Fall 2006
The Bright Agency
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Executive Summary

Our campaign with Dunkin’ Donuts sets out to re-brand the company, reflective of a company that’s expanding. The campaign allots $35,000,000 for the course of a calendar year, specifically January 1, 2007 through December 31, 2007. Our goal is to generate more revenue and claim more market share in the coffee house sector. We feel this can be attained by a vigorous national campaign. This campaign will entail advertisements on all the major media facets.

Our target audience consists of middle class adults. Characteristically, these middle class adults earn between $40,000 to $100,000 yearly. An increase in coffee sales is a paramount goal of our campaign; these older adults are the best audience to go after. Our campaign will also research the target audience via surveys concluding on how strong the customer base is and possible potential new target audiences.

The Dunkin’ campaign will rely heavily on a nationalized television, radio, newspaper, and outdoor advertising plan. The television ads will be featured generally on the cable networks as well as network channels. We will position our ads on programs that are focused towards our target group of middle class adults. The same strategy will apply when positioning our ads on television, radio, and in the newspaper. Other alternate media we will use are outdoor advertisements. We will use around $33,000,000 on advertising.

Measuring the effect of our campaign is also important. It will occur on a quarterly basis. Measurements will be done at these times so that Dunkin’ Donuts can reflect its sales along with the effectiveness of our campaign. This will be done so by viewing television ratings and checking circulation.
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The Bright Agency was delivered the challenge of creating a new advertising campaign for Dunkin’ Donuts to match the type of massive expansion the company is about to undertake. Our agency was given $35,000,000 to complete the task, of which we devoted the $3.5 million towards a healthy contingency. Our research and efforts are in hopes of increasing the awareness of a soon to be snack food and coffeehouse giant.
Company

Dunkin’ Donuts is a doughnut franchise owned by a parent company, Dunkin’ Brands. Dunkin’ Donuts was founded in Quincy, Massachusetts by Bill Rosenberg in 1950. Dunkin’ Donuts has since been a staple of the snack food sector in the New England geographic market. Dunkin’ Donuts boasts quality doughnuts and pastries, as well as a delicious line of coffee and espresso blends. Today Dunkin’ Donuts dominates the snack food sector and is increasingly making its mark on the coffee house sector.

Market and Industry

The restaurant industry, particularly the snack food and coffee house industry is one that is consistently profitable. As it stands it takes around 1/3 of the American dollar spent on food. The restaurant industry will gross on average $1.4 billion daily. The restaurant industry has had to adapt to the growing demand for healthier food choices. Nonetheless the restaurant industry is forecasted to increase over five percent in the next year and make up four percent of the gross domestic product (GDP).

The coffee house sector accredits its boom in popularity largely in part to the surge of Starbucks in the late 1990s. Since then it has continued to do well in generating high revenue. Statistics show that over 77% of Americans consume some form of coffee beverage. That overwhelming statistic is indicative of the sales boom of the coffee house sector between 2000 and 2005. During that period the coffee house sector developed larger and faster than any other sector in the restaurant industry, citing a 157% increase in sales. The coffee house sector is only expected to grow. Market analysts suggest another 125% increase over the next five years.
Situational Analysis

Brand

The Dunkin’ Donuts franchise rests its name on its doughnuts, but has seen much success with its coffee sales. Over the course of the last decade, Dunkin’ Donuts has produced a quality line of espresso drinks and coffee blends that have led Dunkin’ Donuts to the number one spot in coffee-by-the-cup sales. Dunkin’ Donuts also offers other bakery delicacies, breakfast sandwiches, cold drinks, and deli sandwiches.

The Dunkin’ Donuts website: www.dunkindonuts.com provides information on company news, franchising, nutrition, and also allows consumers to order Dunkin’ Donuts products online. The brand has done well particularly well in its home base in the Northeast. The brand is planning expansion in the West and South. Dunkin’ Donuts is virtually unknown in these geographic markets.

