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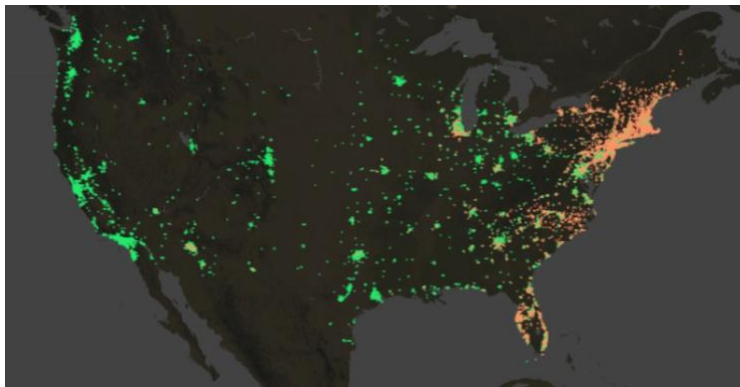
*Fictional Public Relations Firm – Required by Assignment.

EXECUTIVE SUMMARY:

The main goal of this marketing campaign proposal is to promote Dunkin' Donuts most valuable product, iced coffees, in order to gain more recognition and success as its leading competitors in Starbucks and McDonald's. Through expert research and a survey I sent out to consumers who fit the target audience, millennials (and college students), I was able to gain valuable information about what they like, don't like, want to see, and more of their opinions and perceptions towards Dunkin Donuts iced coffee. This survey ended up being filled out by 30 participants, all of which fit the description of the target audience. In doing so, it was important to get an understanding of not only Dunkin Donuts history and background, but get an idea of why McDonald's, Starbucks, and popular energy drinks (such as Monster and Red Bull) were leading competitors in the coffee industry. To understand why some consumers liked or didn't like Dunkin Donuts (or its competitors), a product analysis was experimented by conducting a SWOT analysis (strength, weaknesses, opportunities, and threats) and also looked at external influences that have hurt, could hurt, or benefit the iced coffee product of Dunkin Donuts. Infographics were used to clearly show the results of the survey and also separate the SWOT analysis sections. Furthermore, there were a lot more factors that explained why certain consumers liked one iced coffee product more than others besides the way it tastes. Psychological, comfort, personalization, restaurant environment, and more all played a major role in distinguishing why some consumers choose Dunkin' Donuts competitors before them. All of this information was gathered in order to construct a marketing campaign to promote Dunkin' Donuts iced coffee to help them take control of the coffee industry.

SITUATION ANALYSIS:

Dunkin' Donuts (DD's), the leading coffee shop along the east coast, but nonexistent from the Midwest and on. Why is this? The situation at hand is that while DD's remains at the top of the chain on the east coast, its national (and international) brand is not even remotely close to that of competitors such as Starbucks and even McDonald's (yes for coffee). In order to resolve this DD's has begun to specifically market their iced coffees and all the flavors that can be associated with it. However this marketing strategy must continue to be restructured in order to grow. Millennials must be the target audience. Between college, work, applying for internships, getting internships, and more (preparing for the real world in all aspects) millennials have a never ending schedule. To be even more specific, the millennials that buy more products from Starbucks and other competitors should also be targeted more heavily, however those who choose DD's should still receive significant attention. In addition the millennials along the west coast, should be targeted more heavily than those on the east. Reason being is that the DD's, based in Canton, Massachusetts, has full control along the east coast from Maine to Florida, however Starbucks, based out of Seattle has control of the west. The below graphic shows a visual of the two coasts and their coffeehouse preference, the orange being DD's, the green being Starbucks.



According to Ionian Newspaper Starbucks tends to market themselves more towards millennials than DD's does. Reason being is that millennials often enjoy specialty drinks such as Frappuccino's, lattes, cappuccinos, etc., in which Starbucks takes their time in making and even write the names of the customer on the cup. Additionally Starbucks offers healthy breakfast and lunch options such as; freshly cracked egg sandwiches, salads, and healthy wraps/sandwiches, whereas DD's does offer food such as sandwiches, however it is more of a fast-food feel to it.

