
PHOENIX SIMPSON

PRESENTATION

CREATIVE STRATEGIES FINAL



DUNKIN'

AC 412- CREATIVE STRATEGIES
PROFESSOR EHRLICH

BRAND REVIEW

Dunkin was founded in 1948, originally named “Open Kettle”, in Quincy, Massachusetts. The coffee chain quickly expanded in its initial stores to five locations in the first four years and eventually ballooned to over 13,200 locations today.

Dunkin operates in the Food & Beverage product category and has been a leader in coffee and breakfast offerings for decades.



SITUATIONAL ANALYSIS

S

Dunkin strengths lie in its ability to sell beloved beverages and food to all types of customers at an inexpensive price point. It also has very strong brand loyalty as many customers frequent it multiple times a week.

W

Its weaknesses lie in the drinks being inconsistent in taste and less reliable/friendly service than competitors.

O

Dunkin can increase its evening offerings to make it more appealing all day long. Refreshers and more lunchtime snacks can increase visits in the afternoon.

T

Dunkin faces macro challenges of economic hardship and health trends. and micro threats like changing technological advancements.

COMPETITOR

Starbucks is Dunkin's main direct competitor as the brand offers similar offerings like coffee and breakfast food on a similar scale. The main consumer benefit is its high quality coffee as the brand has built a massive following off of its vast coffee offerings.

Dunkin can position itself as a less expensive alternative to Starbucks as the offerings and scale are similar but the price point is significantly lower. Customers can receive the same taste and satisfaction but at lower cost.



TARGET AUDIENCE

Name- Sydney

Age- 20

Gender- Female

Occupation- Part-time fashion intern and full-time student

Demographic Factors- Middle class & lives on the east coast

Psychographic Factors- She is very driven as she loves to work and craves success. She is also very up to date on pop culture.



Carmely, Maya. "Dunkin' Donuts Target Market Segmentation & Demographics." Start.io - A Sell-Side Omnichannel Advertising Platform, 25 Dec. 2023, www.start.io/blog/dunkin-donuts-target-market-and-demographic-segmentation-customer-profile-marketing-strategy-

INSIGHTS

- The target audience wants to feel included in what is cool and trendy
- A campaign centered around a stylish way to consume dunkin that highlights how effective Dunkin' is at helping keeping up a high-paced lifestyle would be most impactful
- The campaign should be culturally relevant to make the target audience want to discuss it on social media, a staple in Dunkin's marketing



STRATEGY

The strategy will be to craft a campaign that associates Dunkin with every aspect of a student's/young professional's life in the minds of women 18-24 and improve sales of iced coffee during the winter. The campaign will launch February 2025.

SLOGAN

**FAST & FIERCE
FUEL**

**—THE NEW "SO
JULIA" ICED COFFEE
FROM DUNKIN**

PRIOR COLLABORATORS



Charli D'Amelio is a TikTok sensation who collaborated with Dunkin' for a drink named "The Charli"



Ice Spice is a rapper who collaborated with Dunkin' for "The Munchkins Drink," a play on Dunkin's donut holes and her fan name

JULIA FOX

- Julia Fox is an actress, writer, and fashion icon known for her breakout role in *Uncut Gems* (2019).
- Fox authored a memoir, *Down the Drain* (2022), which details her unconventional upbringing and personal experiences.
- With her bold, avant-garde fashion style and growing influence on social media, she continues to carve out a unique place in both the entertainment and fashion industries.



THE "SO JULIA" COFFEE

With a name inspired by popstar Charli XCX's reference to the star Julia Fox in her song "360," the So Julia coffee is sweet and flavorful while coming in a redesigned specialty cup for an elevated, chic experience.



