

The background of the slide is a light pink color, decorated with a pattern of overlapping circles in various shades of red and pink. The circles are of different sizes and are scattered across the entire background, creating a vibrant, polka-dot-like effect.

Content Strategy

Content Framework

It's bigger than the pizza. A lot of pizza makers tell you that it's all about the pizza. At Donatos, we disagree. So while we certainly go to great lengths to make delicious pizza of the highest quality, we think our job is bigger than that. It's to enhance the experience of getting together with family, friends and coworkers. It's to enrich people's lives and their relationships with one another. It's to build community. It's to think about people first - with Donatos pizza as a means to a bigger, and much more fulfilling end.

Content Themes: (2-4)

The handful of topics that give chief guidance to content. They are based on the best opportunities to express the qualities of the brand, product and current campaign in social media. These are set at the beginning of the editorial year and stay set.



Content Topics: (1-5 per theme)

The topics within themes that give creative guidance to content. Themes are temporary and used or replaced based on performance and creative opportunity. There are be multiple creative executions within one topic.

It's bigger than the pizza.

The Experiences (How It Feels)

Donatos is an experience - whether it's the flavors you encounter, the people you share it with or the things you do with it. The most powerful part about food is its ability to bring people together and make an impact.

The Food (How It Tastes)

At Donatos, we value a lot of things, but two of the most important are our fresh ingredients and our loyal customers. It's what keeps us in business and ready to serve. We wouldn't be who we are without them... as cheesy as that sounds.

The Comfort (How It Fits)

In this crazy world we're looking for distractions and connections. Luckily, pizza is a comfort food. We reach for it as an easy solution, for entertainment, and for comfort. We are that family-friendly escape for our customers.

TABLE ENTERTAINMENT

Conversation is shared over food. Sometimes, especially if the kids (or significant other) are in THAT kinda mood, it can be difficult. Well, it just so happens we are dinner table entertainment experts.

OUTSIDE THE BOX

Family and relationships is what revolves around our pizza, salads, and wings - literally at the dinner table. We want to honor the stories that happen outside the pizza box. We also want to highlight our give back stories - a look into how our franchises are going beyond the box.

ABUNDANT TOPPINGS

Freshness is key when it comes to our ingredients. Our taste buds crave quality. And at Donatos, we're known for our generous toppings.

PIZZA LOVE

Every order gets you closer to a reward, so why don't we up the competition and make our members fight for that reward... and make those not in it, crave it. Let's spread the love.

HOT TEA

We're not kidding when we say it's bigger than pizza, salads, and wings. Memes circulate, people have the hot goss or strong POVs. We've got the tea.

PIZZA RESCUE

What's for dinner? Need food for a party? Have no energy to make food after a day of Zooms? Great question. Pizza solves it & is that comfort food we can count on.

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The Donatos Persona

Donatos Persona

Every group has that one friend.

She's not family and might not even be your best friend, but she makes you feel that way even if you've just met.

She's supportive. She makes you feel like a big deal even when you're in the dumps. She's the first to congratulate you on your promotion and tells you your Buffalo Chicken Dip was the best appetizer at the party even though she brought homemade risotto balls.

She is always down for a good time, but will gladly spend her whole night having a heart to heart with you in the corner because, honestly, that's exactly what you needed. And to her, it's all the same as long as she's with friends.

She gets you out of bed at 7 AM on a Saturday to do a 5k because "it's for a good cause!" and you know you're going to have a blast with her no matter how tired you are. The after walk mimosas she promised are pretty persuasive as well. But for her, it's genuine. She's always doing these kinds of things out of the goodness of her heart.

No one has ever made you laugh as hard as she does, yet it seems like she's not even trying to be funny.

She digs sarcasm (She'll give you a hard time but only because she knows you can take it.), But she also can't help but tear up or melt when she sees real, touching stories. Or cute dogs. Or cute babies.

She likes to believe that pizza solves all things (even if she knows that's not the real real.) It's still a way to treat herself. It's a way to bring her friends together. She has a PhD in Pizza Math and makes sure to order a couple of salads because "you've gotta have some roughage" and always remembers the wings for Brian. She never forgets the details (because every piece matters).

Donatos Persona - “Mentor” Voices



Donatos Persona Guardrails

| SHE IS | SHE IS NOT |
|---------------|------------------|
| Clever | Mean or Hard |
| Approachable | Gross Talk |
| Down to Earth | Smug |
| Ambitious | A Martyr |
| Cool | Trendy |
| Funny | Over the Top |
| Caring | Virtue Signaling |
| Loving | Lovey-Dovey |
| Cheesy | Corny |
| Cheeky | Disrespectful |