



20 February 2017

To whom it may concern  
PRISMS Awards

Dear Sir/Madam

Consent for the 2017 PRISM Awards entry.

This serves to confirm that Epic MSLGROUP was the PR service provider for Dunkin' Donuts for 2016.

I hereby endorse their Dunkin' Donuts submission for the 2017 PRISM awards.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Tiana Fataar'.

Tiana Fataar  
Grand Foods  
Communications Manager

**PRISA PRISM AWARDS 2017**

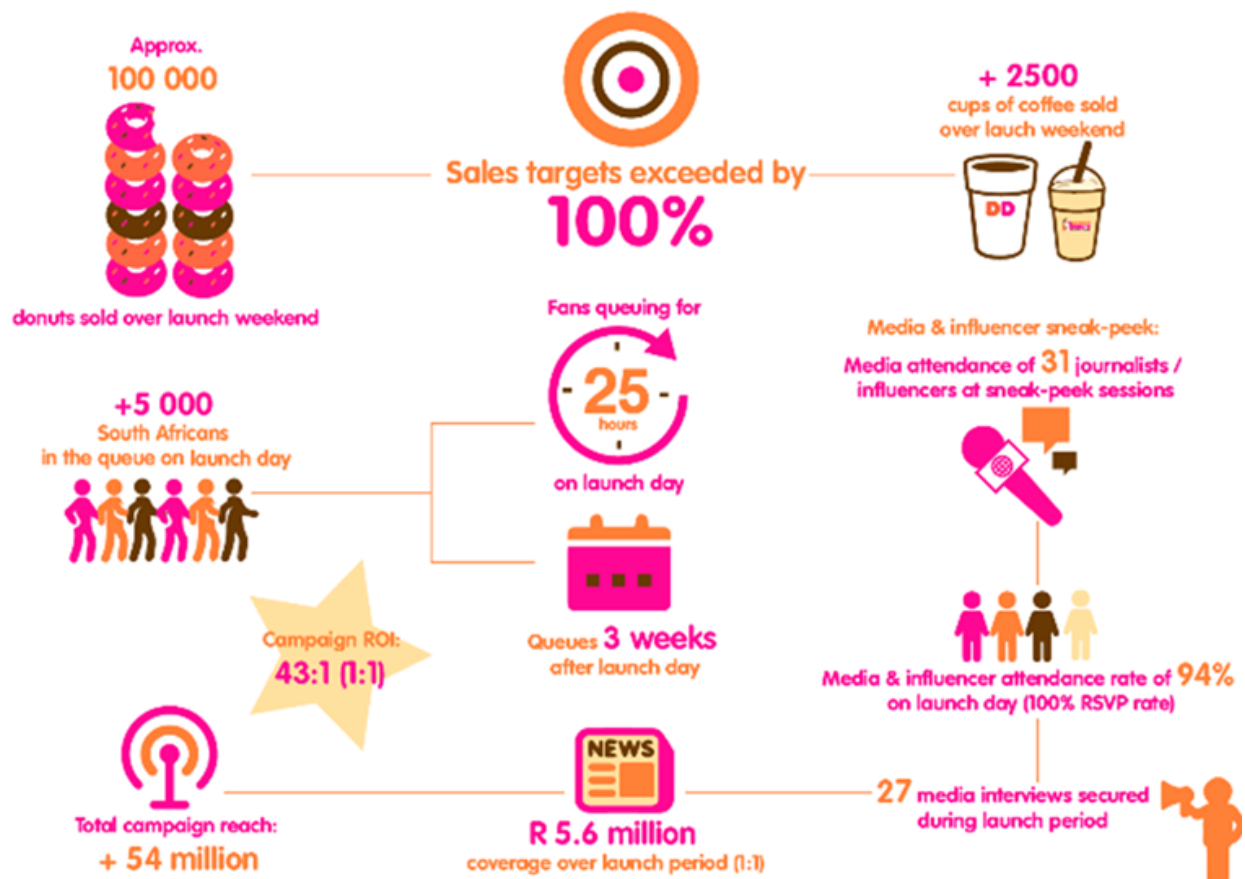
<b>CATEGORY:</b>	Media relations
<b>CAMPAIGN:</b>	<i>Dunkin' Donuts give South Africans the power to get their taste of Dunkin' sooner</i>
<b>CLIENT:</b>	Dunkin' Donuts
<b>CONSULTANCY:</b>	Epic MSLGROUP ( <a href="http://www.epicmslgroupp.com">www.epicmslgroupp.com</a> )
<b>CONTACT:</b>	Shelley Aarons: 021 439 8008

**OPENING STATEMENT:**

Epic MSLGROUP was tasked to launch Dunkin' Donuts into SA in an extremely competitive local environment, with global competing brands, Starbucks and Krispy Kreme, entering only a few months before.

