



# DUNKIN DONUTS

*“Look out for our logo, it’s orange and pink”*

## ■ **MARKETING BACKGROUND**

Dunkin Donuts are a successful US fast food retail franchise who moved into the Irish market in 1993.

All around the world Dunkin Donuts are renowned for selling a wide variety of excellent high quality Donut products for both in-restaurant consumption and take-away trade. They also pride themselves on their hot filled croissants, freshly made sandwiches and selection of exceptionally fine coffee and minerals.

The first Dunkin Donuts outlets in Ireland were opened in Tallaght, Rathmines and UCD in late 1993 followed by Grafton Street in early 1994. The main competitors at the time were:

Bewleys  
Kylemore  
McDonalds  
Burger King  
Kentucky Fried Chicken

*and of course*

Blue Mountain Donuts  
Donut Deli.

Once the Dunkin Donuts outlets were established in Dublin an ambitious expansion to other areas of the capital and nationwide was to be undertaken. These outlets were to be a mixture of franchised shop units and in-store/petrol station counter type operations.

## ■ **KEY PROBLEMS**

Consumer research conducted prior to launch showed little or no awareness of the Dunkin Donuts logo and name. Only people who had spend time abroad could attempt a context or market positioning for the franchise.

Coupled with this was a drastically poor perception of donuts as a product category. This was rooted in a consumer experience of the often extremely low quality donuts available in many Irish stores. These donut products, usually locally manufactured, were badly presented at point of sale, offered a poor taste experience and no choice of flavours or combination of ingredients.

There was a third problem inherent in the Dunkin Donuts branding: no awareness or expectation of the range of other foods sold, such as sandwiches, coffee, croissants, muffins, etc.

## ■ **BUDGET PARAMETERS**

The advertising budget for 1994/95 could not exceed £100,000 including media and production costs.

## ■ **ADVERTISING OBJECTIVES**

- Successfully launch the Dunkin Donuts brand.
- Encourage product trial and increase awareness of new outlets nationwide.
- Create an advertising platform capable of addressing specific product promotions.\*

\*It was obvious that there would be an ongoing need to support product-based promotions, volume discounts and gift incentives. The campaign theme had to be adaptable and capable of tactical use.

## ■ **TARGET AUDIENCE**

18-30 year old adults nationwide BC1C2 with a bias to students who are not readily reached by conventional use of mass media.

*Category 1  
Bronze Award*

*McConnells  
Advertising*

*Garrett Kinsella  
Laurence Keogh*

*“Levels of spontaneous advertising awareness for Dunkin Donuts were only initially surpassed by McDonalds and Burger King.*

*Results also showed highly encouraging awareness of non-donut products like sandwiches, soft drinks, tea, coffee, etc.”*

*Irish Marketing Surveys*

## ■ AGENCY RESPONSE

Agency creatives were briefed to create campaigns for:

- Superlites - located outside shops in areas of strategic importance.
- Bus Carousels - located on routes near outlets.
- Cinema - product shots crafted from existing European footage.
- Radio - specific to product range and new franchises.
- Painted Bus - used on routes adjacent to outlets.
- In Bus Posters.
- Press.

In all cases production costs had to be kept to a minimum.

Campaign would commence in April 1994 and run until March 1995.

To use these media effectively on a very limited budget, a radical new approach was adopted. Because of the crowded nature of the market place, the advertising was designed to be as impactful as possible. Impact was achieved by getting the target audience to interact with the ads wherever they appeared. People waiting at the bus stops were invited to “point our logo out to passers-by”. One poster asserted that Elvis “was alive and well and driving this bus” - challenging passengers to go and check for themselves.

The unconventional attitude adopted by the campaign gave the impression of a company that was confident enough not to take itself too seriously. This was crucial in persuading a youthful and fickle market to warm to a brand that most of them had never heard of.

## ■ EVALUATING RESULTS

In August 1995 research conducted by Irish Marketing Surveys amongst adults aged 18-30 years proved that Dunkin Donuts had achieved highly successful results in terms of advertising recall and increased awareness of store branding and

product range.

