

**Please welcome Jack Edge from  
Mission Mars!**

we live relatively  
close to a  
relativity of  
space and time  
in a long way  
short space





**Jack Edge**  
Marketing Manager  
Mission Mars

Mission 001: Send Joel to Mars

WTF is Mission Mars...

**ALL GREAT THINGS  
BEGIN WITH A DREAM**



WE  
ARE  
MISSION  
MARS



ALBERT HALL



ALBERT'S SCHENKE



ZUMHOF BIERGARTEN



ALBERT'S SCHLOSS

MARCH

2014

STARTED BY A LOVELY  
MANC COUPLE CALLED JIM  
& KATE – WHO LOVED  
PIZZA



JANUARY

2015

JIM & KATE SIGN THE  
LEASE FOR RUDY'S  
ANCOATS AND RUDY  
CELEBRATES HIS FIRST  
BRITHDAY



AUGUST

2014

STARTED COOKING PIZZA FROM  
THEIR BACK GARDEN, THEN  
DOING POPUP EVENTS AROUND  
THE CITY – SOLD 19 PIZZAS AT  
THEIR FIRST EVENT AND WERE  
BUZZING



MARCH

2016

RUDY'S IS LISTED IN THE  
'WHERE TO EAT PIZZA  
GUIDE' AS ONE OF THE  
BEST PIZZERIAS IN THE  
WORLD

NOVEMBER  
2016

RUDY'S WINS THE  
AFFORDABLE EATS  
AWARD FROM MFD  
AWARDS



MARCH  
2018

RUDY'S #2 OPENS ON  
PETER STREET !



2019 &  
BEYOND

RUDY'S IS 10 STRONG IN  
THE NORTH

MANCHESTER, LEEDS,  
WARRINGTON,  
BIRMINGHAM, LIVERPOOL



SEPT 2017

MISSION MARS FALL IN  
LOVE WITH RUDY'S AND  
ARE DELIGHTED TO BE  
PART OF THE PIZZA  
JOURNEY



FORZA  
RUDY'S

RUDY'S IS VOTED:

- #1 IN THE UK
- #3 IN EUROPE
- #10 IN THE WORLD!





**LONDON?!**





# RUDY GOES DOWN SOUTH



Site secured in May 2021  
Wardour Street, Soho

Heart of the Pizza Mile

World Class Peers:  
Pizza Pilgrims, Franco Manca,  
Japes, Da Michele, Soho Joe

2 month turnaround...

**Mission 002:**  
Launch a pizzeria where no one  
knows your name...





# OUR BRAND ESSENCE

We're **here** to bring authentic Neapolitan pizza to **everyone** — no matter who you are, who you're with, or where you're from.



## I HAD A DREAM...

### **Bring Neapolitan pizza to everyone...**

1. Register for a pizza on the house
2. Wait...
3. Book in to a 'pizza session' when we open

Kinda like Glasto. But with tomato sauce.

**Idea was simple.  
Try it and they'll come back.**



FIRST COME. FIRST SERVED

# PIZZA FOR THE PEOPLE

BE THE FIRST TO TRY NEAPOLITAN PIZZA FOR FREE  
DURING OUR OFFICIAL LAUNCH WEEK  
**REGISTER AT [RUDYSPIZZA.CO.UK](http://RUDYSPIZZA.CO.UK)**

