

# Visual Marketing Can Do Wonders: Dunkin' Donuts Rebranding Case Study



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# ADAPTING TO THE MARKET TRENDS

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Businesses work on the core idea of perfect timing and the right situations. DNKN adapted to the emerging trend at the right time, and thus their idea made a huge impact. First rule of business is keeping an eye on trends and fads. Your idea will die if it is executed in the wrong way and at the wrong time.

**Tip:** Play chess like a business person and entrepreneur. You will know the importance of the right action at the right time.



If you don't master your time, it is of a much higher probability that you will become an unconscious slave to people who have mastered theirs.



# MAKING LONG TERM STRATEGIES

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If your dream doesn't scare you, it isn't big enough

*Kristine K. Stevens*



Data Monitor published a case study on Dunkin Donuts in Oct' 08, which explains the long term plans and strategy of DNKN. By 2050, they look forward to establishing 5000 to 15000 newly styled outlets across the board, focusing on coffee. If you notice, DNKN has already been carefully taking steps towards its expansion. Why? Because they are aiming for something higher, and they are trying to build their market for coffee. Well, it's rightly said for them, "If your dream doesn't scare you, it isn't big enough."

**Tip:** Keep yourself in the process of development. A satisfying state is scary for businesses.



# BEATING THE COMPETITION

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“In the battle of the coffee giants, Dunkin’ Donuts (DNKN) came out ahead of Starbucks. Dunkin’ Donuts’ customer satisfaction increased 4%, while Starbucks (SBUX) experienced a 3% drop.”



Intriguing statistics, right? You might be wondering how they even got there. Well, it’s not difficult to achieve. All you need to do is focus on five big areas.



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# 1. Stay Focused On Business Objectives

Although DNKN shifted its focus from donuts to coffee, they didn't completely neglect the former. Today, you will notice DNKN emerging as a fast food chain. Therefore, you can call it a business expansion. Get on the train that market demands but keep your eyes set on your destination. Stay focused on where you want to see your business, and make sure to take different turns to achieve small goals but don't get lost in the journey.

## 2. Learn to Differentiate Between Fads and Trends

Fads are the fashion that keep on changing but trends are long term phenomena that survive for decades as a conventional resource, even long after they are gone. You will see the conventional marketing, design ideas, writing, and typography etc. They don't simply get evaporated. Instead, they get recycled, and reappear in new forms. For instance, visual marketing is a trend that is surely here to stay for a very, very long time. **Keep track of business and marketing trends.**



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### 3. Be Flexible and Get Creative With Strategy

There is a huge difference between knowing things and implementing them. Big bees like Apple, Microsoft, Adobe, and Google have already reached their objectives. They have already set a tough competition in the market, but does that mean they should stop innovating their business? No! Because this is the interesting thing about competition: it keeps on growing, and so must your business. You need to stay flexible with the ideas and accept the innovations. In fact, look for ways to creatively execute them. Design strategies based on market trends, and try to make it different by being yourself.

### 4. Conviction and Dedication

The process of success and victory is rough. It is full of hurdles, rocks, and stones. Don't give up. It is a race, where every business is struggling to reach the finish line first. So, should you stop innovating and experimenting? No! Hold onto your conviction and dedicatedly work toward making a branding differentiation.



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## 5. Don't be Scared of Innovation

A business without risk is no business. You need to take risks, and work on executing impossible plans. Scrutinize your brand, snoop around, and find out the core of your products and services. Eventually, you will see numerous ideas to get your business going in the toughest scenarios, like DNKN did. They never closed gates for expansion. Instead, when the market went down with donuts, they shifted to coffee.



# ONE IDEA TO RULE IT ALL

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Most important of all the basic ideas and rules for business is accepting that your business is by the people, with the people, and for the people. Do you think that making a brand differentiation in such a competitive market where big coffee giants like Starbucks exist was easy? No! Let's see what DNKN did to beat the coffee giant.



**A satisfied customer is the best  
business strategy of all**

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*Michael LeBoeuf*

In October 2014, [Tom Dougherty wrote in Stealing Share](#) about the constant demotion of the DNKN brand where it suggested a rebrand. DNKN took the idea seriously and evolved accordingly. However, that was not it. DNKN was criticized for shifting their focus to coffee. Also, there were articles published to wake DNKN from its deep sleep. However, as a result of constant comparison with Starbucks, DNKN finally came up with a rebranding strategy.





# ONE IDEA TO RULE IT ALL

From packaging to identity, everything was revamped. Even the outlets were introduced with LED screens running persuasive coffee clippings. They started emphasizing more on what people wanted to see when they visited DNKN.



