

Target People **Going Places**

Case Study



Dunkin' Donuts + AR James Media Success



Dunkin' Donuts + AR James Media - A Case Study

When Dunkin' Donuts launched their "The Perfect Pair" campaign, they knew that adding out-of-home (OOH) vendors and media formats would lead to better campaign execution and increased results. When looking to expand their reach in the New York/New Jersey DMA, Dunkin' Donuts chose AR James Media as their advertising partner.



Profile - Dunkin' Donuts

Dunkin' Donuts is the world's leading baked goods and coffee chain, serving more than 3 million customers each and every day. True to our name, we offer 50+ varieties of donuts, but you can also enjoy dozens of premium beverages, bagels, breakfast sandwiches and other baked goods.

Profile - AR James Media

AR James Media is a boutique style agency/operator offering bus shelter, and Jr. billboard advertising in the NY/NJ DMA. With over 1000 signs in 24 markets spanning Westchester County, NY to Ocean County, NJ. AR James Media is a proud member of geopath and the OAAA as well as a Billboard Insider company of the day.



The Idea

Dunkin' Donuts chose AR James Media to help create awareness and drive consumers to local stores for their \$2.75 coffee & a donut offer. The objective was to get consumers to buy both items with the message **"The Perfect Pair"**.

The Approach

The alignment for transit shelter placements was strategized in two ways. The first tactic used was based around proximity to physical location, any Dunkin Donuts store within ½ mile of a shelter was utilized to promote the offer. The second tactic used was selecting assets based on Geopath ratings.

The Results

Dunkin' Donuts chose forty-four high impression shelters in close proximity to their target locations stores. As a result over 1.3million 18-44 year olds on average, were reached on a weekly basis driving sales numbers for **"The Perfect Pair"** campaign.