Coffeehouses, specifically Starbucks, provide a feel completely different than that of a DD's. The comfortable, dark, fireplace vibe to get work done in may be more appealing to the eye than that of a bright and vibrant, fast-paced Dunkin' Donuts. Because of this relaxing vibe, many college students tend to find themselves enjoying this vibe more than that of a DD's. Now, there are many more factors than the vibe that goes into this market, such as the price, quality, and situation (depending on amount of time someone may have), all of which will be discussed.

The main product of focus in this analysis will be the DD's iced coffee. According to a study conducted by Mintel, a marketing agency, 66 percent of millennials prefer iced coffee, whereas only 34% of Generation Xers (1965-1964) prefer iced coffee.

However, not only does DD's need to compete with other coffee houses such as Starbucks, McDonald's café, and other local shops, but they also need to compete with the ready to go energy drinks found in every convenient and grocery store.

BRAND HISTORY:

Overall, Dunkin' Donuts has a long, successful history and the promotion of iced coffee is only helping it grow. However, in order to completely understand how DD's got to this point, you must go back to 1948, when William Rosenberg opened a small coffee shop called "Open Kettle". Due to its slim selection options of just coffee and donuts, people began to call it, "Dunkin' Donuts". Two years later in 1950, Rosenberg officially named the small restaurant Dunkin' Donuts, and opened the first one in Quincy, Massachusetts. Then, in 1955, Rosenberg franchised his restaurant, which was extremely controversial (nearly illegal in some states). At the time when the 100th Dunkin Donuts opened in 1963, the locations varied heavily across the country, and the restaurants themselves varied as well, some serving a full-time breakfast and some only with coffee and donuts. It then officially became globalized in 1965.

Allied Lyons, the owner of Baskin Robins (ice cream franchise) at the time purchased DD's in 1990, merging the two products and brands together. The combination of ice cream and coffee was a notable merger for Dunkin Donuts, which will be reasoned later in the blueprint. By 2004, 2,500 locations were open world wide, generating approximately \$2 billion in sales. Additionally the famous "America Runs on Dunkin'" marketing campaign began in 2006 (which is still used today). From 2004-2010, sales grew to \$6 billion world-wide.

It is clear that DD's has grown significantly from 1948, but what should be noted is the role that iced coffee played in this growth. Dunkin' Donuts began to shift their company's focus to coffee rather than donuts when they retired their "Time to Make the Donuts" ad in 1990. In 1997, DD's began adding espresso shots, Coolata specialties, and

more to make a statement that they are competing with Starbucks and their luxurious drinks (Frappuccino and more). Although the iced coffees were around in the early years of the establishment (there is no given date of when it started, generally assumed to have started around the time Dunkin was franchised), it wasn't until the release of turbo shots (espresso) and flavor shots that their iced coffee became popular. As mentioned in the situation analysis, millennials tend to enjoy the specialty drinks that Starbucks offered, including their flavored iced coffee.

Link to DD's website timeline/about page:

<http://www.dunkinfranchising.com/franchisee/en/brandPower.html#brandVoicesAnchor>

As mentioned above in the situation analysis, it is expected that the sales made from iced coffees in the next three years will double. Additionally, many consumers enjoy DD's iced coffee not only because of the convenience of the stores, but the fast-paced environment they are able to receive their coffee in. Consumers enjoy knowing that when they need their morning coffee, and need it quickly, a trip to Dunkin' Donuts is always reliable.