Consumer

Dunkin’ Donuts target customer is the middle class American, both males and females, ranging in age from 18-45. Their salaries range from $40,000 to $100,000 annually. They are coffee enthusiasts, mainly people on the go, and some families. The ideal Dunkin’ Donuts consumer is a working professional, with a family. They are generally in their thirties and enjoy a good coffee drink and occasional doughnut before work to get their day started. The Dunkin’ Donuts consumer is practical and unappreciative of red tape or fancy marketing ploys.
The restaurant industry is one that is in constant competition, with trends that tend to vary. There will always be persistent competition between sectors (i.e. fast food vs. table-served restaurants; snack food vs. health food, etc.). Advertising is the paramount step in distinction from the competition.

The coffee house sector has become one of the largest growing in food service. The competition does not just start and end with nationalized coffee house chains, but also includes the smaller local coffee house businesses. These “mom and pop” coffee house endeavors appear more and more in smaller localities as well as large market cities.

Dunkin’ Donuts receives the most competition from Krispy Kreme, Starbucks, and McDonalds. These three brands share the market with Dunkin’ Donuts in the sectors of snack food restaurant, coffee house, and breakfast foods respectively. Since Dunkin’ Donuts holds as the largest distributor of coffee-by-the-cup, they will increase their focus on their coffee beverages. In the most cut and dry terms, Dunkin’ Donuts and Starbucks can expect a healthy rivalry in the decade to come, especially with Dunkin’ Donuts expanding to the West, which houses Starbucks. While McDonalds has dominated the fast food sector and does not appear as obvious competition, Dunkin’ Donuts poses an indirect threat to the McDonalds breakfast line and vise versa. The Dunkin’ Donuts franchise will triple its number of franchises to over 15,000 stores, which will surpass most fast food chains. Competition will surely be created out of such a big expansion.
SWOT Analysis

Strengths:
1. Dunkin’ Donuts has a reputation for brewing high quality coffee for more than five decades.
2. Dunkin’ Donuts is America’s largest retailer of coffee-by-the-cup, serving nearly 1 billion cups of brewed coffee each year.
3. On an average day, Dunkin’ Donuts sells more than 30 cups of freshly brewed coffee each second.
4. Dunkin’ Donuts uses 100% Arabica coffee beans and has its own coffee specifications, which are recognized by the industry as a superior grade of coffee.
5. Dunkin’ Donuts serves nearly 1 billion cups of brewed coffee every year or approximately 2.7 million cups a day.
6. Dunkin’ Donuts mails coupons to their customers.

Weaknesses:
1. Dunkin’ Donuts uses media to advertise while Krispy Kreme has never spent any money on advertising.

Opportunities:
1. Franchises available.
2. The opening of new stores.

Threats:
1. People wanting to eat healthier (low calorie/low carb).
2. Starbucks entry into breakfast sandwiches.
3. McDonalds gourmet coffee.
Our target audience will specifically be made up of males and females ranging in age from 18-45. The middle class will account for up to 45% of all Dunkin Donuts' purchases. A large part of our goal for this campaign is to increase coffee sales, and according to statistics these are the people who drink coffee the most. Our target audience will earn in between $40,000 and $100,000 annually. A large part of this demographic will come from family units. Our main focus goes towards people on the go to get you in and out as fast as possible.

A Dunkin’ Donuts typical customer is like John. John is in his mid-thirties. He is a working professional with three young children. He enjoys watching sports and working out in his free time. John likes to get his day started with a double espresso latte, giving him energy to get through the morning. Every Sunday, John takes his kids to Dunkin’ Donuts to enjoy a light breakfast before their little league games.
Objectives

Marketing

Our marketing objective is to increase our sales by a substantial amount, ranging from 12 to 15% over the course of January 1, 2007 to December 31, 2007. This is going to be achieved through an increase in the reach and frequency of our advertising and publicity efforts. We want to attract new customers in the target audience of middle class adults, and turn them into repeat customers. If we can expand our consumer base by 5% and thus realistically generate ten dollars more per year from each new customer, it would result in a large growth in revenue, well worth the increased exposure costs.

