



**DUNKIN'**<sup>®</sup>

**More than just a tagline**

# We've been a daily craving for 70 years



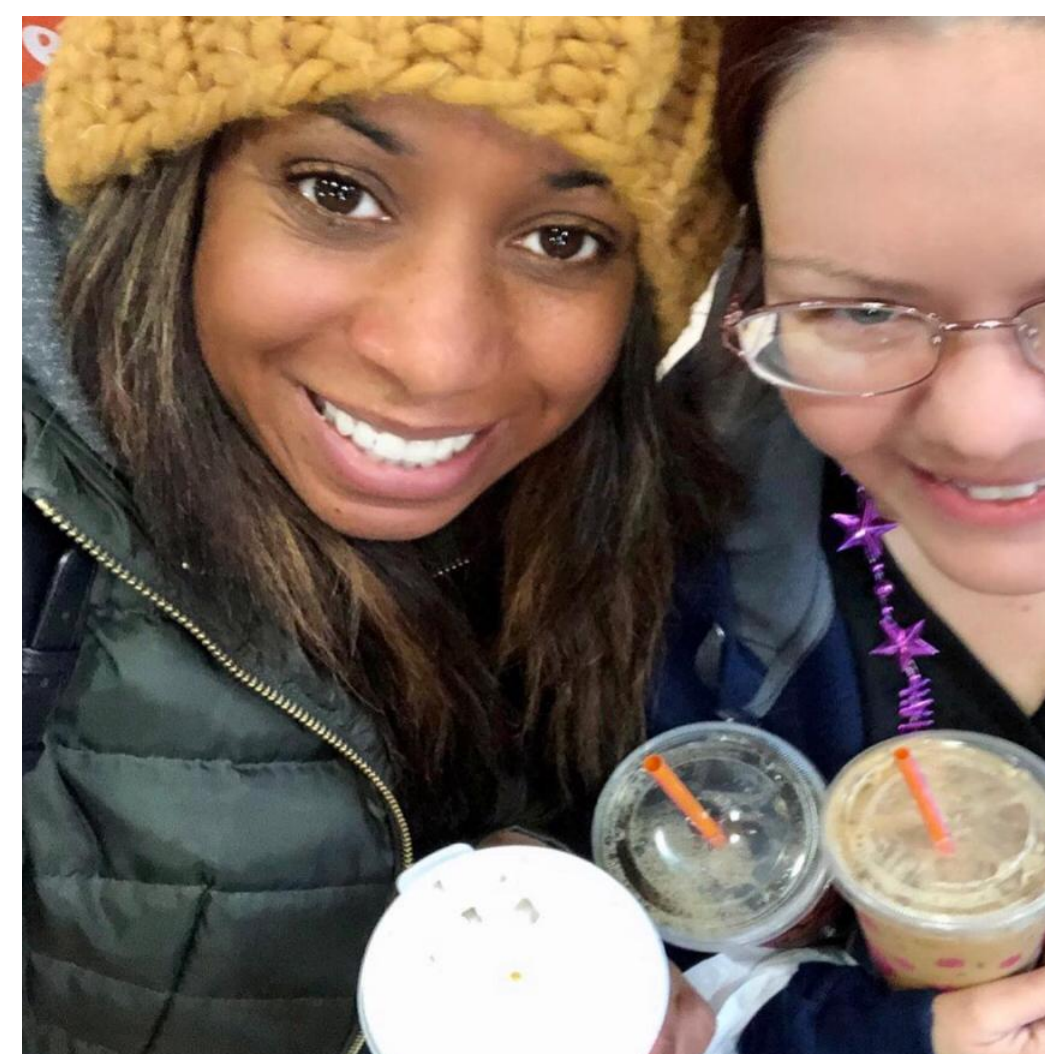
**Brooke**

@brookeap13



Is it bad that my veins only flow with Dunkin coffee now 🙄

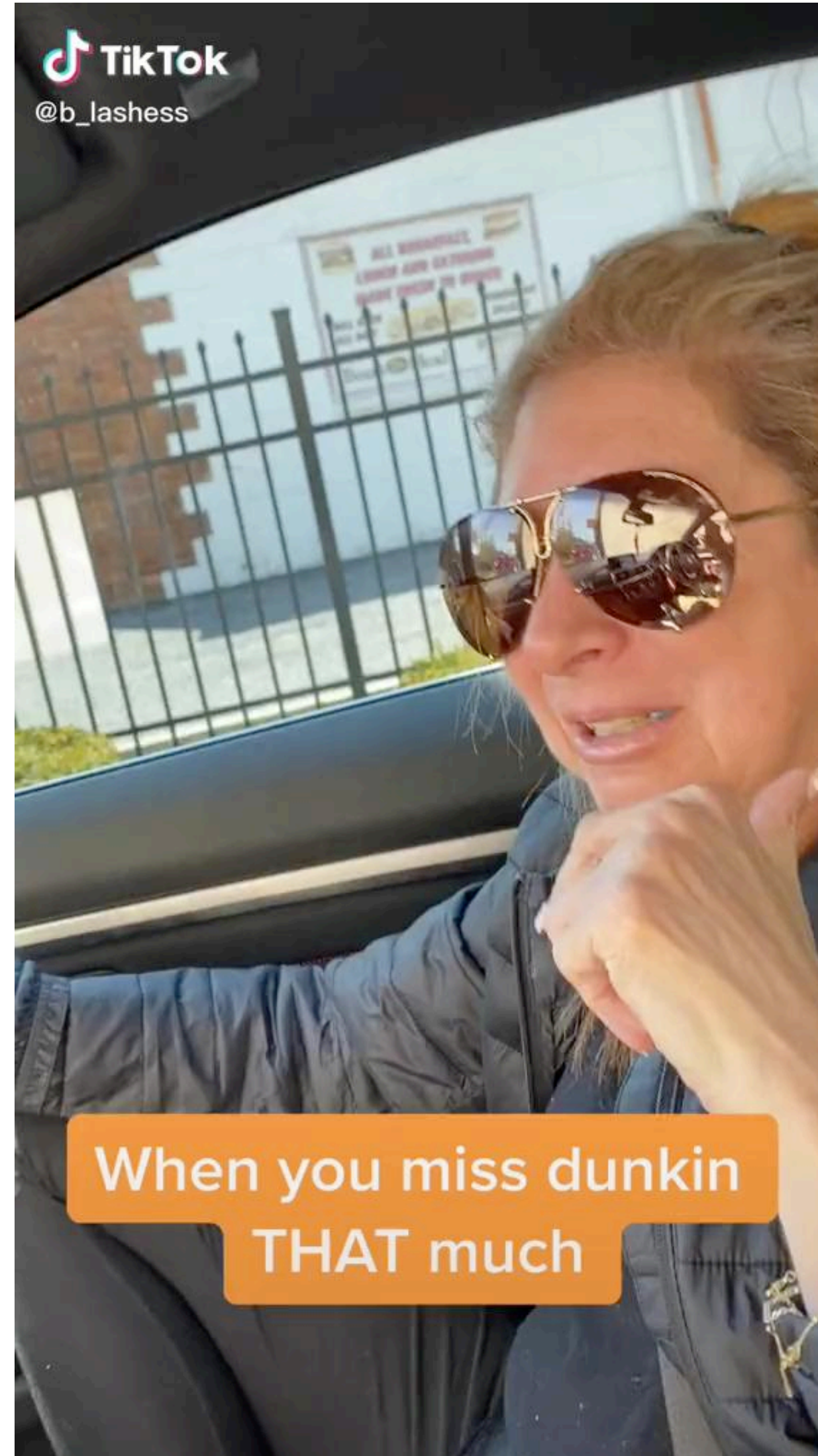
# And, we've kept America running



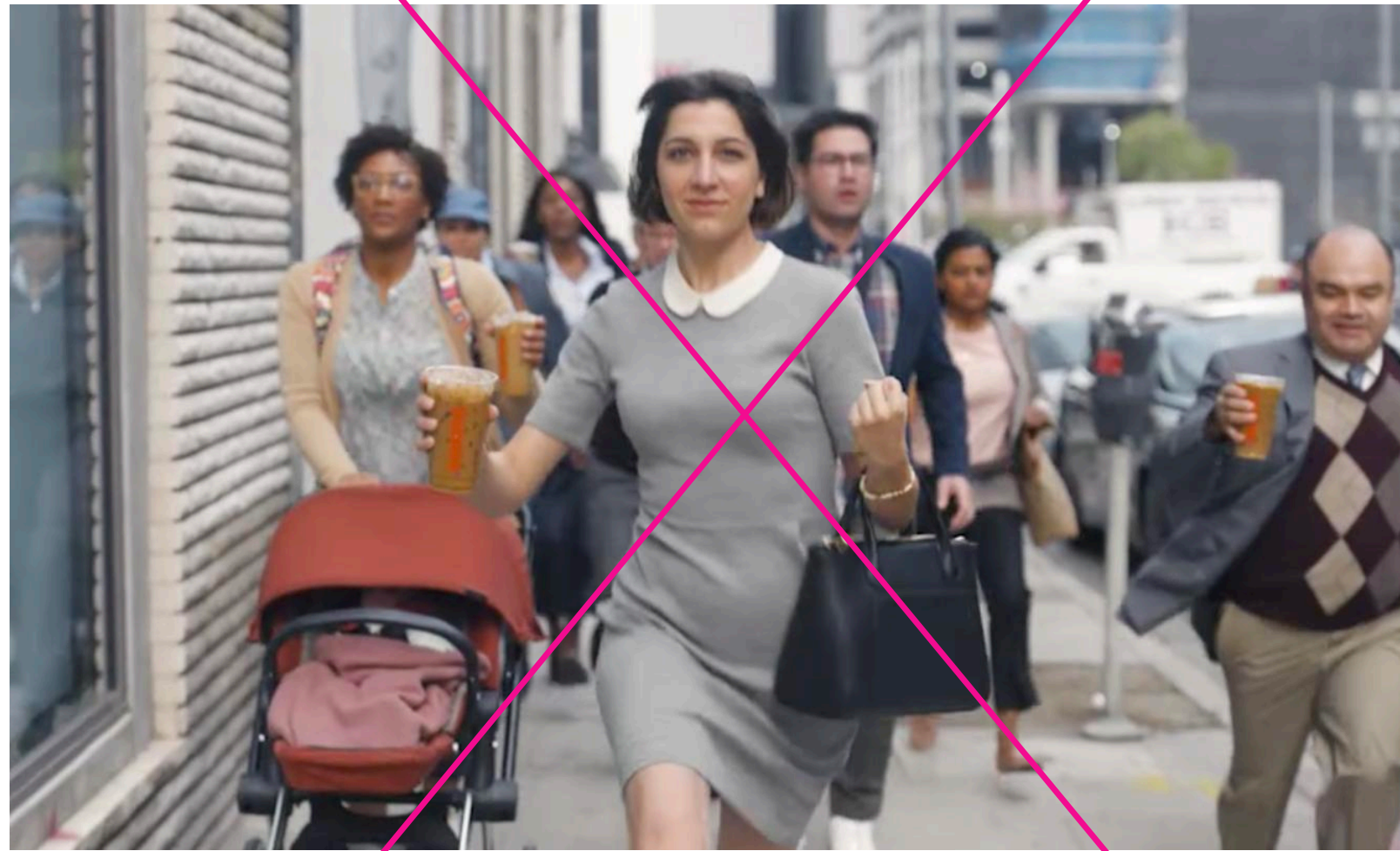