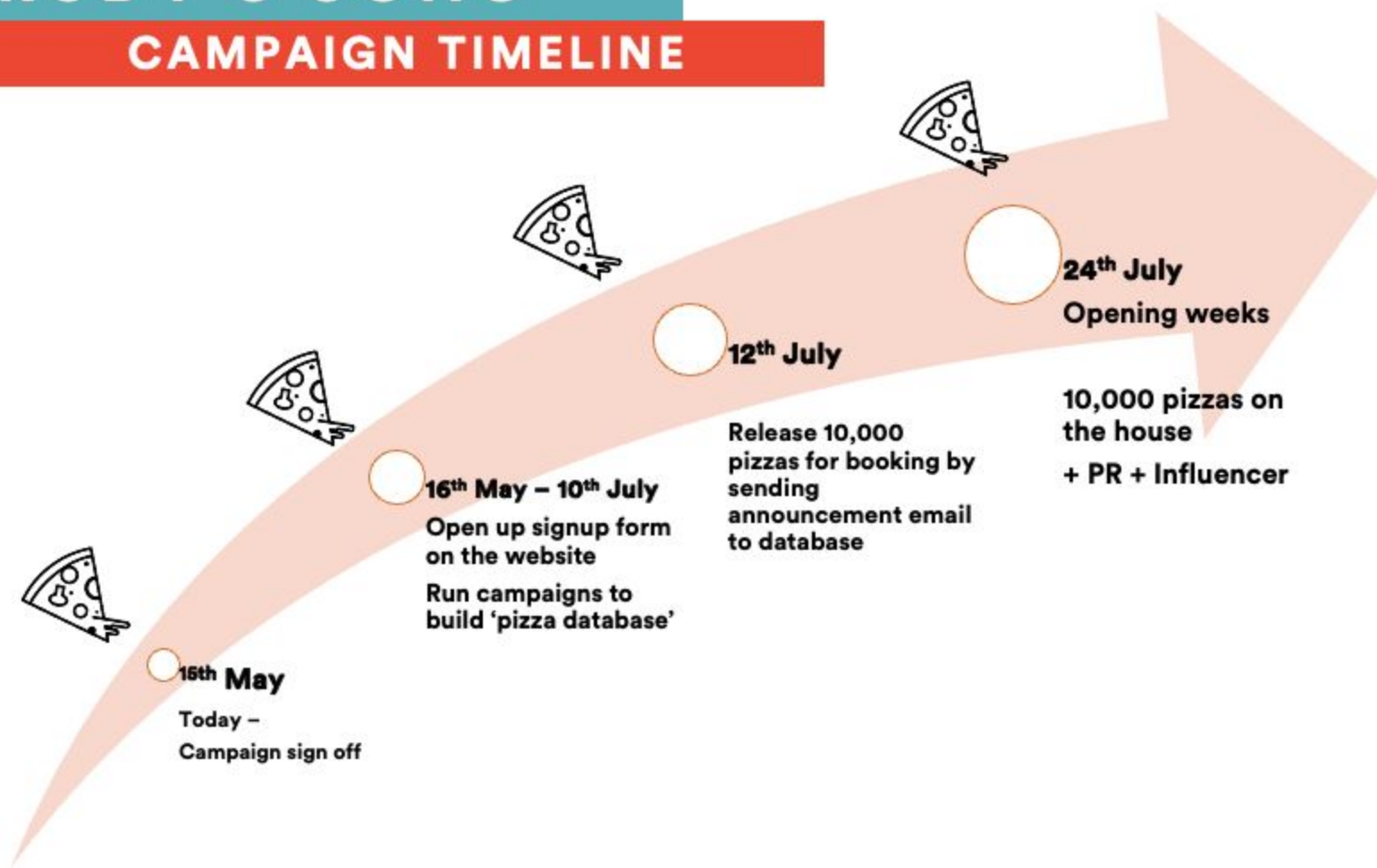
**Register to eat Neapolitan pizza for free during  
our official launch week.**

**We want everyone to try our pizza and when we  
announce our launch week there will be 10,000  
free pizzas up for grabs.**



# RUDY'S SOHO

## CAMPAIGN TIMELINE



# GET READY FOR LIFT OFF

## AirShip signup form + some basic automation.

### PIZZA FOR ALL

BE THE FIRST TO KNOW

To mark the occasion we're giving you the chance to try our Neapolitan pizza on the house. There will be a limited amount of pizzas to claim, all you have to do for your chance to get yours is sign up below and we'll be in touch closer to the time.

First name \*

Last name \*

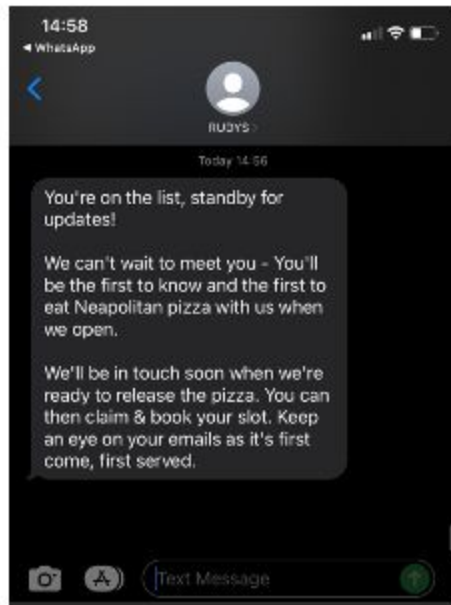
Email address \*

Mobility \*

Date of birth \*

☐ I have read and agreed to the privacy policy and wish to receive news and offers from Rudy's Neapolitan Pizza. \*