Advertising

Our objective is to increase the awareness of our national campaign among our targeted audience that is made up of male and females between the ages of 18-45 years old (middle-aged corporate), by 12-15% from January 1, 2007 to December 31, 2007.

- According to our statistics, 25-34 year olds are who drink coffee most.
- Our target audience will earn in between $40,000 and $100,000 annually.
- Middle class makes up about 45% of all Dunkin’ Donuts purchases.
Our suggested goal within our campaign comprised of nationalized television, radio, and outdoor print advertisements was to reach about 85% of our target market. That target market consists of middle aged and middle class consumers. Our research has cited that these are the people who frequently drink coffee. We intend to use various media facets, pulsing in more profitable months with higher frequency, than in our low months. The focus of our advertisement is to create awareness of Dunkin’ Donuts, with special focus to their coffee line. We feel this is the best way to generate the sales towards our goal of at least a 12 to 15% increase in sales.
Media Tactics

Outdoor ($1,000,000)

Outdoor advertising can persuade commuters to impulse buy Dunkin Donuts. We plan on attracting the eye of commuters by using bright colors and catchy phrases. Billboards will be placed in locations such as Texas, Arizona, California, and Colorado. These locations were specifically chosen since we are expanding our franchises into new markets.

Newspaper ($3,023,380)

Newspapers are used in our campaign because of their reach. We will be using inserts in national newspapers because it will give us more control in reaching our target audience. By providing full color inserts in the Sunday papers, we will not only reach our target audience, but broaden it as well, by catching the attention of potential customers. Another notable aspect of newspapers is the frequency in which they are distributed. By using a national newspaper such as USA Today; we can not only broaden our reach, but also the number of times readers are exposed to a specific Dunkin’ Donuts advertisement. It would be ideal to place these advertisements in the food and beverage, or dining sections of the fore mentioned paper, but depending on its distribution and relation to our target market other sections may open up. Newspapers also allow for the ever needed public relation story, by getting articles printed that deal with our brand and efforts we can not only keep the consumer up to date on our current state, but also build up our brand image. Through the use of these tactics and a correct circulation measurement needed to make sure we have our target market in mind, newspapers seem to be one of our top means of distribution for the cost.
Radio ($2,361,665)

In reviewing our campaign, collectively, we have determined that radio would be one of the better options to go with in means of advertising. We find it would be beneficial to use radio spots that are generally 15 to 30 seconds long in a sense that they will be short and to the point. The most effective time slot for our kind of advertisements would be early morning and evening, giving the working person more incentive to stop by a Dunkin' Donuts on their way to and from their work place. These ads should be placed on syndicated radio programming as well as filler in between local radio programming. The use of these advertisement spots will hopefully increase revenue in two of our peak times. The commuters going to work in the morning and the commute back from work in the late evening.
Television ($26,718,945)

Cable Television (TBS, Food Network, and ESPN)
Cable television is a media source that allows Dunkin’ Donuts to directly target the consumers on specific stations. Dunkin’ Donuts finds this as a useful technique because of its ability to provide high reach and high ratings. Cable television is a reliable source that will help Dunkin’ Donuts advertise directly to the consumers. The airing of Dunkin’ Donuts advertisements will be during the hours of 5 to 10 a.m. and then from 5 to 10 p.m. These time spots will help Dunkin’ Donuts not only achieve high ratings, but guarantee that the customers are getting exposed to the advertisements. The following is a list of television shows that will be advertising for Dunkin’ Donuts: TBS-during movies for adults and children; Food Network-any cooking shows during the times specified to reach adults; and ESPN-during sport shows and games to reach the male audience. Since Dunkin’ Donuts is a national campaign, advertising on cable television will allow us to not only reach our target audience more but expand to potential customers.

Network Television (CBS, NBC, FOX, ABC)
A television network is a distribution network for television content where a central operation provides programming for many television stations. Dunkin’ Donuts advertisements will be aired during the hours of 5 to 10 a.m. and 5 to 10 p.m.; reaching our target audience who will be considering breakfast options for that day or the next.
Media Scheduling

High

The months of January, February, March, November and December are deemed our “high” months. This means we can expect a higher volume in sales during these months. Advertisements centered around holiday promotions need to have a higher frequency and reach. Holidays generate spending; therefore the brunt of our spending must be dedicated to these months.

