

Dunkin' Donuts Approach to Snapchat

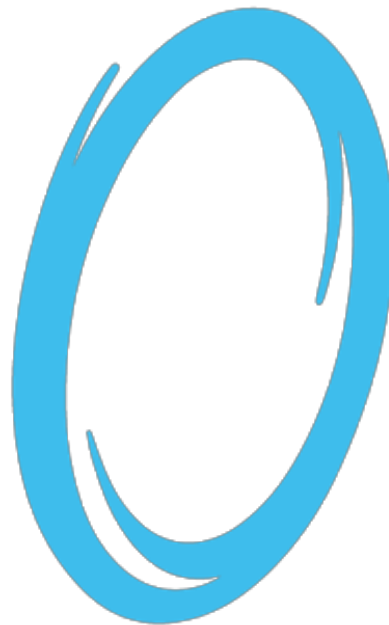
Melanie Cohn, Social Media Manager
@SocialMel



Snapchat is a Portal Inside the World of Dunkin'!



Sneak Peek,
Tease,
Surprise &
Reveal



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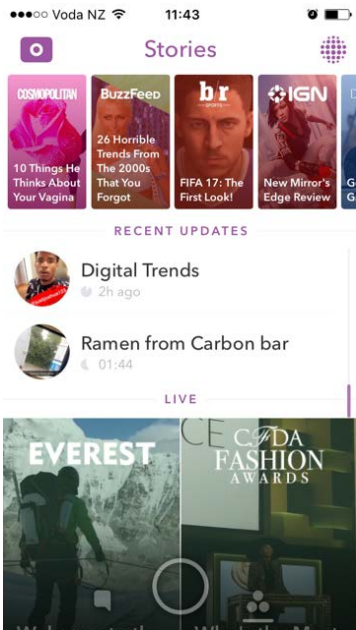


Three Key Areas of our Snapchat Programming



Snapchat Ads

Reaching 13-34 year olds where they consume



Snapchat Geofilters

Tying in-store w/ Social



Snapchat Story Content

Brand entertainment programming



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Snapchat Geofilters



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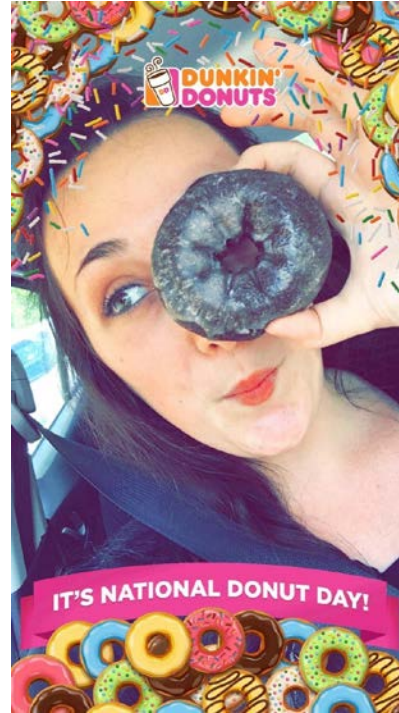


Geofilters are the Best Way to Tie the In-Store & Social Experience

Only unlocked
INSIDE our over
8,000+ Dunkin
stores!



We Create a Tool for Fans to Share Specific Moments



Snapchat Story Content



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Our Stories Start with a Carrot & End with a Cake



Dunkin' Inspiration



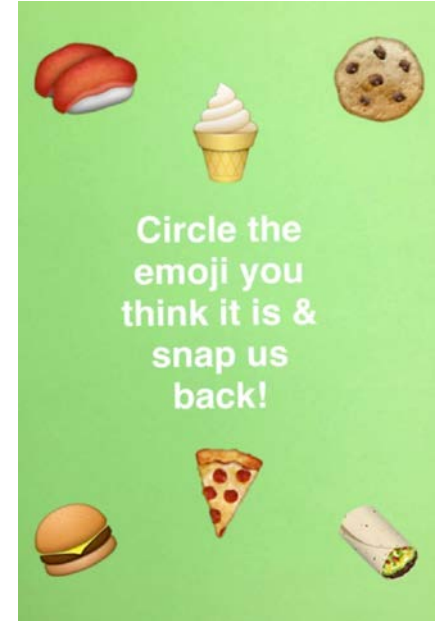
Our Adventures



Behind the Curtain



Gamification



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3 Snapchat Program Examples



1. Cold Brew Launch: Snap to Unlock



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First, We Shared 'Snap to Unlock' with our DD Perks Members via Email