[View our privacy policy](#)



## BUILD HYPE - PAINT A WINDOW



# BUILD HYPE – PR

## Covered in TimeOut, Metro, The Times, MOB



### Rudy's Soho is giving away 10,000 free pizzas

The legendary northern pizzeria wants to gift you with cheese

By Joe Mockenhorn updated Tuesday 23 May 2021, 5:36 pm



My mate has a theory that a few years ago London reached 'peak pizza'. He believes the city's 'ice cream plateaued a while ago. There's only so much you can do with dough, cheese and passata. 'Yard Sale, Pizza Pilgrims, Zia Lucia, Voodoo Rays, HappyFace. It's all a bit of a muchness.

One pizzeria from 'up north' seeks to prove my friend wrong. Neapolitan specialists Rudy's, which first popped up in Manchester wayway back in 2015, was recently voted Best Pizza in the UK. It was also named in The 20 Best Pizzerias in the World by Big Seven (no idea, but sounds legit). A lot of people really do it, but until this year it's solely been a northern phenomenon, like Bovi!, the Chuckle Brothers and the concept of a 'ginner'. Next month, on June 28, it comes to Soho.

Food and Drink Company News

### Rudy's Neapolitan Pizza ventures south for first London launch

May 25, 2021 | John Boudreau



Mission Mars is opening a new Rudy's Neapolitan Pizza on 28 June on Soho's Wardour Street - its first pizzeria in the South of England following runaway success in the North.

Rudy's will be serving up the finest authentic Neapolitan pizza in the new relaxed Soho pizzeria for dine in, delivery and takeaway.

With an incredible 10,000 pizzas to be given away, Rudy's Soho is throwing its housewarming to welcome Londoners.

Rudy's launched in 2015 and was named after the founder's dog. They found success through their pop-up pizza parties before opening their first site in Ancoats, known locally as Little Italy.

### Rudy's Soho is giving away 10,000 free pizzas

Comment

Lizzie Thomeon  
Wednesday 26 May 2021 10:25 am



Who doesn't love free pizza? (Picture: Rudy's/credit: espresso pizza)



### Rudy's Neapolitan Pizza opens Soho restaurant

### Pizzeria named one of top 20 in world is coming to Soho and it's what 'Yans have been waiting for'

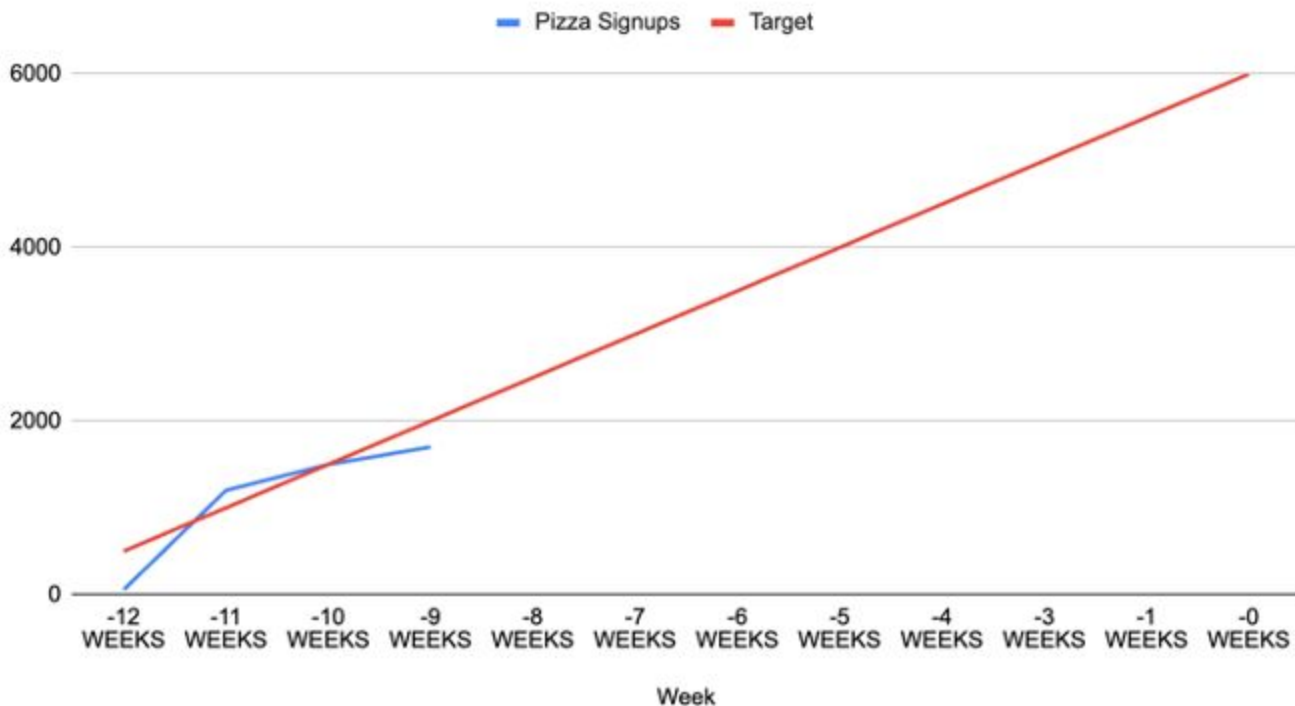
Rudy's Neapolitan pizzeria is a traditional which provides a