Medium

April, May, September and October are considered our medium months. We can expect a steady patronage from our target market in these months. These are deemed our medium months for lack of heightened spending. However, the months of September and October are especially crucial for advertising due to new seasons of television programming. Advertising on the right shows at the right times will hopefully propel our medium months into high months.

Low

June, July and August are considered our “low” months. This part of the fiscal year we can expect a slight decline in patronage. We will spend less money this month to avoid waste. Families are a large part of our target demographic, and since families take these times to vacation, we feel strong advertising will be ineffective. Television networks usually show their reruns during the summer months also.
Client

Dunkin’ Brands Inc.: Dunkin’ Donuts. Our client Dunkin’ Donuts is a snack food sector giant that has enjoyed major success out of the New England area and East.

Project

Dunkin’ Donuts is currently in the works for a mass expansion. They are in the works to be one of the largest food service chains in the country; tripling their stores to 15,000 nationwide. The company is in need of serious brand awareness to go along with its new nationalizing expansion.

Background/Overview

Our campaign suggests marketing towards middle aged, middle class adults (incomes ranging from $40,000 to $100,000). Typically, this demographic is heavy coffee consumers. Our advertisements will give a lot more focus to coffee products in the future and present Dunkin’ Donuts as a practical, “non-trendy” choice for “middle Americans” for snacks and coffee.

Objectives

Our objectives are to stand out from other coffee house and snack food chains. We will also convey messages that express practicality, quality, speed, and good service. We wish to give coffee drinkers a practical place to get a snack and coffee that doesn’t have all the bells and whistles of the leading coffee competitor, Starbucks.
Executions

We plan to advertise with a healthy nationalized campaign. We will implore the usage of television, radio, print and outdoor media. We will advertise using the pulsing technique, which will give more focus to higher volume months (i.e. November, December). Coupling these methods with a great public relations campaign will produce brand awareness, thus increasing sales.
Measurable Objectives

Being able to measure success is important to the client, and to us, the Agency. Obviously, the best way to measure an advertising campaign’s successes is to see if the sales goals were met throughout the fiscal year. If we can meet our goal of invoking awareness, specifically Dunkin’ Donuts coffee line, we hope to increase company sales 12 to 15%. In order to be aware and accountable for the success of our advertisements we will stay current with circulation and Nielsen ratings to ensure our advertisements are reaching our target demographic with the best media vehicles possible.
When given our budget of $35,000,000, the majority of that was spent on the visual aspects of advertising, mainly being television advertisements. Our group as a whole decided to go for the visual aspect in this generation of time. Visual advertising has more of an effect on the target audience as a whole. Almost half of our budget was used on this specific medium. The next largest portion of our budget went strictly to radio advertising. This medium would be beneficial to our products market in a sense that a majority of Dunkin’ Donuts customers are working class professionals and typically stop in to get their every day coffee and/or doughnuts. Another portion of the budget was used on our outdoor advertisements and newspapers. Collectively, our group has giving outdoor advertisements about one million dollars towards billboards. As for newspapers, it was decided that a newspaper insert would be included in every Sunday national newspaper. The rest of our expenses consisted of making Dunkin’ Donuts t-shirts and a universal coffee mug. The coffee mugs and t-shirts were very inexpensive to provide and sell to get money back to Dunkin. The remaining amount of money, around $2,000, is used solely for what ever cost differences there may be.
Slogan

Our slogan is Delightfully Dunkin’. This slogan is showing consumers that our products are delightful and will steer people into wanting to consume our product. We wanted to use a slogan that made our products more appealing to the customer. The alliteration of the words Delightfully Dunkin’ makes the slogan catchier.

Radio

The purpose of this ad was to convey a message to the public that Dunkin’ Donuts products are always ready to go at any time for the convenience of every customer. Using a short and sweet message to the consumer with a little humor involved is a creative way to draw attention to the company. “Rise and Shine with Dunkin’” is simply an informative commercial about the types of coffees Dunkin’ Donuts offers.

