

# In 2025, **Pizza Pizza** prompted Torontonians to try the New “**XXL 3-Topping Pizza**” or New “**Drippin Chicken Tenders**” with 3 new sauces



**43%** Toronto residents recalled seeing the **Pizza Pizza** campaigns

- 62%** of Parents with kids <18
- 59%** of GO Train Riders
- 55%** of Millennials
- 53%** of weekly downtown visitors
- 51%** of weekly regular drivers 75km+
- 52%** of TTC Riders
- 49%** of those with a HHI over \$100k+

...also recalled seeing the campaign



Of which, **74%** took any action after seeing the campaign

- 53%** Performed any online action
- 22%** Ordered from Pizza Pizza in store/online/app
- 17%** Dined at a Pizza Pizza
- 14%** Searched online for the Pizza Pizza Menu
- 15%** Talked to friends or family about Pizza Pizza
- 12%** Searched online for more information about Pizza Pizza
- 11%** Recommended Pizza Pizza to others
- 11%** Searched for a nearby Pizza Pizza
- 10%** Visited the brand website for more information