



media release

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Domino's appoints BMF as new ad agency

Australia's largest pizza delivery company Domino's Pizza Enterprises Limited ("Domino's") today announced it has appointed creative advertising agency, BMF, to lead the Company's strategic direction and creative advertising for its Australian and New Zealand business.

BMF will commence on 16 May 2011 and will lead Domino's above the line and below the line advertising.

Domino's CEO Don Meij said he is excited to welcome BMF to the Domino's team and is looking forward to a long-term, successful partnership.

"I am delighted to welcome the BMF creative team to the Domino's family and look forward to seeing the team take us to a whole new level in the future," Don said.

"Our promotional activity has been really successful over the past few months and we are expecting BMF to deliver even more engaging promotions and advertising campaigns to our customers."

Domino's Chief Marketing Officer Allan Collins said the Company undertook a three-month review of key creative agencies in Australia to find the best agency suited to the Domino's business.

"Following an extensive selection process, BMF stood out as the best creative agency - one that understands our consumers, our brand and the way we operate," Allan said.

"We were very impressed with BMF's ability to have a huge amount of empathy for our business and the steps that we need to put in place to take our emotional engagement with consumers to the next level.

"We welcome them as a key partner to our business and as key extension to the marketing team."

BMF CEO Jeremy Nicholas said his team was excited at the opportunity to work with Domino's and felt the entrepreneurial business was a great fit for BMF.

"Domino's is an ambitious, innovative and entrepreneurial business – a great partner for BMF," Jeremy said.

"BMF is looking forward to working with one of Australia's most forward-thinking companies."

Domino's Pizza is the market leader in the Australian pizza industry with more than 46% market share in the chained pizza category.

The Company and its franchisees have 539 stores across Australia and New Zealand, employing more than 15,000 part-time and full-time staff who make more than 50 million pizzas each year.

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