

Category and Competitor Review and Analysis

Pizza Category



Vs



Pizza Hut vs Domino's Pizza

2

2 **pizza category** brands in Vietnam. Which brand is demonstrating a better performance?

Brand Choice

Main Brand



Entered Vn in **2007**

97,71%



website audience
are **Vietnamese**



<https://pizzahut.vn/>



• <https://www.facebook.com/VietnamPizaHut/>



• <https://www.instagram.com/pizzahutvietnam/>



• <https://www.youtube.com/channel/UCyqyAPpM7hbYhrRKilkv0vg>



• <https://play.google.com/store/apps/details?id=com.pizzahut.app.vn&hl=en&gl=US>

Competing Brand



Entered Vn in **2010**

98,65%



website audience
are **Vietnamese**



<https://dominos.vn/vn>



• <https://www.facebook.com/DominosPizaVietnam/>



• https://www.instagram.com/dominospizaza_vietnam/?hl=en



• https://www.youtube.com/channel/UCXEFL8s7j_5hPdMyJK_HY7w



• <https://twitter.com/DominosPizzaVN>

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01

Search Engine Performance

SEO Overview & Performance Analysis



Search Engine Performance

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Comparing the performances of two keywords “Pizza Hut” and “Domino Pizza”

Both brands show a fluctuating trend in search interest

Pizza Hut search interest increased significantly at some point in time with promotions or campaigns in the past 3 months.

Technically, Pizza Hut entered the Vietnamese market 3 years earlier than Domino's. Furthermore, Pizza Hut is more active in running CSR campaign for **Public Relation**.

Hence, the brand promotions generally has a better level of customer awareness.

Domino's Promotion



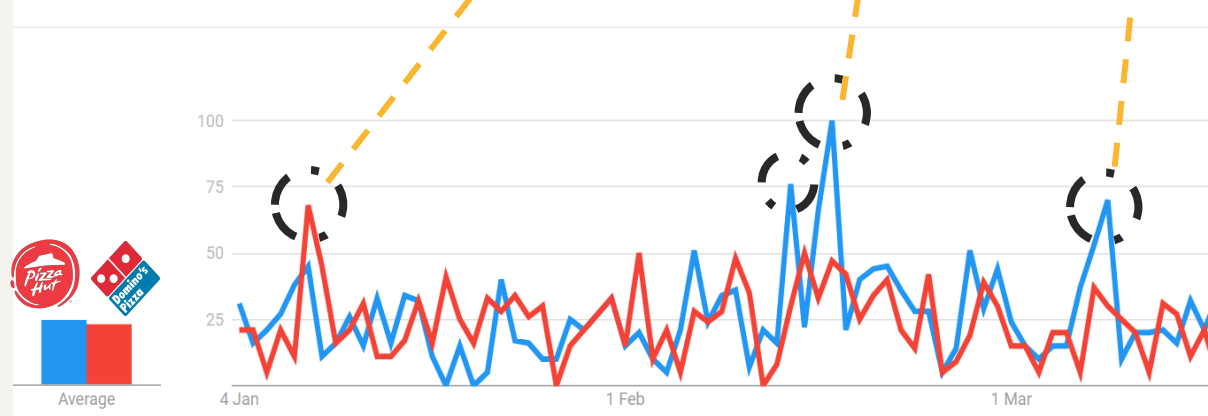
Pizza Hut's CSR Campaign



Pizza Hut's Promotion



Interest over time ?



Search Engine Performance

In terms of brand recognition in the search bar, Pizza Hut won the top spot. 86% of Pizza Hut's traffic is branded, which means most people searching already know the brand to a certain extent. Thus, Pizza Hut has a higher brand-awareness.

Whereas for Dominos, only around 59% of searches are branded, the rest are internet wanderers randomly search for questions of the same topic related to "Pizza".

Branded traffic

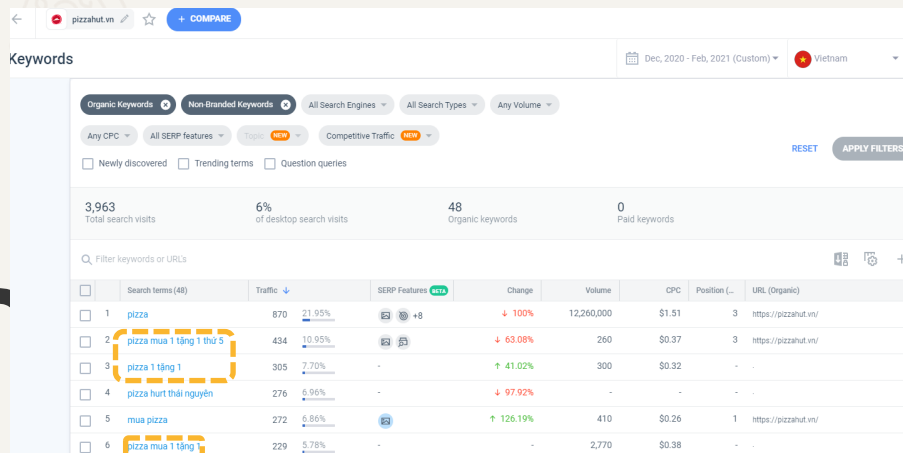
 Jan 2021 - Mar 2021  Vietnam 

Domain	Branded	Non Branded
 pizzahut.vn	86.4% 	13.6%
 dominos.vn 	58,7% 	41.3%

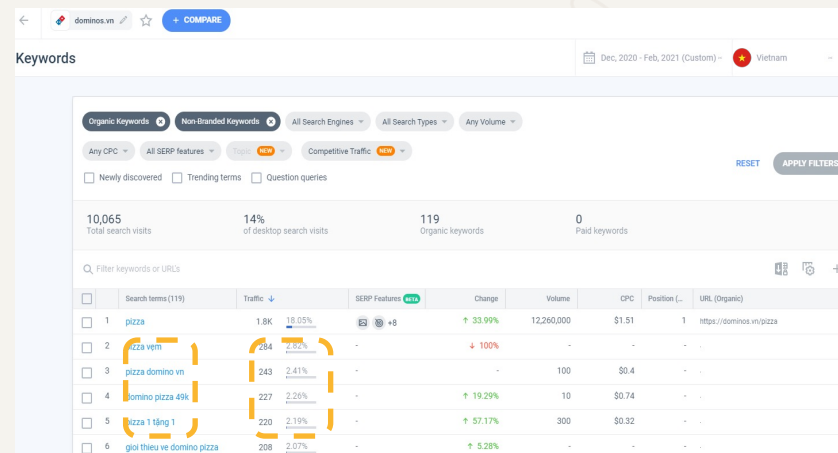
This is an Opportunity for Pizza Hut to acquire Domino's potential customer due to having higher brand-awareness

Search Engine - Analysis (Non branded Keywords)

7



	Search terms (48)	Traffic ↓	SERP Features	Change	Volume	CPC	Position (..)	URL (Organic)
1	pizza	870 21.95%	+8	↓ 100%	12,260,000	\$1.51	3	https://pizzahut.vn/
2	pizza mua 1 tặng 1 thứ 5	434 10.95%		↑ 63.08%	260	\$0.37	3	https://pizzahut.vn/
3	pizza 1 tặng 1	305 7.70%		↑ 41.02%	300	\$0.32	-	-
4	pizza hurt thái nguyên	276 6.96%		↓ 97.92%	-	-	-	-
5	mua pizza	272 6.86%		↑ 126.19%	410	\$0.26	1	https://pizzahut.vn/
6	pizza mua 1 tặng 1	229 5.78%		-	2,770	\$0.38	-	-



	Search terms (119)	Traffic ↓	SERP Features	Change	Volume	CPC	Position (..)	URL (Organic)
1	pizza	1.8K 18.05%	+8	↑ 33.99%	12,260,000	\$1.51	1	https://dominos.vn/pizza
2	pizza domino vn	284 2.75%		↓ 100%	-	-	-	-
3	pizza domino vn	243 2.41%		-	100	\$0.4	-	-
4	domino pizza 49%	227 2.26%		↑ 19.29%	10	\$0.74	-	-
5	pizza 1 tặng 1	220 2.19%		↑ 57.17%	300	\$0.32	-	-
6	giới thiệu về domino pizza	208 2.07%		↑ 5.28%	-	-	-	-

Pizza Hut and Dominos top non-branded keywords are about **specific company promotion and product** like “buy one get one free” → People actively search for information about company offerings, meaning they are more likely to buy products while searching those keywords.