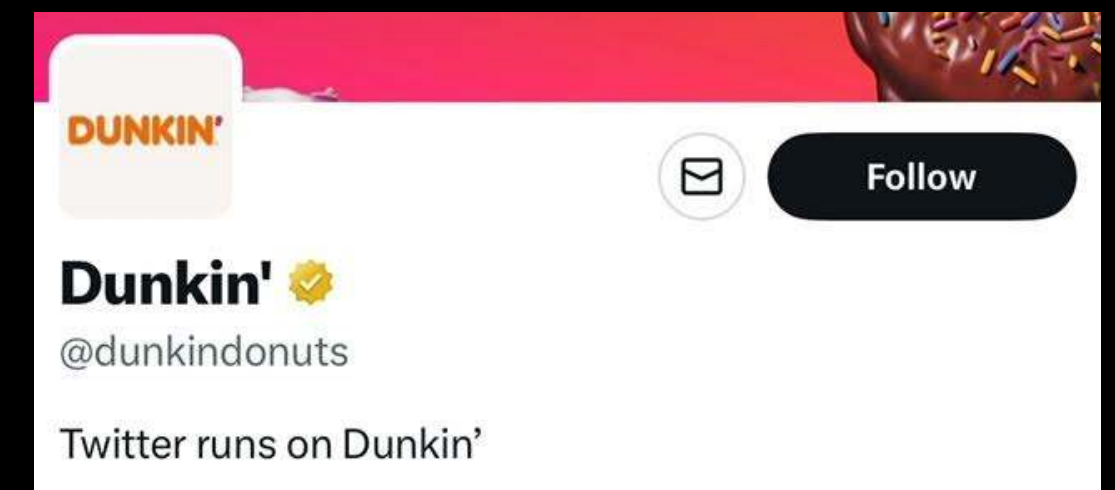
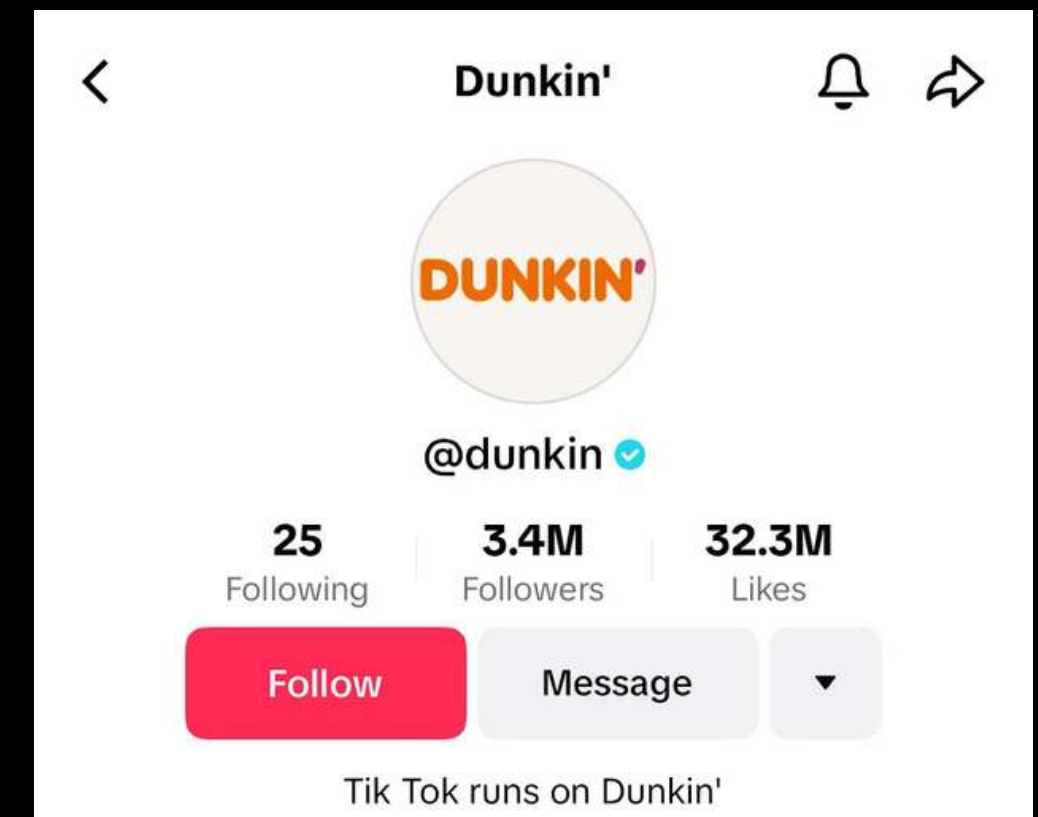
Meta AI

