

OPERATIONS

Grow family pizza sales with this innovative strategy

Pizza brands know how important families are to their business. Here's how to stand out in a crowded field by enhancing family pizza night.



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March 7, 2022 | by Jennifer Loper — President, *C3 Brand Marketing*

Families are big traffic drivers to pizza restaurants. For families, ordering pizza turns a night at home into special family time. What if your brand could enhance family pizza night with branded entertainment while simultaneously growing your sales and brand affinity among families with children?

Being family-friendly drives sales

Pizza brands know how important families are to their business, and the numbers prove it: According to NPD, a whopping 43% of traffic to pizza restaurants, both on and off premises, is from families with kids 12 and under, a full 16 percentage points higher than the restaurant average family traffic, which is 27%. Not only that, but families also consistently bring in checks that are significantly higher than the average customers.

We know that catering families with children is about more than just delivering great tasting food and service, it's also about delivering a memorable experience. Given that families are such revenue-drivers for pizza brands, it makes good business sense to pay special attention to them and innovating the at-home pizza experience. How? By enhancing family pizza night with branded entertainment and strengthening families' emotional connection to your brand along the way.

How pizza brands can enhance families' pizza experience

We conducted a study to dig into families' pizza experience and how it can be enhanced. For most families, ordering pizza is a way to relax and have fun, a chance for family bonding, and a special treat for the family. In other words, family pizza night is something special!

What's more, parents told us that a pizza brand could really stand out and enhance their family pizza night tradition by offering a little extra surprise with their pizza order: 92% of parents like the idea of their pizza orders coming with family-friendly items or activities. Why? Here's what parents had to say:

- "I love places that will do something extra for the kids. Sometimes we parents are so tired, it feels like we're kind of being taken care of, too."
- "My kids would love it and will be wanting to order more often."
- "I think it'd be an innovative idea to offer something more for families as a thank you for choosing their restaurant over another."

Entertain families and they'll reward you with more orders

Not only do parents like the idea of family-friendly entertainment with their pizza order, but they also tell us it would increase their pizza orders from that brand. The majority of parents agreed: It would make their kids more excited to order from that pizza restaurant, it would make that pizza restaurant stand out from the others, it would make them more likely to order from there, and it would make their pizza order seem like a better value for the money. In other words, leaning into special family time and enhancing the at-home pizza experience is just good business!

Rise above the crust

Your restaurant could be the first to make family entertainment a part of your brand's at-home pizza experience — no other pizza brand is known for this.

Family entertainment could mean anything from family activities to kid-focused games, conversations starters to branded items that live on the home, analog activities to digital tie-ins. The possibilities are endless! At-home family entertainment are about more than keeping kids busy, it is a chance to encourage creativity, imagination and relationship building. The goal is to bring your brand's personality into families' homes and make their experience with your brand truly memorable.

Are you ready to rise above the crust and take family pizza night to a whole new level?

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JENNIFER LOPER

Jennifer Loper is president of C3, a Kansas City-based marketing and brand activation agency that brings brands to life for families with children through experience, entertainment and more. C3 uses strategy, guidance and award-winning design to create programs and products that get results for major restaurant and hospitality partners in the US and abroad.

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