



CASE STUDY:

PITA PIT USA BRAND STRATEGY

Pita Pit USA partnered with evok to redefine its brand and elevate its position in a highly competitive fast-casual landscape. With a menu built on bold flavors, endless topping combinations and fresh, healthier alternatives, the franchise sought a strategic partner who could translate these strengths into a cohesive brand experience that resonated with both new and returning guests.

Evok developed a comprehensive brand strategy that included a new tagline, refreshed visual identity, and a robust creative platform supported by photography, digital media, social content and in-restaurant collateral. By segmenting audiences through QSR research and data-driven persona development, our team deployed targeted messaging across key markets and delivered national campaigns designed to drive trial, increase loyalty and strengthen Pita Pit's reputation as the go-to destination for flavor-forward meals.



INDUSTRY RESTAURANTS



AUDIENCE

YOUNG FAMILIES
RECENT GRADUATES & STUDENTS
HEALTH-CONSCIOUS INDIVIDUALS
FAST CASUAL DINERS
COMPETITOR'S CUSTOMERS



CATEGORY/TACTICS

BRAND STRATEGY
CREATIVE CAMPAIGN
DIGITAL & PROGRAMMATIC
MEDIA
PROMOTIONS
SOCIAL MEDIA
EMAIL MARKETING
REPORTING



Tagline



Brand Point-of-Purchase Posters



IDEAS.

With an emphasis on unique taste and endless combinations, Pita Pit USA looked to evoke to position their franchise as the ultimate flavor experience.

Tasked with redefining the brand and improving their quarterly promotions, digital media, social media and email marketing, our focus was on highlighting the three, unique brand pillars that make up Pita Pit as a whole:

- Big, bold flavor
- Unlimited topping combinations
- Fresh and healthy alternatives

Our objectives included building awareness of Pita Pit while generating trial from new guests, as well as encouraging additional visits from existing pita fans. To accomplish this, we began by understanding, getting to know and connecting with our primary audiences.



Promotional T-Shirt



BRAND STRATEGY

Our brand strategy development began by cooking up a new and unique tagline, as well as establishing the elements of a strong, consistent and cohesive brand—its essence, value proposition and promise. To showcase Pita Pit's fresh and flavorful food internally, the evok team planned and directed a branded photoshoot at a renowned food photography studio and used the custom photography throughout creative collateral introducing the updated brand. Once the updated brand and elements were finalized, they were presented in a manifesto video to be played for franchisees at Pita Pit's annual conference.

Even the strongest brand message can fall flat without flawless delivery to the best and most receptive audiences. To ensure the Pita Pit message was heard loud and clear, we leveraged third-party QSR research, as well as our own online data sources, to identify our ideal consumers. These consumers were then further segmented into Pita Pit's target personas, as we dug deep into their interests, demographics, psychographics and more.

Once we knew who our message would resound with, we utilized our programmatic planning platform to produce quantifiable target audiences we could then serve branded touchpoints through digital channels. Targeting a 5-mile radius around each of Pita Pit's 240 restaurants nationwide, we were able to reach hungry young families, recent grads and university students with a nearby Pita Pit.

With every flavor ambassador (Pita Pit employee) on board and excited by the evolving brand identity and strategy, it was time to debut fresh creative across restaurant on a national level. This included t-shirts, cups, pita wrappers, in-restaurant signage and décor as well as a 30+ foot wall mural.



WORK.

QUARTERLY PROMOTIONS

As a full-service agency, evok supported Pita Pit with all quarterly promotions from conception to implementation of digital media creative, social media posts, email marketing and in-restaurant signage.

With every quarter came a new campaign at Pita Pit, accounting for four fresh and tasty promotions each year. Some of our most famous promotions included our Pita Fit campaign that launched in the new year promoting healthy living and eating (pitas) and our Thai Chicken and Baja Chicken Bacon Ranch limited-time offer campaigns with accompanying online interactive games.

DIGITAL MEDIA

Utilizing Pita Pit's target personas, we optimized our digital media campaigns in real time using algorithms and insights pixel. Our team created programmatic banner ads showcasing Pita Pit's quality ingredients, vibrant produce, and fresh-off-the-grill flavor and ran them during quarterly promotions or in specific markets throughout the year.