However, Pizza Hut Top non-branded keywords has a higher volume and traffic share compared to Domino's Pizza. → This means the number of people searching for brand offerings and intending to buy Pizza Hut's product are higher than Domino's Pizza

In certain aspects, Pizza Hut wins Search Engines.

The background is a light gray with various food-related icons scattered throughout. These include several slices of pizza, a whole pepperoni pizza, a red chili pepper, a mushroom, a green olive, a green leaf, a yellow square with the number 8, a purple circle, and several yellow and orange abstract shapes. The number '02' is prominently displayed in the center in a large, bold, orange font.

02

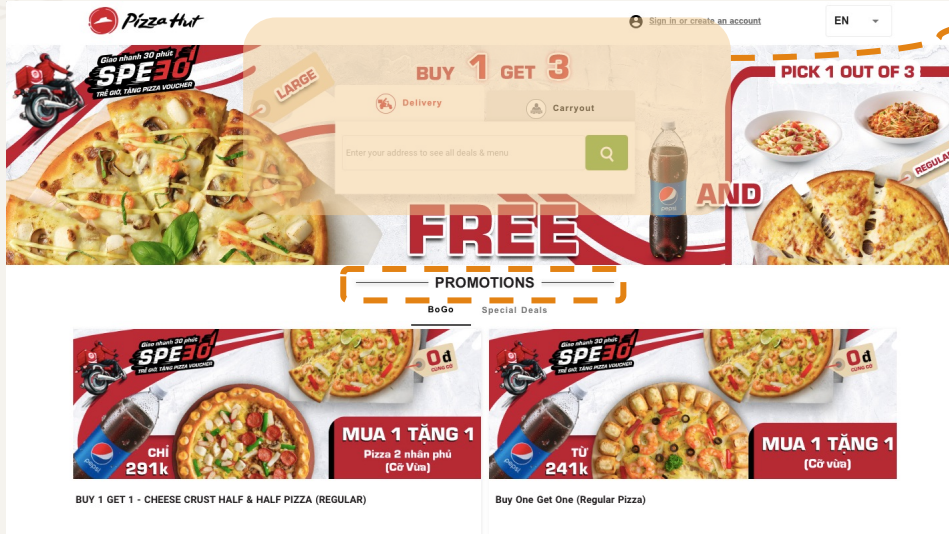
Website Analysis

Website Overview & Website Performance Analysis

WEBSITE OVERVIEW - PIZZA HUT WEBSITE

9

Pizza Hut website's main purpose is for customers to order delivery or pick-up food



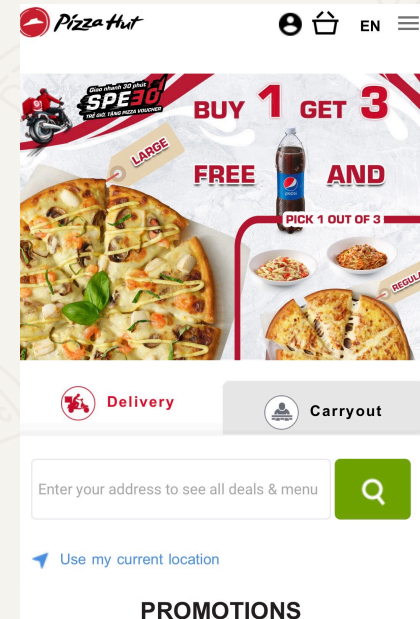
Desktop version

- Pizza Hut website delivers **consistent** user experience from desktop to mobile devices.
- Promotions are displayed across the whole website, which makes the website attract visitors at first glance.
- The website allows delivery and carryout services that provides seamless shopping journey to customers.

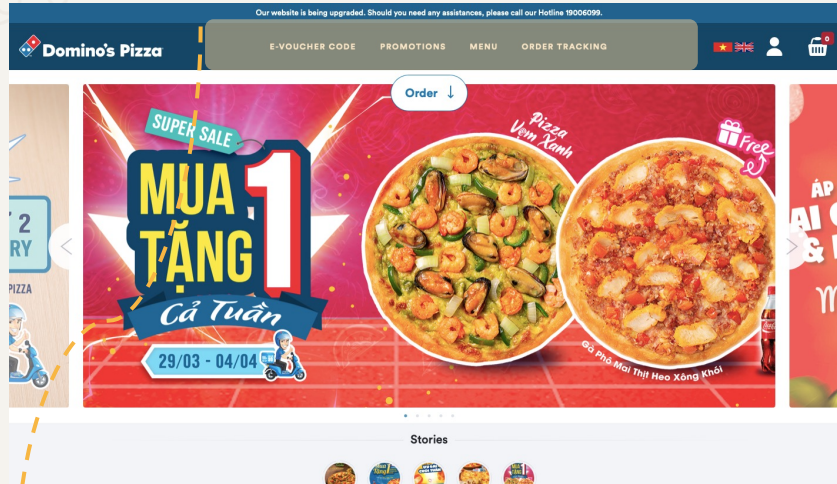
Source: Pizza Hut's Website 2021

Pizza Hut's dedicated a **separate promotion section** and requires visitors to enter delivery information to view the entire menu, acting as "**call to action**" which encourage customers to order

Mobile version



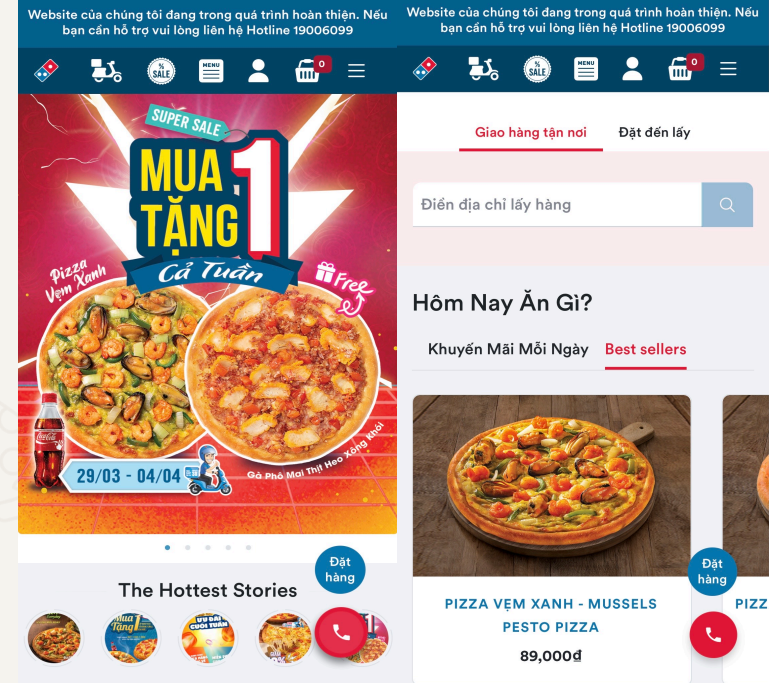
WEBSITE OVERVIEW – DOMINO'S PIZZA WEBSITE



Desktop version

Overall, Domino's Pizza website delivers **similar set-up** and features to Pizza Hut website, with consistent content display from desktop to mobile devices.

● **However**, Dominos website has many different sections, including an **“E-voucher code”** section that is only applicable to online shopping, which intended to stimulate visitors retain on the website longer.



Mobile version

WEBSITE PERFORMANCE - WEBSITE SPEED INDEX

	Pizza Hut		Domino's Pizza	
Mobile	▲ Speed index	14,7 seconds	▲ Speed index	6,1 seconds
Desktop	▲ Speed index	4,2 seconds	■ Speed index	1,3 seconds

40% of website visitors will leave a page that takes over 3 seconds to load
(An & Meenan, 2016)

Pizza Hut website speed is way **underperformed**, with the web speed index of 14,7s and 4,2s ($> 3s$) on mobile and desktop respectively, customers will very likely to leave the brand's website.

Since Domino's Pizza **website speed** on desktop is 1,3s (less than 3s), visitors may stay on the website to explore more information. Meanwhile, its website visitors on mobile have a higher possibility of leaving the site. However, the website generally would cause less frustration to customers in terms of website loading speed.

