

case study: consumer engagement + market intelligence

When a company selling more than four million cups of coffee a day makes a major operations change, they don't take it lightly.

Dunkin' Donuts' coffee cup marking system was new to both restaurant crew members and consumers. Communication had to be clear, fun and creative: after all, who pays attention to cups, anyway?

Objectives included:

1. Increasing consumer awareness of Dunkin' Donuts' many options for consumers to customize their coffee orders
2. Making the program social, increasing traffic and Likes on their Facebook page
3. Driving interactive engagement with the Dunkin' Donuts brand among guests



PartingGift created a custom game for Dunkin' Donuts. The game was first shared with Dunkin' Donuts restaurant crew members in July as a fun, educational tool. In addition to increasing awareness of coffee cup marking to restaurant crew members, the game was a good reminder of a key Dunkin' Donuts value message: the ability to offer a number of coffee customization options for its guests. Following the crew member phase the game was introduced as a public Facebook launch in August of 2011.

The game, On Your Mark!, put players on the other side of the drive-thru window, challenged them to make coffee orders fast and accurately as cups flew, machines got swapped, and background chatter came in through drive-thru speakers.

Highlights of the game included:

1. Play that drives the message of coffee customization: players fill the orders as marked on the virtual cups. There's no better way to learn about a product than to make it yourself!
2. Direct embedding for Facebook, and easy embedding elsewhere (other sites, blogs etc.)
3. Viral tools that let players compare their performance to their friends'
4. Daily prizes for top scorers

Socializing New Cup Marking for Dunkin' Brands

In addition to learning the coffee preferences of tens of thousands of consumers...

59

average engagement minutes in limited (crew) release with \$50 prize

13

average engagement minutes in public release with \$10 prize

56%

percentage of players found their first-hand experience with coffee customization so enjoyable they played the game again

79%

increase in Likes compared to the previous period (8/1-21/2011 vs. prior three weeks)



PartingGift™
the social media play

www.PartingGift.com 508 796-2211