



**Introducing the
NEWEST and GREATEST
Advertising Opportunity:**

Profit Building Boxes

**“Grab a slice and we’ll
show you what we’re
talking about!”**



You Just Can't Miss It!



General Pizza Facts

Americans consume 350 slices of pizza per minute

Over 3 billion pizzas are sold annually in the United States

The average pizza meal is enjoyed by 4 people

The average time spent enjoying the pizza meal is 30 to 40 minutes

Pizza consumption is not limited to one demographic. Your message can reach males and females of all ages, races and income levels.



You Just Can't Miss It!



Hungry Howies® Florida Facts



**Hungry Howie's Pizza - Florida has 250 Franchisees
in 22 cities and 155 counties in Florida, Alabama,
Mississippi, South Carolina, and Georgia**



You Just Can't Miss It!



Hungry Howies® Florida Facts

Hungry Howie's Pizza - Florida sells about 750,000 14" pizzas per month. Using the average of 4 pizza consumers per pizza box, this translates into approximately **3,000,000** pizza consumers per month having the *uncluttered and focused opportunity* to view your advertising on a monthly basis.



You Just Can't Miss It!



LOW COST with HUGE EXPOSURE

No matter how you slice it:

***TREMENDOUS ADVERTISING
ROI OPPORTUNITY!***

**Advertising that will DRIVE THE
CUSTOMER to your website to take
advantage of your special offer**



You Just Can't Miss It!



Ask Yourself:

As an advertiser, how often have you opened a pizza box, looked at the blank inside cover, and said:

“Wow, that would make a great advertising billboard!”

“Wow, that promotes a product *without having to directly compete* with the clutter and chatter of today’s many advertising media!”

“Wow, you ALWAYS will be truly *up close and personal* with your potential customer!”



You Just Can't Miss It!



Ask Yourself:

As an advertiser, wouldn't you **ALWAYS**
LIKE TO:

Assure that your potential customer "**Just Can't Miss**" your advertising message

Be an innovator and take advantage of the **NEWEST**
High Impact Media in the market

To reach your consumer group when they are
most receptive, at the moment of consumption

To have up to a **75% message retention** rate for
your campaign



You Just Can't Miss It!



Cost Effectiveness

Average advertising cost of a direct mail promotion is \$250 / CPM in Florida

Average advertising cost of 2-color inside print on the inside cover of a pizza box is \$150 / CPM

Research shows an average of 4 people share each pizza which potentially translates into **\$37.50 per 1,000 pizza consumers**



You Just Can't Miss It!



Cost Effectiveness

Potential monthly exposure on our 14" Hungry Howie's billboard is **3,000,000 consumers** per month.

Conservatively, if only 10% are attracted to your offer, you have driven **30,000 new consumers** to your landing page where they can enter their information on your database.

Conservatively, if only 1% of those consumers act on your offer, you have **3,000 new customer sales**.



You Just Can't Miss It!



Advertising Production & Specifications

The 14" x 14" pizza box offers an inside print advertising area of **13" x 13"** against a white or kraft linerboard background.

The inside print advertising is offered in flexographic **one or two colors.**

Deadline for approved artwork is **3 weeks** prior to production date

Recommended minimum advertiser ad campaign length is **three months.**



You Just Can't Miss It!



FAQ

Why hasn't this valuable "You Just Can't Miss It" high-impact advertising space been utilized with pizza boxes in the past?

Traditional corrugated manufacturers need to add at least one extra production step which adds cost to the manufacture of the corrugated pizza box.

Webcor Packaging Corporation solves this cost problem with its unique in-line production process, utilizing **Dual-Sided Printing (DSP)** capability, which prints both the inside and outside of the pizza box in register with one another in just one step.



You Just Can't Miss It!



FAQ

Won't my inside print advertising be affected by the pizza cheese or grease?

Market testing has demonstrated that the inside print on the pizza box cover will be **free of any cheese or grease 99% of the time.**

What about the FDA's concern about the inside print ink affecting the pizza?

All printing inks used on the inside print of a pizza box are approved by the FDA for contact with food products.



You Just Can't Miss It!



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