PRODUCT:

As a result of being a beverage, the packaging for this product is nonexistent, unless one is to consider the packaging of the product to be the cup. Whereas the hot coffee is used in foam cups (so that people don't burn their hand off), the iced coffees are made in plastic cups. The reasoning behind this is because it allows people to recycle (or even reuse) the cups rather than throwing them away. Many consumers tend to "double cup" where they ask for a foam-hot coffee cup to put their plastic iced coffee cup into, to

keep the ice insulated and the drink refreshing. Dunkin' is continuing to search for new ways to completely eliminate the use of these environmental foam cups (more information on environmental concerns in Influences section).

Based off of the questionnaire, 81 percent of the respondents said that they do like the plastic iced coffee cups, as compared to 19 percent who did not like it. Those who did not like the plastic cup, answered that they would rather see DD's serve their iced coffee in foam cups.

Aside from the packaging, I asked the respondents whether or not a flashy coffee cup causes them to want or like a product more than one with a more plain structure. It was a split in terms of whether or not the design of the coffee product influenced their opinion. 36.4 percent of respondents said that it does, meanwhile the same percentage was there for those who did not get influenced by the design. However, the remaining 27.3% said that it sometimes influence their purchasing habits when it comes to coffee. The clear plastic cup has the famous "Dunkin' Donuts" horizontal lettering in the iconic pink and orange.

There were a number of things that respondents said they liked about this product. In the questionnaire, I gave participants the ability to check off as many reasons as they wanted to. What should be noted here is that the result of the questionnaire does not show which participants voted for more than one. So rather than listing the percentages, I will refer to the number of votes in which the options received. The convenience of DD's iced coffee received the largest amount of votes at eighteen, where the amount that consumers get for what they pay received 9 votes, and the coffee itself received 8 votes. With that said, those three points, especially the convenience, will be

the marketing strategy points that will be stressed when trying to convey clients, consumers and more. Emphasizing the convenience (locations and fast-paced service), the taste of the coffee (not as bitter), and the price are all useful for marketing and advertising this product. Competitors may have some of these features, for example some people may like the taste of the stronger Starbucks coffee more, or McDonald's may be more convenient, however according to my target audience, DD's is superior in those aspects.

PRICE:

Just as with mostly any product on the market, the price of an iced coffee ranges on the size in which a consumer buys it. Iced coffee sizes at Dunkin Donuts include small, medium and large. The size chart for DD's is an advantage as compared to one of their main competitors within the market, which will be noted in the SWOT analysis. A small as of now cost \$1.99, and medium and large at \$2.49 and \$2.79 respectively. With that said, 57.1 percent of the respondents said that DD's iced coffee prices are just right, whereas 28.6 percent felt that they were over priced. What should be noted here is that I did not list these actual prices, so participants who answered this were using their own personal experiences with DD's iced coffee.

Additionally, research by Mintel (marketing agency) showed that in the fiscal year of 2014 there was a 20 percent increase in iced coffees bought from Starbucks, helping them reach the next level in the market. Furthermore, iced coffee is going to have a continued impact in the coffee market. Sales in the cold-coffee category are expected to double across the next three years, according to the Washington Post.

As mentioned before, the target audience is millennials. Through research by Mintel, The Washington Post, and the National Coffee Association, 66 percent of those who buy iced coffees are in the “millennials” audience.

Further research from the National Coffee Association showed that millennials who were from the ages of 18 and 24 rose 14 percent (from 34 percent to 48) and those between the ages of 25 and 39 grew from 51 percent to 60 percent.

When considering where this product is sold, this is where DD’s can run into problems with its competitors. Dunkin’ Donuts iced coffee is primarily sold only in Dunkin’ Donuts restaurants. Starbucks, began selling bottled iced coffees, Frappuccino, latte, etc. in stores in February of 2013. So, at this point DD’s was not only competing with Starbucks buildings, but Starbucks products being sold in other retailers (grocery, convenient, etc.)

In addition to that, in September of 2014, Monster released their “Java Monster” line of energy drinks (coffee flavored energy drinks, Mean Bean, Mocha, etc.), on order to compete with the high rising market of iced coffees, because as mentioned before the iced coffee sales from just the fiscal year of 2014 grew by 20 percent.

