



## Domino's Tracker® is the Star in New Commercials

March 20, 2017

### Ads pay tribute to iconic 'Ferris Bueller' countdown scene to spotlight Domino's Tracker technology

ANN ARBOR, Mich., March 20, 2017 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery**, is launching a new series of commercials today featuring one of its most beloved technologies – the Domino's Tracker.



Domino's Tracker follows a customer's pizza order as it makes its way through the store and out the door for delivery. Domino's Tracker has followed over 100 million orders since it launched in 2008, and it has won the hearts of many consumers who are hooked on the tracking tool to see the status of their order. This "countdown" is at the heart of the new ads which are inspired by the iconic "Ferris Bueller's Day Off" racing home scene. In this version, created under license from Paramount Pictures, the race to get home includes tracking a pizza on a smartwatch and meeting the delivery driver at home, instead of the school principal.

"We know that customers find the Domino's Tracker to be a fun part of ordering from Domino's, so we tried to capture their excitement in this new ad," said Karen Kaiser, Domino's vice president of advertising. "While we modernized the classic scene with Domino's Tracker technology and Domino's custom-built delivery car, the DXP®, the scene otherwise stays true to the 80s Paramount cult classic."

An online video – which will also air as 60-, 30- and 15-second national TV commercials – features "Stranger Things" actor Joe Keery in the lead role, sprinting across neighborhood yards, jumping over sunbathers and running in the street alongside a car driven by none other than Alan Ruck, who played Bueller's best friend, Cameron Frye, in the landmark film. In addition to featuring the cameo by Ruck, Domino's also filmed on location at the same house featured in the original. In the companion spot also released today, Keery's character demonstrates some of the many ways to place a Domino's digital order and track its progress – from Amazon Echo to a smart TV to a waterproof smartwatch – while, yes, fashioning soapy hairstyles in the shower.

To check out the online-only video, as well as the ads, visit [youtube.com/dominos](https://youtube.com/dominos).

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#### About Domino's Pizza®

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery, with a significant business in carryout pizza. It ranks among the world's top public restaurant brands with a global enterprise of more than 13,800 stores in over 85 markets. Domino's had global retail sales of nearly \$10.9 billion in 2016, with more than \$5.3 billion in the U.S. and more than \$5.5 billion internationally. In the fourth quarter of 2016, Domino's had global retail sales of nearly \$3.6 billion, with over \$1.7 billion in the U.S. and over \$1.8 billion internationally. Its system is comprised of independent franchise owners who accounted for over 97% of Domino's stores as of the fourth quarter of 2016. Emphasis on technology innovation helped Domino's reach an estimated \$5.6 billion in global digital sales in 2016, and has produced several innovative ordering platforms including Google Home, Facebook Messenger, Apple Watch, Amazon Echo, Twitter and text message using a pizza emoji. In late 2015, Domino's announced the design and launch of the DXP®, a purpose-built pizza delivery vehicle, as well as Piece of the Pie Rewards™, its first digital customer loyalty program.

Order – [dominos.com](https://dominos.com)

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Company Info – [biz.dominos.com](https://biz.dominos.com)

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