To successfully launch to local audiences, drive brand awareness, sales and establish Dunkin' Donuts as the leading coffee and baked goods brand in SA, we initiated an integrated campaign with lead creative agency, 140BBDO and media agency TMI, which gave South Africans the power to influence the launch date.

Results: Sales targets exceeded by 100%, 5000 customers queued on launch day, 100 000 donuts sold over launch weekend, amongst others. (100 words)



## 1. (A) STATEMENT OF OPPORTUNITY

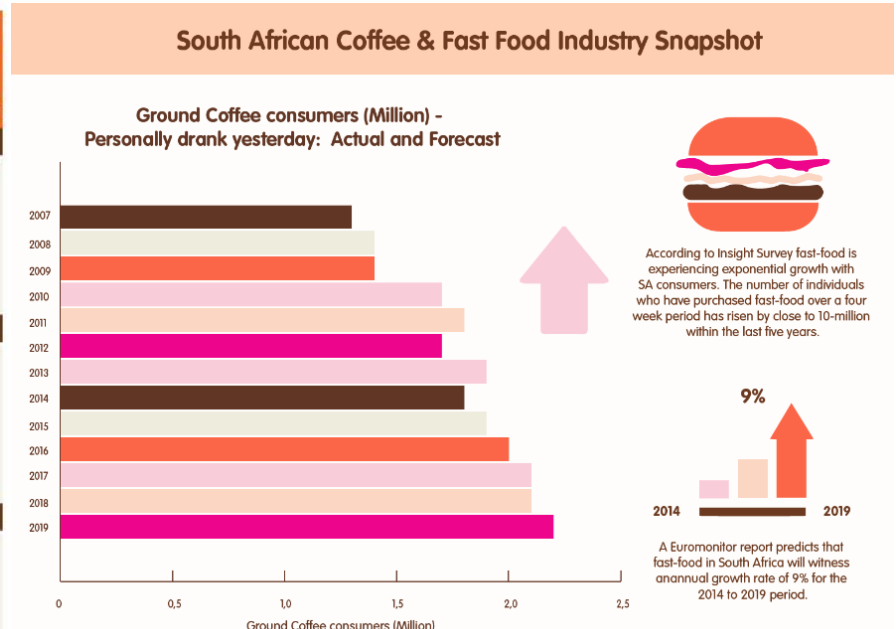
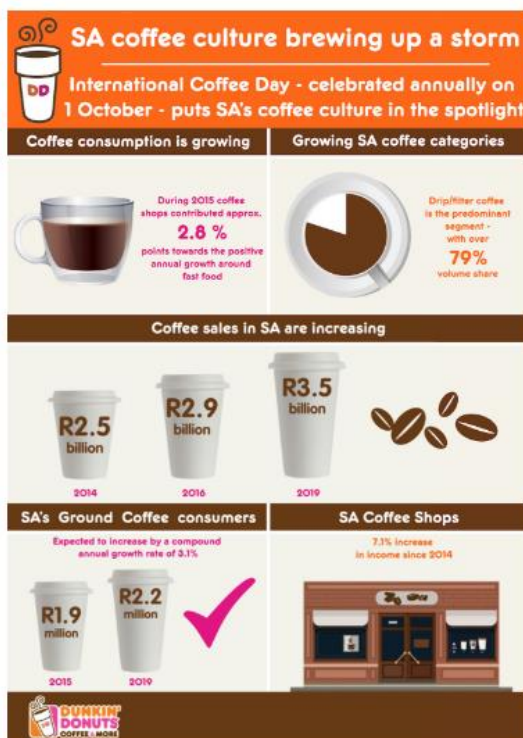
In a tough economic environment saturated with fast food brands, our campaign needed to connect with the market and create a ritual with consumers, giving South Africans a chance build a relationship with the global brand.

### Campaign challenges included:

- Limited advertising spend (Campaign driven by PR and digital platforms);
- Competition from competing brands with larger marketing budget (Starbucks and Krispy Kreme);
- Restaurant launch scheduled to take place on a week day – consumers will be at work & children at school;
- South Africans not familiar with the brand or product offering (coffee and savoury baked goods range);
- Negative perception surrounding global brands entering the SA market amongst consumers;
- Pending sugar tax regulation in SA opened the brand to criticism and negative debate.

## 2. RESEARCH

Independent research (social listening, industry reports and statistics) was conducted to understand the local industry, to inform the campaign and the development of communications channels:



**Further research was conducted via:**

- Media monitoring & social listening tools on competing brands entering SA;
- Heart FM consumer survey to assess the coffee culture among listeners;
- MIND platform: Investigated launch of similar coffee brands in other emerging economies.