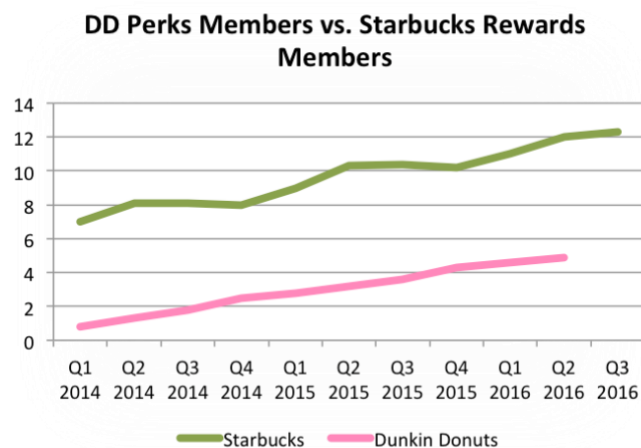
However, beginning this past February DD’s began releasing their bottled iced coffee, giving consumers a more ready-to-go type fix. Not only does this allow their iced coffee product to be sold in convenient and grocery stores across the nation, but it also allows them to put their brand on the shelves right next to the popular energy drinks that are predominantly sold in those stores.

Further research based off of my target audience’s opinion of the pricing of DD’s iced coffee will be found in the Consumer Evaluation section.

INFLUENCES:

There are many external influences on the DD's iced coffee market, primarily of which are favorable. First, the development of technology over the years has in fact had an impact on this market. In January of 2014, DD's announced the release of their rewards program, "DD Perks". This gave consumers an incentive for buying their products, but more specifically their coffee. Consumers gain points for every time they use this app to pay for their order, tallying up to a reward. Once enough reward points are earned consumers are given rewards to use at any Dunkin' Donuts, such as; buy one get one free, get a small beverage half off with purchase of large beverage, and most notable, any sized beverage for free.

According to DD's a reason they wanted to do this was to reward their guests for their loyalty to the business in a fast and convenient way. According to LCR Capital Partners, DD Perks has resulted in a sustained growth in business-consumer relations. The below graph shows the growth in DD Perks members throughout the fiscal quarters since its introduction as compared to its competitor, Starbucks.



In addition to the technology innovations, the social trends of coffee tend to influence millennials in buying more coffee. Not only has the growth in millennials that drink coffee grown rapidly, but the average age in which millennials begin drinking coffee has gone from 17 years of age to 14.7 years old. The reason for this according to Gabrielle Bosche, a consultant who advises companies on how to hire and sell idea to millennials, is not just because coffee may taste better for these young millennials, but because it provides the same jolt that a soda does. However, it does not provide the socially unacceptable stigma associated with drinking soda.

Also, environmental concerns are also an external influence on this product. Dunkin Donuts sends out an announcement release at the beginning of every year where they evaluate their packaging and the improvements in which they can make to help better the planet. According to DD's, 82% of their packaging leaves their restaurants, leaving what happens to those cups out of their control (in regards to whether they are recycled or thrown on the ground). DD's lists all their packaging improvements they make in order to "go green". The most notable of which, was that in 2015, they began transitioning the lids on their cold beverage cups (for iced coffees), from PET (Polyethylene Terephthalate) to polypropylene. Though both plastic, this change results in 500,000 pounds of material (from DD's packaging) out of the waste stream per year. Below, is the chart that DD's included in their announcement release listing the degree to which each packaging affects the environment.