- ➔ **Pizza Hut has a higher rate of losing website audiences to Domino's Pizza due to low website speed.**
- ➔ **This may may leads to a decrease in customers online purchases from Pizza Hut and even customer loyalty.**

OVERVIEW – WEBSITE PERFORMANCE

Global rank ⓘ

📅 Dec 2020 - Feb 2021, 🌐 Worldwide

 pizzahut.vn	#277,831
 dominos.vn	#185,309

Country rank ⓘ

📅 Dec 2020 - Feb 2021, 🇻🇳 Vietnam

 pizzahut.vn	#3,977
 dominos.vn	#2,662

Category rank ⓘ

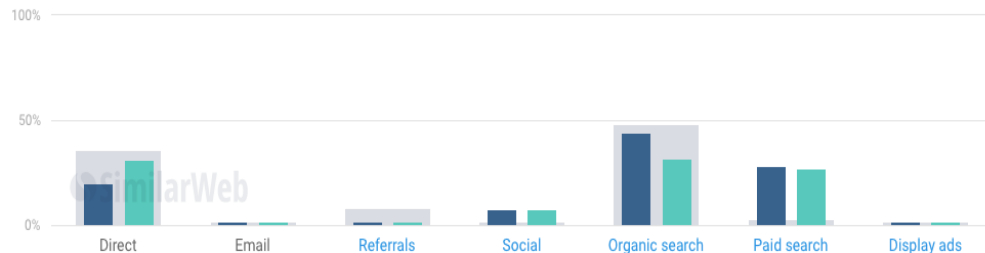
In 🍷 Food and Drink/Restaurants and Delivery

 pizzahut.vn	#1,464
 dominos.vn	#988

Channels overview ⓘ

Benchmark ⓘ 🍷 Food and Drink

 pizzahut.vn  dominos.vn 🍷 Food and Drink



Overall, Pizza Hut website is relatively **underperforming** than Domino's. in the pizza category.

For both brands, **website traffics** are mostly driven from Organic Search, Paid Search and Direct drives

WEBSITE PERFORMANCE

13

Channel traffic & engagement

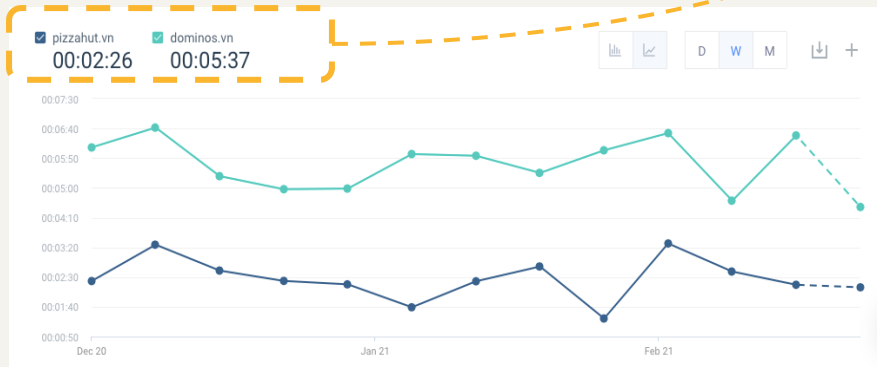
Total Visits



Pizza Hut website **traffic** is relatively **underperforming**, with approximately 100K less website's audiences than Domino's Pizza.

The Average Visit Duration on Pizza Hut's website is vastly lower, visitors on its website spend approximately 150 seconds less than those of the competitor.

Visit Duration



➔ **Domino's Pizza website is doing better in retaining its visitors attention**

➔ **Pizza Hut website audiences has less intention to purchase the product**

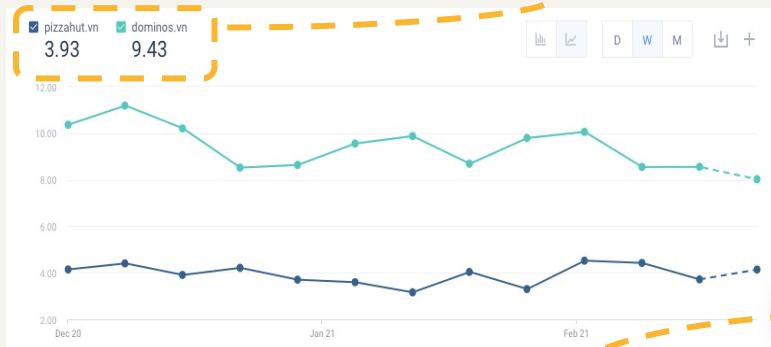
➔ **Pizza Hut website (specifically landing page) provides less relevant information that encourage customers staying on the site.**

WEBSITE PERFORMANCE

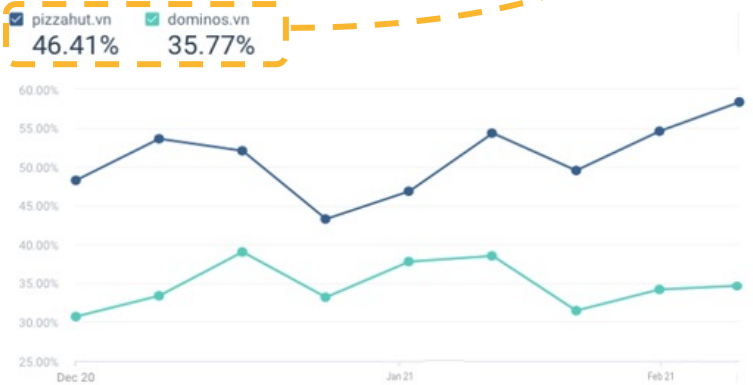
14

Channel traffic & engagement

Pages/ Visits



Bounce Rate



- Each visitors merely goes through an average of **4 clicks** on Pizza Hut's website whereas the figure for that of Domino's Pizza is nearly **10 clicks**.

- A relatively good bounce rate is between 26% and 40%, a higher number could lead to **website underperforming** (SEMrush 2020).
- Pizza Hut website's bounce rate is on the high side with **46.41%** and nearly **60%** of its web audiences exit the landing page immediately after visiting compared to Domino's Pizza.

- ➔ **Visitors to Pizza Hut's website are less engaging and willing to explore more of the brand's website**
- ➔ **Customers are less likely to visit more than the landing page of the Pizza Hut website.**
- ➔ **Pizza Hut's website features are inadequate to appeal visitors.**

WHY IS PIZZA HUT WEBSITE UNDERPERFORMING?

15



lack of different sections

“Call to action” design

Relevant promotion contents

- Pizza hut has relevant promotions with “**Call to action**” design to encourage customer purchase food.

However

- Pizza Hut website is lack of **different sections** on top of the webpage about Menu, Order Tracking, code,... compared to Domino's Pizza website. Especially, the process to the menu is complex which makes it hard for customers to order.
- The **speed index** of the website is also significantly low.

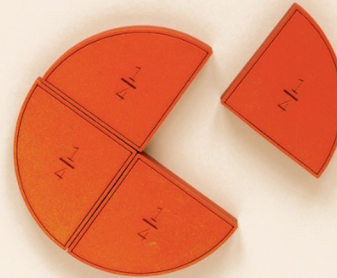
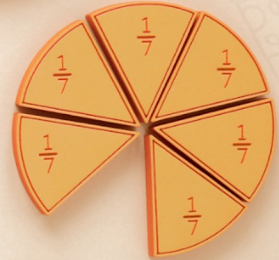
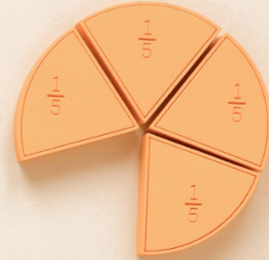
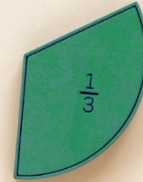
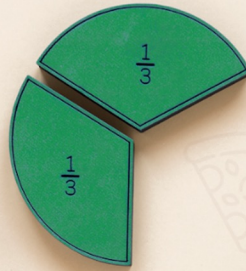
Pizza Hut		
Mobile	▲ Speed index	14,7 seconds
Desktop	▲ Speed index	4,2 seconds