# I NEEDED A ROCKET

## Rudy's Soho - Pizza For All Signups



## PARTNER POWER

Ask your mates. Know your guests. Tap into that...



200k database  
Rudy's



1,700 weekly bookings



1,000 WiFi users



125k orders  
Pizza at Home  
(15% down south)

# DATA SUPERPOWER

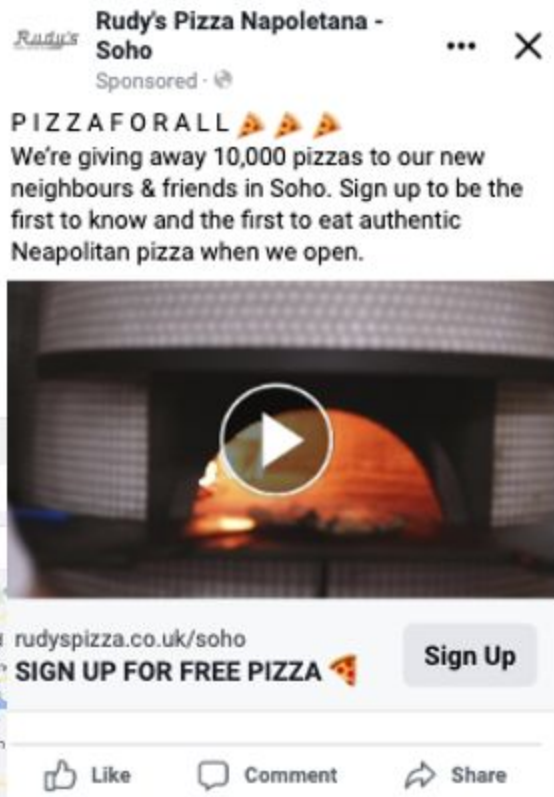
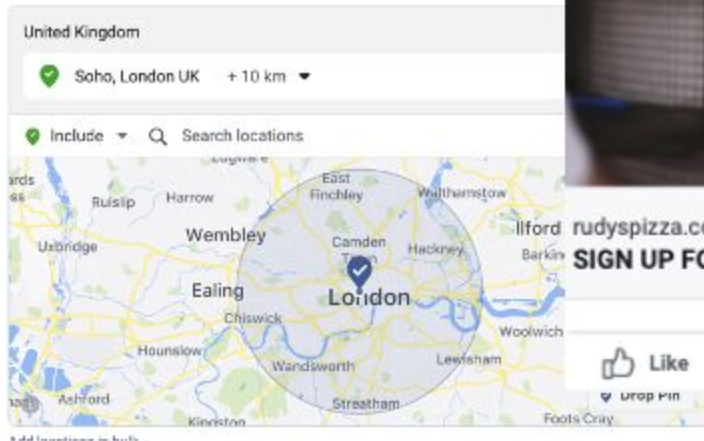
Combined all data. Imported into Meta.

