IS MOBILE THE FIRST AND ULTIMATE STORYTELLING SCREEN?

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CONSUMERS HAVE LOVED OUR ICONIC BRAND FOR MORE THAN 60 YEARS...

Dawn of the Fast Food era

Simple menus

Regional brand

But we have to change with the times to stay relevant…

MOBILE HAS CHANGED MARKETING

Marketing used to be TV-centric, then carried through to other elements

In today's multi-screen marketing world, context is king (what the receiver is doing)

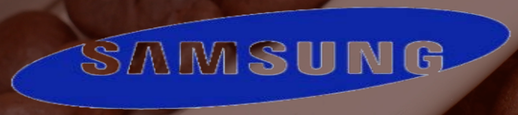
Mobile is the ultimate consumer connective device

1. ADAPT - Engage consumers where they are today

Winners honestly assess what's working and what's not













WHILE THE DUNKIN' CONSUMER PERSONALITY PROFILE HASN'T CHANGED

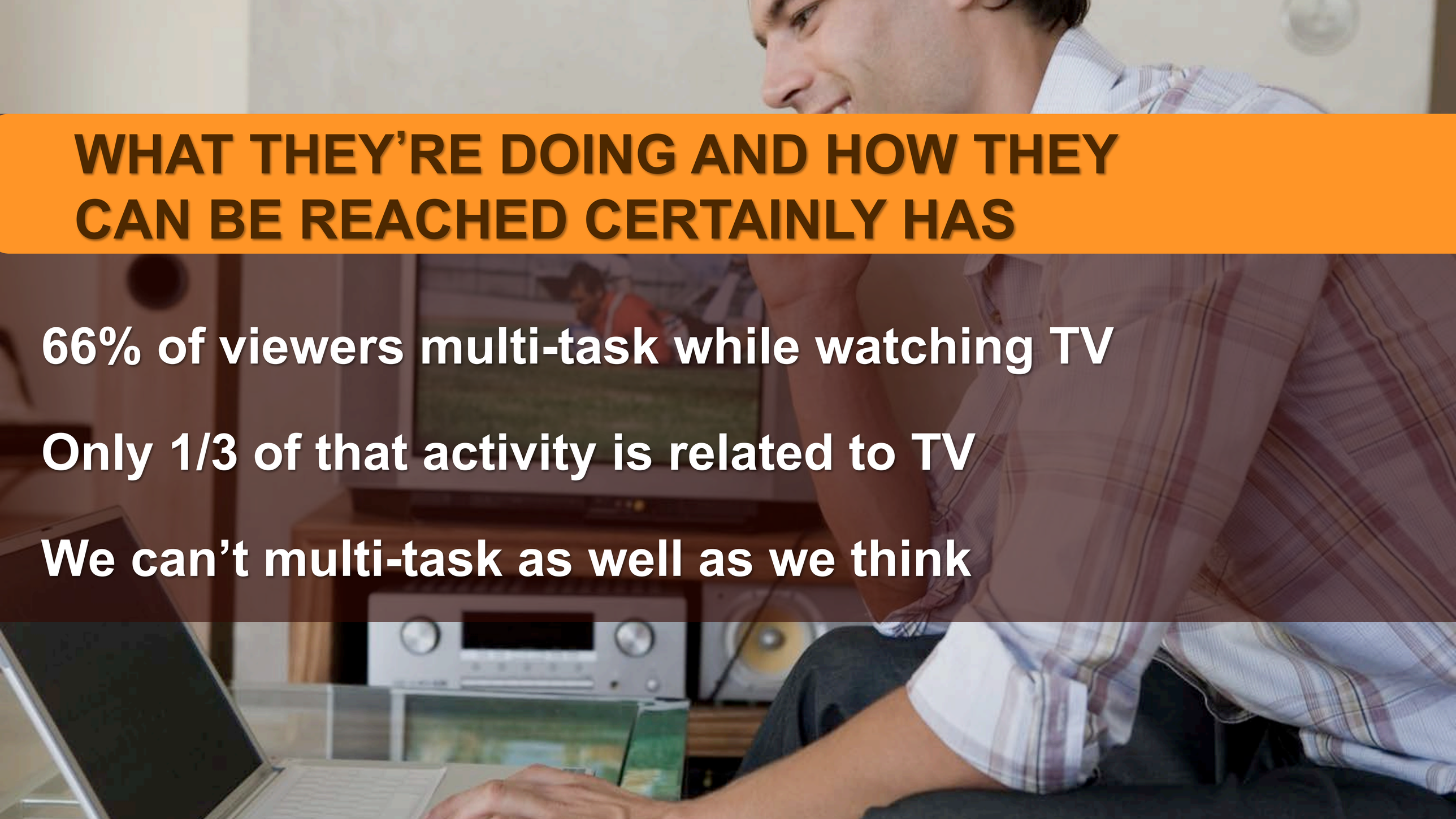
Authentic

Down-to-earth

Proud to have things to do

Not driven by status

"I'm a regular person"



WHAT THEY'RE DOING AND HOW THEY CAN BE REACHED CERTAINLY HAS

66% of viewers multi-task while watching TV

Only 1/3 of that activity is related to TV

We can't multi-task as well as we think



2. BE YOURSELF. BE AUTHENTIC

STRONG BRANDS HAVE A CLEAR IDENTITY AND PURPOSE





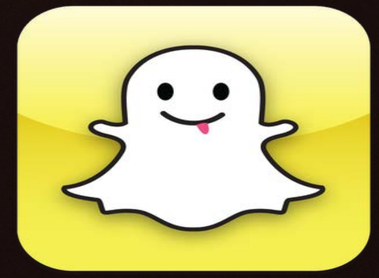












DUNKIN’ = COFFEE & MORE





WHAT IS DUNKIN'S IDENTITY?

ON

AMERICA RUNS ON DUNKIN'®

Dunkin' is how everyday folks who keep America running keep themselves running every day