- Uninformative website** can make customers find it difficult to look for more information on the site which would lead to a loss of interest in staying on the site longer.
- Slow website speed index** leads to customers leaving the website because of frustration

*Low **visit duration** and **page per visits** as well as high bounce rate.*

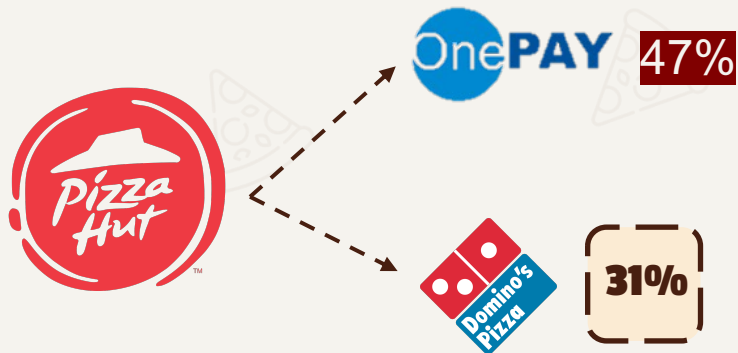
*Pizza Hut **lose potential** customers to Domino's Pizza as the competitor's website provides better website performance.*

WHAT IS THE CONSEQUENCES OF A POOR WEBSITE PERFORMANCE?



Website performance

Website's top destination



Pizza Hut has more website's audience who make **successful purchases** through E-Wallet than Domino's Pizza. Hence, loyal customers of Pizza Hut website have more **intention** to purchase than Domino.

However



Due to poor website design and slow loading speed, Pizza Hut's website audiences would **lose patience** staying on the site and consider choosing another brand. Hence, the top destination of Pizza Hut is their direct competitor website. This reflect that Domino uses their advantage of website performing to acquire Pizza Hut customers.

There is a **threat** that 79% of customers who are dissatisfied with website performance are less likely to purchase from the same site again and become brand criticism (An & Meenan, 2016). Thus, Pizza Hut would lose customers to their competitors and have a bad impression on potential customers.

03

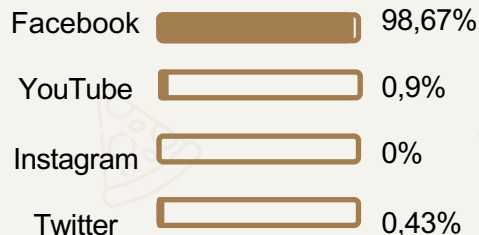
◉ Social Media Analysis

Social Media Performance

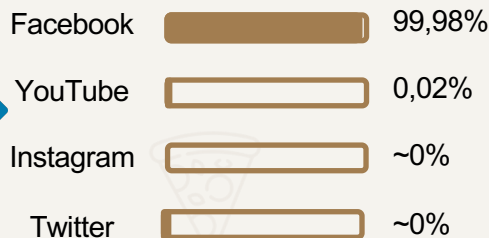
OVERVIEW - Social Media Performance

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Platform Distribution

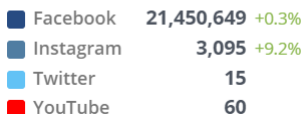


1,279,523

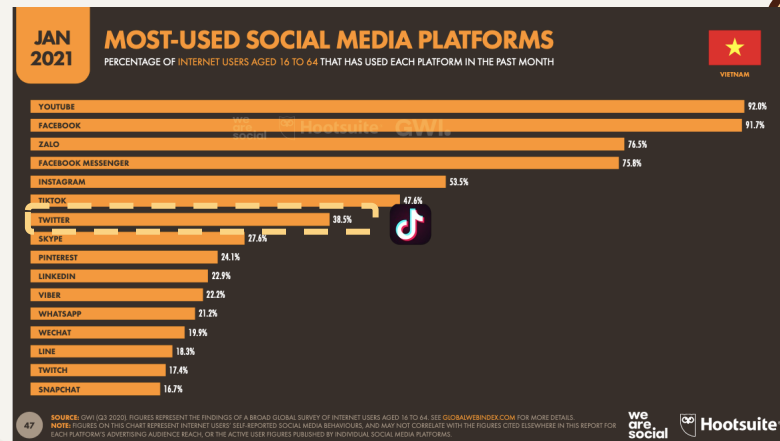


dominos.vn

21,453,819



Tiktok is a potential communication channel for Pizza Hut to acquire potential customer due to rapid development in the market (Advertising Vietnam 2021)



YouTube and **Facebook** is the leading active social media platforms In Vietnam (Hootsuite, 2021). However, both brands' main social media is Facebook. Nonetheless, both brands use YouTube to upload **TVC** and **promotions** as well, but the platform's contents are less attractive and have low engagement. This is why YouTube contributes under 1% of both brands' social media's audiences.

Instagram is an inefficient platform as it does not facilitate consumer's demand for comprehensive information searching. Additionally, Twitter is used by a different customer segment and country.



SOCIAL MEDIA - YouTube

20

Pizza Hut **outperformed** competitors on YouTube channel with a total of 11.1k subscribers compared to just 60 of Domino's Pizza.

The reason behind this is Pizza Hut entered the Vietnamese market 3 years before Dominos and has a YouTube channel with attractive contents about **promotions, campaigns** and **product launches**. Meanwhile, Dominos' YouTube channel is merely opened a year ago with less attractive content like **distribution announcements**.

However, this is not an effective channel due to the small contribution to Pizza Hut's total social media's audience

Pizza Hut's Audience

Export



Pizza Hut ranks 1st of 2 companies for Audience. Good job!



Pizza Hut's audience was consistent. Keep working on growing your audience.

AUDIENCE

View all

11.1k +0.0%

Pizza Hut

60

dominos.vn

☐ Facebook ☐ Instagram ☐ Twitter ☒ YouTube



TIỆC VUI HẾT Ý VỚI
#PIZZA_CƯỜI

831 views • 3 months ago



BÙNG NỔ MÙA LỄ HỘI CUỐI
NĂM CÙNG #PIZZA_CƯỜI

2.8M views • 3 months ago



GIẢM 40% MỪNG 40 NĂM
PIZZA CHẢO

317 views • 4 months ago



PIZZA HUT MUA 1 TẶNG 1
MỖI NGÀY

783K views • 5 months ago



ĐỪNG LỠ CƠ HỘI CUỐI THƯỜNG
THỨC...

362 views • 7 months ago



ĂN PIZZA HẢI SẢN VÀ
SALAD XOÀI SAO CHO ĐÚN...

471 views • 8 months ago



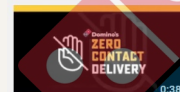
PIZZA VEM XANH - VỊ NGON
TRƠN VEM

97 views • 2 months ago



KHAI TRƯƠNG CỬA HÀNG
THỨ 50 DOMINO'S PHẠM...

76 views • 3 months ago



DOMINO'S PIZZA GIAO
HÀNG MIỄN CHẠM (ZERO

208 views • 1 year ago



DOMINO'S PIZZA - AN TÂM
TỰ QUY TRÌNH, AN TOÀN...

226 views • 1 year ago



Khai trương cửa hàng thứ 45
- DOMINO'S PIZZA QUỐC...

631 views • 1 year ago



SOCIAL MEDIA - Facebook

21

Pizza Hut is **underperforming** on Facebook with a total engagement rate of 7.33K compared to 22.4K of Dominos Pizza.

Pizza Hut's engagement on social media is lower than Dominos. Due **to attractive contents** about trending **pizza products**: “Pizza sữa tươi trân châu đường đen”, pizza choco, etc. and the use of influencers/ KOLs such as Schanels, Cris Devil Gamer, etc. which brings trending and entertaining contents, Dominos is able to create a two-way communication with customers - reacting and sharing the contents from the **Millennials and Gen Z**. Meanwhile, Pizza Hut focuses more on uploading **promotions** and **store event** layout which are less likely to attract customers.

Pizza Hut's Facebook Engagement

Export

Pizza Hut is below average for Facebook Engagement Total, ranking 2nd of 2 companies. This is a good place to focus your attention.

ENGAGEMENT TOTAL

View all

7.33k -62.8%

Pizza Hut

dominos.vn

Reactions Comments Shares

Your total engagement decreased during this period. Your top post received 2x fewer engagements than your previous top post, which can help explain your decrease.