Television

The Commercial titled “Holidays with Dunkin’” is geared to the holiday season because people are always eating out during the holidays since they are busy shopping, spending time with their family, and traveling. The commercial shows that this family is happy with their purchase, therefore conveying that Dunkin’ Donuts is a family oriented business. The television spot titled “Rookies Fetch the Dunkin’” is marketed to the many office professionals that frequent Dunkin’ Donuts for catering needs. The ad is meant to be humorous and shows the plight of a young corporate worker who finds out he needs to cater a board meeting in ten minutes. This advertisement highlights another one of the themes we wish to get across which is “quick service”.

Advertising Tactics

Outdoor

The billboards will be placed in designated areas in the Southwest. The holiday billboard is geared to family travelers that are on the road during the holiday season, looking for a quick bite to eat. The coffee billboard strives for the attention of coffee drinkers. The message being that our coffee is a delightful treat. This slogan will get people to steer towards Dunkin’ Donuts rather than another place.

Newspaper

In the newspaper advertisement, we will be using a gift certificate that will be printed in national newspapers that will give each subscriber in the month of December a free doughnut and coffee. This will show our frequent customers that we care about them and will also provide us with new cliental. Also, we will be using a newspaper insert that will provide our customers with the weekly deals.

Punch Card

The punch card is used for coffee consumers, this will provide the customers an incentive to keep coming back. When using the punch card they will need to purchase 10 coffees and will receive their 11th coffee free.

By using all of these media tactics we will be able to reach our target audience in numerous ways, showing them that we should be their number one choice. We felt that using all these media outlets would be a successful way in meeting our campaign requirements.
Promotional Objectives

Our overall goal is to increase sales for Dunkin’ Donuts by 12 to 15% from January 1, 2007 to December 31, 2007. We have broken down this goal into three main promotional objectives. The first objective is to increase holiday sales. We will be doing this by placing a holiday coupon in Sunday papers. The second promotional objective is to increase sales among the target audience of the working middle class business professionals. To achieve this objective, we will be offering a monthly drawing for participating customers to enter to win free breakfast for their office department. The last promotional objective is to raise money for the Dunkin’ Donuts charity, Children’s Hospital. We will achieve this objective by offering a specialty refillable Mug. 10% of each mug sold will be given directly to Children’s Hospital. This objective will help raise money for Dunkin’ Donuts charity and encourage customers to continue purchasing Dunkin’ Donut’s coffee for the discounted price.

Coupons

Dunkin’ Donuts will be offer a holiday coupon in the month of December. This coupon is for a complementary doughnut and cup of hot coffee. The coupon will be inserted in the Sunday newspaper. This will be a good way to increase the holiday sales especially since Christmas advertisements often get lost in the clutter of the holiday rush. Dunkin’ Donuts wants to break thought this clutter and use the holiday rush to their advantage. Also with offering the holiday coupon, Dunkin’ Donuts sales will increase because the coupon will encourage new customers to come into the store to try their complementary doughnut and hot cup of coffee. In doing this, Dunkin’ Donuts will hopefully make new loyal customers and the customers who are already loyal, this will be our holiday gift to them.
Sales Promotion Tactics

Sweepstakes

Dunkin’ Donuts will offer a monthly sweepstakes. All Dunkin’ Donuts customers are encouraged to put their business card in a bowl located next to the register. The more visits, the more chances to win. Every month each participating Dunkin’ Donut franchise will draw one business card. The winning card will win breakfast for everyone in their department at work. The breakfast consists of a variety of doughnuts and coffee. We hope that this little incentive will encourage people in the workplace to rely on Dunkin’ Donuts to satisfy their hunger.