3. TELL GOOD STORIES – Differentiate or disappear

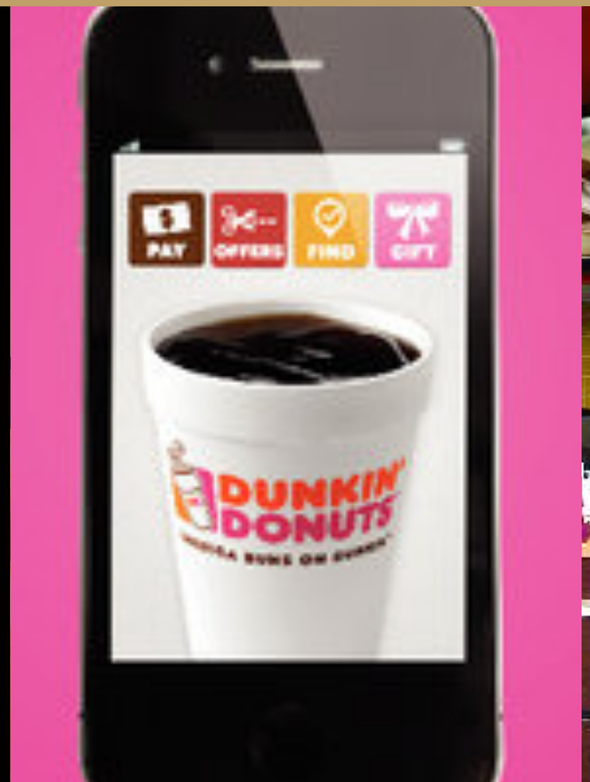

DUNKIN'
DONUTS
coffee





4. THINK LONG TERM – Invest in innovation







INTEGRATING WHAT'S NOW, WHAT'S NEW, AND WHAT WE THINK WILL BE NEXT

Media



ESPN hulu

ET tbs

BuzzFeed

Mobile

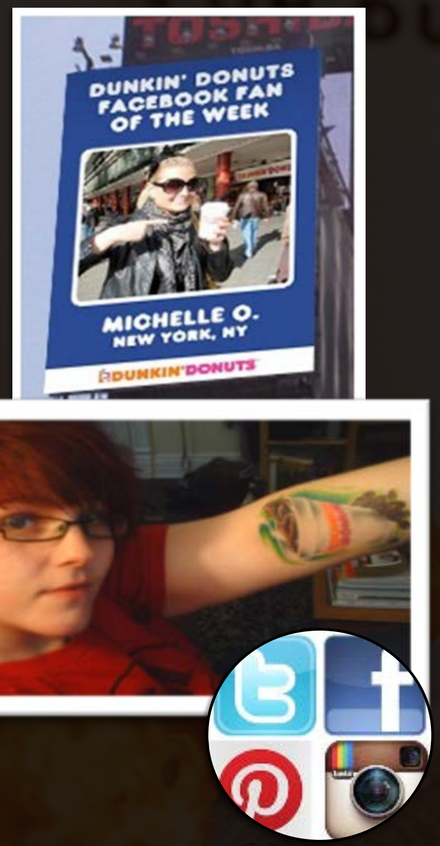


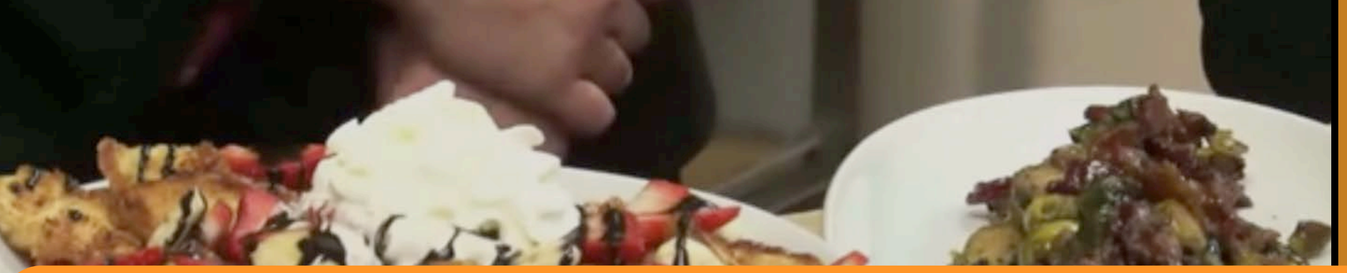
Loyalty

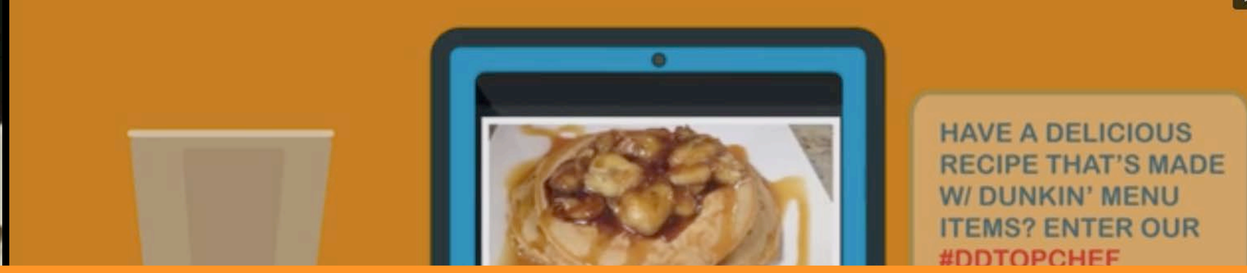
DDPERKS®
REWARDING EVERY DUNKIN' RUN



Social







TOP CHEF/GOOGLE+ INTEGRATION

Extended TV integration with Bravo's Top Chef to include a Google+ Hangout with consumer-generated DD Coffee inspired menu items





TOP CHEF/GOOGLE+ INTEGRATION



EXECUTING A MOBILE CENTRIC STRATEGY TO MEET THE NEEDS OF OUR GUESTS

Mobile Ordering
(Order, Pay, Customize)

Feedback

Mobile Payment
(DD Card)



Promotions
(Digital Coupons, Gaming)

