

# RUN FOR YOUR HEART.

**#AmericaRuns**



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# INTRODUCTION

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# INTRODUCTION

The average American runs around all day; they run with ideas, they run errands, and they even run late. Yet many Americans don't run for their own physical health, and are unaware of the health benefits that running provides. According to *Runner's World* (2016), running is good for the brain, the bones, and the heart. However, with an increasingly sedentary cultural lifestyle, and longer work hour expectations, the importance of running for physical health has been overlooked by many people.

*Dunkin' Donuts* supports running for healthy hearts, and has partnered with the *American Heart Association* for its new corporate advertising campaign, "America Runs." Through a television advertisement, print advertisement, Internet advertisement, and a radio advertisement *Dunkin' Donuts* inspires young Americans to run for the right reasons.

Because it is easier to establish healthy habits earlier in life, *Dunkin' Donuts* specifically targets people who have recently entered the workforce and have deprioritized exercise. According to the *2016 Edelman Trust Barometer*, consumers prefer to support corporations that are perceived as caring and socially responsible. *Dunkin' Donuts*, as a leading foodservice retailer, has incorporated this knowledge throughout the campaign, demonstrating its strong corporate values that have led to its longtime success. By the conclusion of "America Runs," *Dunkin' Donuts* intends to see a 10% increase in target audience members who list regular running as one of their habits. *Dunkin' Donuts* also intends to see a 10% increase in corporate sales, despite not mentioning products in any of the campaign advertisements, due to increased brand awareness and improved brand reputation.

# **SECTION I**

## **Corporate Ad Definitions**

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# CORPORATE AD DEFINITIONS

## Source 1

In the textbook, *Advertising and Promotion: An Integrated Marketing Communications Perspective*, corporate advertising is defined as “advertising designed to promote overall awareness of a company or enhance its image among a target audience” (Belch, 2015, p. 770).

## Source 2

The second definition for corporate advertising comes from the *Management Review* written by Yoshino in 1967. According to the article, “What’s the Best Strategy,” Yoshino elaborates: “Corporate advertising is one name for it, although the proper technical name is institutional advertising; and nonproduct advertising is the definition. Institution advertising breaks into three categories: corporate advertising, which aims at selling a company’s character of progressiveness rather than its products; public relations advertising, which aims at explaining a company’s or industry’s philosophy or politics; and public service advertising, which aims at inducing individuals to buy savings bonds, combat pollution or take action to solve local or national problems” (Yoshino, 1967, p. 58).

## Source 3

The final definition for corporate advertising came from the esteemed *AdvertisingAge*, a leading online source to the media, marketing, and advertising sectors on news, developments, and rising conversations. *AdvertisingAge* defines corporate advertising in their encyclopedia as follows: “Corporate advertising, also known as institutional advertising, is advertising by a company or organization that attempts to create an image, address an issue or communicate with specific audiences, including a company’s own employees, about matters important to the company” (AdAge, 2003).

The campaign “America Runs” strongly identifies with the *AdvertisingAge* definition as *Dunkin’ Donuts* is using corporate advertising to address an issue that is supported by the company. Through the campaign, *Dunkin’ Donuts* is working with the *American Heart Association* to reinforce that running is vital to a healthy lifestyle and improves heart health.

