

# Dunkin' Donuts Mobile Marketing Case Study:

## NIGHTLIFE HOME

If you're looking to take your night-life promotions to the next level, then Club Texting's text messaging and mobile marketing programs are just what you need.

## BARS

Bar promotions are essential to the success of your venue. While you have many options—from newspapers to email—none of these marketing tools offer you the direct and personalized reach of Texting's .

## CLUBS

As a night club owner you rely on a number of methods to assure a continuous flow of customers through your doors—flyers, hired promoters, print ads, and email campaigns. All of these methods have their pros and cons, and they can be effective if done well, but none of them offer you the direct, personalized power of Club Texting's

## RESTAURANTS

With text messaging your dining establishment can build deeper relationships your guests. Text messaging develops loyalty.

Patrons join your mobile marketing list, and you provide them with regular offers via text message.

Popular items that can include free drink specials, mobile coupons, and special codes that can be used for reservations during busy times.

## Dunkin' Donuts



### Objectives:

- Entice trial of Dunkin' Donuts hot lattes to high school/college age students in the Boston area
- Drive in-store redemption of \$0.99 small hot latte mobile coupon in month of October



### MECHANICS:

The SMS offer was sent to 7,500 targeted opt-ins. Boston radio DJ's invited participation; "text in to DD-123" each Thursday morning. In addition, 400,000 Mobile Internet (WAP) ads ran in Boston targeted content. Over 1,000 Dunkin' Donuts franchise owners and workers were educated with marketing materials about how to help consumers redeem the SMS coupons.

### Outcome Analysis:

- \* The targeted WAP and SMS messaging coupled with radio created a **21 percent increase** in store traffic and redemption of the mobile coupon.
- \* The SMS message promoted the **viral element of the coupon**.
- \* This proved to be a very beneficial aspect of the campaign, in that **17 percent of participants forwarded or showed the message to a friend**.
- \* In the research subsequent to the campaign, **35 percent considered themselves more likely to buy lattes and coffee from Dunkin' Donuts**. Source: Mobile Marketing Association