Acct. Management
(Profile Update, Reload)

Social Media
(Facebook, Twitter)

Gifting
(Virtual DD Cards)

Loyalty Program
(ID, Promotions)

INTEGRATING MOBILE INTO MULTIPLE CONSUMER TOUCH POINTS OF THE BRAND

Mobile GPS



Making it easy for consumers to find a DD location

Mobile Diversity



Launched the Spanish version of the DD Mobile app

DD Perks Loyalty



Moving toward 1:1 marketing

Mobile Promotions



Leveraging local partnerships to drive engaging promotions



5. FUN – Don’t be afraid to take risks

SHARK WEEK RUNS ON DUNKIN'



2014 Shark Week kicked-off with Discovery's highest rated start to the event in 27 years.

The integration surpassed Discovery's benchmarks at 3.3K submissions to the Take a Bite, Take a Pic content and over 61K engagements with that content.

Dunkin's content garnered over 2.3MM Facebook impressions nationally and locally.

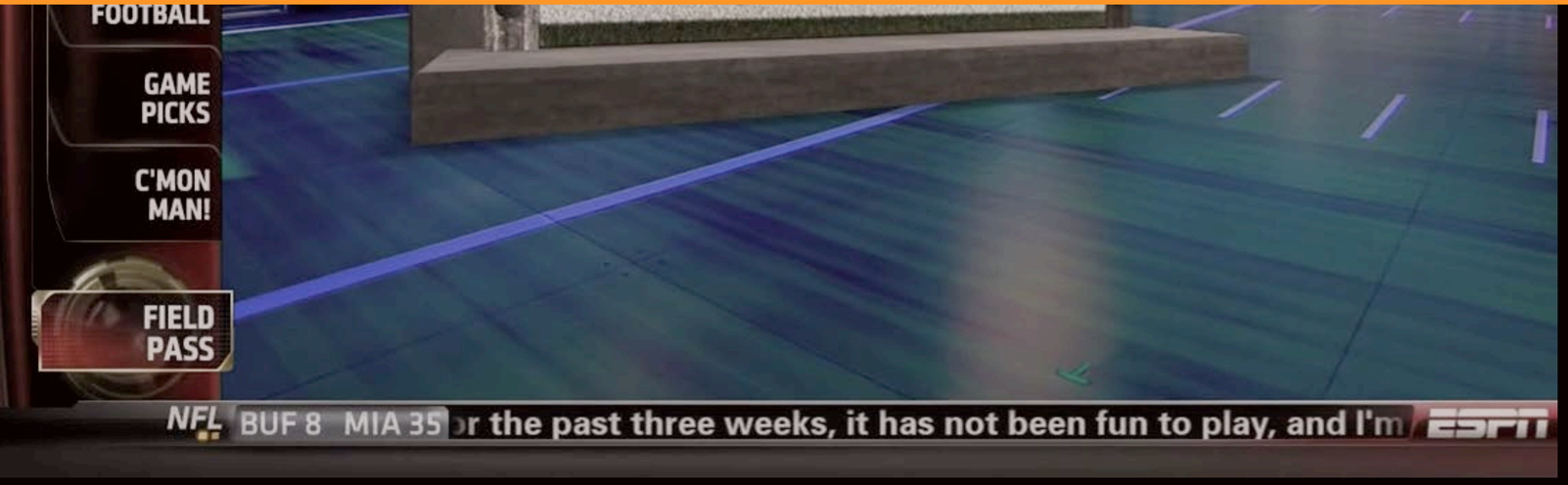
Fans also engaged with the Xbox experience, at over 500 hours spent.

