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Pizza Hut's Viral Attempt: Two Days, 100,000 Views

Man Tries to Get Pizza in No-Delivery Zone

Posted by [Emily Bryson York](#) on [12.12.08](#) @ 05:31 PM



Move over "[Crazy Lettuce](#)." Now Pizza Hut is trying to go viral.

In "Kicked out of a Pizza Place," from Mediocre Films, a man visits mom-and-pop pizza parlors, has Pizza Hut delivered and is ejected. The film, posted on YouTube and MySpace on Wednesday, had gotten about 100,000 views on both sites by Friday.

Pizza Hut worked through Zadby, a broker that connects marketers with viral-video producers. Zadby links marketers with producers based on the type of project and the number of views they're looking for. Clients are issued refunds if they don't get the audience promised, though Beau Brewer, general manager of Zadby, said they haven't ever had to issue one.

He declined to give Pizza Hut's investment in the video, but said it was comparable to the \$25,000 Wendy's paid for its first viral effort.

"Kicked out of a Pizza Place" is one of three videos made to order for the pizza chain. Mr. Brewer said the other two have an additional 180,000 views between them.

5 Comments

It seems Pizza Hut was trying to rip off Burger King or Coke Zero's hidden camera tactics sprinkled with a little Sonic in the car humor. All of those campaigns focus on a benefit for the consumer.

I don't see any benefit here. I just get the message that Pizza Hut is rude to small business owners.

How would they like it if Papa John's did that to them? I'm pretty sure the Papa John's folks are smart enough not to attempt, but if they did, the videos would be strategic and deliver on a benefit - like "Better Ingredients. Better Pizza."

Rodney Mason
CMO
Moosylvania
The Great State Of Design - RODNEY MASON | FRISCO, TX

Hmmm, but is something truly viral if you have the equivalent of "phone phreakers" systematically generating "hits" for a video online?
- annie heckenberger | Philadelphia, PA

See my comment on/analysis of this over at <http://www.ianschafer.com>. I think this is an epic FAIL. - IAN SCHAFFER | NEW YORK, NY

A video is not viral if it didn't reach a certain number of view, ok. But there is no point to generate hundreds of thousands of views and to go viral if the video or message doesn't support the brand message and values... I am not even talking about brand attribution.

I really think as a viral marketer (vanksen : www.culture-buzz.com) that my job is not to entertain the audience with no aim. In this case I am really curious to understand the marketing value... reach in itself does not mean anything (I can guarantee several million views on a video by using a naked girl... but will it serve the brand)...

I think that the best viral marketing campaign find a way to engage with the audience while delivering a positive brand message. Have a look at this Disney new campaign for example : <http://www.sun7news.com/index.php?code=81c2k1Z28ix9p157y859&CMP=OTC-WWYCOVS1001> - EMMANUEL VIVIER | NewYork, NY

You gotta love how the internet is just turning everything upside down. It may be difficult to live through it if your in the business but it's just amazing. You have new businesses popping up all over the place to help navigate through the change. You have Youtube, Pizza Hut (a major food chain), Zadby(an intermediary) and independent content producers to run a successful campaign. Nice! Tk Ogun 2505 Studios
- Tk Ogun | Atlanta, GA

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