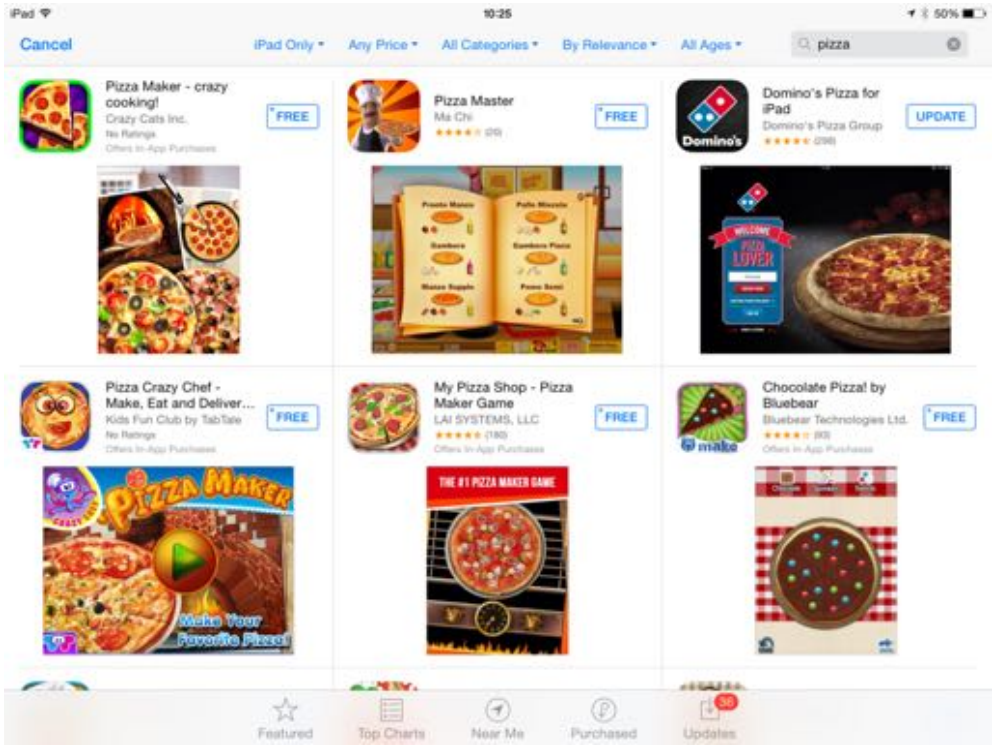
'Innovation'

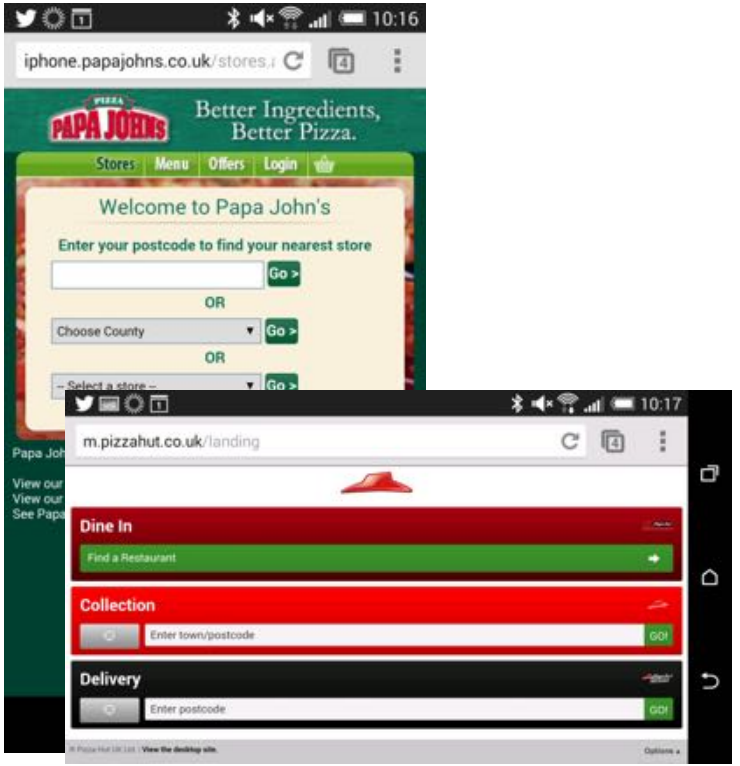




Backed wrong horse?
Didn't put user 1st
'Can' doesn't = 'should'