Pizza Hut's Engagement

Export

Pizza Hut is below average for Total Engagement, ranking 2nd of 2 companies. This is a good place to focus your attention.

ENGAGEMENT TOTAL

View all

7.40k -62.6%

Pizza Hut

dominos.vn

Facebook Instagram Twitter YouTube

Both Pizza Hut and dominos.vn lost the most total engagement on Facebook.



5.3K

70 comments 12 shares



8.3K

82 comments 24 shares

04

Online Activities

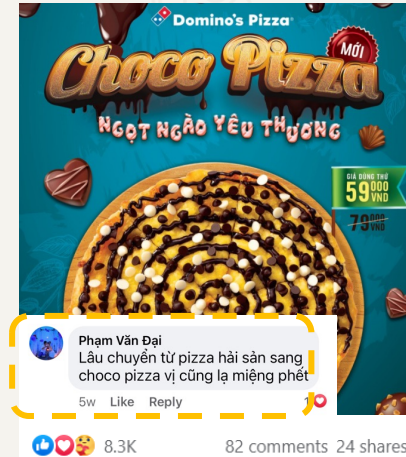
- Product Launch, Promotion & Campaign.

PRODUCT LAUNCH

Social Media

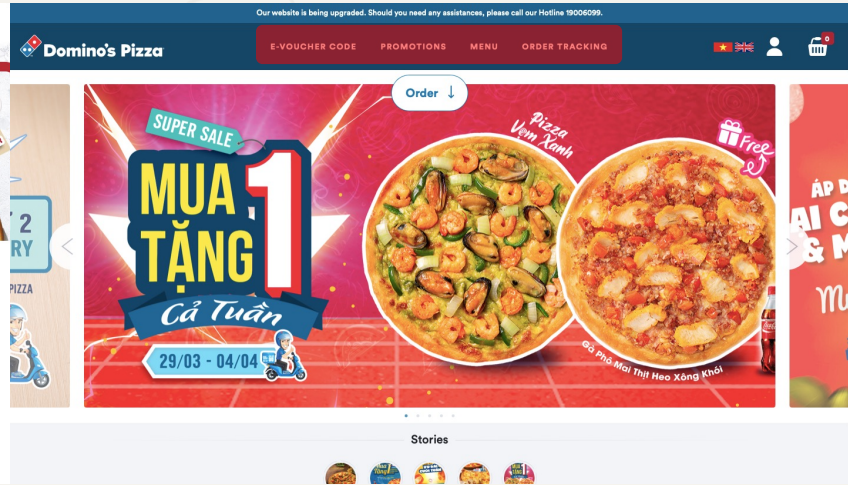
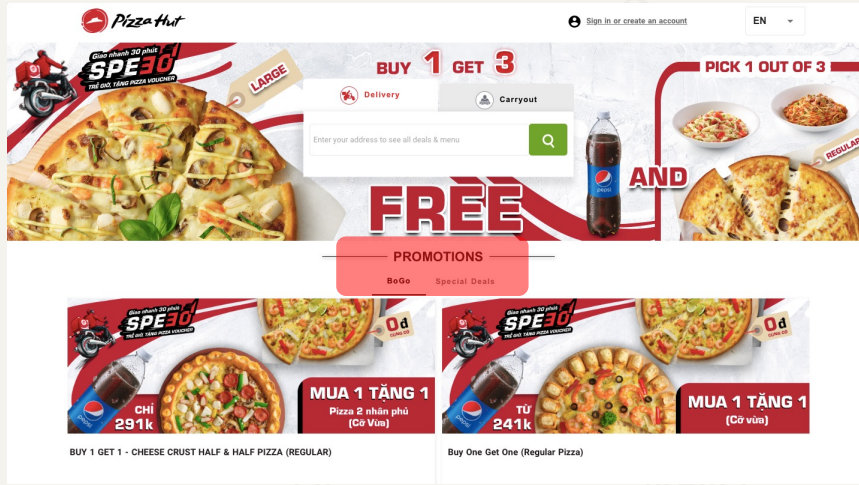
Both brands offer **new** and **seasonal products** with exclusives launches, this would attract customer attention and increase their willingness to try out the product.

However, Domino's **performs better** with new **creative food products** that are appeal to their target customers - **Generation Z** and **Millennial** who love sweet and "exotic" products. This creates a viral effect through customer interactions on social media who share the new pizza flavor.



PROMOTION

Website



Special promotion are displayed on **top** of both brands' websites to **attract** visitors immediately. There is also a separated section dedicated for promotions to retain customers on the both brands' websites longer.

PROMOTION

Social Media

Both brands have year-round and occasional promotions.

To attract customer effectively, Pizza Hut and Domino's Pizza upload promotional posts nearly daily.

Overall, both brands understand **customers' price sensitivity** and offer numerous promotions to attract current and potential customers.

However, Domino performs better by applying **KOLs** advertising while Pizza Hut only uses **product** image to promote

Source: Pizza Hut's Social Media 2021 – Promotion
Domino's Social Media 2021 - Promotion



PROMOTION

Pizza Hut Vietnam's application - Strength

Notably, Pizza hut has an **exclusive app** for Vietnamese customers for easier promotions update and to offer a better customer experience.

Specifically, the app displays **promotions** to remind customers and has a number of features: **mailboxes**, **memberships**, **special coupons**, **store locations**, **customer surveys** and hotline numbers to order pizza.



26



Pizza Hut Việt Nam
Pizza Hut ViệtNam
Chứa quảng cáo

Mở

2.9 ★

576 bài đánh giá

3+

Phù hợp cho 3
tuổi trở lên

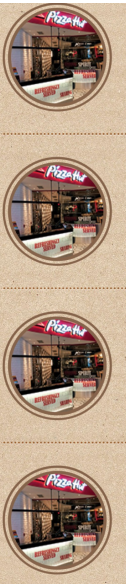
100 N+

Lượt tải xuống



Pizza Hut lần đầu tiên ra mắt Ứng Dụng Di Động "Khách Hàng Thân Thiết" mới.

- Trang chủ
- Hộp thư đến
- Nhà hàng
- Tin khuyến mãi
- Quyền lợi
- Phiếu ưu đãi của tôi
- Phiếu khảo sát
- Gọi Hotline Giao Hàng
- Cài đặt




PROMOTION

Pizza Hut Vietnam's application - Weakness

However, according to customer feedback, Pizza Hut's application performance is considered **poor**.

Specifically, customers **must register** as a member to see the whole menu and order, nevertheless, the platform refers customers to its official website, which is complex and hard to use for customers. Particularly, there are some cases where customers have to wait 1-2 hours for delivery and cases where customers' orders are **not processed**.


➔ **Dissatisfy the customer**

 **Đế Ma**

★★★★☆ 05/01/2019

giao diện không trực quan, các tính năng không khả thi. Chọn vị trí hiện tại khi đặt hàng bằng smartphone không chạy. Địa chỉ không tự động và mặc định mặc chọn đi chọn lại phiền phức. Không có ưu đãi hấp dẫn. ứng dụng có như không.


☐ Bài đánh giá này có hữu ích không?

 **Quân Đình Trần Minh**

★★★★☆ 20/01/2019

Thức ăn ngon, tôi muốn đăng ký thành viên. mà qui định đọc toàn Tiếng Anh trong khi các nội dung khác là Tiếng Việt. Các bạn có ấn ý gì về nội dung quy định thành viên.


☐ Bài đánh giá này có hữu ích không?

 **Kim Long Le**

★★★★☆ 13/09/2019

Đặt bánh trực tuyến thì chuyển sang trình duyệt web, cách chọn địa chỉ ngu chết mẹ, học pizza Domino cách bán đặt bánh online đi bọn ngu

☐ Bài đánh giá này có hữu ích không?