# **SECTION II**

## **Corporate Background**

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# CORPORATE BACKGROUND

## Corporate History

Bill Rosenberg established *Dunkin' Donuts* in 1950 upon realizing that people loved dunking their donuts in coffee (Our History, 2017). Rosenberg initially opened a store in Quincy, Massachusetts called "Open Kettle" in 1948 before renaming it to *Dunkin' Donuts*, the brand that it is known as today. The franchise grew quickly, with its 100th store opening in 1963, thirteen years after its founding (History of Dunkin' Donuts, 2017). *Dunkin' Donuts* is known for offering a variety of coffee-based drinks, along with baked goods such as donuts, muffins, bagels, and breakfast sandwiches. *Dunkin' Donuts* is committed to providing the "finest coffee" and the company carefully selects each blend of coffee before serving it to the public (Company Snapshot, 2017). Currently, there are over 12,000 *Dunkin' Donuts* franchises both in the United States and internationally in thirty-six countries, with the majority of stores located in the Northeast United States (DNKN Profile, 2017). Headquartered in Canton, Massachusetts, *Dunkin' Donuts* has about 1,859 corporate, full time employees, along with thousands of part time employees across the country (History of Dunkin' Donuts, 2017). In 2006, *Dunkin' Donuts* launched its new slogan "America Runs on Dunkin'". The slogan shows how *Dunkin' Donuts* helps "busy Americans stay fueled and on the go". The slogan is still in place today and is an integral part of the *Dunkin' Donuts* brand (Dunkin' Donuts Launches, 2017).

## Stock

*Dunkin' Donuts* is a segment of the *Dunkin' Brands Group, Incorporation*. The *Dunkin' Brands Group, Incorporation* franchises four segments of branding: *Dunkin' Donuts – U.S.*, *Dunkin' Donuts International*, *Baskin-Robbins-U.S.* and *Baskin-Robbins International* (American Banking, 2017). It is publicly traded on NASDAQ under the label "DNKN." *Wedbush*, a research analyst firm, rated the DNKN stock as "neutral." On November 4, 2016 both the SVP Scott Murphy and CFO Paul C. Carbone collectively sold over 20,000 shares of the stock. As of January 28, 2017, "corporate insiders own 2.90% of the stock" (American Banking, 2017).

## Sales/Revenue

According to financial statements published on *Market Watch*, DNKN had \$810.93 million in sales for the 2015 fiscal year, an increase from the \$748.71 million sales in 2014. DNKN's earnings before interest, tax, depreciation, and amortization (EBITDA), a profitability metric, were \$402.95 million for 2015, a 10.95% growth from 2014 (Dunkin' Brands, n.d.).

## Competition

*Dunkin' Donuts* is a market leader in the coffee and breakfast bakery industry, serving coffee, donuts, and quick service breakfast products. Its main competitor in the United States is *Starbucks*. *Starbucks* is the coffee service industry leader with a 2015 EBITDA of 4.31 billion (Starbucks Corp, n.d.) and 24,000 stores internationally, twice as many as *Dunkin' Donuts* (Starbucks International, 2017). In the breakfast category, *McDonald's* is a primary lead, reaching an EBITDA for 2015 of 8.91 billion (McDonald's Corp, n.d.). For the quick service donut category, *Krispy Kreme* most closely competes with *Dunkin' Donuts*, operating over one thousand donut shops in the United States (Krispy Kreme, n.d.). The most similar competitor to *Dunkin' Donuts* is *Tim Hortons*, a Canadian based quick service restaurant for coffee and baked goods, with about 4,500 restaurants (Fresh Facts, n.d.).

## Competitive Advantage

Compared to others, *Dunkin' Donuts* has a competitive advantage in consumer loyalty. In 2017, the *Brand Keys Customer Loyalty Engagement Index* ranked *Dunkin' Donuts* as the #1 brand for customer loyalty for the 121th consecutive year in the “out-of-home coffee category” (Brand Keys, 2017). The report furthers, “In the coffee restaurant and packaged coffee categories, consumer preferences were based on consistently meeting customer expectations for taste, quality, service and brand value” (Brand Keys, 2017).

# **SECTION III**

## **Target Audience**

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# TARGET AUDIENCE

## Demographics

The target audience consists of people of all genders and races, ages 21-29, commonly known as millennials. They have no children, and have varying marital statuses, yet they are educated, pursuing or completed Bachelor's degree or higher (InfoScout, n.d.). They are in the top 40% of their income bracket, with some disposable income to spend on food and entertainment. Their occupations are white-collar, blue-collar, or student.

