

USE OF PATENTS AS A MARKETING TOOL:

Case studies:

- Manikchand
- Dominos Pizza



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USE OF PATENTS AS A MARKETING TOOL: MANIKCHAND OXYRICH

Sneha Kanitkar

9th July 2012



WORLDWIDE PATENTS



ISO 22000



PURIFICATION



PRODUCTS



NETWORK



WATER & OXYGEN

The Elixir of Life

Water - the sweet nectar of life; the glass of immeasurable joy and invaluable health. From water flows all life-forms; it is the source of all human energy - keeping the body metabolism in shape and boosting energy levels. Water is what forms 75% of the whole earth; and 70% of the whole human body. A blissful combination of the hydrogen and oxygen atoms, water is what makes the world go around. The purity of this elixir of life needs to be captured and sustained to fully realize its eternal benefits.

The Essentials of Life

Water and oxygen are the two most basic essentials of life and energy. Oxygen is a natural energizer and body purifier.

You can survive weeks to months without food, ~~days~~ without water, but only minutes without oxygen. Providing sufficient levels of oxygen to every part of the body promotes optimum health. Oxygen provides the energy for immune system, growth, maintenance, repair, and all the other functions of the body. It also allows you to detoxify chemical pollutants. Needless to say, more the amount of oxygen, better it becomes for a pure, healthy living.

**300%
MORE
OXYGEN**

PATENTED TECHNOLOGY
FROM ISO 22000 CERTIFIED COMPANY*

ISO 22000 Certified
Manikchand
Oxyrich

<http://www.oxyrichwater.net/index.htm>

USE OF PATENTS AS A MARKETING TOOL:

- Entry into a new product line
- To build credibility for a new product line: ISO, Patents
- Break away from established image;
- Retain the tag line & the brand name built over the years





Use of Patents as a Marketing Tool: Domino's Pizza Case Study

Sneha Kanitkar

09th July 2012



QUICK ORDER
VIEW MY PREVIOUS ORDER



HOME

MENU

PROMOTION

CORPORATE

STORE
LOCATION

SIGN UP

OVERVIEW

OUR FOOD & USP's

MEDIA ROOM

CORPORATE SOCIAL RESPONSIBILITY

HIGHLIGHTS



Corporate Milestones

Domino's Pizza started with a single store in 1960. We have come a long way these past 50 years, with more than 9,000 stores worldwide and a wealth of innovation and experience to look back on.

About Us

Note From COO

Corporate Milestones

Domino's Global | Domino's Malaysia | Domino's Singapore

Domino's Pizza Heritage

Like most corporate success stories, Domino's started out small - with just one store in 1960. Now, Domino's Pizza is celebrating over forty years of delivering food, fun and **innovation** .

Domino's Pizza Timeline

1998

Domino's launches an industry innovation, Domino's HeatWave[®], a hot bag using patented technology that keeps pizza oven-hot to the customer's door.

1999

Domino's Pizza announces record results for 1999. Worldwide sales exceed \$3.36 billion. Revenues increased 4.4% over 1998.

2000

Domino's Pizza International opens its 2,000th store outside the United States. Domino's Pizza celebrates 40 years of delivering pizza and innovation to homes around the world.

Dominos: Innovating the Pizza Delivery Business

Throughout our history, in addition to pioneering the concept of efficient delivery of made-to-order pizzas, we have been part of innovations that have made significant impact on the pizza and delivery industries. Here's a look at some of our innovative thinking:

Domino's HeatWave® Hot Bag

Domino's HeatWave hot bags were introduced in 1998 to keep pizzas oven-hot during normal delivery. Originally, each hot bag contained a patented heating mechanism charged by plugging into an electric outlet at the store. The outer material of the bag is made with water-repellent nylon, which replaced the less sturdy vinyl material previously used. Domino's has continued to innovate and evolve the technology, removing the electric cord and heating each bag via an induction heating system. The latest edition of Domino's HeatWave bags relies solely on a patented insulation system that keeps pizzas both hot and crisp – completely eliminating the need for electricity.

A better box

Domino's was the innovator behind the sturdy, corrugated pizza box, which keeps moisture from weakening the box, while preventing cheese from sticking to the top during delivery.

Car-top sign - in 3-D!

Today, it's hard to miss pizza delivery cars -- thanks to Domino's Pizza. Domino's invented the 3-D car-top sign, which is currently used by a variety of industries, including taxis and driving schools.