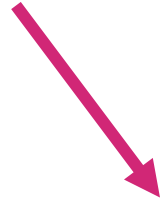



BREWED SLOW, SERVED FAST.
COLD BREW
COMING SOON

Our new coffee takes hours to craft, but just seconds to enjoy. That's why we're telling you about it early! On August 1, be among the first to enjoy our ultra-smooth, full-bodied Cold Brew coffee at any participating location.*

[FIND A DUNKIN' >](#)

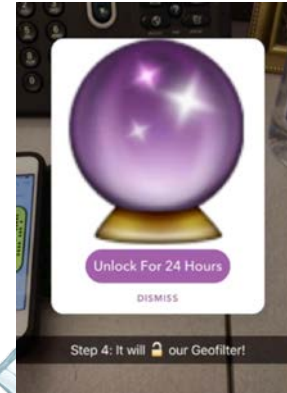
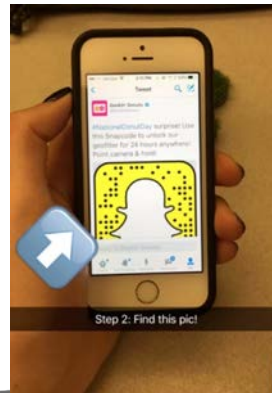
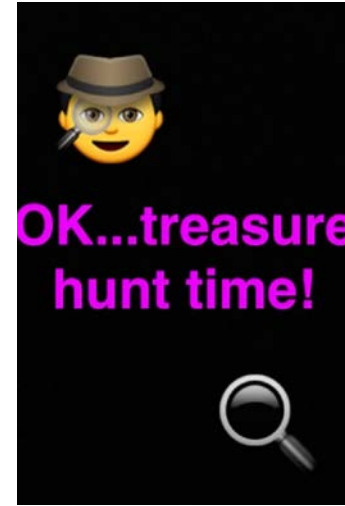
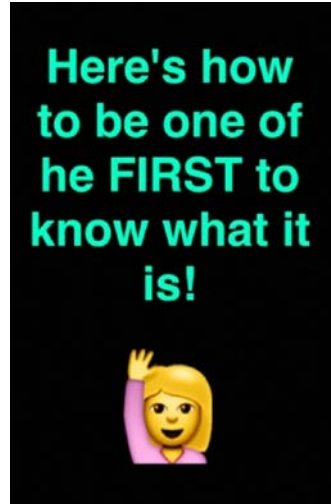
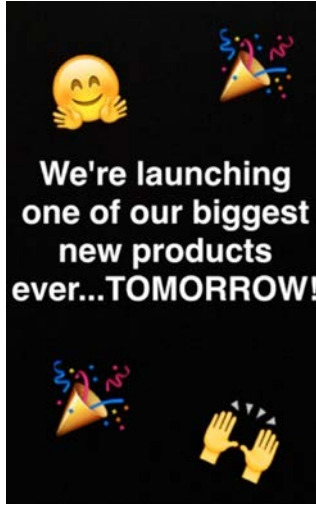
CELEBRATE EARLY IN A SNAP
We're giving you early access to our special Cold Brew Geofilter, which you can unlock and use anywhere for 24 hours. Just open Snapchat and scan the yellow Snapcode in this email to unlock before anyone else!



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Next, We Gave Snapchat Fans a Special Sneak Peek



Fans Loved Uncovering the New Product via Our Filter



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2. Valentine's Season: Snapchat Influencers



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We Took to Snapchat to Embrace The Holiday Through 2 Influencer Groups



1. High Reach Influencers to Build Love theme



2. Internal Influencers to Drive Content Innovation



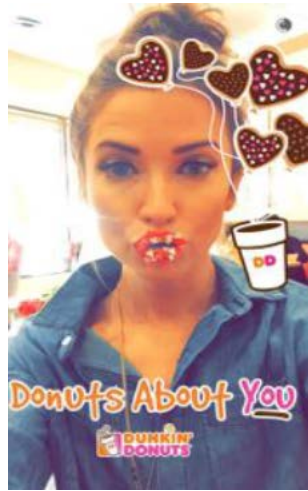
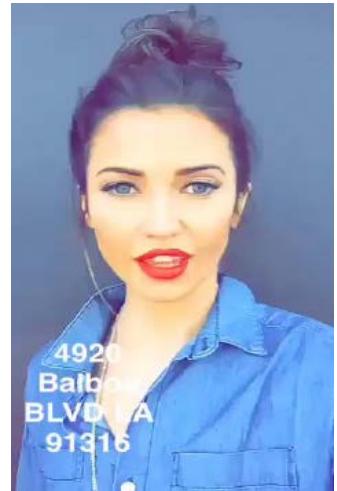


1. Reach Influencers



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In-Store Event Led to Fresh Content & Earned Media