Packaging Item	Made with Recycled Content	Recyclable Where Facilities Exist	Compostable Where Facilities Exist	Biodegradable Where Facilities Exist
Donut Boxes		✓		✓
Paper Napkins	✓	✓	✓	
Shopping Bags - Paper	✓	✓		
Shopping Bags - Plastic		✓		
Cold Cups		✓		
PET Lids		✓		
Sandwich wrap		✓	✓	
Newsprint wrap		✓		✓
Portion Trays		✓		
Four Cup Carrier	✓	✓		
Paper coffee cups		✓		
Paper cup		✓		
Tissue Paper		✓	✓	✓
Coffee Filters		✓	✓	✓
Box O' Joe	✓	✓	✓	✓
Bagel Bags	✓	✓	✓	
Espresso Sleeves	✓	✓	✓	✓
Polypropylene Cups		✓		
Extended Polystyrene Cups		✓		
Polystyrene lids		✓		

Dunkin Donuts states themselves that there are still improvements that need to be made, for example not all recycling companies accept polypropylene and also because of supply and demand for these packaging products, a rise in price for the consumers results.

PRODUCT ANALYSIS:


To understand more about the product it's necessary to consider its strengths, weaknesses, opportunity, and threats (SWOT). Below is an Infographic recording this analysis to gain a better understanding of the potential this product has. Coffee is a product in which you can not measure how good or how bad it exactly is. For example, a television is something that based on the picture and durability that the television has. Coffee is based on someone's perception and opinion of the coffee. While sales can show which coffee brands may be bought more, they don't officially say one is better than the

other based off of sales. With that said, it should be noted that some of the ideas brought up in the SWOT analysis are found in different sections (strengths, weaknesses, etc.).

S.W.O.T ANALYSIS

DUNKIN' DONUTS ICED COFFEE

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STRENGTHS.

- Convenience
- Serving Size
- Flavor Variety

WEAKNESSES

- Consumer Fatigue
- Price






OPPORTUNITIES

- Cup Design
- Adding Seasonal Flavors to Justify Purchase

THREATS

- Competition/Market
- Grocery/Corner Store Bottled Coffee
- K-Cups



First off, the strengths. The convenience of Dunkin Donuts is, and has always been, a strong factor in the success of their iced coffees sales. There are more than 8,600 locations in the United States, and 700 locations in areas such as airports, casinos, arenas, subways, and more. According to the Ionian Newspaper, DD's service is a major strength of theirs. Coffee houses such as Starbucks are known for taking their time when making

their coffee and specialty coffees, whereas DD's keeps line moving on a busy work day, where people are grabbing donuts, muffins, and iced coffees on the go.

Another strength is the quantity that is received per size, meaning the amount of coffee for which you pay for. Stacked up against Starbucks, the sizes are heavily in favor of DD's. A "tall" iced coffee at Starbucks serves the same amount as a DD's small cup (a "tall" is technically there lowest sized drink). In addition, a "Grande" at Starbucks serves the same amount as a Dunkin' Donuts medium, however a Dunkin' Donuts medium cost about \$2.50, whereas the Grande cost about \$3.95. With that said, the price and amount of coffee that one gets at Dunkin' Donuts will be an stressed to the target audience, millennials. Since college students and young adults getting out into the workforce and looking for occupation fall right into the middle of the millennial category, pitching them the idea of saving money for a larger quantity of coffee should be and will be the focus.

However when looking under weaknesses, price and the amount of coffee are some of the attributes that are seen. What should be known is that I did not find any research against DD's in regards to prices with its competitors, but is a common weakness I found through my own survey. My survey was targeted towards the target audience of this marketing campaign, millennials, many of which are in college without a job. In order to change their perspective on this it will be important to show the quantity a consumer gets for the amount they get as compared to major competitors.

