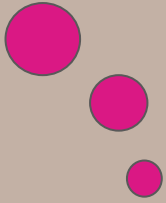


DUNKIN'

Alexa Mancini, Arden Wang, Caroline Jentzen, Haley Ledford,
Stefan Valenti and Prutha Chavan

Executive Summary

- I. Trends & Insights
- II. Opportunity
- III. Communications Objective
- IV. Conceptual Target
- V. Integrated Communications Message
- VI. Campaign Tactics
- VII. Media Calendar
- VIII. Philanthropy
- IX. Conclusion
- X. Q&A



Trends, Insights & Context

- a) The Pandemic and Essential Workers
- b) Sustainability
- c) Higher prices for coffee at competitor locations



Opportunity

Step away from past identity as a donut shop primarily located near gas stations



- Being a dominant competitor in the fast-coffee space
- Gaining market share, capitalize on the 'unpretentious' coffee consumer

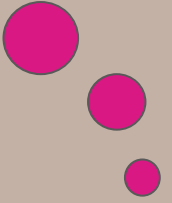


Communications Objectives

1. Elevate consumer perceptions of Dunkin' by shifting away the current perception that Dunkin' is a quick stop for coffee and donuts at a gas station by using communications messages and visuals showing **WHO** runs on Dunkin' and why we value them so greatly.
2. Communications visuals and messaging highlighting who runs on dunkin should also feature **what** they run on, specifically new menu items.



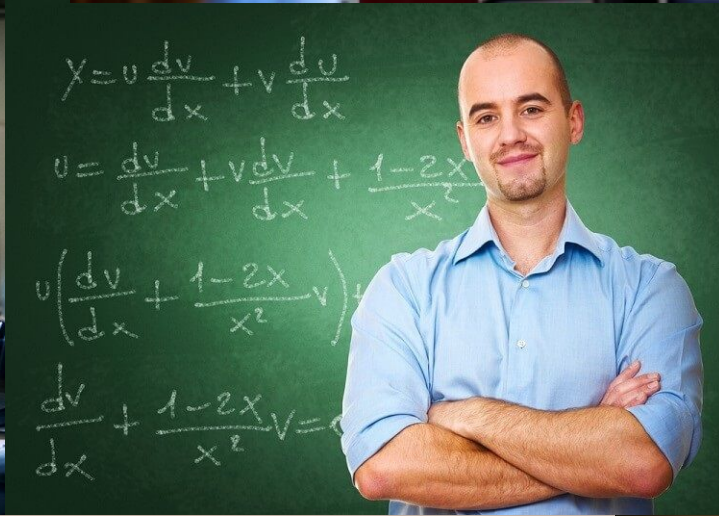
Conceptual Target



The Hard Worker

Encompassing not just office workers and students, but essential workers as well.





Wherever You Run.
Dunkin'



Media Strategy

Phase 1: Awareness

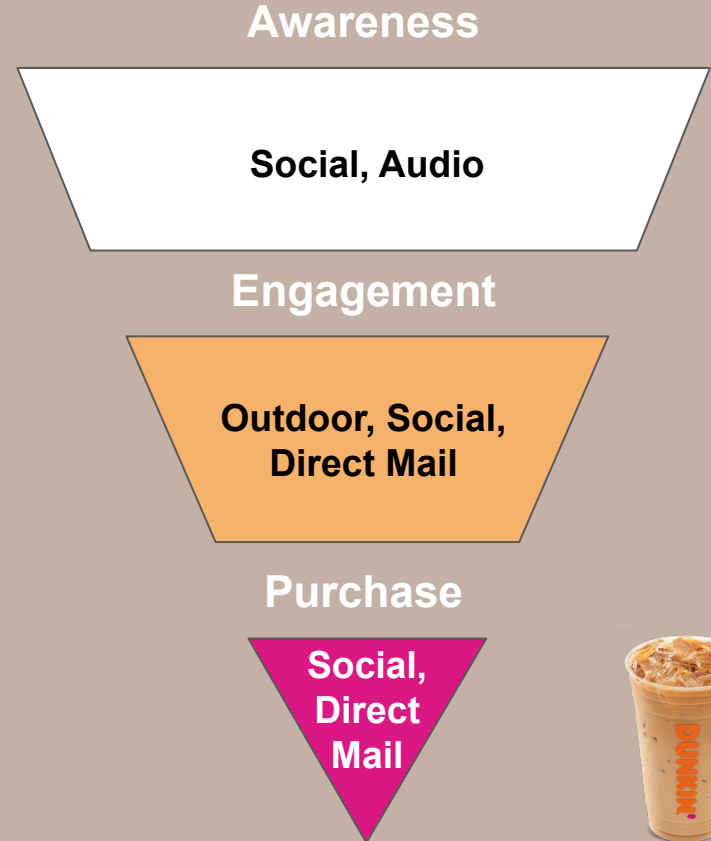
- Social (Top Funnel, i.e. TikTok)
- Broadband Audio