The competition gave us a massive head start



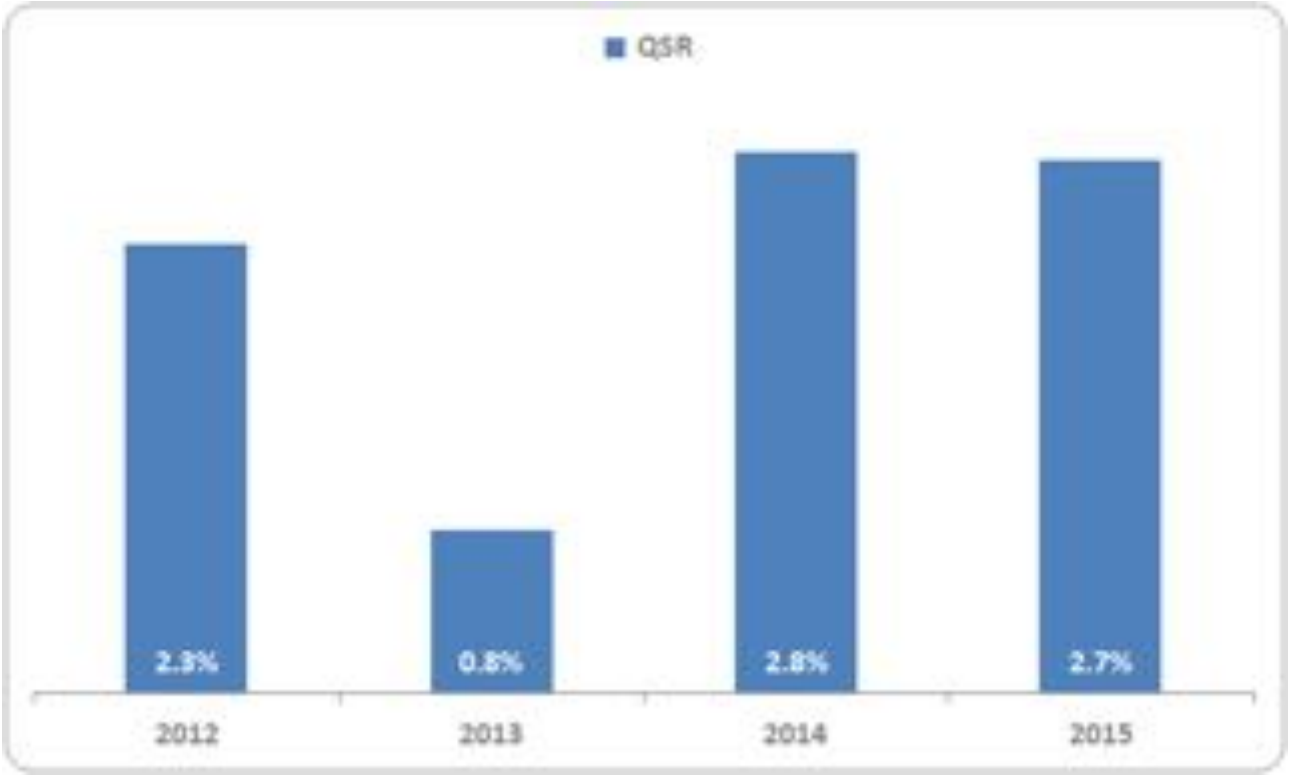


WE ARE DOMINO'S