- Levels of spontaneous advertising awareness for Dunkin Donuts were only initially surpassed by McDonalds and Burger King.
- However, prompted awareness levels were second only to McDonalds who outspent Dunkin Donuts by a factor of eight (ASI figures) in 1994 and enjoy huge levels of overspill from UK media.
- Although the product range Radio Campaign was only just breaking at the time research was in field, “Results also showed highly encouraging awareness of non-donut products like sandwiches, soft drinks, tea, coffee, etc”.

This increase in awareness was echoed in buoyant sales across all outlets.

## ■ ADVERTISING AWARENESS

*Advertising Awareness for Fast/Franchise Food Restaurants*

When respondents were asked which restaurants they could remember seeing or hearing any advertising for in the past three months, McDonalds emerged top of the list at both a spontaneous and a prompted level. In terms of spontaneous advertising recall, McDonalds were followed in order of mention by Burger King and Dunkin Donuts; a very encouraging result for Dunkin Donuts in view of the level of overspill McDonalds and, in particular, Burger King television U.K. advertising to which Irish consumers had been exposed. Indeed, Dunkin Donuts’ performance was still more impressive at a prompted level where better than one in every two respondents claimed to be aware of any advertising, with only McDonalds registering a higher level of recall.

Advertising awareness for Dunkin Donuts peaks among 22 to 25 year olds and bus users. Overall, it would appear that Dunkin Donuts’ bus advertising has paid dividends in terms of raising awareness among the target market in



general, and among bus users in particular.

At the Poster Awards for 1994 Dunkin Donuts received a Gold Award for Bus Carousel poster and Bronze Awards for Bus interiors and painted bus designs.

## ■ MEDIA SELECTION

Medium      Comment

*Music Radio* Sharply targeted and highly appropriate. 98FM and FM104 work well to enhance our U'30s coverage and repeat communication objectives.

*Carousels* 100 bus stop timetable carousels for 4 months. Again, strong coverage of Dublin adults. Focus on Tallaght - City - Rathmines - Grafton Street routes.

*Press* Simple but effective idea...position small cost-effective ads beside cinema listings on a Thursday/Friday. Use Dublin evening papers limiting wastage and increasing cost efficiency. Also, opportunity for use during World Cup in The Star, a strong U'30 paper with excellent sports reports.

*Colour Bus* Three big advantages:  
1) Year round presence of Tallaght/Dublin City/Rathmines Routes  
2) Strong branding tool  
3) Available for promotions.

*Cinema* As with most 'food' items there is a great need to 'show-off' our product, to get the taste-buds moving. Our cinema ad certainly achieves this. Coupled with the immediate location of screens, cinema offers an ideal opportunity.

## ■ CONCLUSION

This case study details the successful Irish advertising launch of the Dunkin Donuts franchise on a limited budget.

Launching a quality product into a market where donuts were negatively perceived and the competition strongly placed and long established would never be an easy task.

On a very limited advertising budget the task firstly was to create immediate awareness of the Dunkin Donuts logo and name and then to establish the range of outlets and large variety of other non donuts products available.

Through innovative use of new media and an impactful interactive award winning creative approach Dunkin Donuts achieved remarkably high levels of recall and awareness (just behind McDonalds) within a relatively short period of time.

The advertising conveyed the breadth of products available which was one of our key objectives.

Since launch the advertising campaign has been constantly reviewed and evaluated against strategic objectives but has remained consistent in terms of style and approach.

Dunkin Donuts have also achieved and maintained buoyant sales as the number of outlets continues to increase nationwide.



**GOING  
TO THE  
MOVIES?  
REMEMBER,  
DONUTS  
ARE  
QUIETER  
THAN  
POPCORN.  
DUNKIN'  
DONUTS**

**LOOK OUT  
FOR OUR  
ADS.  
THEY'RE  
REALLY  
SMALL.  
  
DUNKIN'  
DONUTS**

**SEE THE  
BOTTOM  
OF THIS AD  
FOR AN  
IMPORTANT  
ANNOUNCEMENT  
  
DUNKIN'  
DONUTS  
NOW OPEN ON GRAFTON ST.**

*Mono press campaign.*