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Papa John's Selects Laundry Service as Creative AOR

The pizza brand signals clear shift to digital and social marketing with new national creative partner

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Papa John's International, Inc. (NASDAQ: PZZA), the world's third-largest pizza delivery company, today announced the selection of Laundry Service as their new creative agency of record.

"We're an e-commerce brand - it's time we stop thinking in TV scripts," said Brandon Rhoten, CMO of Papa John's. "Laundry Service's take on content aligns to where we want to go as a brand, and we couldn't be more excited to choose this young, digital-first agency as our new creative partner."

Beginning January 1, 2018, Laundry Service will officially start work as Papa John's creative AOR and strategic agency partner across all marketing channels with new campaign work debuting in 2018.

Ranked on Ad Age's 2017 Agency A-List, Laundry Service is a full-service marketing agency that works with clients including Jordan Brand, Nike, Beats by Dre, and T-Mobile. Their approach uses holistic audience data to understand and activate against every part of the consumer journey. Through their unique mix of in-house creative, media, production and talent management, they're able to create and distribute content at the speed of culture, adding value to consumers and growing business for their clients.

Papa John's initiated an agency review earlier this summer. Laundry Service was selected from approximately eight agencies that were invited to the RFP process.

"At Laundry Service, we take pride in working with brands that share our values—brands that truly care about the consumer, who are dedicated to building vibrant company culture, and who possess a total commitment to quality," said Jason Stein, Founder and CEO of Laundry Service. "In Papa John's, we've found exactly that kind of partner, and we couldn't be more honored or excited to get started delivering marketing for the brand across all consumer touchpoints. We look forward to sharing breakthrough campaigns very soon."

About Papa John's

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third-largest pizza delivery company. For 16 of the past 18 years, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the American Customer Satisfaction Index (ACSI). For more information about the company or to order pizza online, visit Papa John's at www.papajohns.com.

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