

# PAPA JOHNS®

Better Ingredients. Better Pizza.

## Papa Johns Unveils New Brand Platform Honoring Pizza Fans' Unmatched Devotion

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*The brand evolves their signature promise with a bigger, bolder attitude fueling pizza passion and igniting appetites with Better Ingredients. Better Pizza.® Better Get You Some.*

ATLANTA--(BUSINESS WIRE)--Apr. 2, 2024-- Papa Johns announced today an all-new brand platform *Better Get You Some*, which elevates the brand's pizza superiority and iconic brand promise – Better Ingredients. Better Pizza.® – through celebrating the shared, emotional truth of pizza devotion. With hypnotic visuals, an instantly captivating soundtrack, and a unique, multimedia experience that nods to hip hop, expressionist art and cultural touchstones, the refreshed creative not only features the brand's premium ingredients, but also celebrates what fans love most about Papa Johns when satisfying all-consuming pizza cravings.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240402677564/en/>



The new platform launch is part of Papa Johns' deepened commitment to and investment in the brand's marketing efforts, as recently announced in the company's [Back to Better 2.0](#) strategy. With these investments, Papa Johns is improving audience segmentation, building customer loyalty, driving buzz, increasing ROI and offering differentiated category solutions.

"Better Get You Some captures and champions the role pizza devotion plays in all our lives – during moments big and small. Whether it's cheering on your favorite team during the championship, catching up with friends you haven't seen in a while or capping off a late-night study session – we're showcasing those moments when the only thing that will make them better is pizza," said Mark Shambura, Chief Marketing Officer of Papa Johns. "By elevating the pizza passion our fans have through our new brand platform, we're not just telling you why our pizza is better; we're showing you how the Papa Johns experience is superior."

Papa Johns new Better Get You Some creative campaign featuring the new NY Style Crispy Cuppy 'Roni Pizza. (Photo: Business Wire)

Intended to take fans on a *pizza-matizing* journey, the all-new brand platform, built in partnership with The Martin Agency, tantalizes the senses with mouthwatering visuals, thanks to top-tier talent, including two-time Grammy award-winning director Dave Meyers. And mesmerizing music, featuring six-time Grammy award-winning rapper & Atlanta native Big Boi as the iconic voice featured in the campaign's magnetic soundtrack.

Consumers will heed the *Better Get You Some* call as Papa Johns introduces the national limited-time release of its new Crispy Cuppy 'Roni offerings. A true celebration of fans' most-ordered pizza topping, Papa Johns is taking pepperoni love to the next level with perfectly crisped, hand-stretched dough; a creamy, rich sauce; and craveable cupping pepperoni. The launch gives consumers three craveable ways to enjoy the premium, new cupping pepperonis from Papa Johns with the *NY Style Crispy Cuppy 'Roni Pizza*, the *Crispy Cuppy 'Roni Papadia*, and the *Crispy Cuppy 'Roni Papa Bites*.

Click [here](#) for the *Better Get You Some* campaign visual and for additional media assets, click [here](#).

### About Papa Johns

Papa John's International, Inc. (NASDAQ: PZZA) ("Papa Johns") opened its doors in 1984 with one goal in mind: BETTER INGREDIENTS. BETTER PIZZA.® Papa Johns believes that using high quality ingredients leads to superior quality pizzas. Its original dough is made of only six ingredients and is fresh, never frozen. Papa Johns tops its pizzas with real cheese made from mozzarella, pizza sauce made with vine-ripened tomatoes that go from vine to can in the same day and meat free of fillers. It was the first national pizza delivery chain to announce the removal of artificial flavors and synthetic colors from its entire food menu. Papa Johns is co-headquartered in Atlanta, Ga. and Louisville, Ky. and is the world's third-largest pizza delivery company with more than 5,900 restaurants in approximately 50 countries and territories. For more information about the Company or to order pizza online, visit [www.PapaJohns.com](http://www.PapaJohns.com) or download the Papa Johns mobile app for iOS or Android.

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Michelle Philippe  
404-431-1767  
[michelle\\_philippe@papajohns.com](mailto:michelle_philippe@papajohns.com)

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