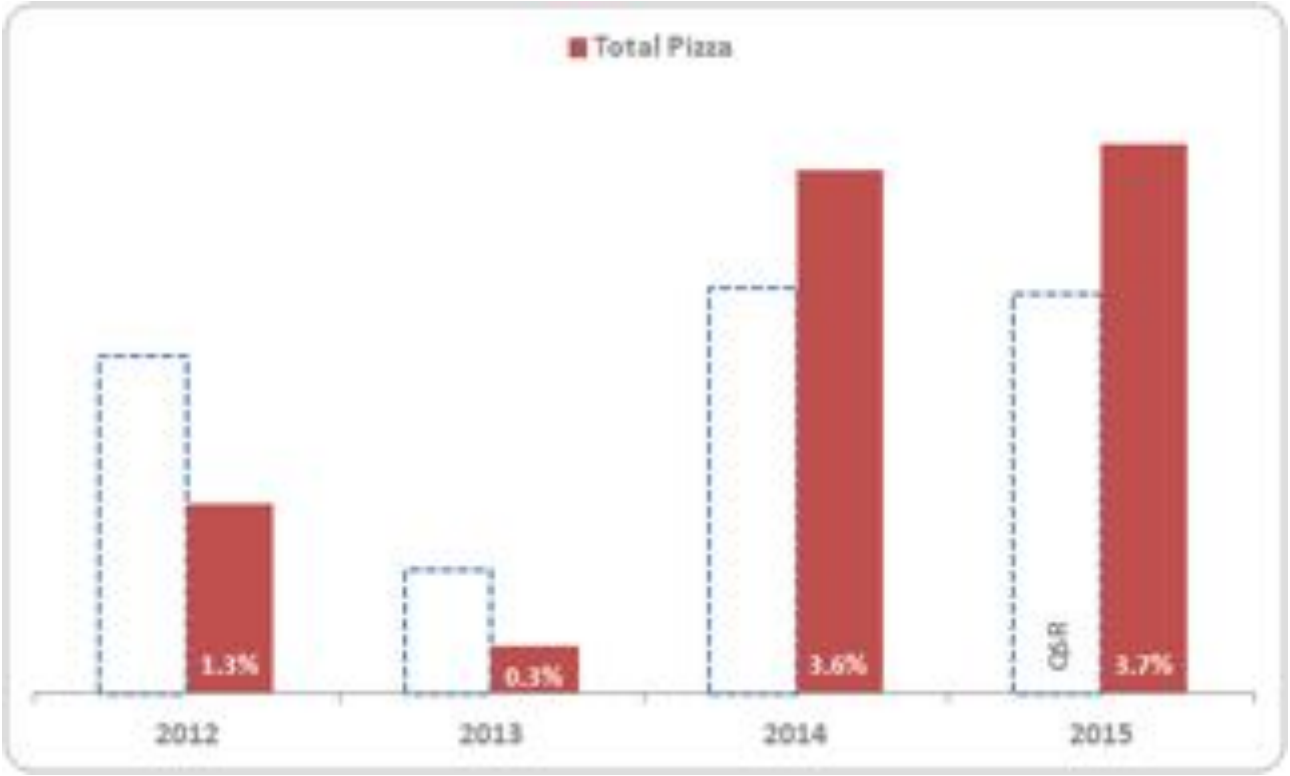
The proof is in the pie



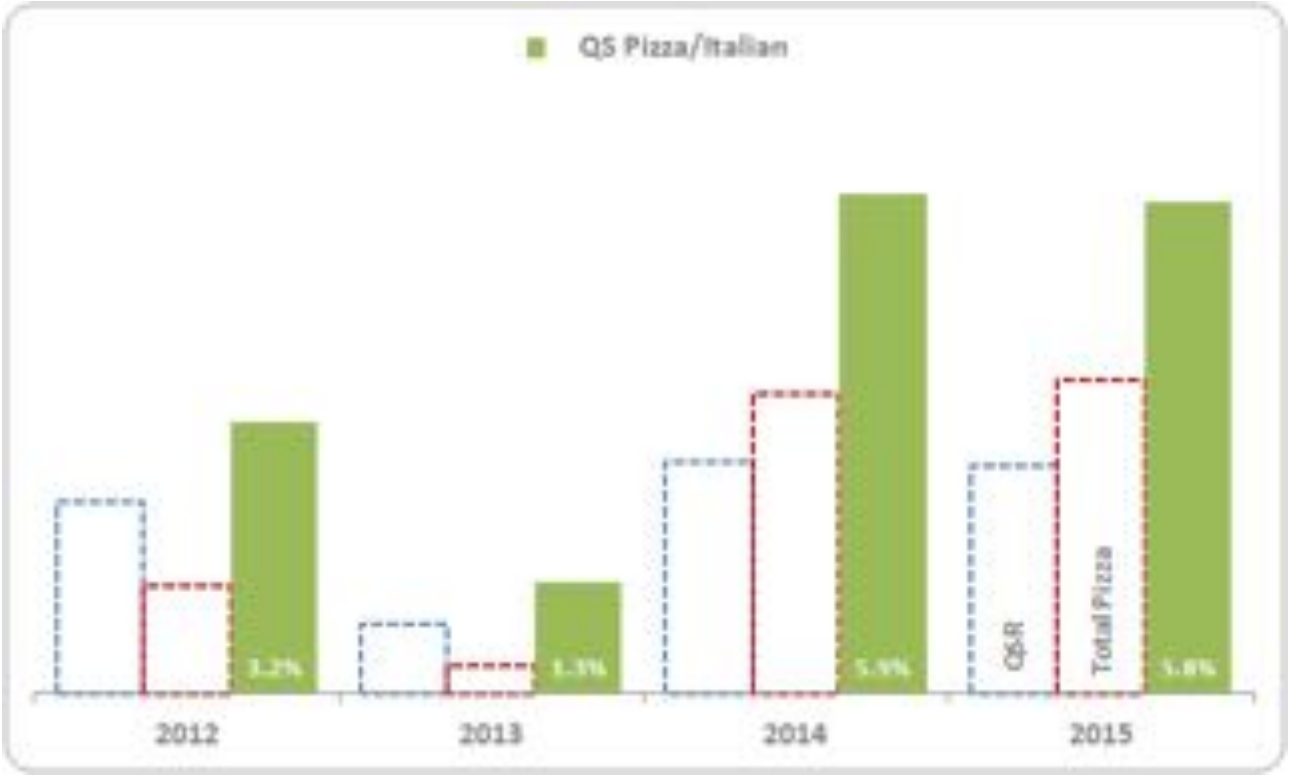