**Research outcomes:**

- SA coffee sales expected to increase by 40% in five years;
- Due to competing brands entering the market soon before the Dunkin' Donuts launch, there was a desperate need for the brand to differentiate itself;
- Lack of awareness and education about the brand and product offering;
- Due to the lack of brand awareness, a relationship needed to be built between the brand & consumers;
- Perceived limited national media interest as Dunkin' Donuts was only launching in Cape Town.

**3. PLANNING****PR campaign objectives:**

1. Drive coffee and donut sales during launch period via strategic communications channels.
2. Create and drive conversation on social media platforms during launch period.
3. Drive customers to attend Dunkin' Donuts restaurant launch. (Target: 3000 customers to attend launch)
4. Secure media / influencer interviews and attendance on launch day. (Target: 50 media / influencer RSVPs)
5. Secure print, broadcast and online coverage across top tier national media platforms. (Target: R3 million AVE)

**Campaign target audiences:**

Target audience	Desired action(s)
<i>South African consumers</i>	<ul style="list-style-type: none"> <li>• Educate about the brand and product offering</li> <li>• Drive consumers to launch day &amp; to purchase product</li> </ul>
<i>Corporate South Africa</i>	<ul style="list-style-type: none"> <li>• Educate corporate SA about Grand Foods, the food services company within JSE-listed Grand Parade Investments, launching brand in SA</li> </ul>

<i>Media</i>	<ul style="list-style-type: none"> <li>• Create awareness around brand and launch in SA</li> <li>• Drive media to report on launch and interact with brand</li> </ul>
--------------	---

### PR tactics and channels:

#### **Campaign concept: Give South Africans the power to get their taste of Dunkin' Donuts sooner**

The campaign aimed to create an emotional connection with consumers, so that by the time they got their first taste of Dunkin' they were familiar with the brand. The launch concept created a rich platform for us to cultivate an authentic relationship with our target market.

We gave South Africans the power to influence the launch date by staging a range of challenges for the public to meet. By helping to meet the set targets, South Africans could move launch date sooner. Find, share, drink, like, follow, comment - each engagement brings South Africa's #tasteofdunkin sooner.

### Formulation of campaign messages:

- **Your taste of Dunkin' Donuts is coming**

*We're giving South Africans the power to get their taste of Dunkin' Donuts sooner.*

- **Get your taste of Dunkin' sooner**

*Find, share, drink, like, follow, comment, smell and lots more to bring the launch forward.*

## **4. EXECUTION**

### Pre-launch phase

#### **PR channels:**

- Invited & hosted Cape Town media & influencers at restaurant before launch for exclusive 'sneak-peek': **31 Lifestyle and food influencers, food, lifestyle journalists and 'mommy bloggers' attended.**





- Business & mainstream announcement launch media releases disseminated to national media & influencers;

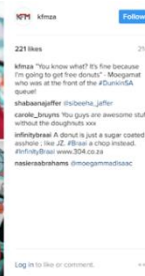
**Starbucks** 72 stores in SA  
**Dunkin' Donuts** 47 stores in SA  
**Krispy Kremes** 27 stores in SA

**SA's newest fast food entrants**

Brand	Stores in SA	Stores opening	Stores in SA
Starbucks	72	April 2016	20
Dunkin' Donuts	47	October 2016	20
Krispy Kremes	27	November 2016	20

More than **10 000 jobs** could be created as fast food outlets continue to grow in SA

- Espresso trade exchange: Secured live interviews on International Coffee Day & Dunkin' Donuts launch day;
- Influencer engagement with Dunkin' Donuts police department (DDPD): Katlego Maboe arrested by the DDPD for drinking 'bad' (competitor brand) coffee. Experience shared with his social media followers as well as Dunkin' Donuts'.
- Secured live Kfm interviews on International Coffee Day & Dunkin' Donuts launch day.



- Rolled out a series of pre-launch challenges for consumers to get involved to bring the launch date forward.

## Challenge: International Coffee Day

- Media & infographic sent to national media & influencers.
- Media drops conducted: Dunkin' Donuts ground coffee and branded plungers.
- Interviews were secured across local and national media to encourage sampling at various Cape Town locations.
- **Coverage achieved:** The Mercury, Your Neighbourhood, Cape Talk, Heart FM.



### Challenge: World's Dinkiest Dunkin' Donuts restaurant

- Media snippet disseminated along with images about the smallest Dunkin' Donuts restaurant, encouraging consumers to find the activation and sample 1000 cups of coffee in one day.
- **Coverage achieved:** Fast moving, KFM and Coffee Mag.