## Geographics

The target audience is mainly located in the Northeastern United States (Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, and Connecticut) and the Mid-Atlantic United States (Maryland, Delaware, Pennsylvania, Virginia, New Jersey, New York). They primarily reside in suburban and urban areas.

## Behavioristics

The target audience is relatively physically inactive due to time constraints, as they are still adjusting to the work world and are prioritizing their jobs before their health. These individuals are all digital natives, so they are very active and aware of trendy social media platforms, and are well-versed in them as well. Young adults are more prone to brand allegiance once they have graduated and entered the workforce. While they do not have a tremendous amount, the target audience does have disposable cash, and they are more inclined to spend money with a brand they trust and are loyal to. These people are heavily influenced by their peers (Heugel, 2015). Millennials are known to multitask in every part of their life and are under a lot of pressure, which is why they find caffeinated beverages even more valuable. At the same time, they tend to be drawn to the perspective of new experiences, new life, and new decisions which is what keeps them vulnerable to appealing advertisements (Heugel, 2015).

## Psychographics

The target audience mainly consists of young adults who have recently finished schooling and value a healthy lifestyle, but do not have the time to devote to it. They are more skeptical of news media outlets and their interpretations and are wary of mainstream media (Heugel, 2015). Young adults also tend to be more self-reliant with their life choices and career endeavors, and prefer to view their daily tasks more as experiences than errands. They believe that life should be fun and enjoyable and are mostly idealistic individuals who are socially conscious. The target audience also tends to be individualistic, anti-corporate and speak their minds and dress as they please. On the contrary, as self-reliant and individualistic as they claim to be, they frequently strive to meet their social standing through consumption of consumer products that symbolize a social status for themselves and their perceptions of people around them (Heugel, 2015).

The target audience is primarily VALs experiencer- and striver-types who are trendy, energetic and optimistic (Strategic Business Insight, 2017). As experiencers, they value new experiences and are up-to-date on trend adoption. They are sociable, and are “sensation seeking,” meaning they generally enjoy physical activity and spending time with others.

As strivers, many have a desire to change their lives for the better, but may not realize their desire to do so. They are at the center of “street culture” and have a strong understanding of what is trendy. The target audience, both strivers and experiencers, consume media heavily, primarily in television and Internet/social media. They are curious, sometimes impulsive and are up-to-date on the most current technology (Strategic Business Insight, 2017).

## Media Consumption

**Social:** The target audience uses *Facebook* and *Instagram* very frequently, and *Twitter*, *LinkedIn* and *Snapchat* occasionally (Greenwood, 2016). They use these platforms to connect with friends, follow celebrities, and occasionally share their life updates and opinions.

**Traditional:** They consume news primarily from the Internet, reading *CNN*, the *New York Times*, *MSNBC*, and the *Wall Street Journal* for serious news, while seeking entertainment from sites like *Buzzfeed*. They do not frequently watch television, and when they listen to the radio, it is generally from the Internet as well, relying on *Spotify* and *Pandora*. They do not listen to FM radio frequently (How Millennials, n.d.).

# **SECTION IV**

## **Print Advertisement**

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# RATIONALE

## PRINT ADVERTISEMENT

The corporate print advertisement portrays a young woman in her twenties who just went on a run. She is making eye contact with the camera with open body posture to appear happy, friendly, and eye-catching. She is placed within a coffee cup as people subliminally associate coffee with energy (Mintel, 2016). The percentages pointing towards her body describe what she is running on, with the most important attribute being her healthy heart. By depicting what this young woman chooses to run on, it encourages viewers to think about what they run on and why they run. The body copy goes on to describe why people should choose to run, how much it helps one's health, and how viewers can share their fitness experiences with others. The advertisement is organized in a loose Z-formation starting at the title, going on to the 100% healthy heart stamp, body copy, and the *American Heart Association* and *Dunkin' Donuts* logos, in that order.