QSR growth has been slow



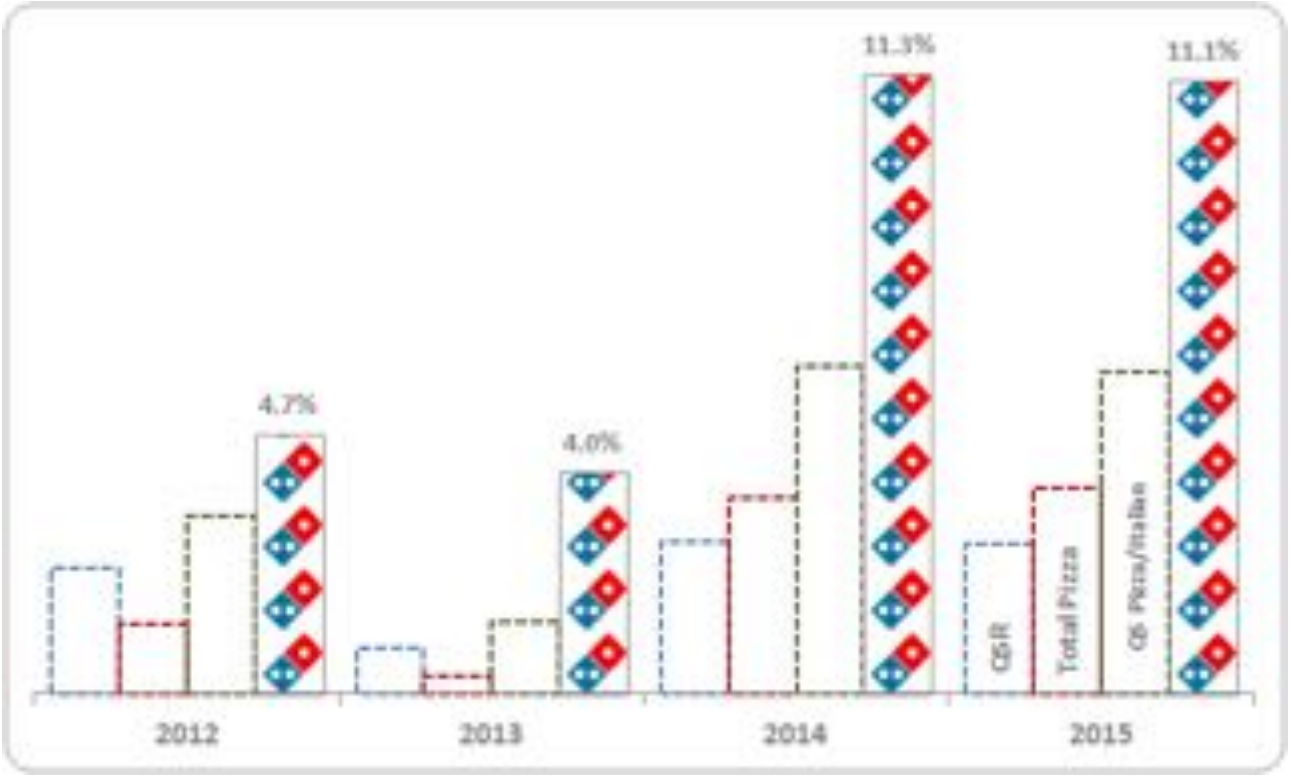
Pizza growth slightly better