The selection of different flavors that consumers (millennials) can get when ordering an iced coffee at DD's makes the product that much more appealing to them. Gabrielle Bosche (mentioned earlier) also noted that coffee has everything that millennials like in status, experience, and personalization. Stated previously in the

situation analysis is that millennials enjoy their specialty and flavored coffees, so being able to personalize their coffee with any amount of sugar, cream, milk (of any sort), and flavor is something that appeals directly to this audience. This allows coffee to become more of a trend, where everyone has their own idea of what a “good” coffee is, and therefore nobody is judged based on their selections of iced coffees. Dunkin has introduced many flavors over the years, most notably the caramel and mocha swirls, which directly are marketed towards the younger audience. This is another reason why the younger millennials are beginning to drink coffee at a much younger age than they had before. The sweet and sugary swirl-flavors are marketed so that they meet the appeal of the younger audience.

In addition, as seen in the brand history section, Allied Lyons also owned Baskin Robins, an ice cream franchise, at the time of Dunkin’ Donuts purchase. This resulted in flavors like, Vanilla Cupcake, Cookie Dough, Chocolate Mint, and other well-known ice cream flavors to be introduced as iced coffees flavors, in efforts to market themselves toward the next wave of consumers, the young millennials.

The other weakness aside from the price and amount of coffee per cup, is taste. Again coffee is a product, which is built on opinions. Those who enjoy the bitter/bolder taste of Starbucks will not enjoy the DD’s blend or the McDonald’s sugary blend, and vice-versa. However, by advertising those unique Baskin Robins flavors, those who don’t like the taste of DD’s regular coffee may enjoy it with those flavors. DD’s relationship with Baskin Robins is an important part of the marketing strategy because it provides those who may not enjoy the taste of their coffee, with the idea that they can put just

about any flavor they want in it (their coffee), because that is an important quality in which millennials look for in iced coffee products.

From observations through my survey there are some opportunities here. When it came to the design of the coffee cup, 34.8 percent of respondents said that they do think better of the product, and an additional 30.4 percent of people said that it sometimes affects the way they think of the iced coffee product. With that said making the Dunkin' Donuts iced coffee cups more flashy, like possibly changing the cup to the iconic pink and/or orange colors, could cause more consumers to be drawn to the product.

In addition, 60.9 percent of respondents would like each size to get bigger, and 56.5 percent of respondents would be interested in an extra large iced coffee size option, because as of right now DD's only has extra large foam (hot) cups.

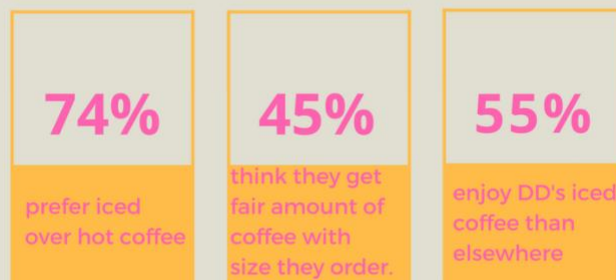
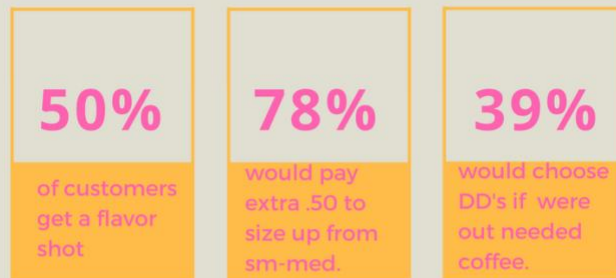
Threats to the DD's iced coffee include competitors, grocery and convenient stores, and k-cups, the easy to use coffee pods for the Keruig coffee machine. Stores such as grocery and convenient are threats because they sell energy drinks, bottled Starbucks drinks, k-cups, and more coffee products. Although DD's has begun releasing their own bottled iced coffee, the deals that can be seen in buying energy drinks and k-cups in bulk may seem like better offers than one bottle for a questionable price. For example, if a customer is in a store and sees a bottled DD's iced coffee product for about three dollars, but a four pack of Red Bull for about ten dollars, consumers will sway towards the pack. Also, by buying pre-made or k-cups of coffee, people who rely on their morning coffee don't need to make a stop at all in the morning, just grab some from their fridge or make some with their Keruig and put in a coffee cup and they can get on with their day.