# Then, the world turned upside down



# And, the Dunkin' craving took on deeper significance



# Our messaging plans needed serious overhaul



We began sheltering  
in-place



School went online



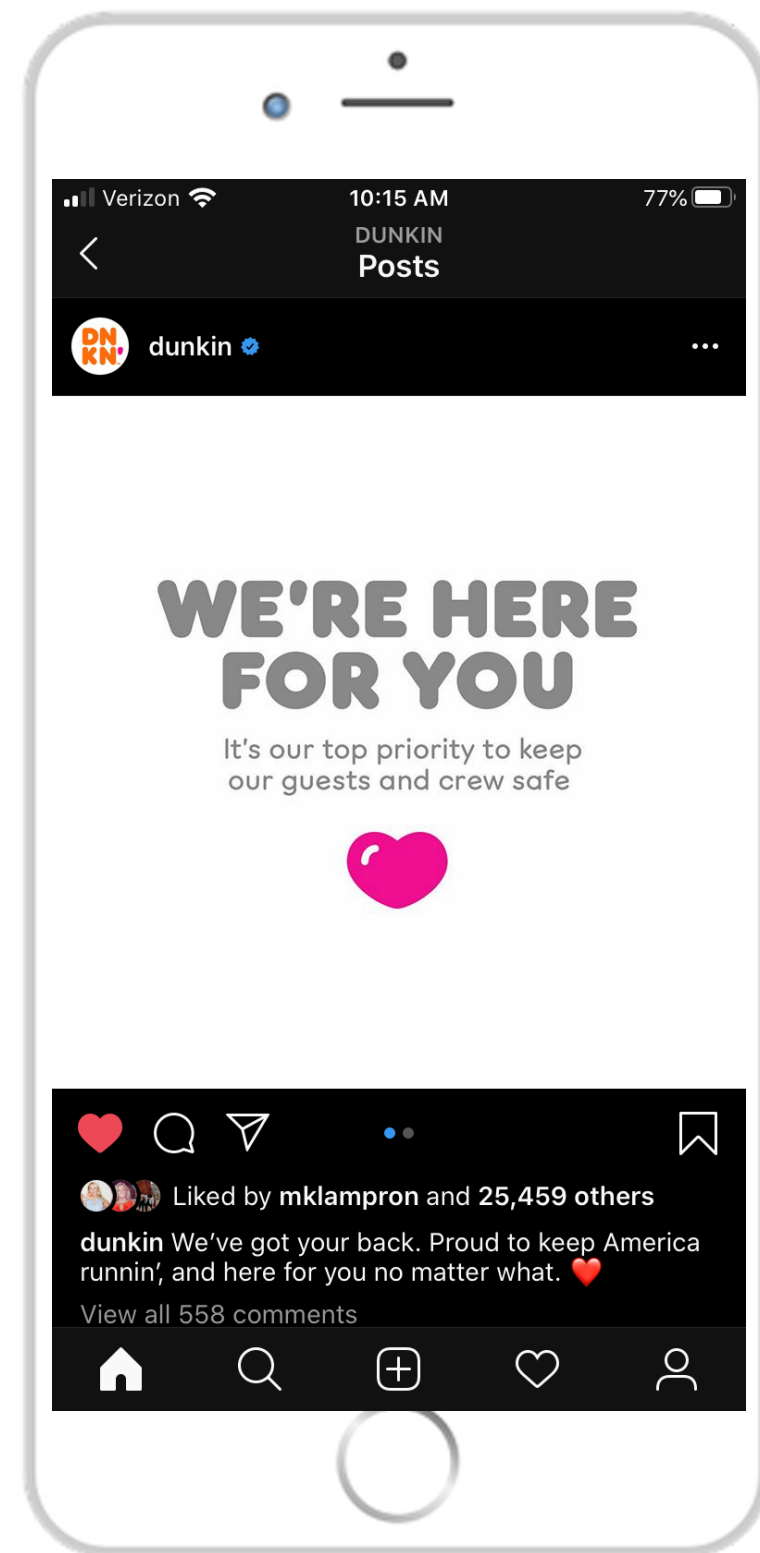
Simply keeping  
restaurants open was  
challenging

