

Awareness

Consideration

Purchase

Post-Purchase

Retention

Touch Points

High Lights

Pain Points

Quality Score

Solutions

Advertisement Locations

National Advertisement
Social Ads
Slogan
Radio Ads
TV Ads
Print Ads

87%



Coupons Locations
Website Social

Location Availability
Deals/Pricing
Website
Parking
Social
Location Appeal (External)

80%



In-Store Staff
DDRewards App

Ease of App Use
service speed
Menu Layout
POS systems
Pricing
Staff Appeal

68%



survey In-Store Atmosphere

Wifi Availability
Location up-keep
Quality Control
survey Completion Ratio
Atmosphere

57%



DDRewards App

Consumer's Awareness Set
Coupons
Rewards
App Awareness

74%



Conduct Engaging Radio Ads

SEO Building
Re-Vamp Locations' Exterior
Web Design
Reviews

Employee Training
Improving Menu Options and Layout
Improve DDRewards App
Self-Serve Kiosks

Franchise Control
Store Cleanliness
In-Store Atmosphere Improvements
Improving survey and survey enticement

Improve Rewards
Market App Benefits
Cater Consumer-Driven Deals

Consumer Mindset	Graduation Summer Fun Pride Mothers/Fathers Day Memorial Day	Back to School Fourth of July Busy Scheduling	Halloween Fall Activities Football Season	Thanksgiving Charitable Giving/Donations Christmas Winter Break
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Months	May June	July August	September October	November December
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Website (SEO)	Summer Themed SEO Blogs - Staying Cool with a Drink - A World of Flavors to Try	Back to School SEO Blogs - Dunkin' on the Go - How to Crush Your Schoolwork	Fall Themed SEO Blogs - Pumpkin Spice is Back - Warm Up Your Football Season	Fall Themed SEO Blogs - 10 Reasons why Dunkin' Coffee is the best gift.
Social	School's Out & "Cool Off Your Summer" Content #SummerDunkin'	Back to School & Busy Bee Content #RunOnDunkin'	Pumpkin Spice & "Spooky" Content #FallInLoveWithDunkin'	Giving themed Content #GiveDunkin'
Events	Dunkin' Pride Booth: "A World of Pride - A World of Possibilities" - World Pride	Happy 4th: "Land of the FREE" - A free iced coffee booth at major firework events.	Dunkin' spooks: Come into any Dunkin' in costume for a free spooky donut.	Dunkin' Parade Create a #GiveDunkin float for community thanksgiving parades.
TV/Print	Fun and energetic ads that show teens enjoying Dunkin' by the pool, in the park, or while driving around town.	Ads that feature busy students & parents drinking Dunkin' packaged drinks and getting work done.	Pumpkin spice Ads and Ads centered around the group activities in the fall like Halloween & Football,	Emotionally driven Ads that feature people giving Dunkin' coffee as a gift
Promotions	BOGO 1/2 off Iced Drinks	Sale on On-The-Go Drinks in-store	The Return of Pumpkin Spice	Sale on Bagged Coffee & K-Cups