:out\of\context marketing

Pizza Hut launched Melts through 200 local food creators.

FOOD · LAUNCH · NANO AND MICRO CREATORS

PIZZA HUT

Pizza Hut launched Melts through 200 local food creators.

To launch Melts, Pizza Hut had 200 food creators try the new range, which starts at ₹169 and comes in six veg and non-veg varieties. Each creator then posted an honest verdict.

16.5 lakh+
views

81
creator reels still live

200
nano and micro food creators

48,903
views on the top reel

WATCH THE REELS

@yuvuwithmumma ↗	48,903
@purnimabohar ↗	32,309
@amdavadisoul ↗	25,487
@itz_chandni_jadon ↗	23,709
@manyakauroberoi ↗	23,675
@_alisha180_ ↗	20,919
@priteesingh292022 ↗	17,612
@rabina8777 ↗	17,504
@girl_withwingss_ ↗	17,259
@suhani.sabharwal ↗	16,374

PIZZA HUT · TOP REELS

The top six reels alone reached 1.8 lakh views.



48,903

@yuvuwithmumma ↗



32,309

@purnimabohar ↗



25,487

@amdavadisoul ↗



23,709

@itz_chandni_jadon ↗



23,675

@manyakauroberoi ↗



20,919

@_alisha180_ ↗

View counts are taken from each live reel. Tap a name to watch it.

PIZZA HUT · BEFORE AI VS NOW

Before AI, a view cost Pizza Hut ₹0.05. Today it costs ₹0.005.

₹80,000

our fee before AI (200 creators at ₹400 each)

16.5 lakh+

views

₹0.05

cost per view

20,673

likes and comments on live reels

BEFORE: OUR OLD SOFTWARE

On our old software, we charged ₹400 per creator, the same fee agencies charge. 200 creators came to **₹80,000**, or **₹0.05** per view.

NOW: OOCM WITH AI

Samaira and our AI team now run the whole campaign. **200 videos cost ₹20,000**, which at 20,413 views per reel is about 40.8 lakh views, or **₹0.005** per view.



Our pre-AI fee was ₹400 per creator, on top of what brands paid creators.

Your first campaign with us is on the house.

Paste your website link on outofcontextmarketing.com, and real creators will send you finished videos within 24 hours.

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