

MIMIG
@MMediaGroup



Amplifying
PR With
Dynamic
Creative



CREATING PR OPPORTUNITIES

Taking a slice out of Chelsea Football Club, Domino's chose **Single-Sided Digivans** to create a **PR stunt** for **amplification** on social media. This campaign used **dynamic creative** to show a live tracker for the number of pizzas since Chelsea's last goal.

Packaged with **professional photography**, Domino's were able to activate on **social media** on the same day.

SOCIAL ENGAGEMENT

5.38mil+

views across X (Twitter) & Meta.

390k

Engagements
across social media.

Source: X & Meta Statistics.

7.25%

Engagement rate
across social media.

Source: X & Meta Statistics.