SOCIAL MEDIA PLATFORMS

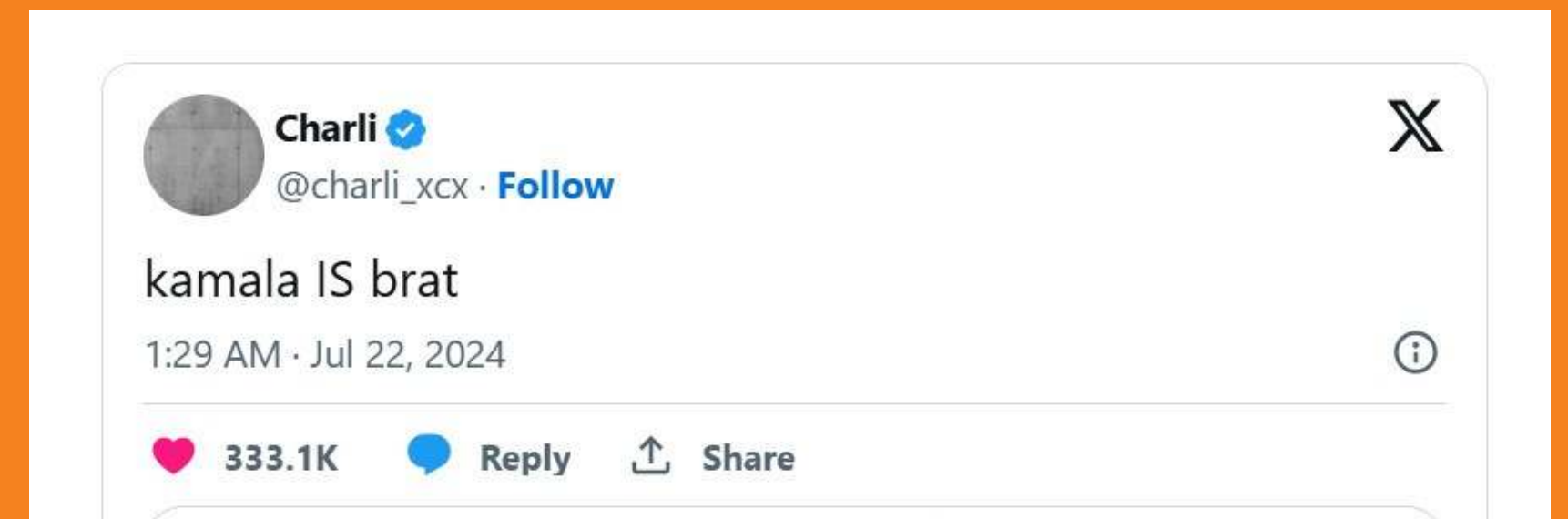
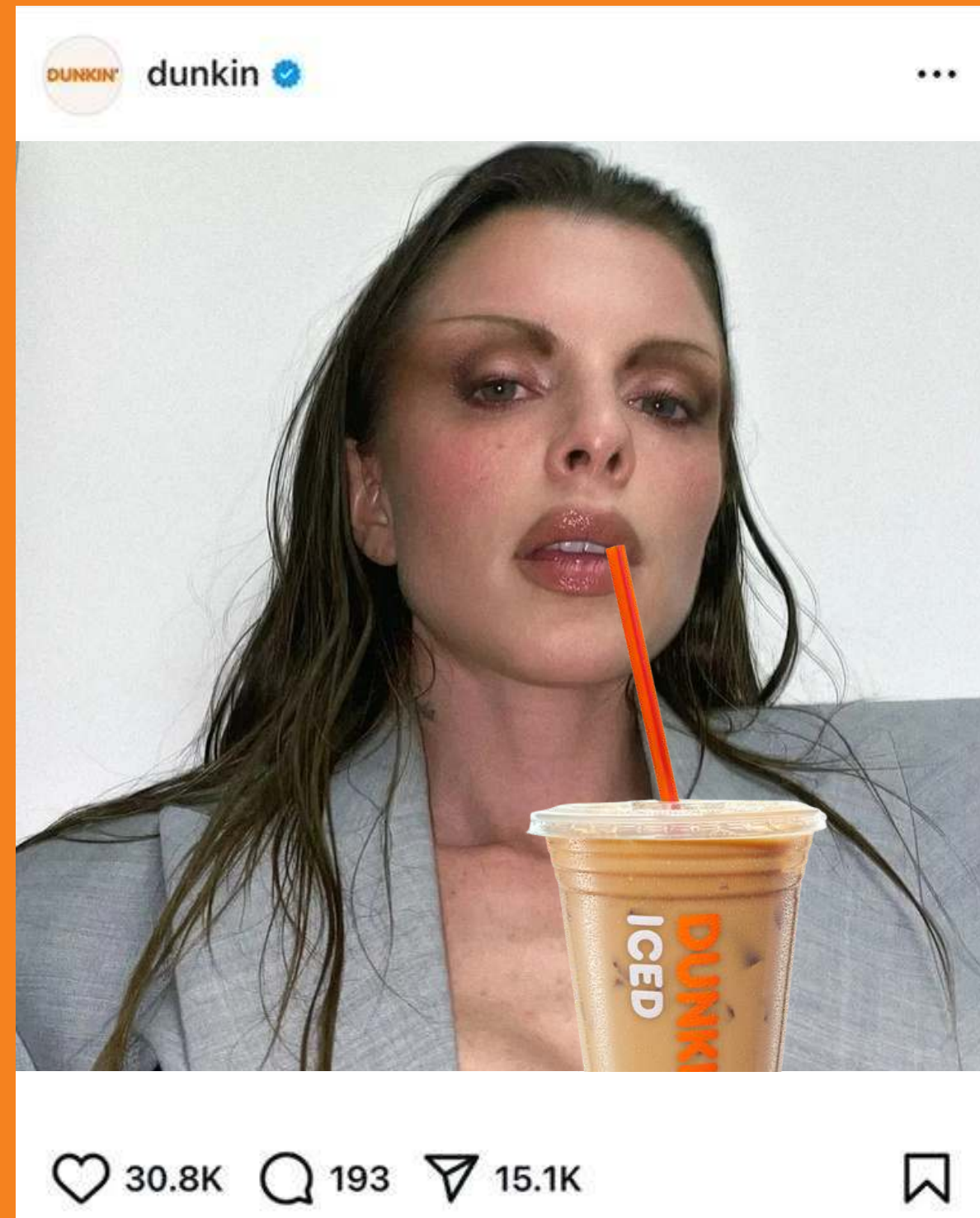
Instagram- According to Statista, 65% of Gen Z in the United States use Instagram.