# Witty Wingman

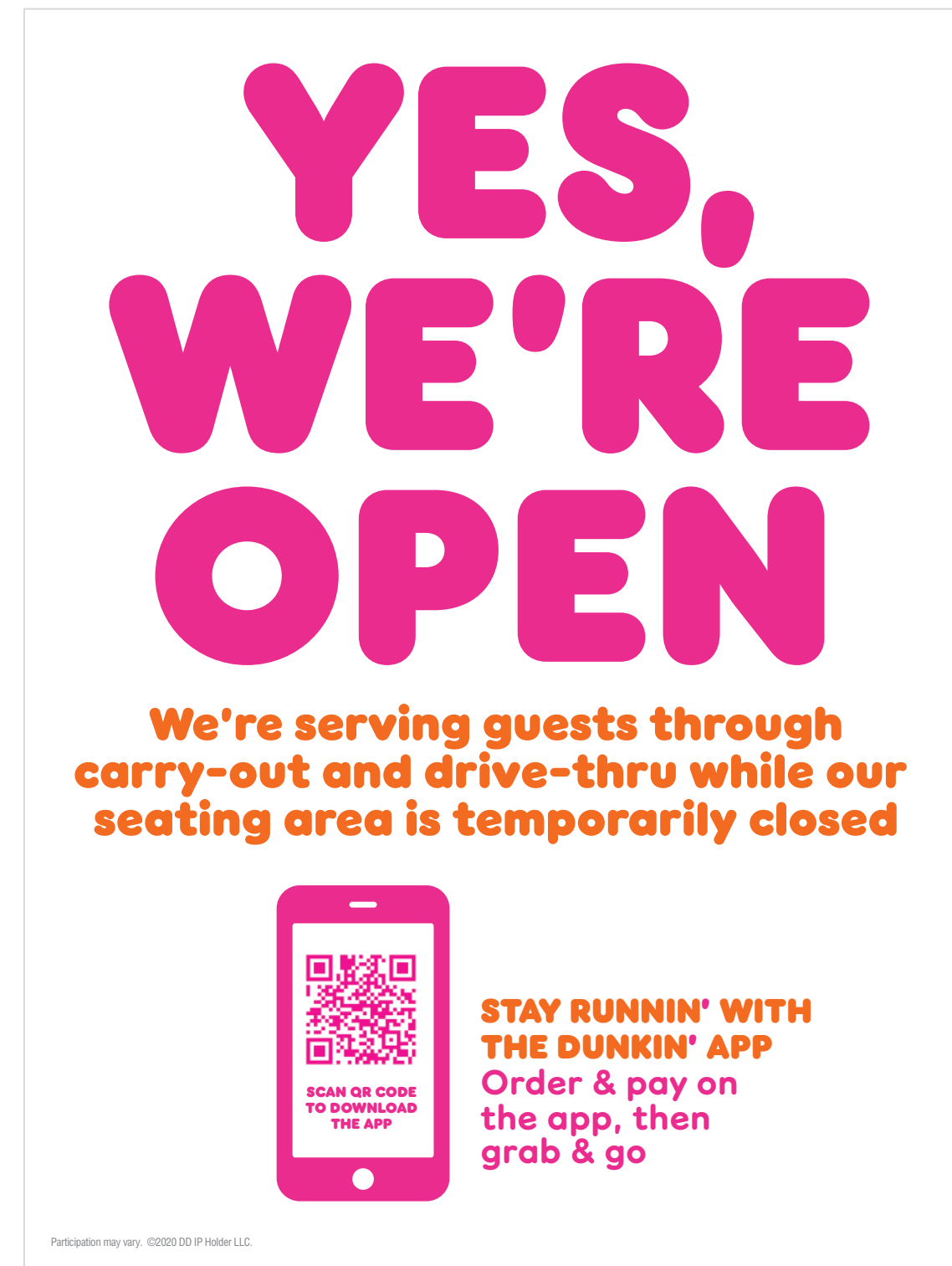
# Wingman



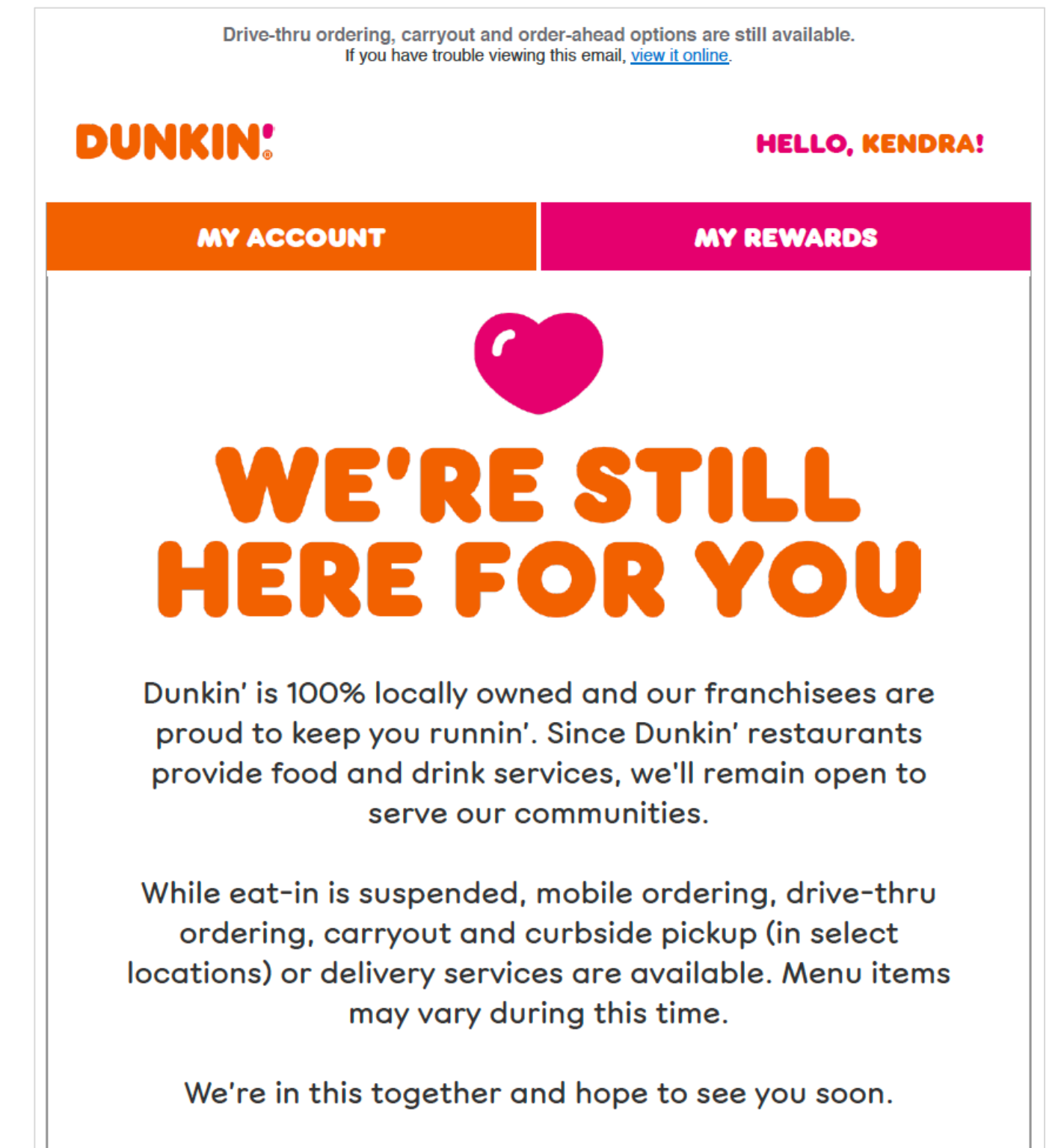
# We delivered our message in all sizes and on all channels



