

## Dunkin'

### Background

During the season when America runs on pumpkin, Dunkin' wanted to make consumers in Washington, DC aware of the limited-time pumpkin flavored drinks and food items available in their store locations.

### Objective

Increase awareness and point of sale through integrated OOH + mobile digital strategy. No single key demographic was identified for this campaign; Dunkin' wanted to spread general awareness around the many seasonal items that were available at in-store locations.



### Strategy

A larger-than-life mobile billboard showcased Dunkin's savory treats while building brand impact in strategic locations. Geofencing the same locations the mobile billboard was running, facilitated the serving of mobile display ads to reinforce the OOH message. With relevant, cohesive creative messaging across both channels in the same distinct locations, Dunkin' was able to boost awareness and purchase intent through high impact delivery near points of sale and at specific events.

### Plan Details

Market: Washington, DC

Flight Dates: August 21–October 13 (Wednesdays–Sundays)

OOH Formats: Mobile billboards (supplemented with mobile device re-targeting)

Impressions: 1.8 million mobile billboard impressions; 2.9 million geofencing impressions

Budget: \$10,000 and over

### Results

The campaign produced a click-thru-rate of 0.43% which was a 239% increase above the industry average. Total geofencing clicks totaled 12,698.