

GOOD TIMES TOP OF THE MENU AT PAPA JOHN'S

PAPA JOHN'S NEW MARKETING CAMPAIGN COMES TO LIFE AS GLOBAL PIZZA PARTY



Milton Keynes, UK, 27 September 2021 - Papa John's is putting good times back on the menu for people everywhere with its latest music-inspired global marketing campaign launching in the UK today.

After taking fashion cues for its successful Papa X Cheddar campaign, Papa John's has turned to music to launch its new Fresh Soul range - pizzas so packed full of big flavours that they make the soul sing again.

The new global campaign created by Atomic, London and Highlight PR, Bath is inspired by the universal power of music to uplift the soul and spirit and will run across the UK and EMENA, plus Latin America and Asia later in the year.

The **campaign film** opens on a Papa John's store, which transforms into an intimate party with DJs on the decks, up and coming British neo-soul artist BaggE bringing the tunes, and a small group of friends sharing the good times with the new, delicious Fresh Soul range.

Turning the tables, quite literally - the party then comes to life via the House of Papa - the venue for the world's first global pizza party on 29 September.

Serving up performances from BaggE and three other independent artists selected by NME, at an intimate London music venue, and broadcast live via reunited members of the ByteSquad TikTok collective and NME's Instagram. After party highlights will also be posted on the NME website from 5 October, to continue the good times with good pizza.

ByteSquad members Shauni, Jake, Em and Loz will be reuniting as the ByteSquad for one night only, to get the party started with other UK and international TikTokers participating virtually, broadcasting the party live as the first coordinated global TikTok house party of its kind.

Giles Codd, Senior Director of Marketing for Papa John's UK, comments: *"Music is a universal power for good so it's great to see the party we started in our global marketing campaign film come to life for everyone to enjoy in both the UK and worldwide, after the missed social experiences of the last 18 months."*

"Given our global audience, we're pleased to be partnering with the music powerhouse that is NME as well as the ByteSquad TikTok house to bring good times to one and all – in celebration of the big soul singing flavours of our new Fresh Soul range."

Papa X Cheddar director, Josh Cohen, known for his work with brands like adidas and Nike, returns for this latest Papa John's global campaign film, alongside music producers, Brother Music, and singer BaggE, who together created the campaign's 'Fresh Soul' track.

“Thanks to the collective reach of NME, ByteSquad and Papa John’s, it’s an amazing opportunity for myself and emerging NME talent to have our music promoted on a global scale via the House of Papa. Here’s to good music and good times again!” adds campaign artist and neo-soulstress, Bagge.

Papa John’s new Fresh Soul range includes two flavour-packed, BBQ-inspired pizzas and a delicious BBQ beef loaded potato tots side dish, available to order by visiting PapaJohns.co.uk or use the Papa John’s app.

ENDS

Notes to editors

For more information regarding the new Fresh Soul campaign, or any of the items available on the Papa John’s menu, please visit PapaJohns.co.uk

For media enquiries, please contact: kara@highlightpr.co.uk

About Papa John’s

- ‘Pizza delivery chain of the year’ - PAPA Industry Awards (2019, 2020)
- ‘Best Vegan Pizza’ for ‘The Vegan Works’ - PETA’s eighth annual Vegan Food Awards
- ‘Best Vegan Pizza’ - Vegan Food UK Awards 2020

The secret to success is much like the secret to making a great pizza - the more you put into it, the more you get out of it. Our pizza family is as hungry for perfection today as we were when we first opened our doors more than 30 years ago. And we're driven to be the best at making innovative new products and recipes.

Quality is at our core. It's the foundation we started with, from the first Papa John's pizza that was made in a broom closet in Jeffersonville, IN, to now more than 5,000 locations in 45 countries and territories around the world.

Our ingredients matter. Whether it's our signature sauce, toppings, our original fresh dough, or even the box itself, we invest in our ingredients to ensure that we always give you the finest quality pizza.

For you, it's not just a better pizza. It's a family gathering, memorable birthday, work celebration or simply a great meal. It's our goal to make sure you always have the best ingredients for every occasion.

About NME Radar

Radar is NME's dedicated new music section where fans worldwide can meet their new favourite artist. Updated daily with song tips, in-depth features, album recommendations and live reports, the Radar team are the first to discover the stars of tomorrow.

About ByteSquad

With their community of over 20 million fans across the TikTok platform, the ByteSquad are leading the charge for a new generation of media for Gen Z by Gen Z. The UK's nationwide shutdown in 2020 amongst the Coronavirus pandemic saw the launch of the UK's first ever TikTok House, or 'hype house', bringing the biggest social stars under one roof. ByteSquad HQ created entertaining 'Big Brother' style content for their millions of followers to enjoy on TikTok, YouTube and Instagram for three months, providing Gen Z with a healthy pipeline of content to watch whilst isolating indoors.



HIGHLIGHT

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