

DShow Award Entry | Creative Use of Media

Due Date: Friday, February 13, 2026

Little Caesars Pretzel Crust Island

Pizza companies have pretty much done it all in an attempt to be supreme in the category. After all, it was almost 25 years ago that a brand actually delivered a pizza to space, and it's been a chaotic fight for market share and limelight ever since.

Emerging from the mayhem is Little Caesars' Pretzel Crust Pizza, which is a phenomenal success every time it makes its limited release. Since it had been two years since pizza fans got a chance to sink their teeth into the salty, buttery crust, they were obviously going to be excited about the return in April 2025. How could we possibly meet them where they are—and get them even more excited—in a category where it's literally all been done?

With two years elapsing since the last release of Little Caesar's Pretzel Crust Pizza fans were getting antsy... and hungry. Fans of the limited release couldn't be held down any longer and they took to social media to let their voices be heard.

Believe it or not, these are *real* tweets from Pretzel Crust fans:

"I would file bankruptcy for pretzel crust"

"Boycotting until you bring back Pretzel Crust"

"I'd fight my own family over the last slice of pretzel crust pizza."

So, to celebrate its long-awaited rerelease, Little Caesars decided to amplify this budding tension and bring others into the fold by encouraging fans to put their money (just \$6.99) where their mouth is: on Pretzel Crust Island.

The idea was to create a scripted reality show called Pretzel Crust Island—one part Love Island, one part Survivor, and a million parts chaos. Four die-hard Pretzel Crust fans would find out what lengths they would go to for the greatest prize in the history of reality TV: one Pretzel Crust Pizza. Each episode featured a challenge based on real fan tweets, with one contestant being banished from the island each episode via a bath of cheddar cheese sauce. It culminated with a final episode where viewer comments helped pick the winner.

The media strategy: treat Pretzel Crust Island like a real reality TV show, going all-in on the places and platforms where you'd expect to gossip about reality TV.

Years of experience supporting the release of new series across the entertainment industry helped us shape this strategy. By taking a page out of the book of someone like Netflix, we proposed the essential types of media partners that would be sure to make this a hit, and make other pizza brands (and networks) jealous.

We utilized a three-pronged approach to get Pretzel Crust Island in front of all the right people.

First, we generated buzz amongst reality insiders. We partnered with tastemakers like Deuxmoi, Scheana

Shay, and Gabby Windey to generate credible excitement around the new show. They hyped up Pretzel Crust Island to the point that it became must-know gossip.

Then, we took that excitement to the community. We collaborated with the group admins who control reality TV's most obsessed Facebook groups and gave them exclusive intel to share with their devoted followers.

Finally, we went mainstream. We secured a YouTube masthead and a first-ever pizza brand integration with TMZ, featuring Harvey Levin and staff discussing the show live on TV's most famous celebrity gossip show.

As the first pizza brand in entertainment news, we transformed Pretzel Crust from menu item to media phenomenon. We saw over 7MM views on YouTube, helping to sustain search volume for Pretzel Crust Pizza far longer than during its previous releases. In the organic communities, engagement rate was almost 50% above benchmark with over 30MM mentions.

And when you consider the other pizza brands, we had over 2x the number of engagements versus the last time one of them inauthentically tried to spoof a reality show.