

Dunkin' Donuts

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 stand out 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.