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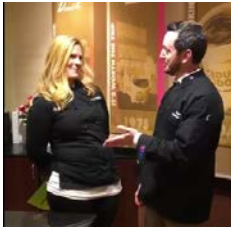
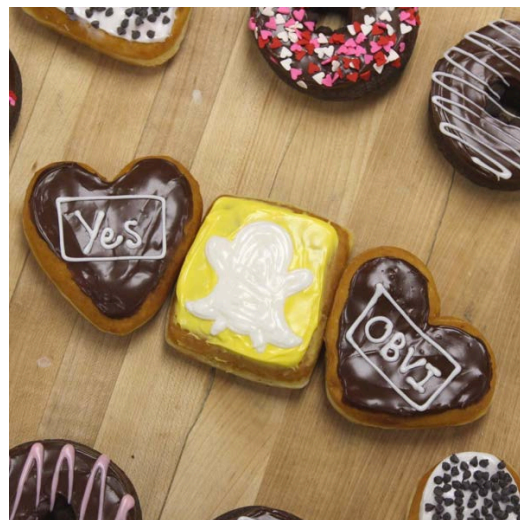


2. Internal Influencers to Drive Content Creation



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Highlighted the Culinary Team, Leading to Top Performing Content



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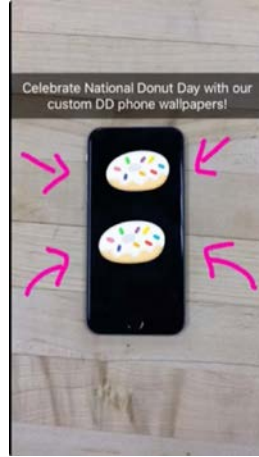
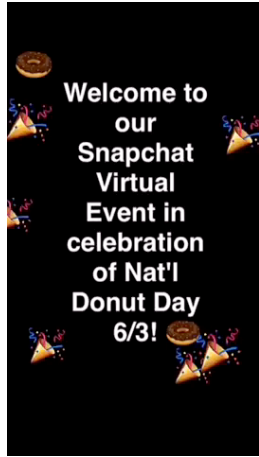
3. Unique Content: National Donut Day



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Snapchat Virtual Event Provided an Inside Look Leading up to the Day



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Snapchat Takeover Across the Country Drove Highest Story Views Ever

NYC



NYC



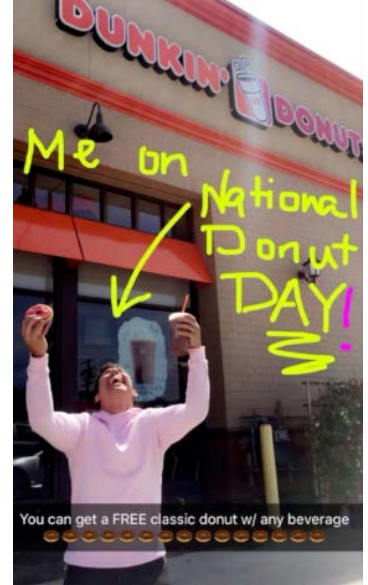
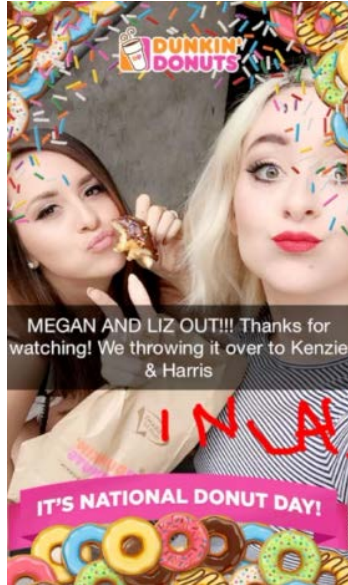
Nashville



LA



LA



Impressions

3M

Engagements

40K

4. Red Carpet Partnership: All Tactics Utilized



Red Carpet Program Featured 360 Snapchat View

Snapchat Story Gamification



Snapchat Geofilter



BTS at SAG Awards



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Red Carpet Program Featured 360 Snapchat View

100% Snap Ad Takeover on People Discover channel day after Grammys & Oscars



Celebrity Snaps w/ our Golden Cup



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Key Takeaways



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Key Snapchat Takeaways

- Test & learn with various Snap ad formats to establish benchmarks and see where you fit the best
- Partner with Snapchat on new features/hacks to offer your audience something completely fresh
- Use Snapchat as a window into your culture – find your internal influencers and highlight them
- Create Geofilters not as ads, but as interactive experiences or design enhancements to help celebrate a moment
- Use a mix of ad products, organic content & influencer partners to make a true dent on the channel



Thank You!

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