Built a lookalike audience 1M strong in London with 5% similarity to our existing guests.

**Use your account manager...**

6 week targeted campaign inc retargeting:

- 986k reach
- 18,619 clicks
- £0.27 per click



# DATA = ROCKETS

7,422 new signups in 6 weeks from Meta

Rudy's Soho - Pizza For All Signups



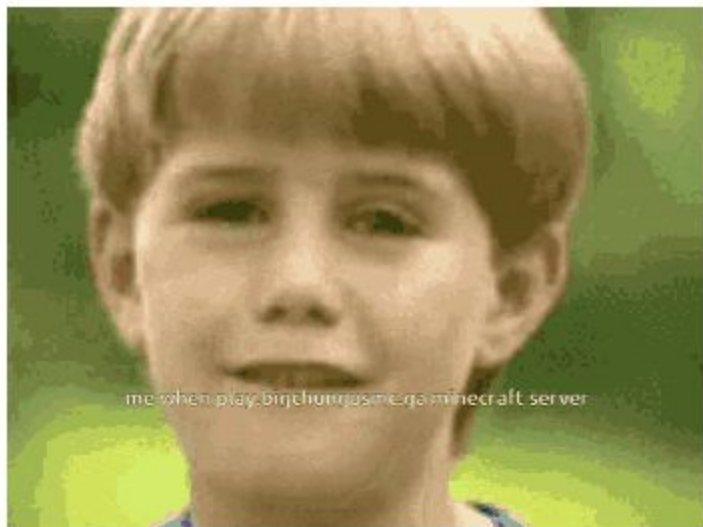


## DEMAND? NAH..

9,226 signups...

Each could book for 4 guests...

10k pizzas to give away....



# RELEASE THE PIZZA

PIZZA FOR ALL  
CLAIM YOUR FREE PIZZA NOW



## LIMITED AVAILABILITY, SO BE QUICK!

To celebrate our launch in Soho we would like to invite you and up to 3 friends to come and enjoy a pizza on the house.

How can we serve a table now from 18:00 - 20:00?

Ask you need to do is book a free pizza session on the date & time slot you want to attend, and turn up!

Remember it's limited availability, so to get your free pizza make sure you book your slot now as it's first-come, first-served.

CLAIM YOUR PIZZA

First come,  
First served.

## PIZZA FOR EVERYONE

To celebrate our launch in Soho we would like to invite you and up to 3 friends to come and enjoy a pizza on the house.

All you need to do is book the 'pizza on us' session on the day & time slot you want to attend and turn up.

The pizza is on us, we ask that you pay for drinks & extras.

Remember it's limited availability, so to get your free pizza make sure you book your slot now as it's first-come, first-served.

ResDiary | August 16, 2022 | 14 | No Time Selected

Party Size

4

August 2022						
Su	Mo	Tu	We	Th	Fr	Sa
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

