



America's Incredible Pizza Company

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America's Incredible Pizza Company Goes Viral

America's Incredible Pizza Company has wrapped up its first companywide YouTube video contest. Views on the original kick-off video exceeded 4,000. *"In YouTube terms that isn't much, but it's pretty good when compared to the vast quantity of videos on the popular video site,"* said Cassie Witt, Director of Social Media for AIPC.

The contest began on March 1st and recently concluded. Initially the entries were slow to come in, but as the months rolled on the volume increased. Three winners were chosen from the entries for 1st, 2nd, and 3rd place prizes which included choices between current gaming and electronics equipment and Incredible Pizza gift cards.

The contest was promoted through AIPC's vast social media network. *"The interest in the contest has shown us people are interested in following and engaging with us on these social media channels like YouTube, we look forward to continuing our viral and social media marketing campaigns in the future,"* said Witt.

You can view contest and other company videos at
www.youtube.com/incrediblepizzacom

Additional information may be found online at: www.incrediblepizza.com

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