Spoodle

This saucing tool combines the best features of a spoon and a ladle, cutting down the time spent saucing a pizza. The spoodle was introduced at the 1985 World's Fastest Pizza Maker competition by the winner, Jeff Goddard.

Domino's Online Ordering – Pizza Tracker and Pizza Builder

Domino's launched online ordering in 2007, and in 2008 revolutionized the customer experience by launching its innovative Pizza Builder and Pizza Tracker tools. Pizza Builder allows customers to see their pizza come to life on the computer screen, as toppings and crust styles are selected in real time. Pizza Tracker allows customers to follow the progress of the order, from the time it's placed until customers receive it. Pizza Tracker has seen various looks, themes and interactive opportunities since its debut. While the Pizza Builder has since been mimicked by other pizza companies, Domino's remains the only company offering the engaging ordering experience of Pizza Tracker. These innovations and others have helped us get better at what we love to do most: deliver great pizza to your door, efficiently and enthusiastically!

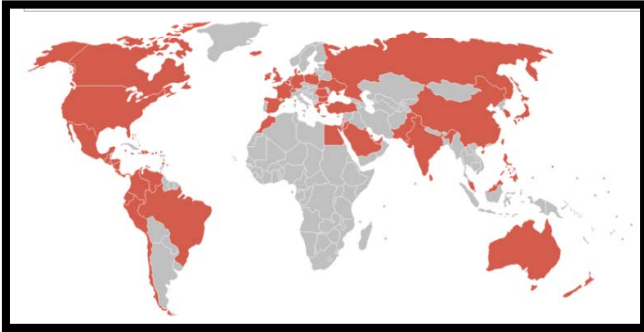
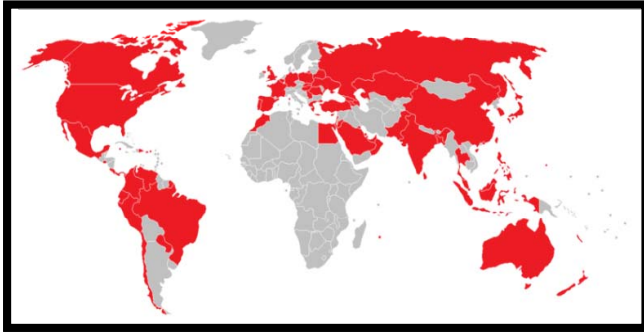


The Domino name carries the company's main brand as market leader in its field of operation. The company's logo is a distinctive part of the business' brand. The three dots 'domino' image comes from the founder's idea that originally he would open three stores.

Domino's HeatWave delivery bags, introduced into the UK in 2000, contain a patented disc that is pre-heated electrically. The company's use of this innovation is used as a marketing tool in its cable and satellite TV advertising.

http://www.youtube.com/watch?v=R1ITGel_UAc



Founded in	1960	1958
Revenues in 2009	\$3.03 billion USD	\$5 billion USD
Outlets		
Patents	Dominos Patent portfolio	<u>Pizza Hut Patent Portfolio</u>
Other IP	Reg Trademark, Trade-dress	Reg Trademark, Trade-dress
Advertising/ Marketing strategy	<u>Comparison sheet</u>	
Use of Patents as a marketing tool	Yes	No

Dominos Patent portfolio

Title	US patent No	Status	Patent Family members
Dischargeable Storage Device For Distributing Food Over A Surface	US 6755122	Granted	AU2003238310, PCT/US2003/019508
Cheese distributor	US5109760	Granted	CA2043563 , JP1975622
Method and system for routing food orders over a computer network	10/182,091	Published Application	AU3119701 (A) , WO0154478 (A2) 2001-08-02
Thermally insulated food bag	D287921	Design patent	-
Food delivery hot bag with electric hot plate	US4816646	Granted	-
Kit to store a plurality of food items at a food preparation station and	10/339209	Published Application	US6513671 (B2)
MIXING APPARATUS	12/748,593	Published Application	-

Facts:

- Domino's Pizza in India is the largest and fastest growing food service company,
- A network of 465 Domino's Pizza Stores in 105 cities (as of 31st March, 2012).
- The Company is the market leader in the organized pizza market with a 54% market share (Euromonitor Report 2010)
- **70% share in the pizza home delivery segment in India.**



Use of Patents as a Marketing Tool:

- Establish that the company is Pro-Innovation
- Incorporating new technology to create value for the customers / enhance customer satisfaction eg Heat wave, Heat Tracker.



HUNGRY KYA? 😊