



Pizza Hut Master Blaster



Who: (Target audience)

This was a season long atmosphere promotion aimed at entertaining the audience during a media timeout at the Wichita State men's basketball games, and in between a selected inning at several baseball games.

What: (Items needed)

Pizza Hut sponsored the Master Blaster at Wichita State. Pizza Hut signage was on the blaster, and Pizza Hut T-shirts with Wichita State printed on the front were shot into the crowds. Pizza Hut also received PA announcements at the events in which the blaster was used.

When: (Time to hold promotion)

At men's basketball games, the Master Blaster was shot during a media timeout. A marketing representative usually shot the blaster, but sometimes the mascot helped fire it. After a few T-shirts were shot from the blaster, the Wichita State cheer squad tossed more T-shirts into the crowd. During the baseball games, a marketing representative "blasted" shirts into the crowd in between a selected inning.

Where: (What events)

Wichita State men's basketball games & baseball games.

Contact: (Who to contact with questions)

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