 **Hào Trần Văn**


★★★★☆ 09/01/2019

chuẩn bị cài đặt mà yêu cầu QUÁ NHIỀU quyền truy cập. Tệ

Xếp hạng và đánh giá

2,9
576


5	<div></div>
4	<div></div>
3	<div></div>
2	<div></div>
1	<div></div>

 **Huy Nguyen Vinh**

★★★★☆ 05/06/2019

Thật khủng khiếp. Tôi vừa trải qua 1 sự cố về ứng dụng. Giao diện tuy có hình ảnh đẹp nhưng chức năng từng tiêu mục rất rối rắm. Tôi mất thời gian lâu (hơn 45') để quen dần với ứng dụng. Sau đó đến bước cuối cùng, khi thanh toán qua thẻ tín dụng, sms bank báo đã thành công nhưng hệ thống pizza k có th.tin order j của tôi. Sau 3 lần gọi hotline, nhất định quản lý (chain manager) không gặp tôi nói chuyện. Tôi lại mất thêm thời gian, tiền đt để gọi bank giải quyết cái lỗi mà k phải của tôi tạo ra.

☐ Bài đánh giá này có hữu ích không?

 **Huong Huong**

★★★★☆ 22/06/2019

App dở. Ấn vào đặt món lại bắt chuyển sang trang web mới cho đặt. Mà giao diện trên thì khó đặt hàng, lần nào đặt cũng bực mình vô cùng. Pizza Hut nên tham khảo xây dựng giao diện đặt hàng giống mấy ứng dụng giao hàng ấy, tiện cho người sử dụng biết bao nhiêu.

Promotion on cooperate application - DELIVERY APPLICATION

Both brands promote their coporation with food delivery apps via social media



[PIZZA HUT X GRABFOOD] DEAL HOT BÔNG TAY - SẴN NGAY ƯU ĐÃI KHỦNG

🔥 GIẢM 60K CHO HÓA ĐƠN TỪ 120K

Pizza Hut x Grab tặng team mê Pizza ngàn ưu đãi khủng tháng 9 này để Hut Lovers mạnh dạn order pizza cứu chiếc bụng đói đây:

🔥 Giảm #60k cho hoá đơn từ 120k khi nhập code PIZZA HUT60 duy nhất 16-18/9

🔥 Giảm #70k cho hoá đơn từ 200k khi nhập code PIZZA HUT70 áp dụng đến ngày 18/9

Số lượng code có hạn, sẵn ngay kẻo lỡ bạn nhé! 🍕

#PizzaHutVN #EntertainmentYouCanEat

#ForTheLoveOfPizza #Grab

✓ Áp dụng Giao hàng tận nơi qua App GrabFood

✓ Không áp dụng đồng thời các chương trình khuyến mãi cho cùng một loại sản phẩm, hàng hóa.



Domino's Pizza với GrabFood.

Mối quan hệ tài trợ

🍕 [TIN GIẬT GÂN] DOMINO'S PIZZA LẦN ĐẦU TIÊN KẾT HỢP VỚI GRABFOOD TUNG DEAL SIÊU ĐÌNH

🍕 Bà con ai đang đói bụng thì gọi cho tôi, tôi cam kết ship tối tận cửa cùng ưu đãi khủng GIẢM ĐẾN 50% pizza size M/L khi mua kèm nước ngọt.

🔥 Còn gì vui hơn khi những ngày nóng thế này mà ngồi ở nhà vẫn có pizza để nhâm nhi phải không nào? Còn chần chờ gì mà không mở ngay app GrabFood, chọn hương vị yêu thích tại Domino's để chớp ngay DEAL hot siêu to khổng lồ này nhé!

🕒 Thời gian có hạn từ ngày: 05/04 - 18/04

🔥 Đặt ngay tại link: <http://grb.to/DominoPizza>

🍕 ƯU ĐÃI NỬA GIÁ - PIZZA VÉ NHÀ 🍕

📞 Hotline: 1900 6099

🌐 Website: <https://dominos.vn/>

#Dominospizzavietnam #Dominospizza #Dominos

#Pizza #GrabFood #Giaohangmienphi

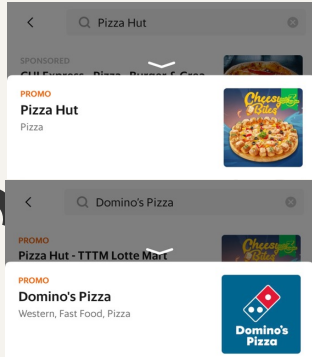
#Giaohangmiencham #Pizza301TheGioi



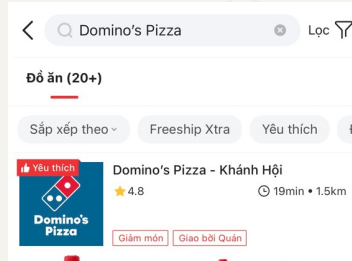
With the explosive development of food delivery app during COVID-19, both Pizza Hut and Domino's Pizza have **corporated** with big delivery apps to sell their food products

Promotion on cooperate application – DELIVERY APPLICATION

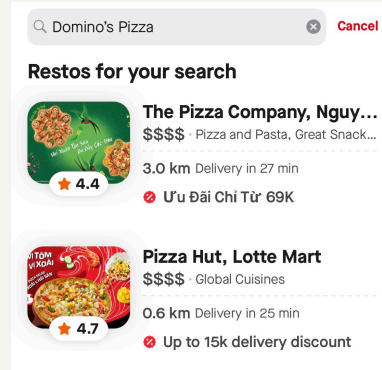
Grab Food



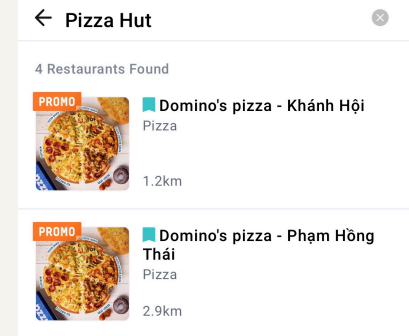
Now







GoFood



Baemin



However, Pizza Hut's corporates with less food delivery applications compared to Domino's Pizza

				
Pizza Hut	✓	✗	✓	✗
Domino's Pizza	✓	✓	✗	✓

DELIVERY APPLICATION

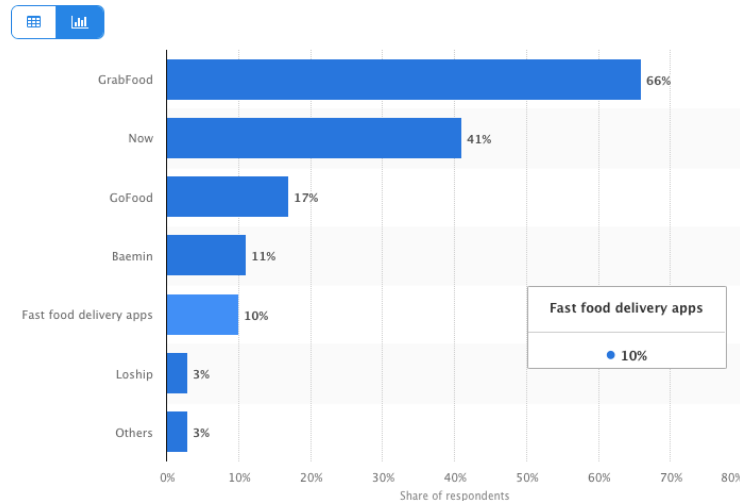
30

GrabFood, Now, GoFood and Baemin are currently the **four biggest food delivery apps** in Vietnam (Statista, 2020).

Nonetheless, Pizza Hut's promotions are not appearing on all big food delivery apps. Dominos merely does not appear on GoFood, however, it appears on Baemin - a new food delivery application to Vietnam from 2019 which has quickly caught up with GoFood and is likely to surpass GoFood in near future (VnExpress, 2021).

➔ **Hence, Domino's Pizza has an opportunity to acquire Pizza Hut's consumers on Now and Baemin**

Most used app for food delivery orders in Vietnam as of June 2020



© Statista 2021

	GrabFood	Now	GoFood	Baemin
Pizza Hut	✓	✗	✓	✗
Domino's Pizza	✓	✓	✗	✓

CAMPAIGN

Campaigns are high promoted via social media (Facebook)

Domino's Pizza's last campaign was **7** months ago, the brand has not exercised any campaign activities in the past 3 months, indicating a lack of campaign promotion.

On the other hand, following the **charity programs** in 2020, Pizza Hut organized a CSR campaign - "An Equal Slice for Everyone" last February with Coca Cola to convey the message of **support for children** in the SOS village as well as all miserable children in Vietnam.

Pizza Hut is more active in promoting campaign, this would create better brand image and brand awareness compared to Domino's Pizza (Maheshwari & Kumar 2014).



