

INTERVIEW #3

JAN	FEB	MAR	APR	MAY	JUN	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
JUL	AUG	SEPT	OCT	NOV	DEC	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		

Chief Brand Officer

Informational Interview w/ Regina Borda

• New restaurant concepts

• Latin America (28 countries)

• 50% are franchisees

→ Multinational rest.

160 = branches

→ we own brand and product

→ Mexico: BUZZEL

• sub franchise

• market franchisees

↳ smaller

q1

one per country

↳ marketing

↳ food innovation tech

↳ quality tech

↳

franchisee = suit executive, same w/ marketing

• local promotions det.

• coordinated w/ them

• monitor media

↳ coach help

need success w/ digital strategies

Vegetarian menu

• core menu

• local stuff = optional

• Latin America (not menu)

SE Asia → seafood

• shrimp
• lobster

Different ways to franchise

• Starbucks: conservative & McDonald's

• Pizza Hut = fun (YUM)

different way

• Honduras & China proposed

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PRICES

- "premium segment"
- competition w/ pizza & QP
- consumers not always same perceived

EVERYBODY LIES

• big data

[BOOIC] (product)

by Seth Stephens

* tier-prices hierarchy

- started next (premium)
- comp. don't value

• super premium

same [part]

SOCIAL MEDIA

→ target audience

→ vegetable / price-conscious
to show them
what they WANT

• TV → social media

"spicy and price"

• not once to see how much WANT

→ not seen much

• healthier choice ? not vegetable → didn't work

→ before

• research from survey

google translate can show

• what show

ended about 2

Latin America (1-2)

big channel

• big-dine-in to pizza delivery

now moving "chipotle" fast eat & sell it

→ new concept

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Lower social demographic

↳ Walmart

one dilemma

- labor = cheap
- more people work / casual / waitress ⇒
- higher demands must
- can't name more

not financial sense (\$)
 • labor model
 • US: different rest.
 • fewer transactions
 ↳ spend less, must
 more ppl

demographic markets

- ↳ Pizza Hut - sought-out employees
- ↳ educational = (↓)

Indonesia

- employee wants to work full
- Pizza Hut
- tech team grooming / evaluate

the skills

↳ franchisees = initiatives
 • structural = operations
 - great people
 needs

the franchise =
 take initiatives

+ deliver brand through people

↳ invest in ppl

↳ motivate

• find other ways
 to feel engaged

Latin America / Asia

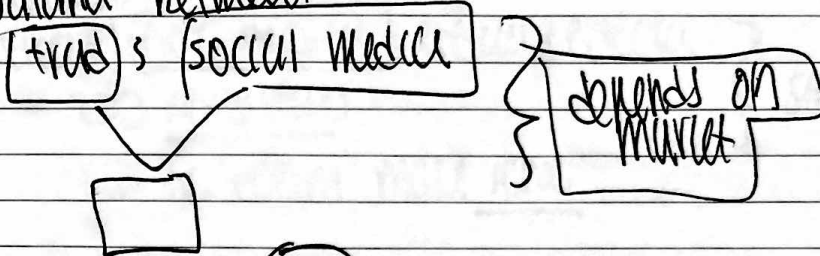
- families important
- makes the employee
 the family

employee value
 proposition

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balance between



DA = TV viewership $\downarrow\downarrow$ → customer placed the frail
 - expense

TV in the future, TV will have customized ads

buy a campaign w/ hoodie

• ~~buy~~ hoodie who you want to target

• upload the number of pizza hut to hoodie's facebook

↳ then the ads will show up

↳ look for look-alike and the adv. follow them

• new people

• different ads

• select parameters

• "bid for terms"

• bid that I want to be # for pizza delivery

then you'll be #1, not 4 more shows

• bids go automatically up

• budget is fixed

• worked w/ that → media agency

social media

• can analyze real time ⇒ TV from TV do later

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Latin America

- Mexico = 100% digital effects + effects
- 730 ventures
- nat. tv. doesn't make sense

} same w/ startups

Other countries

- smaller
- 70% trad
- 30% digital

Business

• ch/service models

- pure delivery
- direct
- expres (mail)
- fast casual

} concepts

depends on trade zone

- make assessment
- Latin Am
- new malls
- two hubs
- express net
- direct

Primer (market)

- growing
- corporate not even fully planned

} nice option
↳ submit place

• residential delivery rest.

(decentralized)

some franchises don't follow, so ...

Motorcycles delivery unstable

- pizza has the motor cycle

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• Switzerland

↳ 4 laws

↳ German, French, English, USA, Spanish, Portuguese

↳ by advantage

- easier to connect
- full mode

} make connections
w/ people

• the language fluent

• spoke spanish

• teams

• 1 American

• cultural differences } someone in spanish

• spanish letter

• never learn until forced

• mind mode

rec

↳ Hershey → piece that

↳ Portuguese

blue that: MIT get your message across