



→ DIGITAL MERCHANDISING & BRAND REINFORCEMENT SOLUTION

Challenges

- **Reduce perceived wait time** for customers at Pizza Hut's new concept carry-out locations by providing engaging and entertaining content.
- **Inform customers** of new products and promotions.
- **Build a stronger brand relationship** by providing Pizza Hut fun facts and trivia.



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Solution

- As part of its full end-to-end offering, YCD managed all aspects of the project, including hardware placement and installation, creative services and the scheduling and distribution of content updates.
- YCD collaborated with Pizza Hut's ad agency and CBS to create a digital network, 'Hut TV', integrating licensed video content, custom product graphics and a news ticker to create a uniquely branded and entertaining in-store experience.
- A second video channel, 'Food Mood', was created to play appetizing food product videos displayed across 3 screens in a video wall format.

HUT TV →