Domino's last campaign was 7 months ago

05



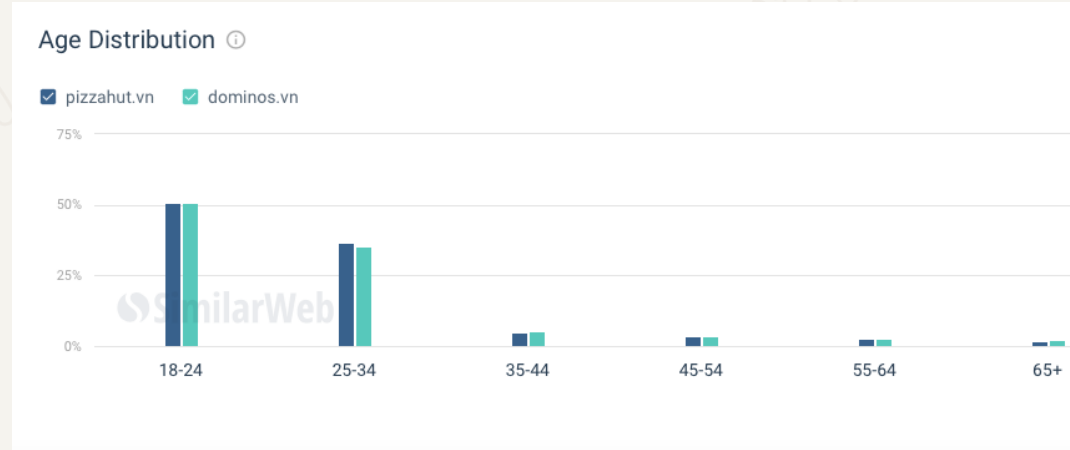
Online Consumer Behavior

Customer Overview, Comment Analysis & Customer Insights

OVERVIEW - CUSTOMER DEMOGRAPHICS

Pizza Hut and Domino's Pizza customer demographics primarily includes 2 customer segments of generation Z and Millennials:

- College student 18-24
- Single working people or married 25-34

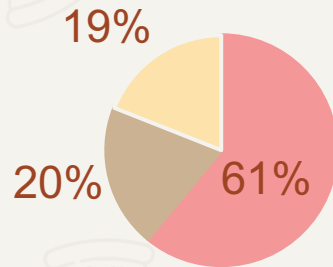


Overall, both brands promotions match with their targeted customers with **relevant** and **attractive** content. Specifically, Dominos focuses on a consumer trends by **utilizing KOLs** advertisement while Pizza Hut focuses on **Public Relations** through exercising in **CSR campaign**.

OVERVIEW – CUSTOMER SENTIMENTS

Customers sentiment on Facebook is considered since both brands promote predominantly on this social media platform

Pizza Hut's Customer Sentiment

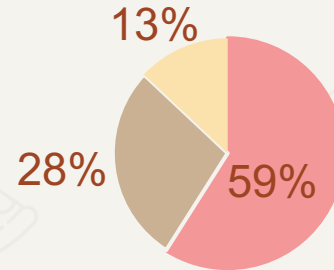


■ Neutral ■ Positive ■ Negative

Type of negative comments

- Customer services – delivery/ message reply
- Website features/ orders

Domino's Pizza Customer Sentiment



■ Neutral ■ Positive ■ Negative

- Indoor services



Based on total customer's comments over the last 3 months, Pizza Hut generally **received more negative comments** compared to Domino's Pizza, unsolved complaints may induce customers negative reaction towards the brand in the long run.

CUSTOMER COMMENTS - PIZZA HUT

Neutral

 **Nguyễn Xuân Thiên Hương**
Mua cái lớn tặng cái lớn luôn đk ạ
=)))(
4w Like Reply 1

 **Thu Vân**
[Đặng Thị Thu Thủy](#) khuyến mãi
nửa kia má :)))
4d Like Reply 2

 **Ngọc Huyền**
Combo này bn ạ

6w Like Reply 1
Pizza Hut VN Replied · 1 Reply

Positive

 **Vũ Văn Tuyền**
Bạn nào mà dễ thương quá vậy
Pizza Hut - Trần Nỗ 🍕



2w Like Reply 1

 **Thu Thảo**
Hoa đơn 350k dc tặngve phjm kia
[Nam Cao](#), lúc trc tren này 550k
mọi dc tặng á
1w Like Reply 1

 **Loan Bui**
Ngày qua mới mua . Bánh ngon
lắm
4w Like Reply 2

Negative

 **Uyên Vy**
Gọi k ai nghe máy
4w Like Reply 1

 **Phạm Hợp**
Sao k không nt dc trên Messenger
vậy ạ
3w Like Reply 1

 **Đường Long**
Thế mà đặt mua lại k giao, nói tới
nói lui...
1w Like Reply

 **Bảo Trâm**
Vì sao ko đề menu và giá mà phải
ib nhĩ ??
4w Like Reply

 **Duyên Nguyễn**
k thấy giá à ad ơi, mà website
muốn mua đồ hơi khó đây ạ. mong
ad thiết kế đơn giản hơn và hiện
giá để mn nắm bắt ak
6w Like Reply 1



CUSTOMER COMMENTS – PIZZA HUT

36



Pizza Hut customers generally show interest in **promotions** and **special deals** from the brand. Regarding customers comments on Pizza Hut's Facebook over the last 3 months, the brand has succeeded in providing and improving promotions to attract more customers.

However, there are many **negative comments** about Pizza Hut's online services.



Moreover, customers usually complain about the brand's **website features** making it hard to look for more information and they frequently have to capture the promotions display on the website to ask for the price.

➔ **Poor online customer services and website performance may cause Pizza Hut's customers to shift to another brand due to high competition in the pizza category.**



CUSTOMER KEY INSIGHTS – PIZZA HUT

Pizza Hut received many complaints about online services that may discourage online customers from interacting with brands online.

Positive



Pizza Hut's pizza is **delicious** and **suitable** for my taste.



Pizza Hut's **promotions** are bargain as I can receive movie tickets, shirts,... when buying pizza as well



I often **intend** to buy Pizza Hut's food when seeing the promotions on social media

Negative



The website features make it **hard** for me to find information and order




Why do I have to **send message** to see the menu and food price?




The ordering process from Pizza Hut is **slow** and **not consistent** – my text and calls are often received no response.

Neutral

 Ngân Thái
mua 1 tặng 1 hết tuần kia, đi ăn
thôi!!!!!! Ngọc Nguyễn Phúc Thịnh
Minh Thành Lê Quỳnh Như Tàu Hủ
ThốiĐương Thị Quỳnh NhưTom
Phạm =))))))

 Quốc Cường
Có loại này luôn 😊

4w Like Reply

 Phạm Văn Đại
Lâu chuyển từ pizza hải sản sang
choco pizza vị cũng lạ miệng phết

5w Like Reply 1 🍕


 Đỗ Thu Hương
Mvem mvem hnao lại đi ăn
Domino's Pizza 🍕 tiếp nhaaa 😊
số may mắn giúp e nào 710 🍀🍀




8w Like Reply


1 🍕

Positive

 Lê Thị Mai
Pizza ở đây thơm ngon nước mũi 🍕

4w Like Reply 1 🍕


 Domino's Pizza Replied · 1 Reply

 Giang Giang
Siêu thích. Nhà mình nghiện
Domino luôn. Rẻ, ngon, ship siêu
nhANH siêu dễ thương. Domino
ngàn sao 🍕🍕🍕🍕

5d Like Reply 3 🍕🍕🍕


 Thu Hằng Lee
Công nhận mix&match ăn lạ miệng
lại không chán

4w Like Reply 2 🍕


 Bong Tam
Pizza vẹm xanh ngon lắm á, nay lại
đc ăn với giá siêu hời nữa cơ 🍕

13w Like Reply

Negative

 Hoa Le
Thứ 7 vừa rồi m có ăn pizza tại Ng
Khanh Toàn. Minh thấy vị quá mặn.
Ngoài ra trog tất cả các bạn nhân
viên thân thiện thì có 1 bạn giọng
điều rất chi là ko tôn trọng kh.
Minh đã ăn pizza xong và ra cửa
xong nhưng bé nhà m thấy bóng
bay trong quán và rất thích nên
mình vào hỏi và xin 1 quả thì 1 bạn
thanh niên nam đã lấy quả bóng
cho em bé. Nhưng bên cạnh có 1
bạn nữ đã nói là "Ồ vào chỉ để xin
bóng thôi à" Minh nghĩ là dù ko
phải là kh vào mua hay ko mua thì
1 quả bóng cho em bé cũng đâu
có đáng bị nhận câu như vậy.