Looking to target specific consumers and personas, our team ran a highly successful app targeting test. We researched and collected data on consumers who previously downloaded competitor's apps, such as Jimmy John's and Chipotle, and food delivery apps, such as UberEats and Doorstep Delivery. With a geo-fence to 5 miles or less around the restaurants, we served these consumers banner ads across their linked devices. With a strong call to action, once users clicked on the banner ad, it led them to a landing page to save \$2 off their online order.

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Quarterly Promotion Poster



Digital Banner Ad



Twitter Header



SOCIAL MEDIA

The Pita Pit personality is one in a million, and it was evok's job to make sure it shone through on social media. With a dash of bold and unique, and a sprinkle of spice, the evok social team was the voice behind Pita Pit's Facebook, Instagram, and Twitter accounts.

Day in and day out, our team focused on building brand awareness, fostering an engaged community, and promoting menu items and limited-time offers. Throughout our time monitoring Pita Pit's social accounts, we learned that Facebook marketplace ads and promoted posts are influential to audience growth, brand awareness, and heightened engagement. Videos, food photography, and lifestyle-focused imagery garner the most engagement.

INTERACTIVE GAMES

Designing interactive games in-house at Evok lent Pita Pit a creative twist to push consumers to try limited-time offers. With our Baja Chicken Bacon Ranch limited-time offer, our interactive team created the "Baja Chicken Wave Craze" where users rode the wave, chowed down on pitas to earn points and avoided unhealthy fast food items like burgers or pizzas. After the game, Pita Pit awarded players with a \$1 coupon to try the Baja Chicken Bacon Ranch pita.

With the same concept in mind, we launched the "The Quest for Flavor" during the Thai Chicken limited-time offer campaign. We created this game in a side-scrolling platform—think Super Mario Bros. or Sonic the Hedgehog—where users played a superhero flying through the city collecting healthy pitas and dodging stereotypical fast foods.

EMAIL MARKETING

We took Pita Pit's promise of flavor and freshness and integrated it into their email marketing. Our creative team wrote, designed, and coded multiple offer-based emails sent out every month to support our discount strategy. We tested subject lines, creative, offers, and calls-to-action with detailed monthly reporting to ensure we always hit the right audience at the right time.



Interactive Games



RESULTS.

CASE STUDY: PITA PIT USA

Our partnership with Pita Pit began in 2016. Since then, we've reached new heights and successes for their restaurant from their banner ad impressions to their Twitter followers. Here are just a few of the results we'd like to highlight:

PROGRAMMATIC BANNER ADS (ALL LOCATIONS)

96,446,028

impressions

130,153

clicks

APP TARGETING TEST CAMPAIGN (IN 12 MARKETS)

5,180,635

impressions

6,952

clicks

FACEBOOK

149,856 (+6.51%)

page likes

2,129,841 (+880.6%)

total impressions

3,938 (+13.03%)

engagements

29,265 (+121,837%)

link clicks

INSTAGRAM

7,081 (+3.5%)

followers

TWITTER

149,856 (+6.51%)

page likes

2,129,841 (+880.6%)

total impressions

29,265 (+121,837%)

engagements

3,938 (+13.03%)

link clicks

KEY TAKEAWAYS

- A unified brand strategy anchored by a new tagline, refreshed visual identity and cohesive creative system strengthened Pita Pit's positioning in a crowded fast-casual category.
- Audience segmentation grounded in QSR research and digital behavior insights enabled evok to identify high-value consumers and deliver targeted campaigns that increased trial and repeat visits.
- National rollouts of updated brand elements—spanning in-store signage, merchandise and packaging—created consistency across more than 240 locations and energized franchise teams.
- Integrated quarterly promotions, interactive digital experiences and optimized paid media drove substantial engagement, generating tens of millions of impressions and strong click-through performance across channels.
- Social media, email marketing and gamified limited-time offer campaigns reinforced Pita Pit's playful, flavor-forward personality while contributing to measurable growth in awareness, impressions, and customer interaction.