



Agency Name: Trilia (a division of Hill Holliday)

Campaign Name: Dunkin' Donuts CBS Weather Watchers

Advertiser Name: Dunkin' Donuts

1. **Challenge.** What is your client's business and what was their business challenge?

If you haven't heard about the breakfast wars, here's the one fact you need to know: In 2013, the breakfast category represented over \$27 billion in sales for fast food and QSR giants, and the category is growing, as new players enter the field. For this reason, one of our priority challenges for Dunkin' Donuts in 2015 is to protect and grow the breakfast business, and continue to position the brand as the top destination for coffee and breakfast across their key markets.

2. **Objective.** What was the campaign objective?

Proprietary research has consistently proven that local television remains a strong and efficient media contributor to average weekly sales across Dunkin' Donuts' key markets. We knew we wanted to own the morning, and stand out in this competitive landscape. So, we set out to integrate the Dunkin' Donuts brand into the everyday lives of our target consumer by aligning Dunkin' with the ingrained, ritualistic behavior around weather... Dunkin' Donuts can be counted on daily to help get you started in the morning and keep you running throughout the day, with products you need to 'weather' ANY day.

3. **Plan.** Why did you plan Local Broadcast TV?

We knew that our target audience tuned in to early morning news programs specifically to "catch the weather" in order to plan the rest of their day - so our objective was to make Dunkin' part of that plan. Local television news was the cornerstone of this partnership given the personal nature of the relationship and connectedness that viewers have with 'their' news anchors -and the weather team... this may be one of the first interactions they have in the morning. There is a level of trust that exists between the two parties (85% of adults trust local TV stations as a news source- TVB Media Comparison December 2014), so they tune into their favorite station to find out what to expect from the weather in order to dress and plan accordingly for their day. We capitalized on that relationship to leverage that trust and lend credibility to the brand.

4. **Platforms.** Which TV station ad platforms did you buy?

The Dunkin' Donuts Weather Watchers program on CBS owned and operated stations included integrated messaging across broadcast, mobile, digital and social media platforms so that no matter how or where consumers searched for weather information, Dunkin' Donuts became part of that daily ritual. But what elevated the program is a customized social component where stations invited viewers to become weather watchers themselves and become part of the daily content. Through this local TV-led partnership, we aligned the brand with a point of pride for amateur meteorologists, photographers, and weather enthusiasts, encouraging them to tune in and participate frequently for the chance to have their photos and videos featured across multiple channels. These weather watcher photos and videos, when posted to social media, also helped continue the conversation around weather, extending the message to family, friends, and other social connections while keeping Dunkin' Donuts front and center.

5. **Results.** Please share results. How did the campaign make the register ring?

The Dunkin' Donuts Weather Watchers campaign is an excellent example of where the local television marketplace is moving- a fully integrated on-air, online and mobile platform where advertisers are embedded in content and reaching their consumers no matter what device they're using. And sharing content via social extensions enhanced our exposure in an organic way. In fact, Dunkin' Donuts' alignment helped directly contribute to the growth of The Weather Watchers program on CBS affiliates, now counting over 3,100 weather contributors in these markets!

In the first five months of this partnership, Dunkin' Donuts' message has been distributed through television, digital and social platforms, delivering almost 95 million impressions in their top sales markets! CBS Weather Watchers runs on Dunkin'!

6. **Scale.** Do you have plans to scale this campaign to more markets?

The CBS owned properties represent 70% of Dunkin' Donuts' sales, but we would love to entertain this (with CBS permission) in additional markets down the road!