



Merry Moments with Dunkin' Campaign-2023

Introduction

Established in 1950, Dunkin' Donuts has emerged as a foremost coffee and donut brand in the United States with around 13,200 restaurants functioning across 40 Global Markets. Operating under the Inspire Brands umbrella, Dunkin' offer's a vast choice of menu, including various flavours of donuts, coffees, and snacks. The worldwide coffee chain remains committed to delivering quality, convenience and multiple choices to cater the sweet tooth.

This strategy document aims to unveil Dunkin's Christmas Campaign of 2023, titled as “**Merry Moments with Dunkin**”. The brands aim to launch an international web campaign to celebrate the Christmas season across the borders. The campaign will run in over 30 countries outside the USA. These countries include Russia, Singapore, Pakistan, Japan, China etc. Through creating engaging content on company's social media platforms, Dunkin invites a diverse audience to participate in the joy of the season, making it a truly global celebration.

Merry Moments with Dunkin'-2023

The Merry Moments with Dunkin is a month-long campaign starting off from 1st December, 2023 till 31st December, 2023. The core idea of the brand is to introduce the Christmas frosting donuts, inviting customers to take the picture of their donut boxes, tag Dunkin' Donuts on Instagram/Facebook stories or tweet with the hashtag #DunkinFrostingFun and get featured on Dunkin' Donuts official social pages. This social media campaign will be launched on three major social media platforms such as Instagram, Facebook, and Twitter (X), targeting a diverse audience.

Rationale of the campaign

Dunkin' Donuts despite being an established international coffee company lacks social media presence. The brand is inactive on their official social media pages and posts inconsistently. To

enhance the global presence of brand on social media we have initiated this campaign. Despite its global market position, Dunkin' has only 2.3 million followers on their Instagram page; however, its biggest competitor Starbucks is being followed by 17.9 million followers. The initial idea of the campaign is to heighten the brand presence, improve its branding and to grow its social community. This international initiative aims to bridge the gap, engaging the audience with festive content and interactive experiences. Additionally, the campaign is committed to boost the sales by aligning with modern social media trends and practices

Slogan of the campaign:

“Unwrap Joy with Every Bite”

Objectives and Goals

Through this campaign the brand aims

1. To boost Dunkin's digital appearance with visually engaging content that aligns with the holiday season and appeals to a wider digital audience.
2. To introduce seasonal offering such as Christmas frosting Donuts to attract customers with festive flavours and enhance the holiday treat.
3. To reinforce brand's identity with festive message and make it stand out from rest of the Christmas campaigns.
4. To encourage active customer participation by promoting Merry Moments with Dunkin campaign on their social media.
5. To boost the sales of festive donuts edition and make it the top choice of the customers.

Planning and execution of the campaign

Following strategies are executed to achieve the campaigns objectives

Exclusive deals

One of the key strategies of the campaign is to offer exclusive deals. The followers who participate in the campaign by sharing the picture of their special Christmas frosting donuts will get a chance to win a box of 6 donuts with customized frosting. During this four week campaign,

each week two lucky winners will be selected through each social media platforms, which will not just get the customized frosting box, but will also get a chance to feature on Dunkin' Donuts official social media pages. Additionally, on purchase of 1 donut during this campaign, customers will get 3 donuts free.

Limited-time offer

Christmas frosting donuts are limited-time offer therefore, this strategy will work as a call to action. To boost excitement and customer engagement, this strategy is effectively targeting the consumers psychologically. The use of limited time-offer will ignite the spark among consumers, forcing them to purchase Christmas frosting donuts, ultimately boosting the sales of the company.

Social Media Presence

To enhance the social media presence of the campaign, the company strategically crafted social media ads, teasers, and promotional posts. The campaign will be announced through motion and still posters to give a sneak peek of the campaign and to raise curiosity among the audience. Moreover, social media post advertisement will give insights about the campaign, revealing exclusive deals and offers. The advertisement and social media posts will work as a key tool to create buzz around the upcoming campaign. These advertisements will not only showcase the seasonal offerings, however, it will be used to boost excitement and participation of customers.

Hash tags

The Merry moments with Dunkin campaign is an initiative to enhance the brands digital presence, therefore, introducing hash tags is a great strategy to enhance the digital growth of the brand. To enhance the reach of this campaign on social media, the company has used the following hash tags

#DunkinFrostingFun

#DunkinChristmasTreat

#DunkinMerryMoments

Digital coupon

To enhance the customer engagement during Merry Moments with Dunkin campaign, company has taken a strategic initiative to introduce exciting digital coupons. Followers actively engaging on Dunkin' Donuts social Media platforms through likes, shares and comments will get a chance to win an exclusive Buy 1 Get 1 deal on Christmas frosting donuts. This strategic approach will help to raise brand engagement on social media.

Expectations from the Campaign

A holiday campaign during Christmas is not only a chance for Dunkin Donuts to embrace the festive spirit but also a strategic move to connect with consumers and reinforce its brand identity along with boosting sales. This campaign will draw in customers seeking a memorable experience during Christmas. By curating specialized seasonal offerings, Dunkin Donuts can create a unique appeal, pushing the traditional boundaries to set it apart from competitors and fostering a sense of anticipation. Through captivating visuals, catchy headlines, and engaging promotions, Dunkin Donuts can solidify its position in the market as the go-to destination for themed treats during Christmas. The expectation is to attract existing customers and entice new ones, leveraging the allure of limited-edition items, exclusive flavors, and promotions.

The campaign has been disseminated through social media, to amplify its reach, engaging with consumers through teasers, interactive content, promotions, contests, and user-generated content. Financially, this holiday campaign can significantly impact the brand's revenue. The higher sales volume during this season is expected to contribute substantially to the company. Furthermore, this campaign will generate immediate sales and potentially cultivate lasting customer loyalty, resulting in both short-term and long-term gains for the company.