Social

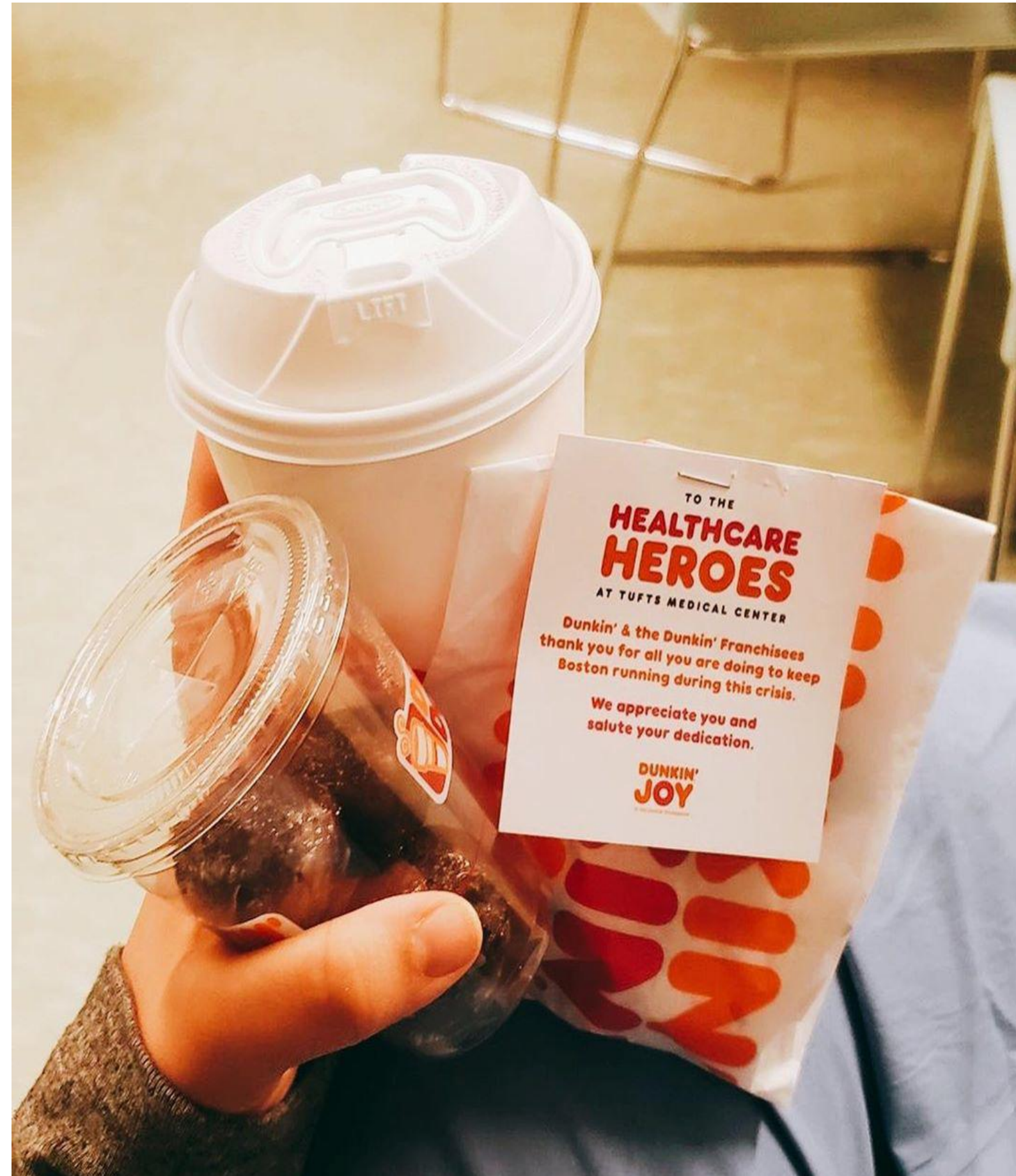


Retail



DDPerks

# We championed positivity



# Our franchisees and foundation led the way with acts of kindness



Free lunch for kids in Richmond, VA  
The Cabrals



Coffee & donuts to Morrystown Medical  
Dwar Patel



Delivering meals to the elderly  
The Allens



Donuts & Box o' Joe to Orlando Medical  
Center  
Danish Alidino

# Fueling first responders to keep them going



**giiiissy** Wow, this is so great! Love Dunkin'!!



**suzanneistan** This is why I love you guys!



**crimescenekaty** Y'all are awesome. ❤️

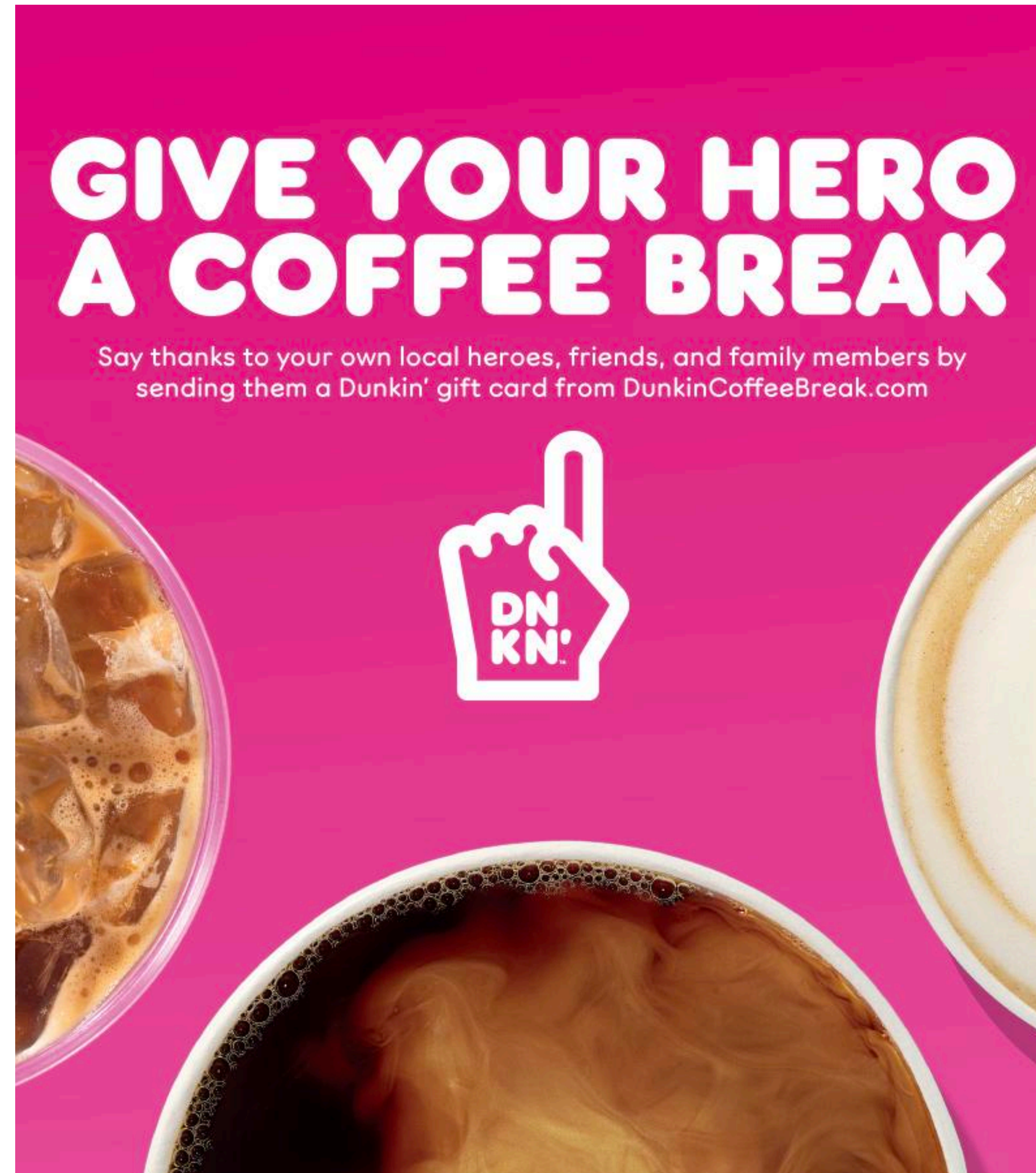


**rachaellynn\_np** Dunkin'❤️ >>>> than Starbucks anyday!

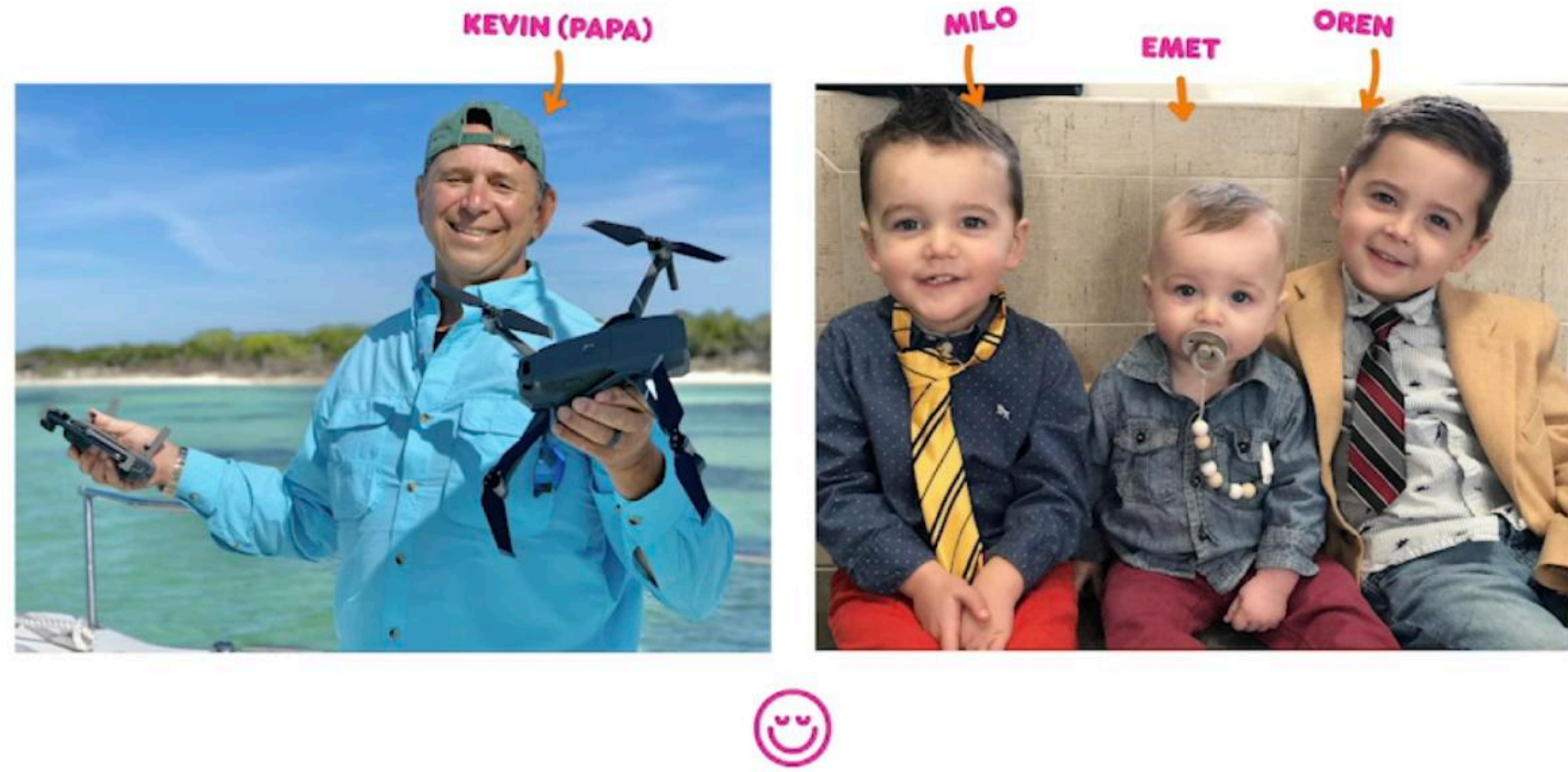


**courtneykraas** Such a beautiful thing you're doing! Thank you!❤️

# Helping folks express their gratitude



# And, recognizing heroes come in all forms



"Drone"



"Raise a Cup"

