

CASE STUDY

DUNKIN' DONUTS/HILL HOLIDAY

About Dunkin' Donuts

Dunkin' Donuts is the largest coffee and baked goods chain in the world providing its customers with high quality coffee, bagels, donuts and other baked goods since 1950.

America Runs on Dunkin' Online Campaign Challenge

Hill Holliday, a full capability, multi-city communications agency, needed to create online content that promoted Dunkin' Donuts summer beverages in different markets, and in instances, with different offerings. The solution needed to ladder up the Brand Platform that Hill Holliday had established for Dunkin' Donuts: "America Runs On Dunkin'". Thus the challenge - How can the Internet be used to literally keep America Running during the day?

The Solution.

The overall solution was a boilerplate Web Site that incorporated store-traffic-driving functionality including a store locator, a printable Dunkin' Run Order Form and a doorhanger. In addition, the site included the campaign TV Commercial and an addictive Dunkin' Drop casual game.

The Dunkin' Drop game was created in conjunction with Arkadium, a casual game developer. In this simple, Flash-based game, players click on matches of two or more Dunkin' Donuts symbols in order to remove them. Images that map back to visual elements in the campaign fall from the top of the screen at predefined intervals, allowing players a bit of breathing room before the next batch falls. The game has been played over and over and is quite addictive.



The Results.

In its first three months the site generated 103,753 unique visitors and 200,966 page views. The Dunkin' Drop is the second most frequently viewed page after the homepage and the average visitor spends 93 seconds on the site. 11% of visitors have bookmarked the game.