



# Media Release

6 April 2008

## 1300 DOMINOS spells more pizza

Australian owned and operated pizza maker Domino's Pizza Enterprises Limited ("Domino's") today announced a new number for pizza ordering, 1300 DOMINOS, making them the first major pizza company in Australia to use a phone name.

The 1300 DOMINOS phone name will be seen for the first time nationally on Wednesday, April 9 and all new marketing and advertising collateral will carry the new phone name number.

The adoption of this customised phone name follows substantial development and will be a significant step forward for the Company, according to Domino's Marketing Director Allan Collins.

"This project has been in development for nearly 12 months and the decision was only taken after extensive test marketing and research. Instinctively it made sense, switching to 1300 DOMINOS means our brand and our direct customer link will become synonymous," Allan said.

"To ensure we had conclusive proof that 1300 DOMINOS increased customer recall, we conducted test marketing in regional NSW late last year using local store marketing, packaging and television advertising in the area.

"In just ten weeks we saw results - the awareness of 1300 DOMINOS was higher than 131 888, we experienced an increase in calls to 1300 DOMINOS and the market also experienced sales growth.

"This improved recall was even more significant when we took into consideration the residual branding of 131 888 that existed in the test market area."

A recent Roy Morgan survey (Dec 2007-Jan 2008) showed 93% of all Australians aged 14 – 55 understood the phone name concept, with greater awareness in the target 18 – 39 year old demographic.

Phone Names Marketing CEO Jack Singleton said this is proof that often the simplest marketing initiatives can be the most effective.

"Names are easier to remember than phone numbers, Domino's knew that logically their name was easier to remember than 131 888. I was impressed by their ability to approach the process with the necessary rigour, but when the evidence was conclusive, they were quick to activate it nationally," Jack said.

"Being the first to market will definitely give them the category advantage. It takes time to overhaul your entire advertising and marketing creative, but it's worth it.

"Every time a 1300 DOMINOS ad goes to air from next Wednesday, Dominos will be carving themselves a larger piece of the Australian pizza pie."



Domino's existing number 131 888 will remain connected indefinitely, whilst residual marketing collateral remains in the market.

Domino's Pizza Enterprises Limited is Australia's only publicly-listed pizza company and is the master franchisor for the Domino's Pizza brand in Australia, New Zealand, France, Belgium and The Netherlands.

Domino's and its franchisees have 501 stores across Australia and New Zealand, employing more than 11,000 part-time and full-time staff and making more than 50 million pizzas each year.

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