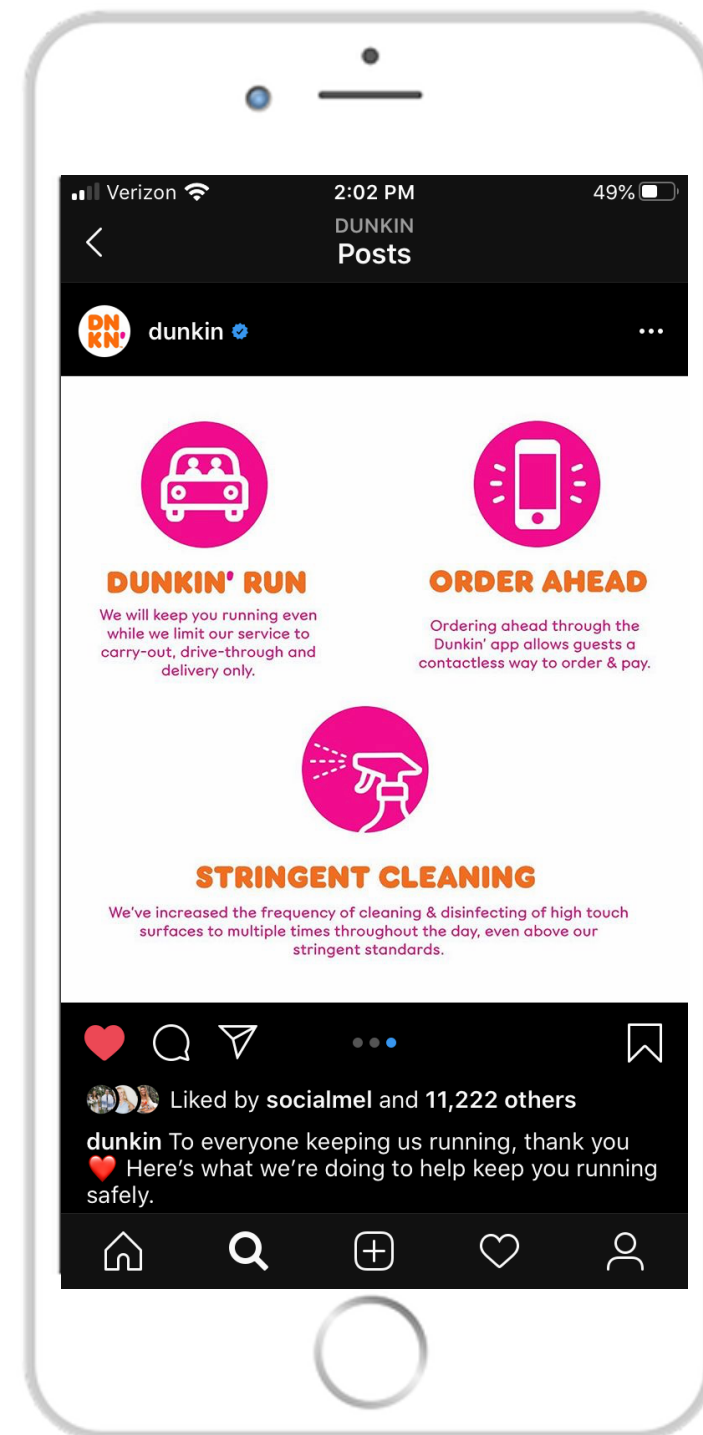


"Mask Making"

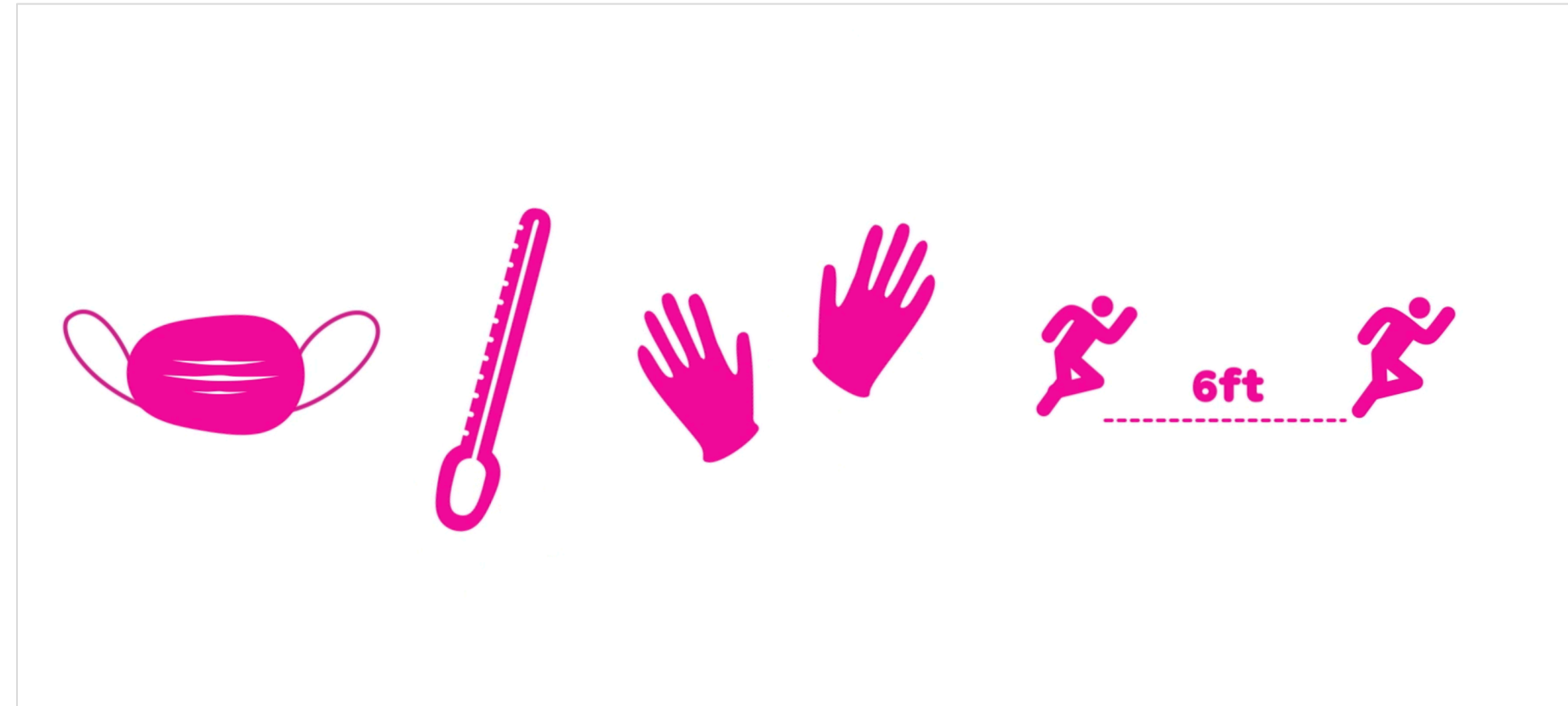
# We helped keep you safe



# Reassuring guests and employees that their safety was our top priority



Social



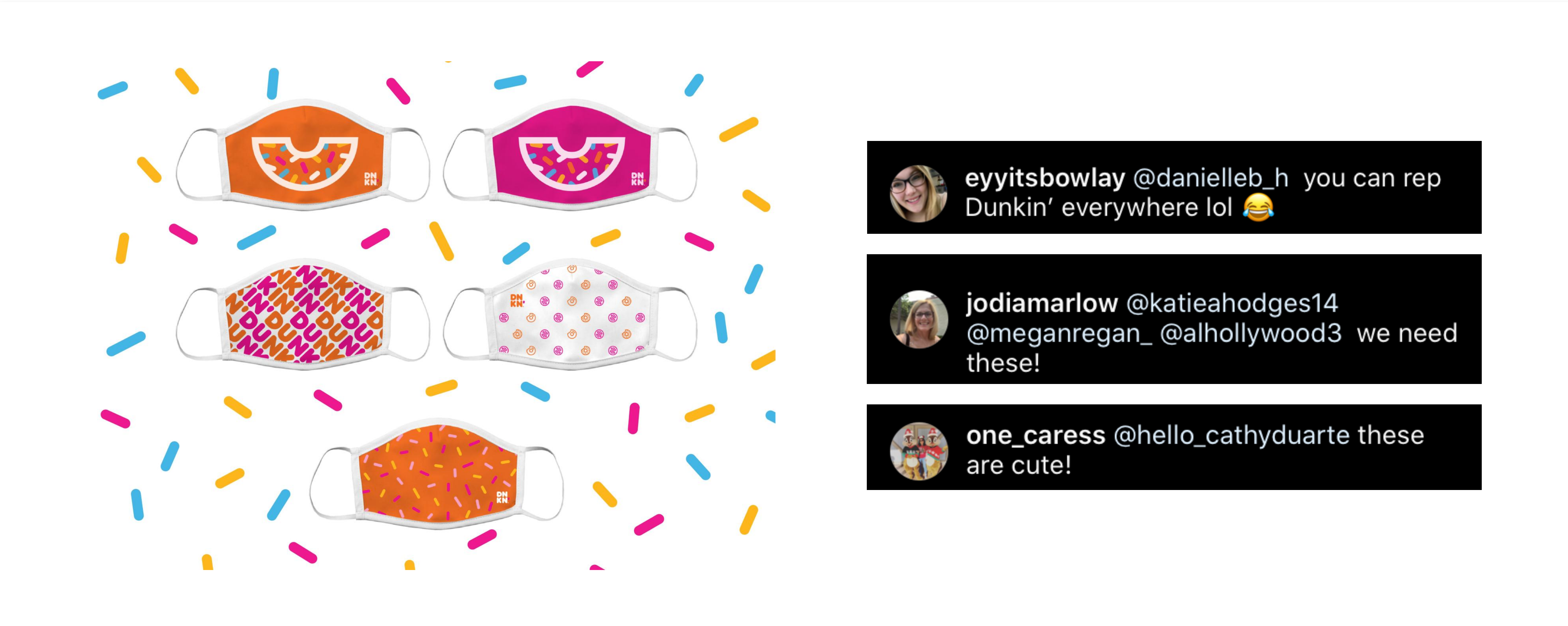
Video




Digital Menu Board




# And, helping fans express their brand love safely



 **eyyitsbowlay** @danielleb\_h you can rep Dunkin' everywhere lol 😂

 **jodiamarlow** @katieahodges14 @meganregan\_ @alhollywood3 we need these!

 **one\_caress** @hello\_cathyduarte these are cute!


# We kept heroes running



**DUNKIN'**

# Dialing up the loyal treatment for our Perks members

**DD PERKS MEMBERS GET A FREE DONUT**



**EVERY FRIDAY IN APRIL**

**PERK UP YOUR WEEK WITH DDPERKS.**

-  **\$2 MEDIUM ICED COFFEE**  
MONDAY
-  **\$2 MEDIUM LATTE**  
HOT OR ICED  
WEDNESDAY
-  **FREE DONUT**  
LIMIT ONE FREE DONUT PER DRINK PURCHASE  
FRIDAY


**FOR DDPERKS. MEMBERS ONLY**  
Join, order & pay contactless on the Dunkin' app



Excludes Cold Brew, Cold Brew With, Almondmilk, Caramel and Flavors may be an additional charge. \*Participating only. Limited time offer. ©2022 DDIP Brands LLC.