Price-Off Deals

Dunkin’ Donuts will offer the option of purchasing a specialty refillable mug. The mug will be refillable at a discounted price, it is also a fundraiser for Children’s Hospital. Dunkin’ Donuts has made it their corporation’s philanthropy to sponsor and help raise money for Children’s Hospitals located all around the United States. 10% of the original purchase price of the mug will go to the hospital. Then for every refill, 10 cents will be donated to the hospital. The mug is beneficial to Dunkin’ Donuts because it will not only bring money to Dunkin’ Donuts but will also help the Children’s Hospital. This mug will keep coffee drinkers coming back for more coffee because they can refill it at a reduced price.
Public Relations Objectives

The public relations objectives cover three different goals: forming a good relationship with the press, building brand awareness, and raising money for Children’s Hospital.

Dunkin’ Donuts wants to build a good relationship with the press since the media holds power over the people. The media is also how Dunkin’ Donuts will send most of their information about events to the public. They will do this through press releases and media kits, in hopes that it will be printed in the paper as an article. Dunkin’ Donuts will provide media kits to local and national newspapers. The media kit will better help the press find information and pictures needed to cover stories on Dunkin’ Donuts. The media kit will include:

• A cover letter to the paper
• Dunkin’ Donuts business card with contact information
• Press releases.
• Background information.
• Photographs.
• Copies of the logo and slogan.
• Information about the different events Dunkin’ Donuts is hosting.
• Coupons for free samples of coffee and doughnuts.

Dunkin’ Donuts will also keep the media informed on special events and changes with the business through press releases. This will inform the press of events, that they then have the option of creating an article. The press releases will give them all the information needed to write the article without having to do any research. This will ideally help Dunkin’ Donuts have their name in the newspapers without having to purchase advertisements.

Dunkin’ Donuts will also send a fact sheet inviting newspaper reporters to attend specific events. A fact sheet is a good way to build a more personal relationship with newspapers.
Event Sponsorships/ Charity

Dunkin’ Donuts will be partnering with Children’s Hospital. Dunkin’ Donuts will be making it their corporate philanthropy to raise money to donate to the hospital. Dunkin’ Donuts feels that children are the future.

Dunkin’ Donuts will be sponsoring different events with the Children’s Hospital to interact with the children, families, and staff. Dunkin’ Donuts will be hosting a Christmas Morning Breakfast for the children and staff at Children’s Hospitals located in the same geographic areas of Dunkin’ Donuts. Doughnuts, juice, and coffee will be offered and Santa will make a personal appearance at the event.

Dunkin’ Donuts will also be sponsoring the annual Miniature Golf Tournament to help raise money for Children’s Hospital. This event is a great way for children to help other children. The winning child will win a $500 check signed by Dunkin’ Donuts. All money raised at this event will go to the Children’s Hospital. The tournament will be for children 18 and under. Every person must pay a participation fee. If the participant registers on the Dunkin’ Donuts website, the fee is only $20. If the participant enters the day of the tournament the fee is $30. All participants are encouraged to find sponsors to help raise donations for this event. The event will take place this spring (May 5, 2007) in Salem, Massachusetts. Every year a different location will be chosen to host this annual event. Dunkin’ Donuts chose Massachusetts for the first year of the Miniature Golf Tournament because this is where Dunkin’ Donuts was founded and is also the state where Dunkin’ Donuts has the most franchises located at this time. The tournament will be held at Castle Creek Adventure Land in Salem, which has been voted the number one miniature golf course for families.

Next year Dunkin Donuts is planning on hosting this event in the Southwest where Dunkin’ Donuts is rapidly extending the company. This tournament will gain Dunkin’ Donuts immediate credibility and recognition through sponsoring the events.
Evaluation

Our campaign provides a number of great strategies and suggestions to ensure that the snack food sector giant does increasingly well over the period of the next year and well into their future expansion. Using coffee as a product focus we hope to take a larger share of the coffeehouse market and overall raise sales 12 to 15%. Dunkin’ Brands must make their title franchise marketable in the way of practicality. Our messages must show consumers that we lack a lot of the hoopla and that we are more genuine in serving good products. In marketing ourselves as the practical, Starbucks alternative, we stand to profit by reaching a broader audience than Starbucks, thus taking a larger share of their market.