CONSUMER EVALUATION:

Below is an Infographic containing important information in which I gathered from my survey on millennial's (mostly college students) thoughts on Dunkin' Donuts iced coffee (Next page).

DUNKIN' DONUTS SURVEY RESULTS

MARCH 15, 2017



IF NOT DUNKIN':



CONSUMER EVALUATION cont.

At first glance, there are some high percentages on the Infographic. There were 30 participants who took the survey, however one question, whether they got flavor with their iced coffee or not, was a late addition to the survey, so that percentage only represents eight responses. In addition, my final question was asking the participants, if they enjoyed Dunkin' Donuts coffee more than other, and if no where do they prefer. Twelve answered they enjoy DD's more than its competitors, however, 15 people responded to the "if no" follow up question. This means that three respondents who prefer DD's iced coffee answered the next question anyways and wrote in possibly their second favorite place for an iced coffee.

Additionally, I tested consumer satisfaction and dissatisfaction, by adding a short answer/write-in question where I asked the participants what they would change about DD's iced coffee if they could change one thing. Answers to this question ranged from; nothing, taste, more caffeine, amount of coffee, amount of ice, to the freshness of the coffee. Seeing what millennials would change if they could about DD's iced coffees shows what areas Dunkin' Donuts must improve in if they want more business from these millennials.

I never wrote in the actual prices in which DD's charges for their iced coffees, so when the participants were answering these questions, they were answering them based off of their opinion and past experiences with DD's. For example, one interesting result was that 78 percent of the respondents said they would be willing to pay fifty cents more to upgrade to from a small to a large (10 oz. to 14 oz.). However, only 48 percent of respondents would be willing to pay a dollar and a half more to upgrade from a medium

to a large, which is a larger upgrade in regards to the ounces of coffee being added (14 oz. to 20 oz.) as compared to an upgrade from a small to medium.

I also tested the convenience factor of Dunkin' Donuts. I asked the participants where they would go to get coffee if they were in a rush/out somewhere. DD's had the largest probability, with 39.1 percent of the votes, Starbucks coming in second with 26.1 percent, then McDonald's at 21.7 percent, and finally local coffee shops with 13 percent.

These are very intriguing percentages. This is because it backs-up what the Ionian Newspaper (mentioned in situation analysis and product analysis) said when consumers are more likely to go to DD's when they are in a rush/trying to get somewhere. The fast paced tempo allows people to know they will receive their coffee in a short period of time.

Also, McDonald's convenience was something that I had expected to play a larger role. I am surprised that it got as little votes as it did. One main reasoning for this is, consumers don't see McDonald's as a "coffee house" in the same way they do when thinking of Dunkin' Donuts and Starbucks. While McDonald's is the largest coffee-seller in the world, according to CSP Daily News, McDonald's and even Starbucks continue to try and promote their food and the "freshness" of it, DD's has focused their shift on coffee first, food second.

Another reason for McDonald's inability to be considered a serious coffee threat to DD's and Starbucks is because their coffee menu. It's not nearly as intriguing as DD's or Starbucks, however selling both hot and iced coffee, any size for a dollar is something that catches people's eyes. In fact, ever since McDonald's launched their McCafé, DD's store sales have plummeted, according to Time Magazine. Why is this? Because those

who go to Starbucks go knowing that they are paying more for what they feel is a better quality, while many Dunkin' Donut consumers go because of the quantity of coffee they get for the price they get it at. So, McDonald's decided that it would charge low prices for large quantities so that they can convince those Dunkin' Donuts spenders that they can pay even less money at McDonalds.

Furthermore, getting the results showing that most respondents still would go to DD's when they needed a convenient coffee shows that millennials still prefer their Dunkin' Donuts iced coffee over McDonalds (and other competitors) despite the growing (or decreasing for DD's) numbers.