Dunkin' Donuts and the American Heart Association want to know...

# What Do You Run On?



**100%**  
healthy heart

**80%**  
passion

**65%**  
pastry

**40%**  
motivation

**15%**  
strength

Dunkin' Donuts, in collaboration with the American Heart Association, encourages you to go out and run.

Relieve your stress. Reduce your blood pressure. Lower your cholesterol levels. Add years to your life. Run for your heart.

Join us on the journey to a healthier heart by sharing your fitness moments online with **#AmericaRuns**.







**American  
Heart  
Association®**



**DUNKIN'  
DONUTS**

**AMERICA RUNS ON DUNKIN'**

[www.heart.org/](http://www.heart.org/)    @American\_Heart | [www.dunkindonuts.com/](http://www.dunkindonuts.com/)    @DunkinDonuts



# **SECTION V**

## **Radio Advertisement**

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# RATIONALE

## RADIO ADVERTISEMENT

The 30-second corporate radio advertisement was created to reinforce the campaign slogan “America Runs.” The radio spot features a young female voice who speaks about the importance of running and how it correlates to improved heart health. The corporation being *Dunkin’ Donuts* was mentioned three times to ensure brand recognition but did not overshadow the cause. *Dunkin’s* partner, the *American Heart Association*, was also mentioned in the ad and contributed to the legitimacy of the campaign. Upbeat music played in the background to evoke positive feelings with the brands and the idea of running. The spot was introduced with music and no voiceovers and ended in the same way. The initial question, “Would you skip your morning Dunkin’ Run?” asked in the beginning by the female was also a tactic to retain listeners. The spot was long enough to get the campaign ideas across but was short enough to keep listener’s attention.

# RADIO SCRIPT

Client: *Dunkin' Donuts*  
Title: "Never Skip Your Run"  
Duration: 30"  
Produced  
Date: February 20, 2017

<p><u>SFX:</u></p>  <p>WOMAN (EARLY 20S, FRIENDLY TONE):</p>	<p><u>UPBEAT, OPTIMISTIC MUSIC APPEALING TO COLLEGE STUDENTS PLAYS FOR 3 SECONDS AND THEN UNDERSCORES THE VOICEOVER</u></p> <p>Could you imagine skipping your morning Dunkin' run? No way.</p> <p>So why would you skip an actual run that could reduce your blood pressure and add years to your life?</p> <p><i>Dunkin' thinks you should run. And so does the American Heart Association. So start running for your heart.</i></p> <p>Join <i>Dunkin' Donuts</i> on the journey to a healthier heart by sharing your fitness moments online with hashtag America Runs.</p>
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# **SECTION VI**

## **TV Advertisement**

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# RATIONALE

## TV ADVERTISEMENT

The corporate TV advertisement demonstrates how people run through their days for the wrong reasons; they are busy with errands and meaningless tasks that they must accomplish but do nothing to benefit them as an individual. *Dunkin' Donuts* shows that people must take a step back and reconsider why they are running after all, and urges them to run for their heart instead. This is accomplished by quite literally putting the viewer into the shoes of a young woman in her twenties going about her day. The audience is intrigued by the creative close-ups of her shoes and keep watching to find out what the message of the advertisement is. At the end, the viewer is engaged with direct eye contact by the young woman and is inspired to run as she takes off at full speed. The advertisement has a duration of 30 seconds with pleasant but non-distracting background music so as to not bore the viewer.

