

 <p><b>MY VEGGIE TOO</b> ORDERED: 4 INGREDIENTS: BROOKLYN CRUST, BLACK OLIVES, CHEESE, GREEN PEPPERS, MUSHROOMS AKA:</p>	 <p><b>DOMINICAN SIDEKICK</b> ORDERED: 875 INGREDIENTS: THIN CRUST, CHEESE, EXTRA LARGE PEPPERONI, ITALIAN SAUSAGE, PROVOLONE ... AKA:</p>
 <p><b>MATTY B'S MUNCHIES</b> ORDERED: 9 INGREDIENTS: BROOKLYN CRUST, BACON, BEEF, CHEESE, EXTRA LARGE PEPPERONI, SAUCE AKA:</p>	 <p><b>DAVID REUTIMANN</b> ORDERED: 1468 INGREDIENTS: HAND-TOSSED CRUST, CHEESE, PEPPERONI, SAUCE AKA: Corbs pizza, Teenage Face Pizza,</p>
 <p><b>THE LUCIA</b> ORDERED: 4 INGREDIENTS: HAND-TOSSED CRUST, CHEESE, SAUCE AKA:</p>	 <p><b>PLAIN JANE</b> ORDERED: 632 INGREDIENTS: BROOKLYN CRUST, CHEESE, SAUCE AKA: Its like home to me!, AllNighter, the moci, The Master Pizza, Pizza Vito, Philly, chees, ....., SI...</p>

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## SOCIAL PIZZA ORDERING, WITH A SIDE OF GRAVANITY



It's not uncommon for pizza chains to let their customers order online or even via text message and the mobile web, but a new tool from Domino's adds a social element to the process. Michigan-based Domino's revamped its online presence last month as part of its "You Got 30 Minutes" brand re-launch campaign, including adding the [new BFD Builder](#) for custom online orders. Short for Big Fantastic Deal, the BFD Builder lets consumers create the pizza of their dreams—specifying the type of crust, the amount of sauce and cheese, and unlimited toppings—for a flat rate of USD 10.99. A 10-day contest last month even promised USD 500 in gift certificates for the most creative design. What's really interesting, though, is that consumers can name and register the pizzas they design in Domino's BFD database, where they can be viewed and ordered by other consumers. Nearly 12,000 pizzas have been registered so far, including the "Happy Birthday Aaron" and "Rhonda Half Doug Half," for example. The site even tracks how many people have ordered each registered pizza so far, and consumers can view the database with the most popular pizzas first, as well as by newest, oldest or alphabetically. Top of the "most popular" list, incidentally, is the "Ciao Bella!" which has been ordered over 83,000 times. Customization is a distinctly gravanity-stroking process, and the public element makes it even more so.\* If pizza ordering can be made social, think how many other products and services can, too! Spotted by: Ozgur Alaz \*From our sister-site's 2003 briefing that coined the term *gravanity*: "trendwatching.com predicts museums selling sponsorships of even the smallest works of arts (or just the frames!), [...] and Domino's introducing pizzas named after cash-rich, attention-poor pizza lovers who will reveal their favourite toppings to the world."

5th February 2008

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