

DUNKIN'



MAY 2, 2019

ART & SCIENCE OF DIRECT MARKETING

MKTG 33000 | Brianna Krupunich



PRODUCT OVERVIEW

A BACKGROUNDER

David Hoffman heads this multinational coffee company and quick service restaurant based out of Canton, MA. Currently rebranding its store as Dunkin' with hopes of putting more emphasis on their hot & cold drink menu, it is evident that customers will not have a difficult time adjusting. After all, they run on it.

Current Competitors

STARBUCKS

American coffee company & coffeehouse chain. Founded in Seattle, WA, Starbucks operates over 30,000 locations worldwide.

MCDONALD'S

American fast food company. Headquartered in Chicago, IL, McDonald's is known as the second-largest fast food restaurant chain.

LOCAL COFFEE SHOPS

Not as quick on service, but unique to areas. More personality & sometimes a more diverse selection of food & drink.



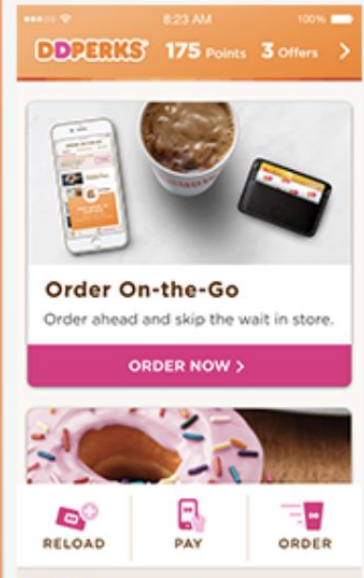
PRIMARY AUDIENCE

Teens between 15-18 years old. These individuals crave something sweet within a reasonable distance & price range.



SECONDARY AUDIENCE

Young adults between 18-45 years old. These individuals work for a living & are usually on a tight schedule.



THE CAMPAIGN

Customers will earn points every time they order through the Dunkin' Mobile App. Every certain points reached, social media shoutouts are given. Dunkin's large following of 1.19M on Instagram will create an incentive for customers. This campaign will only last 1-2 weeks in order to maintain their followers. After the 1-2 week period is over, Dunkin' will have created awareness for their Mobile App & driven up sales immensely.



DIRECT MARKETING PROGRAMS

LEAD DEVELOPMENT

By driving customers to their social media pages in search of shoutouts, Dunkin' will be creating a relationship with incoming & current customers.

WIN BACK OF FORMER CUSTOMERS

For the customers that have strayed from Dunkin' but didn't have the courage to unfollow, this campaign will leave them craving their old Monday morning best friend, Mocha Swirl.

TIMING/SEASONALITY



A photograph of a Dunkin' Donuts building with two large signs on the roof, each featuring a cup of coffee and the 'DD' logo. The building is partially obscured by an orange semi-transparent overlay.

PROMOTION:

CONTEST

Why - Smaller product. Need/want for it everyday. Consumer dedication.

How - Through the use of flyers in store, social media, & advertisements on the Mobile App.

Offer - Earn points every time you order through the Dunkin' Mobile App. Every certain points reached, shoutouts are given on Dunkin' social media pages.

Where - Dunkin' Mobile App

CAMPAIGN OFFER TESTING

	Control	Test Cell	Test Cell
	A	B	C
Offer	Make a purchase through the Dunkin' Mobile App & accumulate points	Make a purchase through the Dunkin' Mobile App & get a free donut for a limited time only	-----
Creative/Message	Points on Dunkin' Mobile App	-----	Use terminology "shoutout on social media" instead of "points"
Timing	Christmas season	Summer	-----

MARKETING CHANNELS



Social Media



Billboards




Radio

SOCIAL MEDIA

TARGET AUDIENCE

Dunkin's ideal audience are the ones online.

FOLLOWING



dunkin'  [Follow](#)  ...

1,226 posts 1.5m followers 6,599 following

Dunkin'
We're on a first-name basis with America. #Dunkin
dunkindonuts.com

Tweets	Following	Followers	Likes
85.6K	55.9K	1.19M	7,518

 15,621,368 people like this

 15,546,229 people follow this

TESTING

1. SOCIAL MEDIA

- Impressions & Reach
- Likes
- Shares
- Follows

BILLBOARDS

QUICK SERVICE RESTAURANT

Dunkin' is a traveler's best friend. To know a Dunkin' location is right off the next exit can be so helpful. It would also evoke the senses of those who are not necessarily thinking "Dunkin'."



TESTING

2. BILLBOARDS

- How many customers make purchases at the Dunkin' locations nearest by the billboard advertisements
- Survey

RADIO

TARGET AUDIENCE

15-45 age range holds a large majority of people who drive.

QUICK SERVICE RESTAURANT

Hearing a Dunkin' commercial on the radio can subconsciously influence one's behavior & sudden need to stop at the nearest location.



TESTING

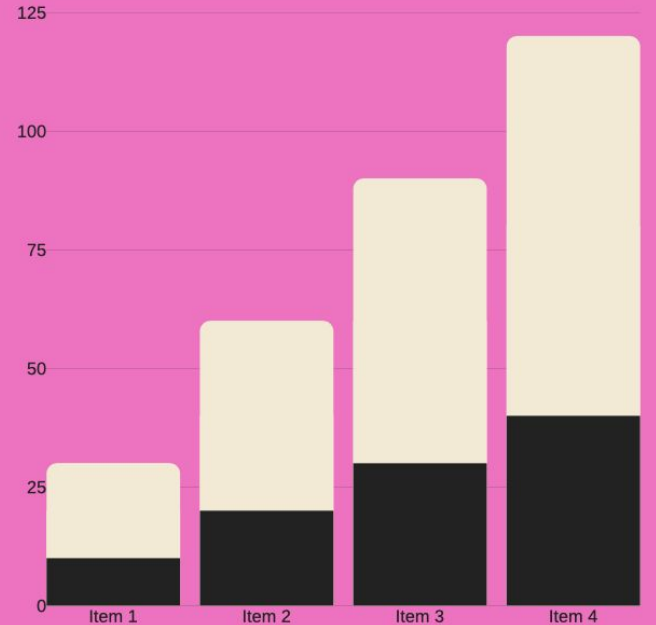
3. RADIO

- Survey
- Compare to a time when no radio advertisements were taking place for Dunkin'

MEASUREMENT & ANALYSIS (M&A)

EXPECTED INCREASE

- Determine how much Dunkin' sales have increased as a whole during the 1-2 week period
- Determine how many people created Dunkin' Mobile App accounts during the 1-2 week period
- Determine if users who already had accounts began buying more, less, or if no change occurred at all





PRESENTATION SUMMARY

TOPICS COVERED TODAY

- Product Overview
- Current Competitors
- Audience
- The Campaign
- Direct Marketing Programs
- Timing/Seasonality
- Contest
- Marketing Channels & Testing
- Measurement & Analysis