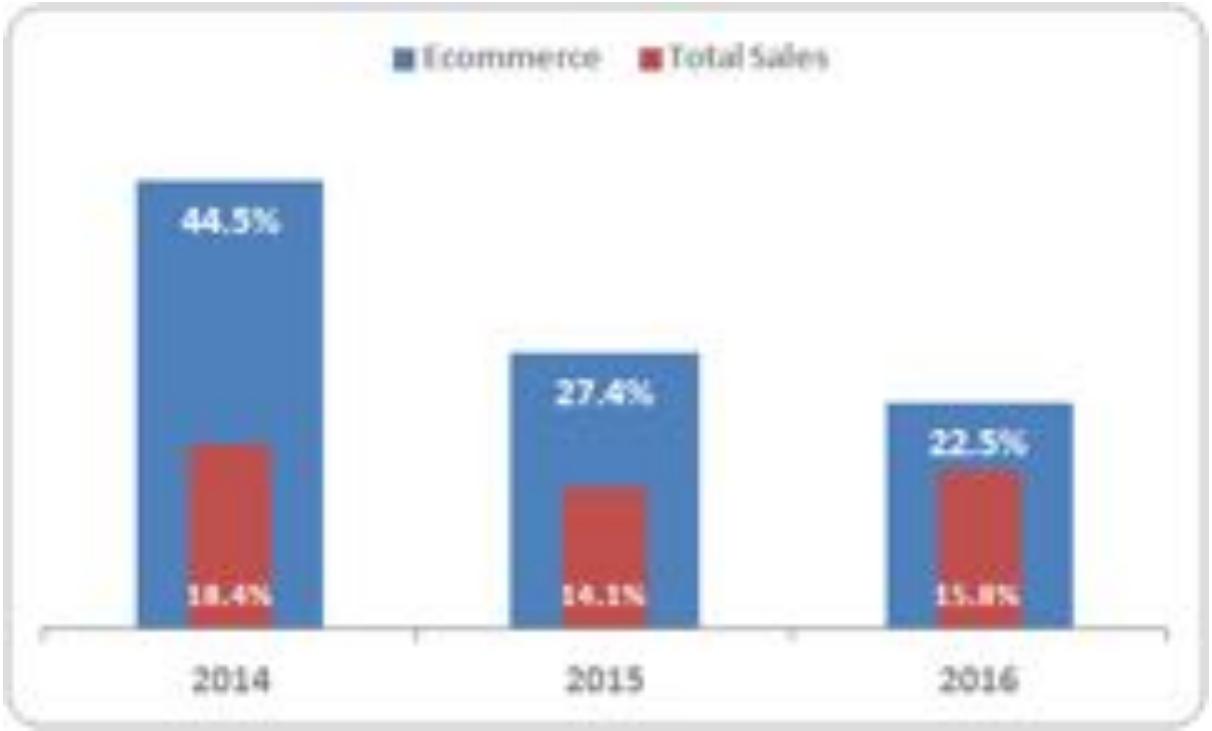
QS Pizza better still…



Yet we've been on fire!