# TV SCRIPT

Client: *Dunkin' Donuts*

Title: "America Runs"

Duration: 30"

Produced

Key Frame: Run For Your Heart

Date: February 20, 2017

## Scene

1. CLOSE-UP- BEDROOM  
FEET WIGGLING OUT OF  
SHEETS

2. CLOSE-UP- FEET STEP INTO  
SLIPPERS, WALK OUT OF  
FRAME

3. CLOSE-UP- WALK AROUND  
KITCHEN

4. CLOSE-UP- STEP OUT OF  
SLIPPERS, INTO FLATS

5. CLOSE-UP- WALK DOWN  
STAIRS

6. CLOSE-UP- OPEN DOOR  
TO DUNKIN' DONUTS, STEP  
INSIDE

## Storyboard



## Audio

SFX: 4 SECONDS OF ALARM  
CLOCK BEEPS

SFX: 26 SECONDS OF  
AMBIENT MUSIC THAT BUILDS  
INTENSITY FADES IN

WOMAN (EARLY 20s): Hey can  
you run the dishwasher? I  
forgot.

WOMAN (EARLY 20s): Hey I'm  
running late, I'm on the way.

### Scene

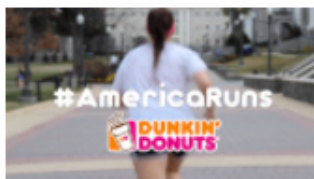
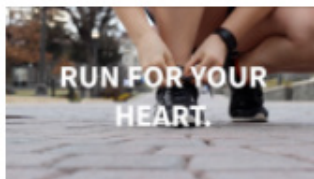
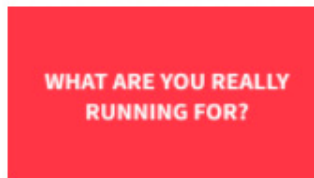
7. CLOSE-UP- SITTING WITH FEMALE IN LOAFERS IN DUNKIN' DONUTS

8. TITLE SCREEN- "WHAT ARE YOU REALLY RUNNING FOR?"

9. CLOSE-UP- TYING SHOES WITH "RUN FOR YOUR HEART TEXT"

10. CLOSE-UP- STARE INTO CAMERA, TURN AND RUN OPPOSITE DIRECTION WITH "#AMERICARUNS" TEXT AND DUNKIN' DONUTS LOGO

### Storyboard



### Audio

WOMAN (EARLY 20s): That's a great idea, you should run with it.

ANNCR: What are you really running for?

# **SECTION VII**

## **Internet Advertisement**

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# RATIONALE

## INTERNET ADVERTISEMENT

The Internet advertisement encompasses the theme of the entire “America Runs” campaign by using the same colors, fonts and shapes consistently with the other elements. Meant to be extremely versatile, the banner advertisement could be placed on a variety of websites or social media platforms. With its bright color scheme and contrast, the advertisement is eye-catching and would attract attention on any website. The advertisement is meant to be simple with few words since most people do not spend time reading Internet advertisements. The eye is immediately drawn in by the headline “Run For Your Heart” and then to #AmericaRuns to promote the campaign message. Contrast is created to draw attention to the *Dunkin’ Donuts* and the *American Heart Association* logos by offsetting them to the right side and placing them against a white background.

**RUN FOR YOUR HEART.  
#AMERICARUNS**



# CONCLUSION

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The bottom of the page features a decorative graphic consisting of several overlapping, semi-transparent circles in a lighter shade of red, creating a pattern that resembles a stylized wave or a series of interconnected loops.

# CONCLUSION

It is time for Americans to stop running for the wrong reasons and start running for their hearts. In partnership with the *American Heart Association*, the “America Runs” campaign inspires the target audience to prioritize their health, while simultaneously boosting the *Dunkin’ Donuts* reputation as a socially responsible corporation.

Through a television advertisement, print advertisement, Internet advertisement, and radio advertisement, *Dunkin’ Donuts* achieves these goals by raising awareness and repeating a consistently encouraging message. The young Americans who consume this message will incorporate running into their weekly routines, and establish brand loyalty with *Dunkin’ Donuts*, a corporation they trust to be caring, innovative, and health-conscious.

# REFERENCES

**#AmericaRuns**

The bottom of the page features a decorative graphic consisting of several overlapping, semi-transparent circles in a lighter shade of red, creating a pattern that resembles a stylized wave or a series of connected loops.

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