**DUNKIN!** HELLO, MELANIE!

MY ACCOUNT MY REWARDS




**DUNKIN' BRUNCHIN'**


.....

**Saturday & Sunday (4/25 & 4/26)**

**Buy 2 food items and earn 50 bonus points.\*** **OR** **Buy 3+ food items and earn 100 bonus points.\***



**50 BONUS POINTS**



**100 BONUS POINTS**

**FIND A STORE**

**We helped bust your boredom**



**DUNKIN'**

# Dunkin'izing social trends kept us front of feed

**My fave**  
**DUNKIN'**

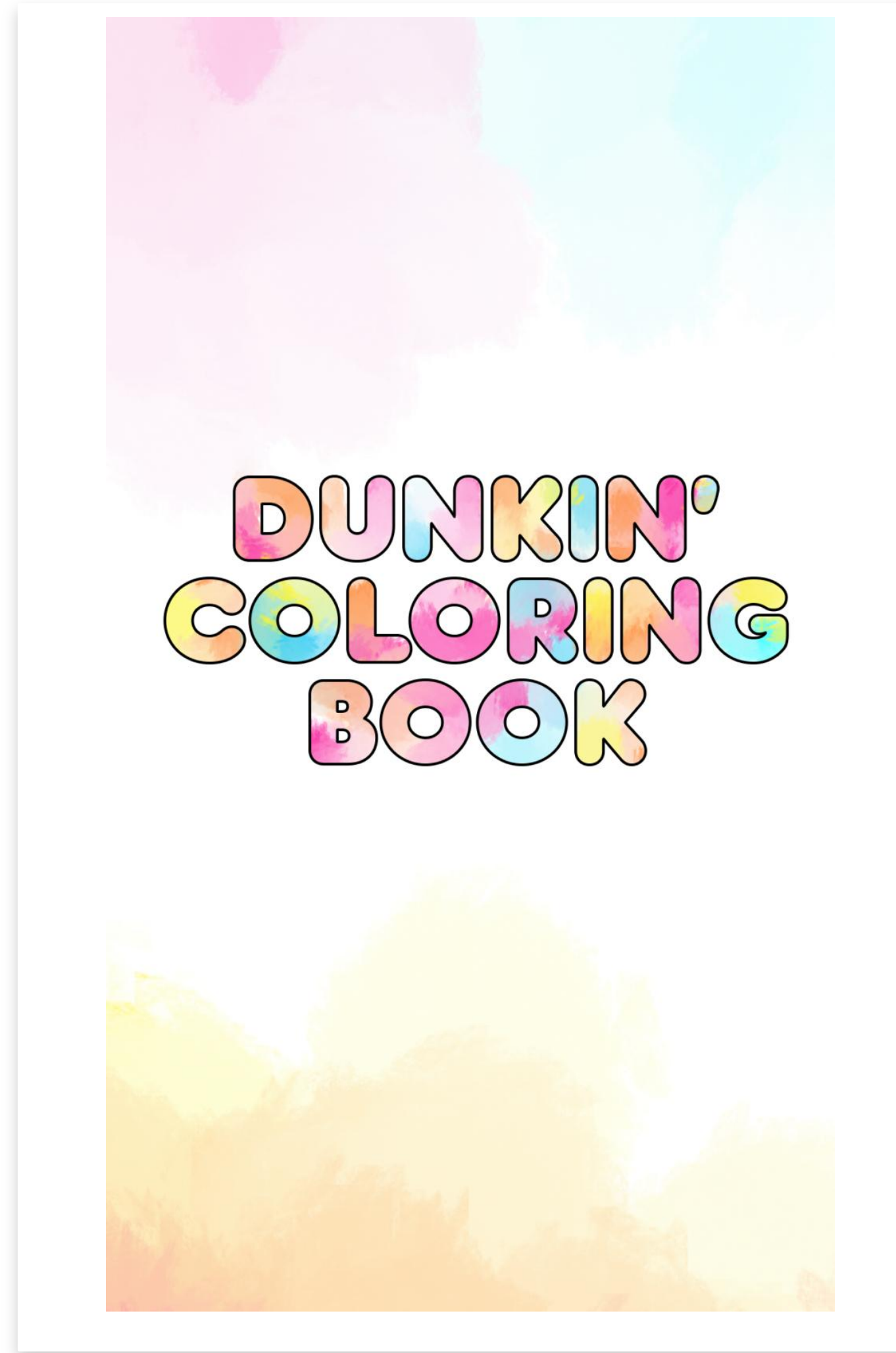
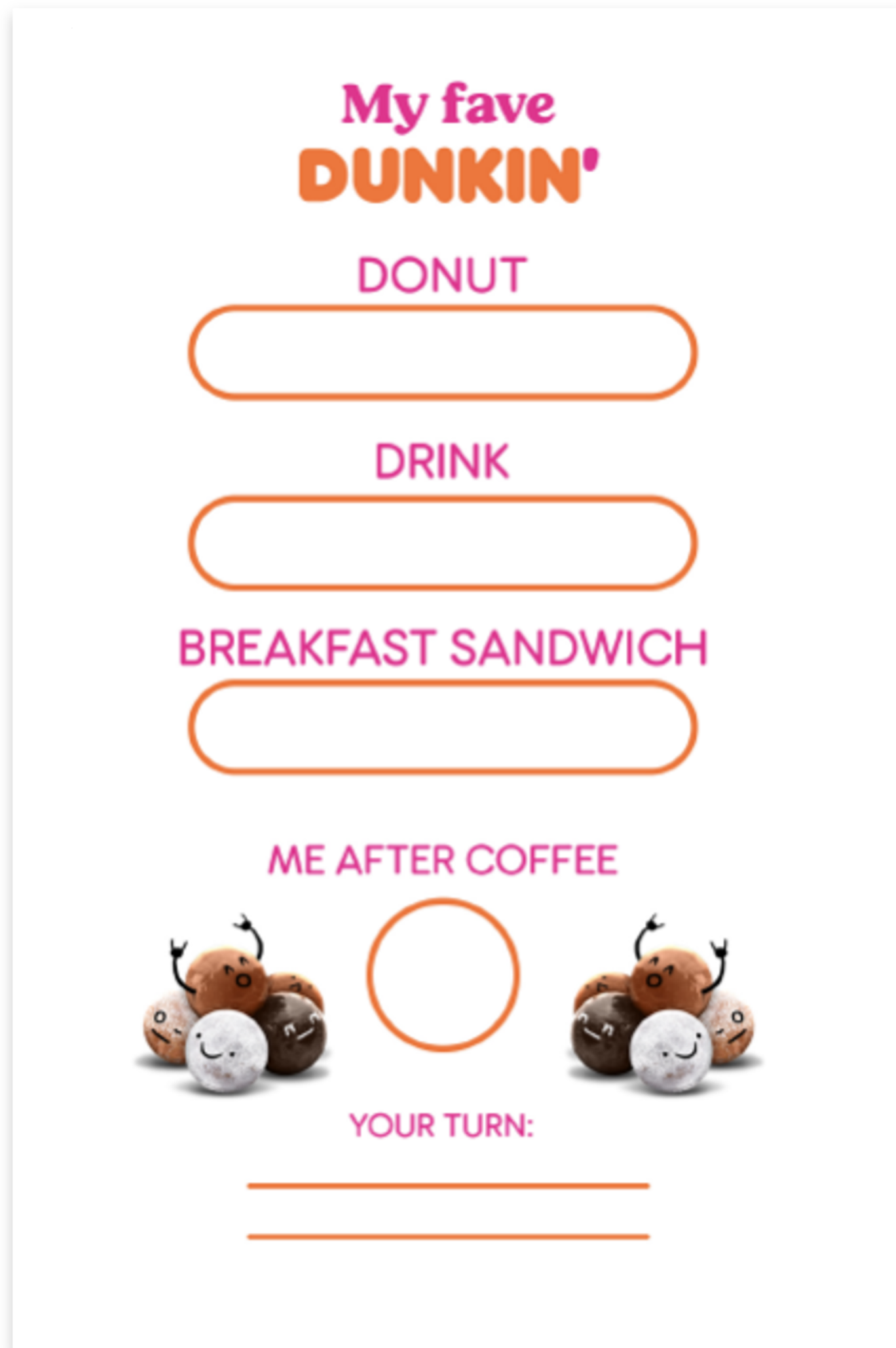
DONUT

DRINK

BREAKFAST SANDWICH

ME AFTER COFFEE

YOUR TURN:



**DUNKIN' BINGO**

YOU RUN ON DUNKIN'	YOU'VE POSTED AN INSTAGRAM PIC WITH DUNKIN'	WATCHED A WHOLE ENTIRE TV SERIES
HAD A CONVO WITH YOUR PET	YOU FOLLOW DUNKIN' ON TIK TOK	YOU CRAVE DUNKIN'
YOU SHARE CHARLI'S DUNKIN' OBSESSION	<b>FREE SPACE!</b> 	YOU'RE WEARING SWEATS OR PAJAMAS RN
YOUR LOCAL DUNKIN' KNOWS YOUR ORDER	YOU MADE A TIKTOK	YOU'VE TRIED DUNKIN' MATCHA
FORGOT WHAT DAY IT IS	YOU USE THE DUNKIN' APP	YOU DRINK ICED COFFEE ALL YEAR ROUND

**IT'S YOUR TURN!** 😊

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# And, providing a sweet way to pass the time



**A SWEETER WAY  
TO PASS THE TIME  
WITH NEW DONUT DECORATING KITS!**

Price and participation may vary. Limited time offer.



