



Oven Story

THE STANDOUT PIZZA

Observation

In an aggregator-driven market most pizza brands chase speed and sameness while Ovenstory's strength and struggle lies in bold flavors that don't always fit the template.

Insight

People forgive flaws when they love a story because meaning is more satisfying than perfection, and character is more memorable than consistency.

Creative Articulation

Ovenstory doesn't make uniform pizzas; it makes a new story every time the flame touches the dough.

UMBRELLA CAMPAIGN

EACH FLAVOUR A STORY

Classics Retold With A Twist



Each Flavor A Story

Signatures A Slice Above The Rest



Each Flavor A Story

Spices Have A Special Address



Each Flavor A Story