**Problem**
How can Dunkin’ Donuts compete in an area saturated with food options?

**Solution**
By promoting the convenience of their location with high-impact out of home creative.

**Background**
The local Dunkin Donuts franchise needed to capture the attention of their customers in a highly competitive food destination area.

**Objective**
The client wanted to standout with the general market audience in a highly competitive atmosphere.

**Strategy**
Leveraging a highly visible static bulletin located across the street from the client’s location, a dynamic and inflatable twist on creative to drive a more dynamic impact on the store brand. Specifically, a giant 12’ inflatable donut and cup of coffee was created that became an unmistakable landmark to our clients location.

**Plan Details**
- **Markets:** Atlanta
- **Flight Dates:** January 2018 - December 2018
- **OOH Formats:** Bulletin
- **Budget:** under $10,000

**Results**
Almost immediately, the client saw increased traffic into the store, and eagerly shared the financial results showing a 14% week-over-week increase in sales from January 1, 2018 to December 31, 2018.