# We created opportunity



**DUNKIN'**

# Helping to get America working again



With the continued focus on helping keep guests and restaurant team members safe, temporary brand standard changes were made including masks and single use gloves to be worn by all franchisees' employees, regardless of work position.



# Delivering products that meet the moment



MEDIUM  
**\$2**  
ALL DAY

**DUNKIN'**  
**REFRESHERS**

MADE WITH B VITAMINS\* + ENERGY FROM GREEN TEA

\*A GOOD SOURCE OF B3, B5, B6, AND B12.

The advertisement features two Dunkin' Refreshers drinks in clear plastic cups with the Dunkin' logo. The drink on the left is a red one with ice and fruit, while the one on the right is a yellow one with ice. The background is a vibrant pink and yellow gradient. A circular badge on the left contains the price and 'ALL DAY' text. The main title 'DUNKIN' REFRESHERS' is in large white letters, and the bottom right contains a small disclaimer.

# And, introducing the perfect accessory for a Dunkin' Run



mosesedd Omg this is so good!!! Thanks D!!!!



aly91820 @nseibel9 I think we each need a pair.



opt\_to\_explore White ordered for me 🔥  
5d Reply

**84%**

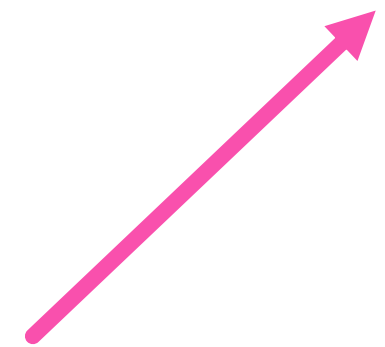
**of consumers say that how brands  
act now is important to their  
loyalty moving forward**

