

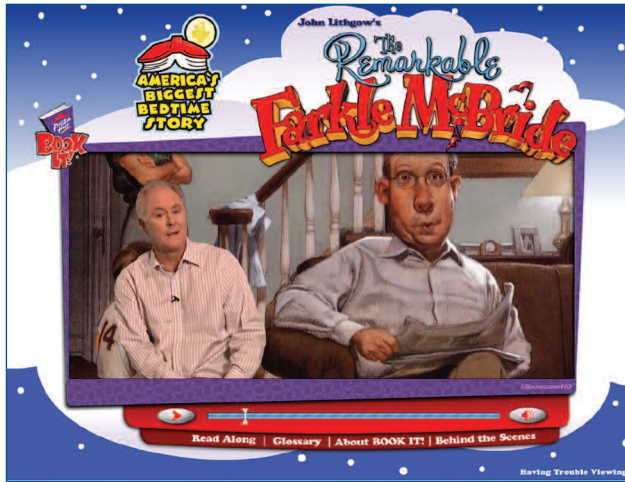


Pizza Hut® partners with Thomson to tell America's Biggest Bedtime Story

CHALLENGE: The Pizza Hut® BOOK IT!® Program was looking for a way to generate awareness and excitement around America's Biggest Bedtime Story—an initiative encouraging parents to read with their children at home.

SOLUTION: Using its iShowcase platform, Thomson delivered a compelling online video and Flash presentation featuring John Lithgow who agreed to read his new children's book as part of the campaign. An interactive version of the book allowed readers to turn pages virtually using a mouse. The project was filmed, edited, produced and hosted by Thomson.

RESULTS: America's Biggest Bedtime Story attracted over 100,000 viewers in a single night without any bandwidth issues (it was hosted on Thomson's redundant servers), and the BOOK IT! Program's Web site received more traffic in one month than in the entire previous year.



Pizza Hut® used Thomson iShowcase to deliver America's Biggest Bedtime Story (featuring John Lithgow) to over 100,000 viewers worldwide in one night.

Five hundred pajama-clad children pack the elementary school auditorium, scurrying to find a seat or a piece of floor or a lap to sit on while counting down the seconds to America's Biggest Bedtime story. With wide eyes they lean forward as the last tick of the clock reveals the storyteller, John Lithgow—actor and author of seven *New York Times* best-selling children's books, including tonight's tale, "The Remarkable Farkle McBride".

It's a special night for this group of students—members of the Pizza Hut BOOK IT!® Program, the nation's largest reading incentive program for kids. To think, a celebrity author right there in front of them reading...no—performing this tale of a young boy on a fantastic musical journey. What makes this story truly out of the ordinary, however, is that Lithgow is not only here but simultaneously in thousands of schools and homes across the country. What has brought this remote audience together is a Web-based video and Flash animation platform called Thomson iShowcase.

America's Biggest Bedtime Story

"In our annual brainstorm session, we were looking for an innovative idea that would generate awareness and excitement about the program," said Leslie Tubbs, Director of the BOOK IT! Program. "We came up with 'America's Biggest Bedtime Story' as a way to engage parents and their children in understanding the importance of nightly reading."

"John Lithgow is an advocate for developing reading skills at a young age and providing children with the resources to accomplish these goals," said Tubbs. "Upon learning of the America's Biggest Bedtime Story initiative and the mission of the BOOK IT! Program, he agreed to read his new book."

Satisfying a Tough Audience

With a membership that includes 50,000 elementary schools (930,000 classrooms), Pizza Hut faced the challenge of choosing how best to connect John Lithgow with a diverse, remote audience. "We had to find a Web-based platform that would accommodate thousands of simultaneous visitors and, at the same time, be fun and interactive given our audience," said Tubbs. "Thomson iShowcase was the perfect solution for our needs and gave us the ability to maintain the attitude and tone of the BOOK IT! Program while using the latest technology."

To shoot the video portion of the presentation, Thomson had one hour of Lithgow's busy schedule...in London. "Thomson met us in London with the onsite producer we had worked with throughout the process and a full production team. The cameras and lights were set up and tested, and when John arrived all we needed was to say 'action'," Tubbs explained. "Thomson had the story text loaded in the



Thomson filmed, edited, produced and hosted the entire presentation, allowing Pizza Hut® to focus its resources on crafting and promoting the campaign.

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Director, BOOK IT! Program

teleprompter—as the client, we really didn’t have to prepare anything. We didn’t know what to expect but the process was seamless and Thomson’s team was professional and knew exactly what they were doing.”

To make the video more interactive, Thomson superimposed the illustrations from “The Remarkable Farkle McBride” behind Lithgow as he read each page. There was also a behind the scenes segment filmed with the author that could be accessed by viewers as bonus content. Thomson also produced a video teaser featuring Lithgow that appeared on *bookitprogram.com* encouraging visitors to participate in the event.

“Thomson was very consultative and shared a lot of best practices and helpful input with us during the production,” said Tubbs. “What we appreciated was that they left the final decision to us and made us feel that we had control of the direction of the presentation. Thomson suggested adding an interactive version of the book which allowed readers to flip the pages on their computer. All of their ideas were consistent with our goal of engaging both the children and the parents in the story.”

Making (and Measuring) the Grade

“When we circulated the iShowcase internally, we got great feedback from our leadership,” said Tubbs. “It was still nerve-racking in the days before the launch. We sent out a million flyers to teachers, blasted out emails, and pitched numerous publications and news shows to generate buzz about America’s Biggest Bedtime Story. It helped knowing Thomson was delivering the presentation—it was one less thing to worry about.”

With the goal of raising awareness of Pizza Hut’s reading incentive program and encouraging parents to read with their children, America’s Biggest Bedtime Story generated more classroom registrations than any previous BOOK IT! initiative. *Bookitprogram.com* was visited more times in one month than in the entire previous year and users stayed twice as long as in the past. Lithgow also appeared on Fox and Friends, a national television program promoting the online event. The combined efforts resulted in more than 100,000 views in one night—a lofty benchmark Leslie Tubbs and her team aim to beat in 2008.

“This was a tremendous success for us and we are thankful we chose Thomson as a partner to produce and deliver this event,” said Tubbs. “Now that we are planning for next year’s Bedtime Story, we’ll be able to use iShowcase as a recruiting tool for our next celebrity author.”

For more information about Thomson Corporate Communications Services, please contact us at 617.856.4030 or corpcomm@thomson.com.