We found it best to do an unilateral campaign, with everything coming together on a national scale. This is best granted the expansion Dunkin’ Donuts is making all over the U.S. The pulsing technique is the most efficient part of our media plan. Pulsing ensures that we reach our target audience during more profitable months, being careful not to spend money when we don’t have to. This is an effective way to reach the project 85% of our target market; whether it is during a popular television program or during a holiday month where commercialism is heightened.

Our research lead us to many conclusions as to what could viably work and what wouldn’t. As far as competition, we didn’t see any room to grow competing with Dairy Queen. As they are an ice cream treat based company, we feel that ice cream could fit into a totally different branch of the snack food sector in itself. The Bright Agency has set up a plan that could drive the Dunkin’ Donuts chain well past the 15% goal we have set forth.
Client: Dunkin' Donuts
Product: Dunkin' Donuts
Title: Rise and Shine with Dunkin'
Length: 15 Seconds
Writer: Roger Bright, CEO Bright Agency
Medium: Radio

MUSIC: INTRO MUSIC FADES TO BACKGROUND FOR ABOUT 3 SECONDS

ANNCR: "Rise and shine to one of Dunkin’ Donuts great house blends. Choose from your choice of Original, Decaf, Hazelnut, French Vanilla, or Cinnamon Spice, along with a vast selection of espresso drinks. All of which are made with 100% fresh Arabica coffee beans."

SOUND: Roster Crows

ANNCR: “All Delicious Blends, Without the Trends. Delightfully Dunkin’".
Appendix A- Radio

Client: Dunkin’ Donuts
Product: Dunkin’ Donuts
Title: Catch It If You Can
Length: 30 Seconds
Writer: Michelle Taube, Media Director
Medium: Radio

**MUSIC:** THEME—UP BEAT FAST MUSIC (AS IN A CLIMAX TO A STORY).

**SOUND:** SOUNDS OF CARS SPEEDING ON THE ROAD WITH SIRENS GOING OFF.

COP1: *(very out of breathe and eager to get somewhere)* Fox to Trent, Fox to Trent, are you there, over?

COP2: *(sounds worried)* I copy, Trent here, what’s the situation?

COP1: There is a robbery at the local Dunkin’ Donuts. We need to get there with back-up immediately.

COP2: I’m on it. I’ll meet you there as soon as I can.

**SOUND:** SOUND OF FOOTSTEPS TRAMPING INTO THE STORE, WHEN THEY OPEN THE DOOR THE BELL DINGS

COP2: Everybody freeze with you hands in the air!

COP1: Move away from the counter slowly. *(walks up to the cashier and says)* Can I get two glazed doughnuts please?

COP2: *(very irritated)* what are you doing? I thought you said there was a serious situation here and you are getting something to
Appendix A - Radio

Client: Dunkin' Donuts
Product: Dunkin' Donuts
Title: Catch It If You Can
Length: 30 Seconds
Writer: Michelle Taube, Media Director
Medium: Radio

COP1: I needed a quick stomach filler and Dunkin’ Donuts is always hot and ready to go.
### Appendix A - Television

**Client:** Dunkin’ Donuts  
**Product:** Coffee/doughnuts  
**Title:** Rookies Fetch the Dunkin’  
**Length:** 30 Seconds

<table>
<thead>
<tr>
<th>Video</th>
<th>Audio</th>
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</table>
| ![Businessman 1: “First board meeting in ten minutes, you fetch the Dunkin’?” Businessman 2: “Fetch the Dunkin’?” Businessman 1: “Rookies always fetch the Dunkin’ Donuts....Nine minutes”.](image) | **Businessman 1:** “First board meeting in ten minutes, you fetch the Dunkin’?”  
**Businessman 2:** “Fetch the Dunkin’?”  
**Businessman 1:** “Rookies always fetch the Dunkin’ Donuts....Nine minutes”.

| ![Businessman 2 begins to panic](image) | **Businessman 2 begins to panic** |
| ![Businessman 2 breaks out into a sprint](image) | **Businessman 2 breaks out into a sprint** |
**Client:** Dunkin’ Donuts  
**Product:** Coffee/Doughnuts  
**Title:** Rookies Fetch the Dunkin’  
**Length:** 30 Seconds  
**Writer:** Roger Bright

