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Shaquille O'Neal Surprises Fans in New Papa John's "Better Day" Campaign

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's International, Inc. announces the launch of its new "Better Day" campaign featuring Board of Directors member and franchisee Shaquille O'Neal. The campaign includes three television ads, which will begin airing nationally on Thursday, September 5th, featuring O'Neal making pizzas with Papa John's team members and engaging Los Angeles residents across the city during deliveries at different locations.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20190904005822/en/>

Papa John's launches "Better Day" campaign featuring board member and franchisee, Shaquille O'Neal (Photo: Business Wire)

"I had a blast making these commercials and you'll see that come through on

screen," said O'Neal. "As a Papa John's board member and franchisee, I'm invested in the business based on my belief that pizza is fun and it brings us all together. The 120,000 team members all over the world make the company what it is, so it was important to help bring that message through in the ads."

Building from the iconic BETTER INGREDIENTS. BETTER PIZZA.® slogan, the "Better Day" campaign is about more than just the high-quality pizza for which Papa John's is known; it's about making a positive impact and bringing fun to guests worldwide. This comes through in the television spots, which feature O'Neal in candid moments with Papa John's teammates and guests.

"Shaquille has a dynamic presence and sharp business sense. We wanted him to take the wheel in these ads and show it truly is a better day at Papa John's," said Karlin Linhardt, Papa John's global chief marketing officer. "You'll see in the commercials Shaquille being Shaquille – visiting team members at Papa John's restaurants, showing off his charisma, embodying the changes so pervasive across Papa John's."

The "Better Day" campaign was directed by filmmaker Amir Farhang with Hungry Man Productions. Farhang is a former agency creative turned award-winning director who worked with O'Neal previously, as well as working with brands such as Adidas, Nike and Dove.

This is the first campaign with Papa John's from its new partner Camp + King.

"These spots are meant to show how Shaquille is not playing a role of 'spokesperson,' but instead is playing a real role of being more deeply invested in the company as both a store owner and member of the board," said Roger Camp, chief creative officer and co-founder of Camp + King.

These commercials are part of a larger campaign, which will include additional candid moments with O'Neal and community engagement in select cities in the coming months, among other elements.

For additional media assets, click [here](#).

About Papa John's

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third-largest pizza delivery company. In 2019, consumers rated Papa John's No. 1 in product and service quality among national pizza chains in the American Customer Satisfaction Index (ACSI). For 18 of the past 20 years, consumers have rated Papa John's No. 1 in customer satisfaction among national pizza chains in the ACSI. For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

About Camp + King

Camp + King (C+K) is a Havas-aligned creative agency launched by Roger Camp and Jamie King in February 2011. They were named Ad Age's West Coast Small Agency of the Year – Silver in 2015 and Gold in 2017. Based in San Francisco, the agency is dedicated to making brands more Conversationworthy™. C+K boasts an impressive client list, which includes Energizer, RE/MAX, and Del Taco among others. For more details, visit camp-king.com.

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