MARKETING GOALS & OBJECTIVES

Thomas, Nicholas, & Co. (TN&C) would use social media as its primary media plan. The main reason for this is because the days of using newspapers, magazines, and even watching the news (in the case of millennials) are all but gone, and many, if not all get their information from social media platforms. According to the American Press Institute, 88 percent of millennials said that they get their information from Facebook alone. Also, millennials in the age frame of 18-21 years of age use approximately four of the seven social medias daily. Even the older millennials, from the age frame 31-34 years of age use about three of the social medias.

The American Press Institute collected data from their survey in which 88 percent use Facebook as their source for news, and concluded that seven in 10 of those users click on the headlined stories and read through them. However here is why social media is going to be such a valuable media plan to reach out to the millennials. Six in 10 of

those users say they don't click on the story at all, but rather they like, favorite, share, etc. the story, article, or picture.

With that said this isn't possible in any other platform. For example, when advertising on television, there is no way to tell whether or not people are actually viewing the advertisement. The ratings may be there, however people could just let the commercials run while they go to the bathroom, kitchen, etc. By receiving a like, favorite, or share you receive immediate feedback and are aware that people are reading, looking, or want your product. In addition to Facebook, 45 percent of the millennials who log on to Twitter are doing so to determine what exactly is trending around the world. Advertising your product across these social media platforms will catch the millennials eyes better than any other media platform. Consider this: A millennial is sitting in Starbucks on their laptop and suddenly check their Twitter, Facebook, Instagram and Snapchat and see that they are all filled with Dunkin' Donuts iced coffee cups.

While, according to Forbes, Facebook is becoming more popular to non-millennials, the other social medias are still found to be more popular with millennials.

Additionally, holding campus booths offering incentives for people to buy more Dunkin' Donuts is something which will get more students to buy DD's. College students bring on finals week, late night studying and homework, internships, and more, all of which people prefer to have a caffeine fix for.

Dunkin' Donuts Headquarters
130 Royall Street
Canton, MA 02021
1-781-737-5200



News Release
March 6, 2017

FOR MORE INFORMATION, CONTACT:
Karen Raskopf
Senior Vice President and Chief Communications Officer
KR@dunkindonuts.com

Dunkin' Donuts to have new flavors for iced coffees this spring

Canton, M.A. – Dunkin' Donuts will be adding flavors to their iced coffee selection for this coming spring and summer. Cookie dough, Butter Pecan, and Rocky Road will be added for the season. President of Dunkin' Donuts, David Hoffmann likes the additions.

“These new flavors represent the seasons of spring and summer well.” Said Hoffman. “We want people to identify this beautiful weather with our unique flavors.”

The DD Perks app for smartphones was released in 2014, allowing customers to collect points and put those toward rewards such as cheaper or free beverages. As Dunkin' Donuts continues to grow, more of their loyal customers have been piling up reward points to get these spring flavors. Information regarding the app can be seen at <https://www.dunkindonuts.com/en/dd-perks>.

Dunkin' Donuts has seasonal flavors year round, such as Christmas time and fall time. In fall the popular pumpkin spiced and apple cider make appearances. Christmas time brings snicker doodle and sugar cookie. More information regarding these seasonal flavors can be seen at <http://www.dunkinathome.com/dunkin-coffees/seasonal-coffee>.

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CONCLUSION:

In conclusion, the mission of Thomas, Nicholas & Co. is to bring Dunkin' Donuts to the top of the coffee market, from east coast to west coast. In doing so our research and marketing campaign will need to be targeted towards the millennials. Social media platforms will be the main media plan in this campaign, however using booths on campus to spread the word our iced coffee products will also be used. Promoting the strengths in which was gathered from not only research from reliable sources, but the survey conducted for this marketing plan as well, will allow TN&C to represent Dunkin' Donuts iced coffee (and rest of restaurant), and make them the top coffee company in the industry.

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