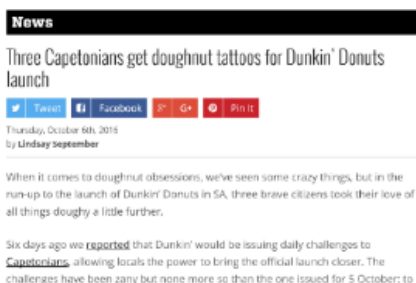


### Dunkin Donuts is set to hit SA later this month



### Challenge: Donut tattoo

- Media snippet and images drafted about the three Capetonians brave enough to get a donut tattoo
- Coverage achieved on Eat Out, KFM and Channel 24.



6) The finished product (shoutout to Waldo the tattoo artist)



\*Just for the record, I didn't get a lifetime supply of doughnuts... or even one #justtattoo



### Challenge: Cut out coffee cup

- Consumers, media & bloggers encouraged to print out a branded coffee cup and post on social media platforms.
- **Coverage achieved:** A Gorgeous Life, Lopville Living, Lion's head, Haezer, Mr Cape Town etc.





## Launch phase

### PR channels:

- Invited & hosted Cape Town media & influencers at launch - **attendance rate of 94% on launch day** (100% RSVP rate).
- Motivated & arranged interviews with spokespeople at launch – **10 interviews with top tier media secured on launch day**:



## Post launch phase

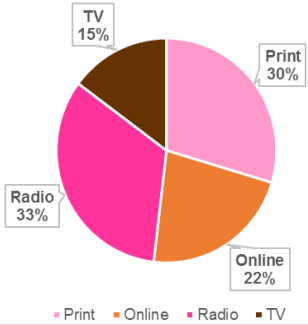
### PR channels:

- Media release detailing launch weekend highlights and sale statistics;
- Despite extensive coverage in the same publications, coverage highlights for this media release included Business Report, Fast Moving, BizCommunity, IOL, Sake, Netwerk24, Rapport.





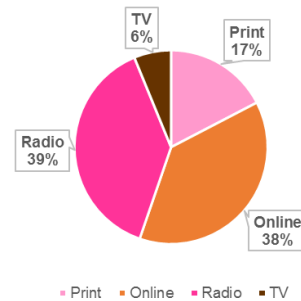
## 5. RESULTS

<u>Objective</u>	<u>Results</u>										
<b>1. Drive coffee and donut sales during launch period via strategic communications channels.</b>	<ul style="list-style-type: none"> <li>- Sales targets exceeded by 100% over launch period;</li> <li>- Approx 100 000 donuts &amp; over 2500 cups of coffee sold over launch weekend.</li> </ul>										
<b>2. Create and drive conversation on social media platforms during launch period.</b>	<ul style="list-style-type: none"> <li>- Over the campaign period, Dunkin' Donuts was the most talked about coffee restaurant in Cape Town, generating 1700% more engagement than its nearest competitor.</li> <li>- Dunkin' media impressions garnered and AVE of R 5.3 Million.</li> <li>- Overall organic reach of 45%</li> <li>- Total Digital Reach: 3 882 816</li> </ul>										
<b>3. Drive customers to attend Dunkin' Donuts restaurant launch. (Target: 3000 customers to attend launch)</b>	<ul style="list-style-type: none"> <li>- Over 5000 South Africans queued to purchase product on launch day;</li> <li>- Fans queued for 25 hours on launch day – A new SA record!</li> <li>- Queues at restaurant for 3 weeks after launch day.</li> </ul>										
<b>4. Secure media / influencer interviews and attendance on launch day. (Target: 50 media / influencer RSVPs)</b>	<ul style="list-style-type: none"> <li>- 100% RSVP rate on launch day – 55 media / influencers.</li> <li>- 27 media interviews secured.</li> </ul> <div data-bbox="863 1630 1291 1989"> <p>Media relations overview: Sept - Oct 2016</p>  <table border="1"> <thead> <tr> <th>Media Type</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Print</td> <td>30%</td> </tr> <tr> <td>Radio</td> <td>33%</td> </tr> <tr> <td>Online</td> <td>22%</td> </tr> <tr> <td>TV</td> <td>15%</td> </tr> </tbody> </table> </div>	Media Type	Percentage	Print	30%	Radio	33%	Online	22%	TV	15%
Media Type	Percentage										
Print	30%										
Radio	33%										
Online	22%										
TV	15%										

**5. Secure print, broadcast and online coverage across top tier national media platforms. (Target: R3 million AVE)**

- R5.6 million worth of coverage secured (AVE);
- Campaign ROI: 43:1 (Based on AVE values obtained).

Coverage overview: overview: Sept - Oct 2016



Word count: 1161