TikTok- 86% of US Gen Z social media users are on TikTok

X- Gen Z is 44.7% of the network's user base in the US



SOCIAL MEDIA CONTENT EXAMPLES



PRINT AD




DUNKIN'®

**THE NEW "SO JULIA"
ICED COFFEE
AVAILABLE NOW**

**ORDER ON THE
DUNKIN' APP FOR AN
EXCLUSIVE DEAL**

STORYBOARD

A woman with long blonde hair, wearing a dark blazer decorated with various tools like scissors, a wrench, and a screwdriver, stands in front of a Dunkin' Donuts store. The blazer also has a pocket with a pair of glasses. She is wearing a white lace top and black shorts. The background shows the Dunkin' Donuts storefront with orange and white balloons and a purple star decoration.

**Did you hear? Dunkin' is
so Julia right now. Don't
believe it... take it from
me Julia Fox herself**

**As a woman of many talents,
Dunkin' gives me the quick but
delicious boost I need to keep
up with all my jobs like...**

A fashion runway scene set in a large hall with a high, blue-lit ceiling and rows of empty grey folding chairs on both sides. A model with long, wavy blonde hair is walking down the runway. She is wearing a long, light-colored, form-fitting dress with a corset-style bodice and a high slit. She is holding a large orange Dunkin' Donuts cup with a splash of orange liquid and a white foam top. A speech bubble is positioned to the right of the model.

**Being THE fashion trendsetter.
WAIT *takes sip & then walks
down the runway***

**A bestselling author and
businesswoman. Fueled by
Dunkin' iced coffee every day
of course**






A club connoisseur. Ugh this
spiked latte is everything!



A woman with long, wavy red hair and blue eyes is the central figure. She is wearing a black corset-style top with red vertical stripes and silver studs. She is standing in a film studio or set, with various pieces of equipment like tripods and lights visible in the background. A speech bubble with a pink outline is positioned above her head, containing the text "An actress! Did you know I was Josh Safdie's muse-". In the foreground, there is a large Dunkin' Donuts iced coffee cup and a donut with white frosting and colorful sprinkles.

**An actress! Did you know I was
Josh Safdie's muse-**



**And finally a full-time mom.
Dunkin powers me through all
of these jobs and more every
day**

**I also partnered with Dunkin'
for a latte that is literally
soooo julia *wink***

DUNKIN'®



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JULIA" ICED COFFEE IS
AVAILABLE NOW! ITS
YOUR FAST & FIERCE
FUEL**

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COMMUNICATION TACTICS

- Sponsor trendy influencers that appeal to the 18-24 audience to try the “So Julia” coffee and rave about Dunkin’s overall brand. Influencer examples include Addison Rae and Quenlin Blackwell.
- Set up a Spring 2025 fashion week pop up where fans of Dunkin or/and Julia Fox can try the coffee for free and Julia Fox makes an appearance.
- All members of the Dunkin app will receive an exclusive one time \$2 deal to try the “So Julia” drink at a steep discount.

CONCLUSION

This “So Julia” campaign will increase Dunkin’s reach on young women 18-24 who are in college or entering the workforce. It will utilize their desires for cool and inclusion to create a chic drink that will draw them into the Dunkin ecosystem and encourage them to stay and try all its offerings. It aims to build long-term value with this persona as they will hopefully include Dunkin’ in their routines.

**THANK
YOU !**