



# Media Release

17 October 2011

## Domino's uses technology to advertise quick delivery times

Australia's favourite pizza company Domino's Pizza will today launch an outdoor digital campaign in Brisbane to communicate its focus on lowering pizza delivery times, by displaying up-to-date delivery results for its stores.

The outdoor digital billboards in the Brisbane suburbs of Clayfield, Newstead and Enoggera will display the latest estimated delivery times for Domino's stores in the local area.

The average Domino's delivery time across its 473 Australian stores is 24 minutes.

Domino's Chief Marketing Officer Allan Collins said the aim of the campaign was to show customers the Company was serious about improving the estimated delivery time of its orders – from the minute the order is placed to when it arrived hot and fresh at the customer's door.

"We are serious about improving the pizza delivery times across our business and we want to show customers that we are not afraid to hide," Allan said.

"Brisbane has some of the best delivery times across Australia and we are proud of some of the results achieved in this market. For our customers it means they receive their Domino's order quicker; pizzas fresh and piping hot and drinks chilled.

"While we still have more improvements to make, we are confident this public display of our delivery times will show our customers how quick Domino's can be.

"It will also motivate our team to deliver a quicker pizza experience, as we know that the faster we can get the pizza out of the oven and to the customer the better the pizza tastes."

While Domino's is focused on lowering delivery times across its stores, road safety is always the priority.

"The hustle is in the store, not on the road. Road safety and the safety of our delivery drivers is our number one priority and under no circumstances do we want our team members disobeying road rules just to deliver a quick pizza," Allan said.

"We also take the time to ensure every pizza is made correctly in store before the driver leaves. Pizza quality is important to us and its up to the whole team to ensure every pizza successfully passes each stage of the order process, not just the driver delivering quickly."

The digital advertising billboards will be on display between Monday 17 October – Sunday 13 November at the corner of Sandgate & Junction Road, Clayfield; Breakfast Creek Road, Newstead and the corner of Samford Road and Wardell St, Enoggera.

Domino's Pizza Enterprises has 555 stores across Australia and New Zealand, employing more than 16,000 part-time and full-time staff who make more than 50 million pizzas each year.

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**For further information:**

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