Phase 2: Engagement

- Outdoor
- Social
- Direct Mail

Phase 3: Retargeting & Ongoing Support

- Social
- Direct Mail



Media Calendar

Team 5 Dunkin' Recommended Media Plan																															
Channel	Platform	Jan				Feb				March				April				May				June									
Week		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4						
Social	Facebook / Instagram	[Pink Bar]				[Pink Bar]				[Pink Bar]				[Pink Bar]				[Pink Bar]				[Pink Bar]									
	Twitter	[Orange Bar]				[Orange Bar]				[Orange Bar]				[Orange Bar]				[Orange Bar]				[Orange Bar]									
	Tiktok		[Pink Bar]				[Pink Bar]				[Pink Bar]				[Pink Bar]				[Pink Bar]				[Pink Bar]								
	Youtube				[Orange Bar]																	[Orange Bar]									
Audio	Spotify / Apple Music Podcast Ads				[Pink Bar]																		[Pink Bar]								
	General Radio / SiriusXm				[Orange Bar]																			[Orange Bar]							
Outdoor	Bus Benches / Stops				[Pink Bar]																				[Pink Bar]						
	Subways				[Pink Bar]																				[Pink Bar]						
	Billboards				[Pink Bar]																				[Pink Bar]						
Direct Marketing	Email					[Orange Bar]												[Orange Bar]						[Orange Bar]							

Social Media

- Facebook/Instagram, Twitter, TikTok, Youtube



Audio

- Spotify/Apples Podcasts, General Radio/SiriusXm



Outdoor Marketing

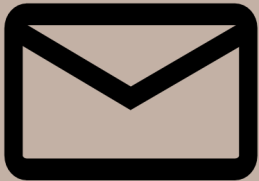
- Bus Benches/Stops, Subways, Billboards



Direct Marketing

Text and Email

- DD Perks
 - Points Program
- ACLU/Labor Day



DUNKIN'

HELLO, MARK!
You have 188 points.[†]

MY ACCOUNT

MY REWARDS

Celebrate the Hard Worker with us!

Get a cup of coffee on Labor Day, 9/05/22, to support the workers of this country. Part of the proceeds will go to the ACLU, an organization that advocates for unions and fights for the freedom of all people in the U.S.

[FIND A STORE](#)

Wherever You Run.
Dunkin'

DUNKIN'

[MENU](#)

[LOCATIONS](#)

[DEALS REWARDS](#)



Philanthropic Idea

- The ACLU: American Civil Liberties Union
 - 4 million supporters
 - Defends the freedom of people in the U.S.
 - Supports U.S. workers
- Donate 10% of profits each month
- Donate 50% on Labor Day



ACLU

**AMERICAN CIVIL LIBERTIES UNION
FOUNDATION**



Conclusion

Dunkin's increased product offering presents an opportunity to reinforce the message of Dunkin's brand identity and shift perspectives to the new age of Dunkin' beyond gas station donuts.

By catering a message to the hard worker, Dunkin's target consumer will be celebrated, appreciated, and caffeinated for the difficult day ahead, **wherever they run.**



Q&A



Thank You!