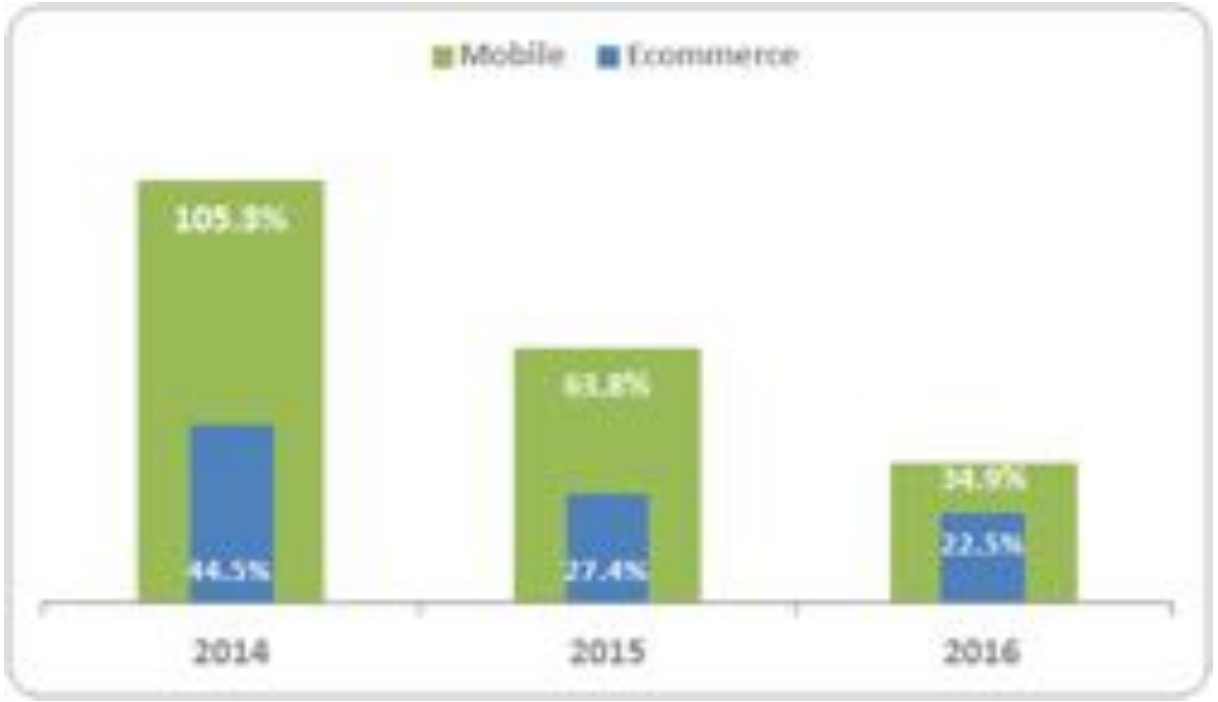


With eCommerce outstripping overall sales



NB. Weeks 1-9 of each respective year

And Mobile growth outstrips total eCommerce

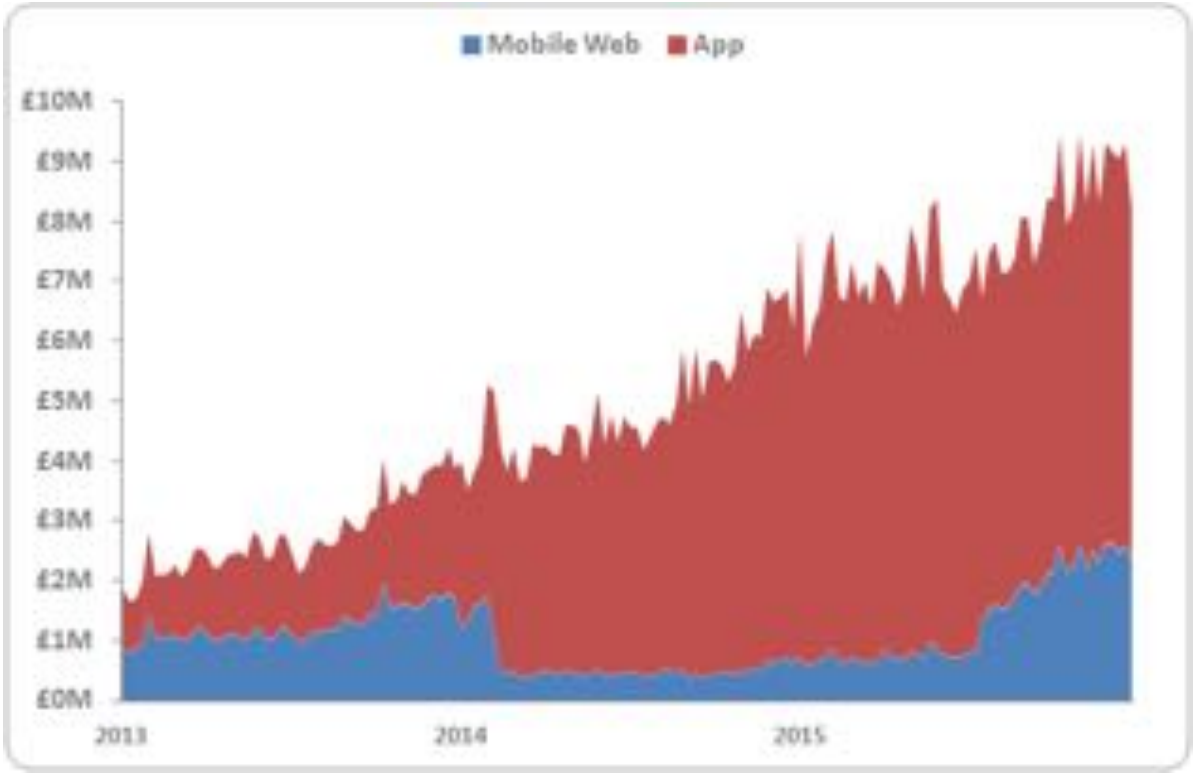


NB. Weeks 1-9 of each respective year

Mobile is now our most important sales channel



Apps generate the bulk of our mobile revenue



Mobile customers are our most valuable

	App	Mobile Web	Desktop/Tablet Web
12 month Revenue	£85	£76	£71
AOV	£20.88	£20.55	£21.62
12 month Orders	4.1	3.7	3.3
Conversion Rate	44.2%	16.3%	38.4%

Those that order online exhibit greater brand affinity