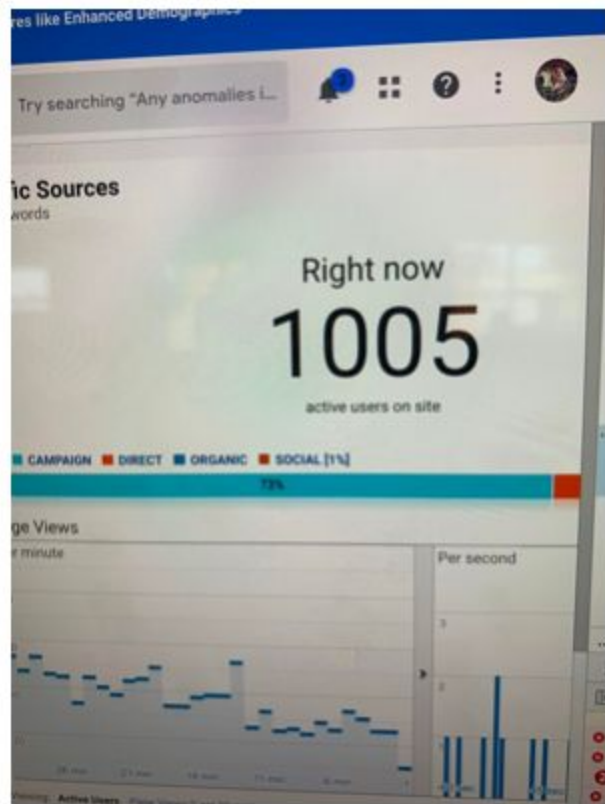
Time

More Available

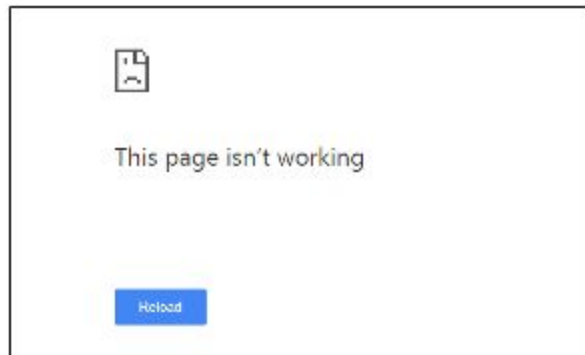
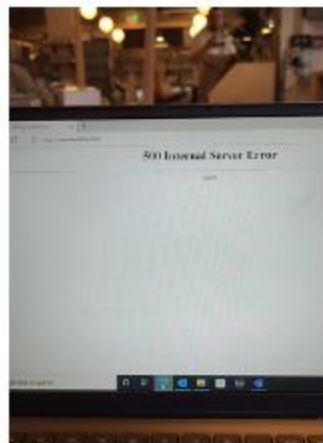
Book Now

## WHAT HAPPENED NEXT?

- 3,542 users on site in 5mins of broadcast
- 1,000 pizzas claimed in 10mins
- Opening week sold out in 7mins
- Booking 50 covers every 5mins
- 6.4k bookings / 10,000 pizzas claimed in 24hrs
- Traffic didn't die... so I released another 3k pizzas



# IT WASN'T ALL GOOD THAT DAY



~~stripe~~





## RUDY'S HAD A SUPER SOHO START



- First 6 weeks of trade booked up
- 15 no shows out of 13k pizzas
- 87% of free pizza-eaters reviewed us 5\* on TripAdvisor
- Shot to #26 of 17k restaurants
- 38% came back between week 6 and week 12
- Pizza For All is now our launch mechanic for all Rudy's

## WHAT DID WE LEARN?

- Meta knows everything, literally
- People will do anything for a freebie, get that feedback, rank on Trip
- Think long term, collect birthdays
- Finance aren't always right..
- Let your IT team / suppliers know what you're doing



## THINK XMAS – THINK A.C.E

### Awareness:

- Are you visible & ranking online?
- Work with PR **now** to get onto the right channels
- Think 'off' CRM
- Meta everything
- TikTok

### Conversion:

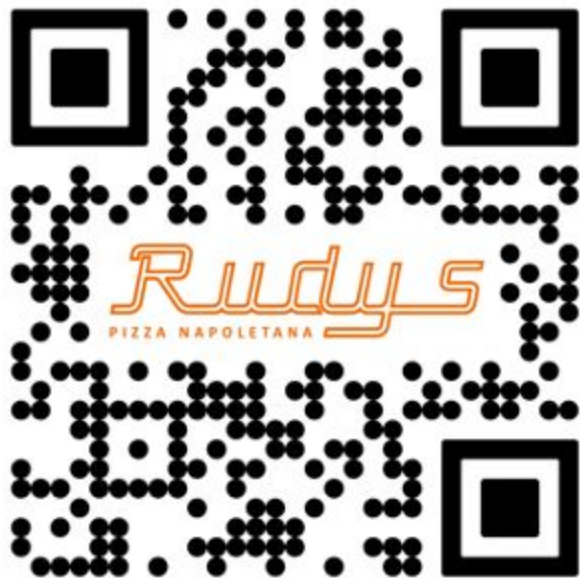
- Do you have a welcome journey?
- Is your booking system optimal?
- Automated upsell
- Retarget lost enquiries

### Experience:

- Go BIG
- Know your guest
- Connect the dots
- How can feedback do more than just feedback?

**Not possible without our friends..**





## PIZZA FOR EVERYONE

Test it for yourself..

Get pizza on me:

[rudyspizza.co.uk/techthehalls](http://rudyspizza.co.uk/techthehalls)

Fine print:

By signing up:

I will mail you to death to show you how this works

I will retarget you until you book

Valid for dine-in at any Rudy's in October

I reserve the right for Sam Brown to fund this promotion

Thanks for listening X