As a result, DNKN noticed a 4% increase in customer satisfaction while Starbucks experienced a 3% drop. Enough to explain the role and impact of a customer centered strategy. They are constantly trying to please their consumers with relaxing environment, comfortable packaging, lavish ambiance, customized products, innovative flavors, and satisfying taste.





# SPY ON YOUR CUSTOMERS LISTEN AND EXECUTE



Rebranding did wonders for DNKN, and they made a huge difference, not only in the U.S. but globally as well. **They worked on building their brand personality by creating a unique brand experience** for their customers. But the question is how exactly did they make a difference with rebranding and a customer-centered approach? They began by intelligently adapting to visual marketing trends. Sometimes, when you really care but are not able to express it in the right way, visuals can do the talking.

Dunkin Donuts worked on the **psychographics approach to reach their audience**. This helped them develop insights into emotional associations and food sentiments of their customers. DNKN creatively used those insights to connect with their target audience through visual marketing.



# SPY ON YOUR CUSTOMERS LISTEN AND EXECUTE

Moreover, they executed their strategy with the help of billboards, posters, standees, menus, café visuals, visit cards, mugs, and brand identity etc. No doubt they were met with great success when they focused on their **visual marketing strategy**.

Let's see how they adapted to emerging visual marketing trends and personalized their brand using a customer-centric approach.

**HOW IT WORKS**

- 1** EARN **5 POINTS** FOR EVERY DOLLAR YOU SPEND\* WHEN YOU PAY WITH YOUR DD CARD
- 2** **FREE MEDIUM BEVERAGE**
  - WHEN YOU JOIN
  - ON YOUR BIRTHDAY
  - EVERY 200 POINTS
- 3** **BONUS POINTS** MEMBERS-ONLY BONUS POINT OFFERS LOADED RIGHT TO YOUR CARD

\*On qualifying purchases

**DDPERKS®**  
REWARDING EVERY DUNKIN' RUN

**HOW TO START**

**DON'T HAVE A DD CARD YET?**  
Grab this card and load it in store or online. Then create an account at [DDPerks.com](http://DDPerks.com) to start earning points.

**ALREADY HAVE A DD CARD?**  
Great! Make sure you enroll at [DDPerks.com](http://DDPerks.com) and add the card to a new or existing account.

**DON'T WANT TO CARRY ANOTHER CARD?**  
Download the Dunkin' Mobile® App and load this card on to the app. You can pay and earn points right from your phone.†



# Dunkin' Donuts (DNKN) Logo

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Explains the core idea of the business and connects to the warmth of coffee.





# Dunkin Donuts (DNKN) Visit Card

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Purchasing cards to make buying convenient for customers – supporting savings approach.



# Dunkin Donuts (DNKN) Mugs

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No matter what is inside, the cup itself connects to the Dunkin' experience.





# Dunkin Donuts (DNKN) Recycled Cups

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A law banning take-out containers made of Styrofoam went into effect on July 1 in New York City. Dunkin' launched and designed recycled cups that are environment friendly.



# Dunkin Donuts (DNKN) Posters

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Don't you feel like purchasing coffee with your favorite donut right now? Connecting to emotional receptors.



# Dunkin' Donuts (DNKN) Banners

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Enthusiating the sense of belonging. They make you feel that Dunkin' is your home place.





# Dunkin' Donuts (DNKN) Menu



Captivating images of food that seem so real on the menu, don't they?



# Dunkin Donuts (DNKN) Busses

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Ah! Don't even think of running on streets without a coffee.  
Because DNKN knows what you want.



# Dunkin Donuts (DNKN) Packaging

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Don't your kids feel great carrying those cute munchkins house package? Oh! No don't worry about your coffee, it won't fall on your clothes..





# Dunkin Donuts Take Aways

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“The people centric rebranding approach helped DNKN in boosting their sales.

Today, it's the #1 coffee and bakery chain in the world

#1 in coffee, flavored coffee, iced coffee

#1 in bagels (sales),

#1 in donuts,

#2 in breakfast sandwiches





## ABOUT THE AUTHOR

A philanthropist by nature, **Shyrose Vastani** is professionally working as a digital media marketer and visual design blogger. She is a visual media enthusiast with keen interests in research, business trends and graphic design. With a background in psychology, she is passionate about learning and sharing knowledge about visual media and its impact on consumer behavior and people in general.

## ABOUT THE COMPANY

With over a decade of experience in brand identity designs to its credit, **Logo Design Guru Inc.** has satisfied thousands of customers. By persevering and pursuing quality brand designs, building lasting relationships with clients, and harboring a supportive creative community of designers, Logo Design Guru is a major player in the industry of graphic designs.





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