# We've struck a chord and it's driving action

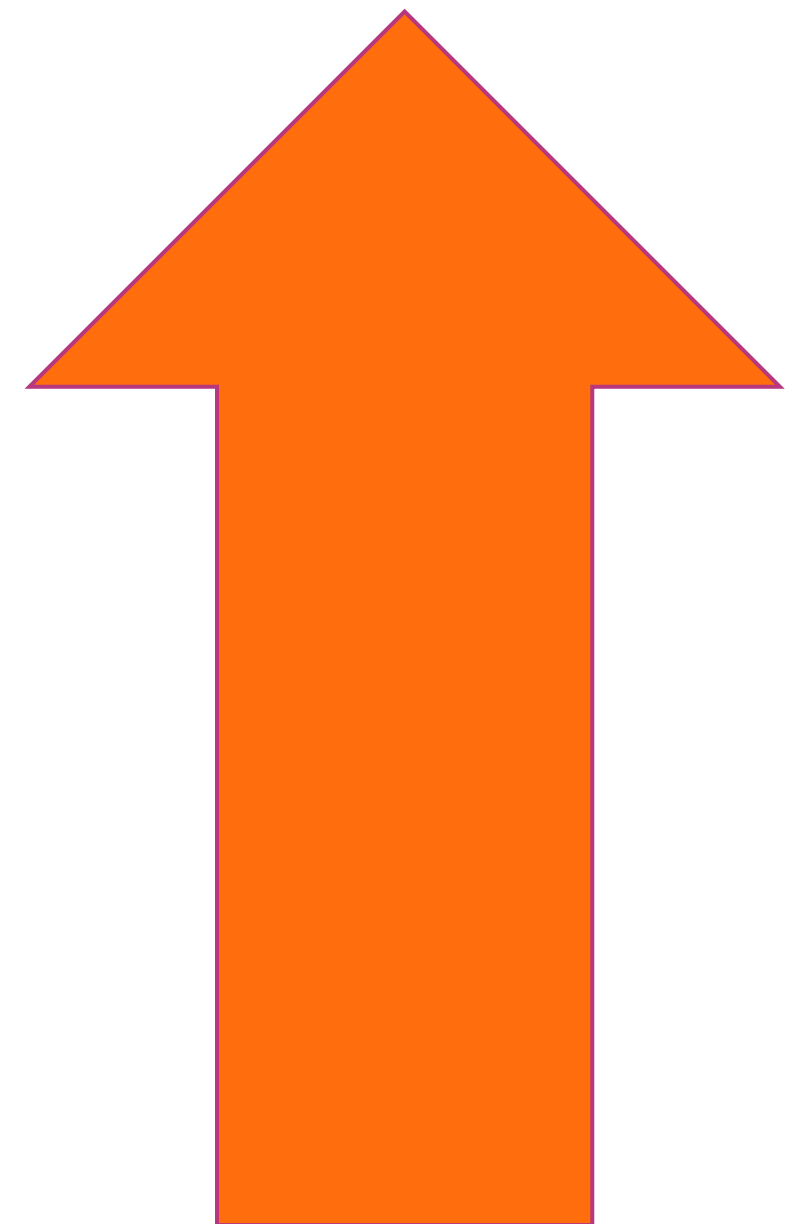
## Perception gains

## Sales gains

**53%** of consumers believe Dunkin's handling of COVID crisis is excellent



**80%** of consumers who have seen our Heroes ads believe Dunkin' is doing an excellent response to COVID crisis

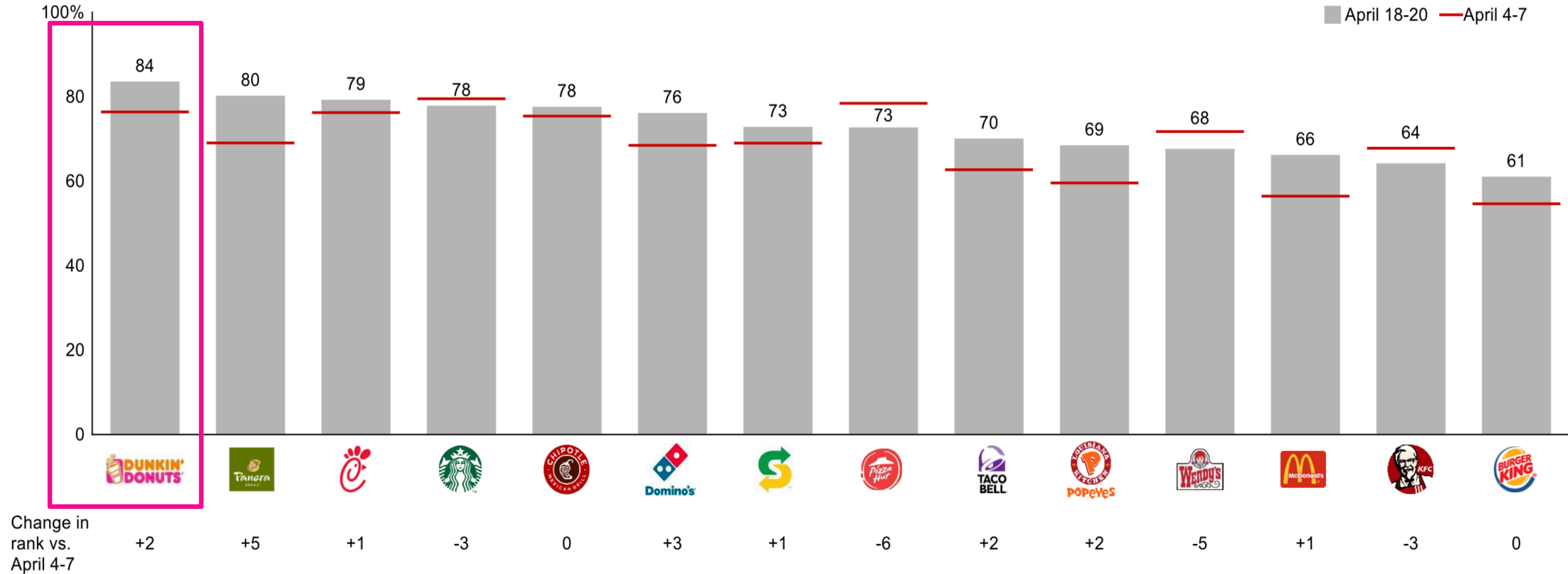


# Built trust that we're helping keep people safe

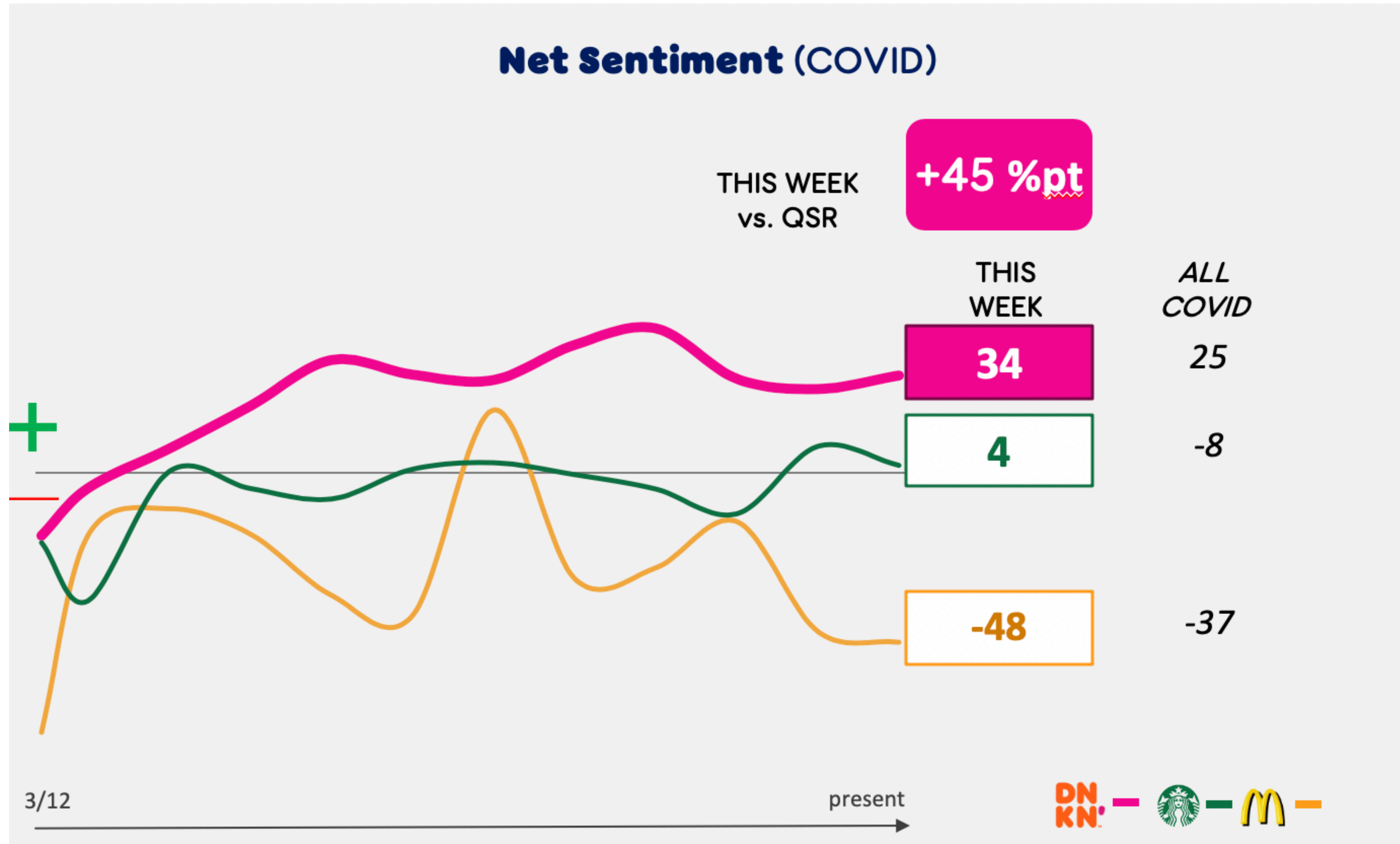
/ US CONSUMER SURVEY / APRIL 18-20

? How much do you agree with the following statement?: [Restaurant] is currently offering an experience that is safe for me and my family right now

Safe experience:  
% of recent customers that gave brand a 4 or 5 (5 = agree completely)



# Meaningfully been there for our fans at a time they needed us most



# Successfully introduced a brand new category for Dunkin'



Exceeding  
expectations by  
**3-4x**

# And, we've grown our loyal family

**1 Million**

New or reactivated  
members

**50%**

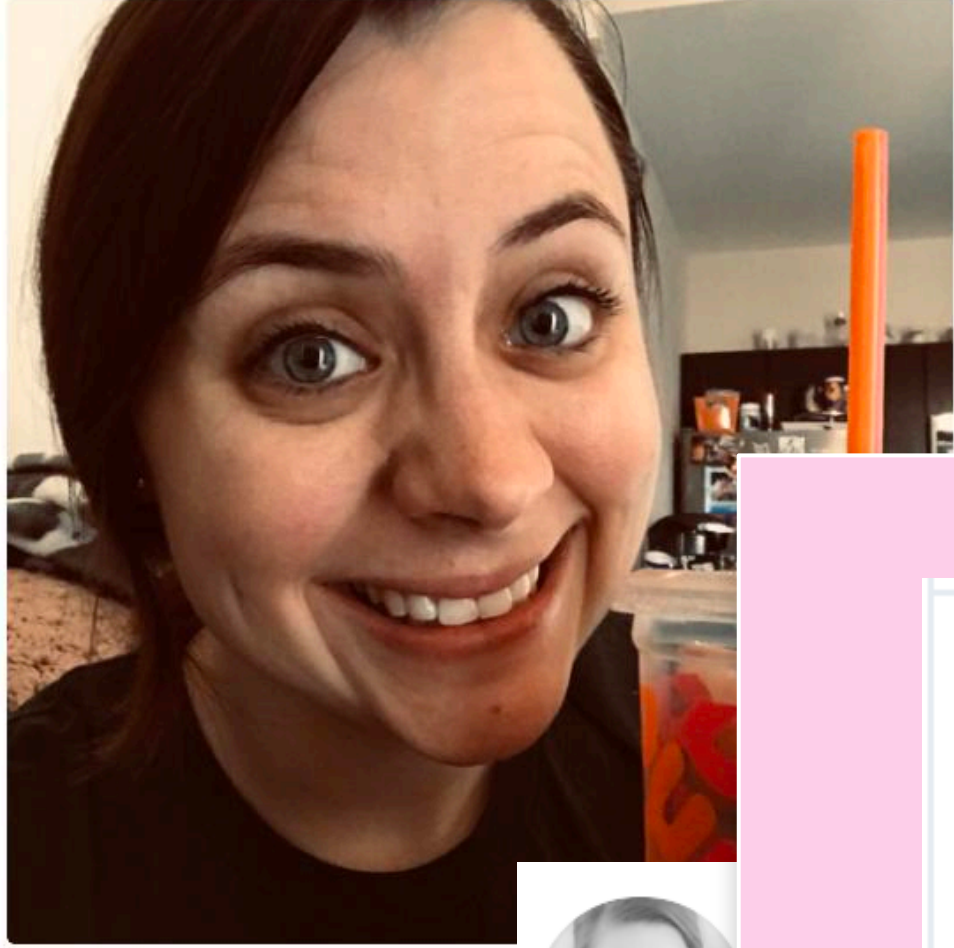
of whom returned and  
for full-priced ticket  
within a week



**Dunkin' is not just a  
caffeine boost**

**Ms. Stiles**  
@MsStiles\_RRD • Photo Mention

7. A smile! Brought to you by @dunkindonuts coffee! @Abearin2nd  
pic.twitter.com/2OEiuhcgrY



5hrs (5hrs)

**jul.leigh** Reason I go to you guys every morning 🙌🥰

**pineapple1355** Thank You Dunkin for staying open and for letting us have our coffee, bagel and donuts. ON THE GO OF COURSE!! 🍷🍩☕

**sssshhhh** @\_sha\_nice · Mar 17  
Replying to @dunkindonuts  
Thank God because I really need my coffee

**scotia jordan** @scotiajordan · May 7  
Dear @dunkindonuts Tryin' to keep a semi normal routine I make a coffee run to my local shop. I want to THANK Kayleigh & the rest of you working there! I was feelin more somber then usual & got my cup & drove off & I saw this! #KindnessMatters #Dunkin #CoffeeLove

**vitashats** and this is why dunkin is superior to any other coffee place

5d Reply



**charli d'amelio** ✓  
@charlidamelio

i may or may not have ordered a dunkin dounuts flag

1:00 AM · Apr 2, 2020 · Twitter for iPhone

**Shoutout** @ [profile picture]

**Rafaela Worline** I go to my favorite donuts. ch

**bernard\_aa** running dur ❤️

1w Reply

**cora\_steel** Thank you dunkin 🍷💖 don't know what I'd do without my daily coffee (or iced matcha latte 🙄🙄) 🥰

1w Reply

...thank you for being here to have your coffee in these crazy times! Making sure to stay out of stores and order online. Also, stocking up on Dunkin k cups!

4d Reply

**DUNKIN'**



1



2



**It's time to get back to normal**





**DUNKIN'**®