EMBRACING MULTI-SCREEN VIEWING: SOCIAL MEDIA MEETS TV ADVERTISING

















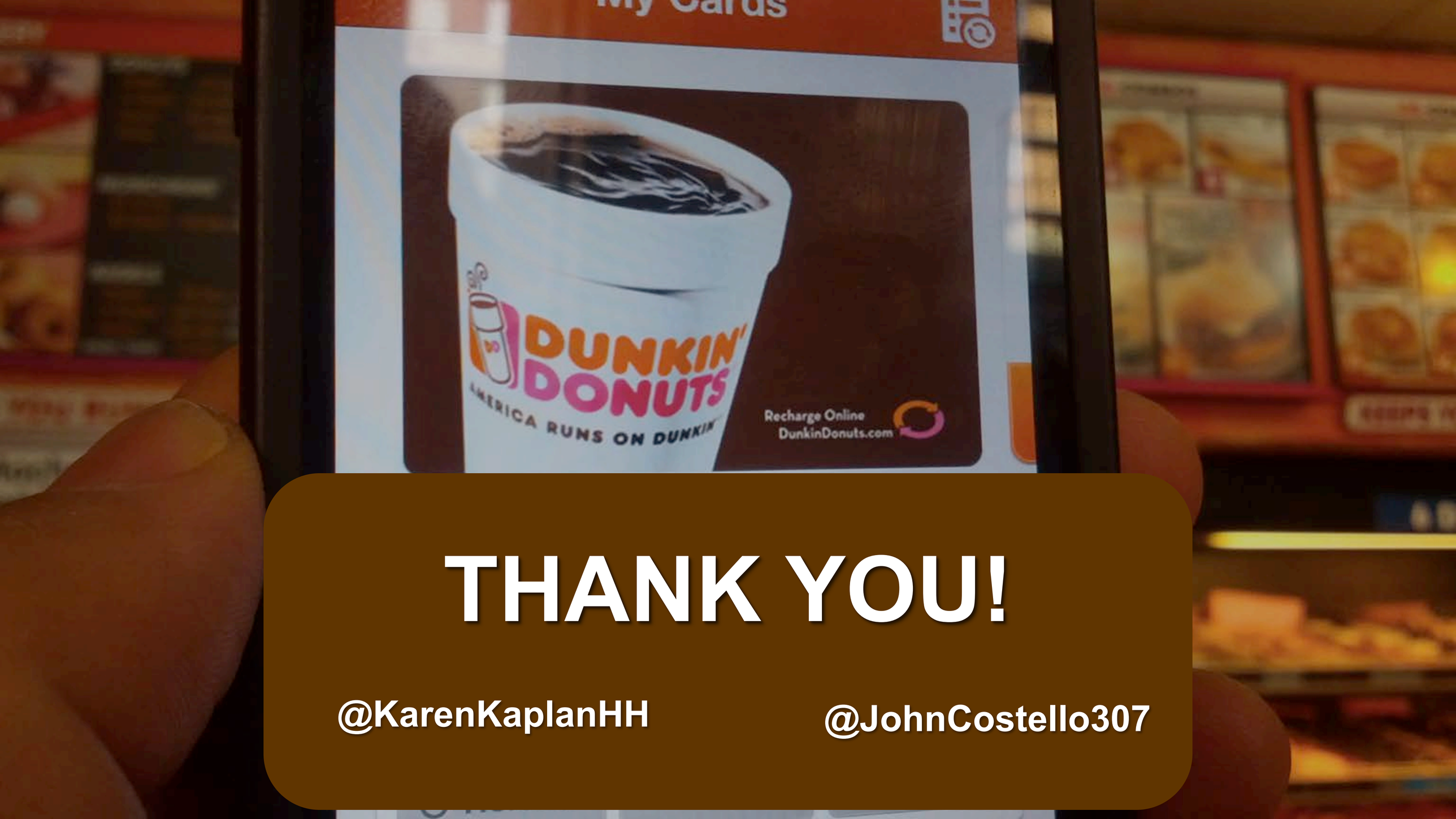




6. SURROUND YOURSELF. WITH GREAT PEOPLE

BOTTOM-LINE BRANDING ™

1. ADAPT – Engage consumers where they are today
2. BE YOURSELF – Be authentic
3. TELL GOOD STORIES - Differentiate or disappear
4. THINK LONG TERM – Invest in innovation
5. HAVE FUN – Don’t be afraid to take risks
6. SURROUND YOURSELF – with great people



THANK YOU!

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