Source: Arena Media Research (Toluna); 1,054 respondents June 2014

WE ARE DOMINO'S

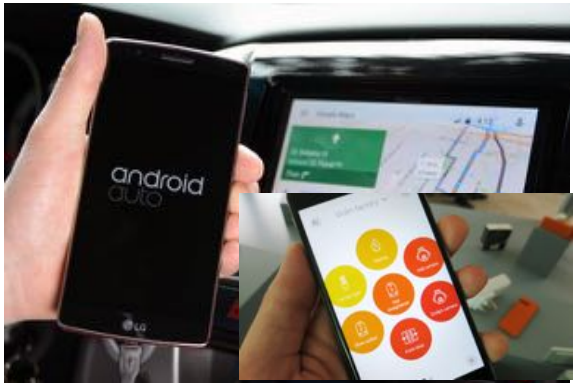
What's next



Technology continues to change behavior & expectations

WE ARE DOMINO'S

New contexts	New experiences	New UX / UI







So the competition just gets tougher!

WE ARE DOMINO'S





















Yet we know where we're going and why.

WE ARE DOMINO'S

VISION

BE THE #1 PIZZA COMPANY
IN THE WORLD AND
IN EVERY NEIGHBOURHOOD

PURPOSE

FEED THE POWER
OF POSSIBLE
ONE PIZZA AT A TIME

WE ARE DOMINO'S

Thank You!