<table>
<thead>
<tr>
<th>Businessman arrives at Dunkin’ Donuts</th>
<th>Voiceover: “Cater your company board meeting with Dunkin’ Donuts Box o’ Coffee and large box of assorted doughnuts”.</th>
</tr>
</thead>
</table>
| Businessman 2 arrives to board meeting | Boss: “And welcome our newest member to the staff, Eric.”  
Room applauds  
Businessman 2 realizes it’s a joke |
| | Voiceover: “Delightfully Dunkin’” |
### Video

A family is going out to pick their Christmas tree. After they are done everyone starts complaining that they are hungry and thirsty. One of the children states how he wants coffee and doughnuts. The mother says Dunkin’ Donuts is one of her favorite places.

### Audio

As they are driving they see a Dunkin’ Donuts Store where everyone starts to yell STOP! STOP! They pull over and get some doughnuts, breakfast sandwiches and coffee to go.

When they get home they start decorating the tree and eating their Dunkin’ Donuts and spending family quality time together.

At the end of this commercial the slogan to the left will appear in front of a lit up Christmas tree.
Appendix A - Outdoor

Delightfully Dunkin’

Dunkin’ Donuts
Dunkin' Donuts Brings Holiday Cheer!
Delightfully Dunkin’ Donuts

- Free Coffee With A Purchase of A Dozen Doughnuts
  Exp: 3/31/07
- Free Doughnut With Coffee Purchase
  Exp: 3/31/07
- 1 Free Doughnut with A Latte Purchase
  Exp: 3/31/07
- 1 Free Coffee
  Exp: 3/31/07
- Free Coffee With Breakfast Sandwich
  Exp: 3/31/07
- 1 Free Doughnut
  Exp: 3/31/07
- Free Coffee With Bagel Purchase
  Exp: 3/31/07
- Free box of Joe With a Purchase Of 2 dozen Doughnuts
  Exp: 3/31/07
BUY 10 CUPS OF COFFEE, GET ONE FREE

Gifts from Us to You
Receive a Free Coffee and Doughnut.
Roger Bright  
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Canton, MA 02021  
rbright@radford.edu  
www.dunkindonuts.com

FOR IMMEDIATE RELEASE: January 1, 2007

“Dunkin’ Donuts Has Gone Southwest”

Dunkin’ Donuts is not only changing their campaign for 2007 to “Delightfully Dunkin’ Donuts”, but Dunkin’ Donuts is also planning to triple the number of franchises across the Nation.

Dunkin’ Donuts is a doughnut franchise owned by a parent company, Dunkin’ Brands. Dunkin’ Donuts was founded 50 years ago in 1950 by Bill Rosenberg. The first Dunkin’ Donuts was built in Quincy, Massachusetts and is now a staple in the snack food sector in the New England geographic market. Dunkin’ Donuts is now ready for expansion.

Dunkin’ Donuts has made a new corporate objective to increase Dunkin’ Donuts all over the United States. They will be achieving this goal by opening 15,000 new Dunkin’ Donuts franchises across the Nation by the year 2017.

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FOR IMMEDIATE RELEASE:  May 1, 2007

“Make A Hole In One At Dunkin’ Donuts Miniature Golf Tournament May 5, 2007”

Join Dunkin’ Donuts for their first annual Miniature Golf Tournament for the chance to win $500. This event is to raise money for Children’s Hospital which is Dunkin’ Donuts charity hospital. The tournament is only for children 18 and under. There is a small participation fee of just $20. The more money raised, the more Children’s Hospital will benefit.

The event will take place May 5, 2007, located at Castle Creek Adventure Land. All contestants are encouraged to pre-register on the Dunkin’ Donuts website (www.dunkindonuts.com). There will also be an on-site registration for last minute contestants but the participation fee will increase to $30. Please view the website for more information. Dunkin’ Donuts challenges any child to participate and hopes to see everyone May 5th for the Miniature Golf Tournament.

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