



MEDIA RELEASE
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'Tis the Season for Giving Pizza: Domino's Launches InstaGift™

Forget the socks, hankies and coffee mugs this Christmas, Domino's is playing Santa with the launch of a new gift idea, InstaGifts, just in time for the holiday season.

With office elves throughout the land looking for stocking stuffers and Secret Santa presents, the Company expects people searching for a fresher, personalised and instant gift for friends, loved ones and colleagues, will turn to pizza.

The move follows a survey of more than 6,000 Domino's customers on the country's favourite gifts, which found Australians are hungry for pizza for parties, and are eager for vouchers from their Secret Santa.

Domino's Pizza Enterprises Limited Group CEO and Managing Director Don Meij, said the Company developed InstaGift because pizza lovers across Australia and New Zealand were keen on new ways to treat their loved ones.

InstaGifts are digital gift cards that can be used for any purchase from the Domino's menu, meeting demand from customers hungry for new gift ideas for Christmas, house warmings and other special occasions.

"We believe pizza is the perfect gift, it's instant, universally loved and completely personalised, because friends and loved ones can choose their favourite selection from our new Taste the Colour menu," Mr Meij said.

"Our loyal customers have been asking us for this for some time, and now we have delivered."

Every stage of using an InstaGift is online, from purchase to redemption, so customers don't need to worry about losing a gift card they have received.

"Our customers are time poor so the ease and immediacy of sending someone an InstaGift from Domino's is ideal," Mr Meij said.

"We expect Domino's InstaGifts will be very popular for the Christmas holidays, but they are also perfect for other occasions including birthdays and housewarming gifts.

"Domino's is revolutionising gift cards, removing all the barriers that exist with cumbersome card-based systems.

"It is another significant digital project we have undertaken to make things easier for our customers."

Domino's InstaGift can be purchased for any amount ranging from \$10 to \$1,000, can be given anonymously (for Secret Santa presents) and can be personalised depending on the occasion.

Large corporate clients can purchase InstaGifts in bulk at a discounted rate by emailing instagift@dominos.com.au.

The launch of InstaGift comes after the Company recently announced its biggest menu launch since 2009 'Taste the Colour'. Just last month, Domino's introduced more taste, more quality improvements and 21 fresh new ingredients across the range, with tasty new pizzas, succulent new sides and delicious new desserts.



To order an InstaGift or a product from the 'Taste the Colour' range, head to www.dominos.com.au

Favourite and least favourite gift survey (>6,000 respondents)

Favourite secret Santa gift	
Something nice you wouldn't buy for yourself	41%
Vouchers/gift cards	34%
Something personal/handmade	17%
Favourite housewarming gift	
Home décor	38%
Artwork	13%
Pizza delivery	40%
Favourite type of voucher to receive	
Lifestyle/experience	24%
Fashion/beauty	23%
Food-related	45%
Worst gift to receive	
Socks & jocks	14%
Something you already had	29%
Something obviously regifted	43%

~ENDS

About Domino's

Domino's Pizza Enterprises (DPE) was Australia's first publicly-listed pizza company and is the master franchisor for the Domino's brand in Australia, New Zealand, Belgium, France, The Netherlands, Japan and Germany. Across these seven markets, DPE and its franchisees operate over 2,000 stores. For more information, visit www.dominos.com.au

For further information, interviews or images contact: Bridget Dixon, Domino's Communications Specialist: T | +61 7 3633 3286 | M: 0418 493 122 | E: bridget.dixon@dominos.com.au