

## MMA CASE STUDY

# Dunkin' Donuts Iced Coffee Creator

## Campaign Summary

To educate consumers about its new iced coffee flavor customization options, Dunkin' Donuts created a rich media mobile game. The "What Are You Drinkin'?" campaign launched as interstitial advertising inside a popular mobile game app and saw high engagement and click-through rates.

## Strategy and Execution

Looking to educate consumers about flavor customization options for its iced coffees, Dunkin' Donuts launched a mobile game in 2011. Dunkin' Donuts targeted mobile users based on the insight that its consumers would often have their mobile devices in one hand and their Dunkin' Donuts products in the other. The company wanted to be more present during that daily routine, and viewed the creation of a mobile game with rich media as a feasible opportunity to connect with consumers.

Rather than create an entire mobile app, Dunkin' Donuts launched its "What Are You Drinkin'?" game within the Scrabble for iPhone app. The Scrabble game was a well-reviewed, top-five-downloaded app that allowed both banners and interstitial advertising. Interstitials would appear in between turns of the game while players were waiting for their opponents to make a move. Dunkin' Donuts created an interstitial animation that invited users to tap and play its iced coffee flavor game.

The "What Are You Drinkin'?" mobile game needed to exist within HTML5-capable rich media and be simple, fun, and engaging. Dunkin' Donuts wanted the game to feel authentically branded, so it was designed with a comfortable creative style and iconography that users would recognize as part of the Dunkin' Donuts brand. Iced coffee flavors represented by icons on a carousel were flickable with a user gesture into a moving iced coffee cup. Players scored points by successfully flicking the flavors into the cup within the game's 15-second time limit.



## Results

---

The “What Are You Drinkin’?” mobile game achieved the following results after 30 days:

- Dunkin’ Donuts received unsolicited PR from sources like the *Mobile Marketers* blog.
- The interstitial strategy converted into engagement with a click-through rate of 4.95 percent, considerably higher than traditional mobile ad rates of 0.4 to 0.8 percent.
- Engaged users spent more than a minute on average flicking flavors into their iced coffees.

## Source

---

“Dunkin’ Donuts Iced Coffee Creator.” 2012 MMA Smarties Bronze Global Winner, In-App Advertising — Gaming or Other. Brand: Dunkin’ Donuts. Lead Agency: Hill Holliday.