3w Like Reply 5 🍕🍕🍕🍕🍕

 Ngân Nguyễn
Hôm nay mình qua Domino
Nguyễn Duy Trinh ăn, trước khi
món ăn ra mình đi rửa tay thì nước
xà bông của cửa hàng nó kính đã
man, như mùi động vật chết, mình
phải rửa lại 3 lần bằng nước trắng
và cồn của cửa hàng nhưng vẫn
không bay mùi. Rửa lại bằng nước
rửa tay khô vẫn vậy. Tay thú làm
cho khách bốc pizza lên ăn như
vậy rất là ảnh hưởng. Mong quản lý
của hàng thay đổi.

2w Like Reply 1 🍕



CUSTOMER COMMENTS – DOMINO'S PIZZA

38



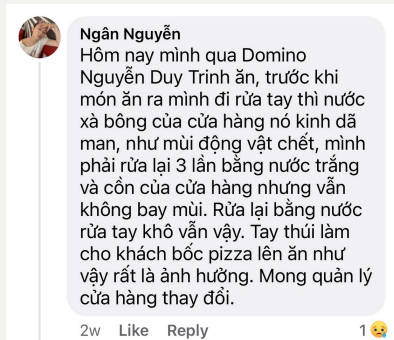
Domino's Pizza food quality and promotions (using special deals and KOLs) received numerous **positive feedback** from customers.



The brand's strategy on creating **new** and **unique** pizza flavors attracts curiousness from customers which also **successfully** encourages them to buy more.



Compared to Pizza Hut, Domino's Pizza frequently received **negative comments** about **in-store services** rather than online services. The brand overall does not receive any complaints about its online services.



➔ **Domino's Pizza understands the customers trends i.e. interested in KOLs and trying creative food, and developing its marketing and food products accordingly**



CUSTOMER KEY INSIGHTS - DOMINO'S PIZZA

Unsolved complaints on indoor services and hygiene may make Domino's Pizza lose brand loyalty in the long-term

Positive



Domino's pizza is **delicious & high quality**



There are many great **promotions** from Domino's Pizza that make me want to buy food from them with affordable price



There are so many **new** and **interesting** pizza flavour from Domino's Pizza which I want to try out



Entertaining and **trending** contents collaborating with influencers on Domino's social media attracts me to the brand


Negative



I find Domino's employees at the store often have a **bad attitude**



Domino's stores quality are **not consistent** and needs improvement in terms of hygiene



WHAT IS THE CONSEUQUENCES OF POOR ONINE CUSTOMER SERVICES?



WHAT IS THE CONSEQUENCES OF POOR ONLINE CUSTOMER SERVICES?

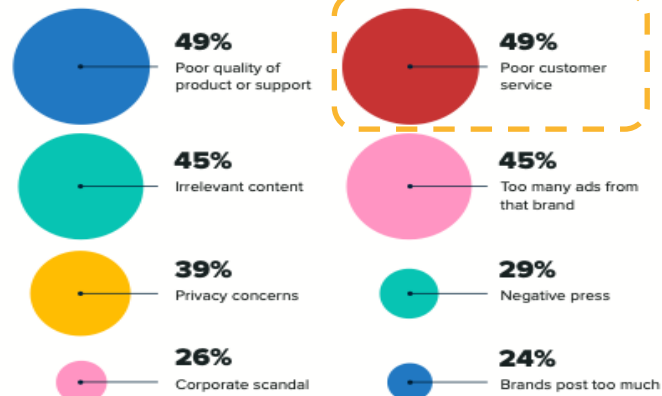
49% of Vietnamese audience unfollow brands on social media due to poor customer services (CMetric 2021)

Based on customer comments towards Pizza Hut on Facebook above, it is certainly that Pizza Hut has more poor online services than Dominos.

*Pizza Hut has a high risk of losing followers on its Facebook. This is a **threat** as the brand promotes predominantly on this social media platform.*

*This threat not only affects Pizza Hut's social media performance but also creates an opportunity for Dominos and other Pizza Hut's competitors to **acquire** their customers*

Why consumers unfollow brands on social media



Negative Customer Insights



The website features make it hard for me to find information and order



Why do I have to send message to see the menu and food price?



The ordering process from Pizza Hut is slow and not consistent – my text and calls are often received no response.

06



Executive Summary

Executive Summary & SWOT Analysis

EXECUTIVE SUMMARY

Search Engine Performance

- Pizza Hut dominates Domino's Pizza in **search engines** due to having higher **brand awareness** and more active in exercising **CSR campaign**.

Website Analysis

- Attractive promotion design which acts as “**call to action**” are displayed on Pizza Hut and Domino's Pizza website's landing page
- Pizza Hut may **lose** potential customers to Domino's due to poor website performance

Social Media Analysis

- Facebook is the main and most **effective** communication channels for both brands in the pizza category.
- Dominos dominates Pizza Hut over social media for **attractive contents**.

Online Activities

- Both brands **perform well** in product launch, promotion on website, social media and delivery application.
- However, Pizza Hut is more active in doing **campaign** and has an **application** to announce brand's activities.

Online Customer Behaviour

- Customers generally are attracted to promotions and special **deals** from both brands
- However, Pizza Hut received more **negative** comments due to **poor online services** and **website performance**.

SWOT Analysis on Pizza Hut

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STRENGTH

- Better brand **awareness** and brand **image**
- Have delivery **application** and high audience on CH Play and Apple Store
- More **active** in running CSR campaign and has better offline services.
- Better performance in You Tube channel

WEAKNESS

Poor website design and **performance** (slow speed index and complicated to get price list) as well as poor online customer **services** which leads to slow purchasing process.

OPPORTUNITIES

- Customers that do not acquire an evoke set of pizza brand. This is an opportunity to **acquire potential customer** on potential **platform**: Beamin, Now, Tiktok
- Website Changes through marketer's research about new **content** and **design** contributed to a company is the main reason for the company's success (Metric 2021).

THREATS

- Customers may **unfollow** Pizza Hut on social media due to poor online services.
- Potential website audiences leave Pizza Hut website for Domino's website because of poor **website performance**.
- Negative feed back about application with **poor service**

SWOT Strategy For Pizza Hut

SO STRATEGY (Attacking strategy)

(S) Better **brand awareness**

(O) Customers that do not acquire an evoke set of Pizza Hut on potential platform



Objective: Convert that number of customer to Pizza Hut



Recommendation: Cooperate with **Tik Tok** and more **delivery app:** Now (2nd rank) and Beamin (4th rank)



WO STRATEGY (Build strength for Attacking strategy)

(W) **Poor website performance:** poor design (no separate sections with complex process to menu), slow speed & poor design

(O) Website Changes through marketer's research **about new content and design** contributed to a company is the main reason for the company's success (Metric 2021)



Objective: provide better **online experiences**

E-voucher

Promotions

Menu

Order tracking

Separated
section



Recommendation: Redesign website with separated section and include price menu, invest more on website to increase its speed

SWOT Strategy For Pizza Hut

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WT STRATEGY
(Build strength for
Defensive strategy)

(W) Poor application performance: direct link back too website for ordering, does not have price list, hard to use and no chatting box

(T) 49% of Vietnamese customer unfollow the brand due to the **poor service**, and do not want to have **complicated process**. Customers may unfollow Pizza Hut on social media due and leave the brand due to poor online services and website performance.



Objective: Improve customer's satisfaction and engagement.



Recommendation: provide different sections including a **price list** section for customer easier to choose product with "**call to action**" call the nearest store for ordering or direct order from the app. Furthermore, have a chat box to engage with customer.

ST STRATEGY
(Defend Strategy)

(S) Have delivery application and high audience on CH Play and Apple Store

(T) Negative feed back about application with **poor service**



Objective: announce new feature which provide better online experience



Recommendation: announce menu, call to action & chatting features on CH Play, Apple Store and social media



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THANK YOU!

