

How do you like your coffee? Unlocking emotional differentiators for hot coffee

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protobrand **DUNKIN'**



The year was 1950:



Gas was 18 cents/gallon



Harry S. Truman was president



First major credit card was created



Open Kettle was renamed

DUNKIN'
DONUTS®



We've now turned 70!

We've cemented brand love with customers...



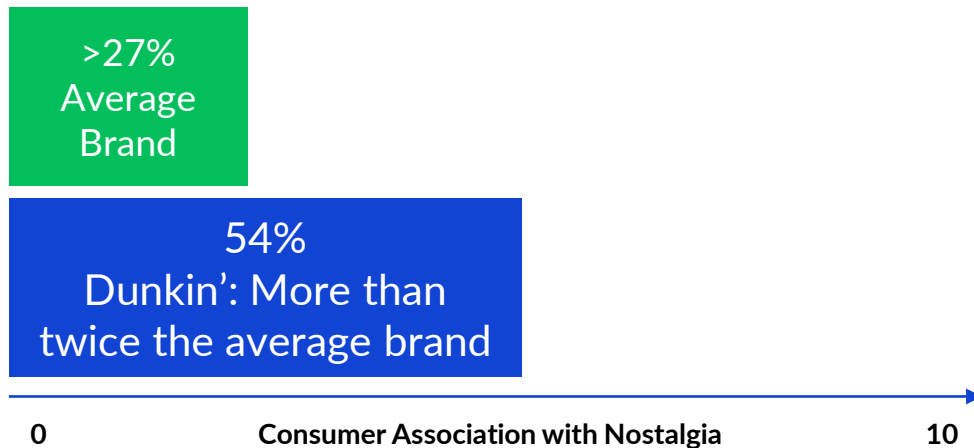
...but we've also created a nostalgic factor

NOSTALGIA

IN RESEARCH...

My father used to bring me there all the time for donuts when I was kid—the colors, the products are just so familiar.

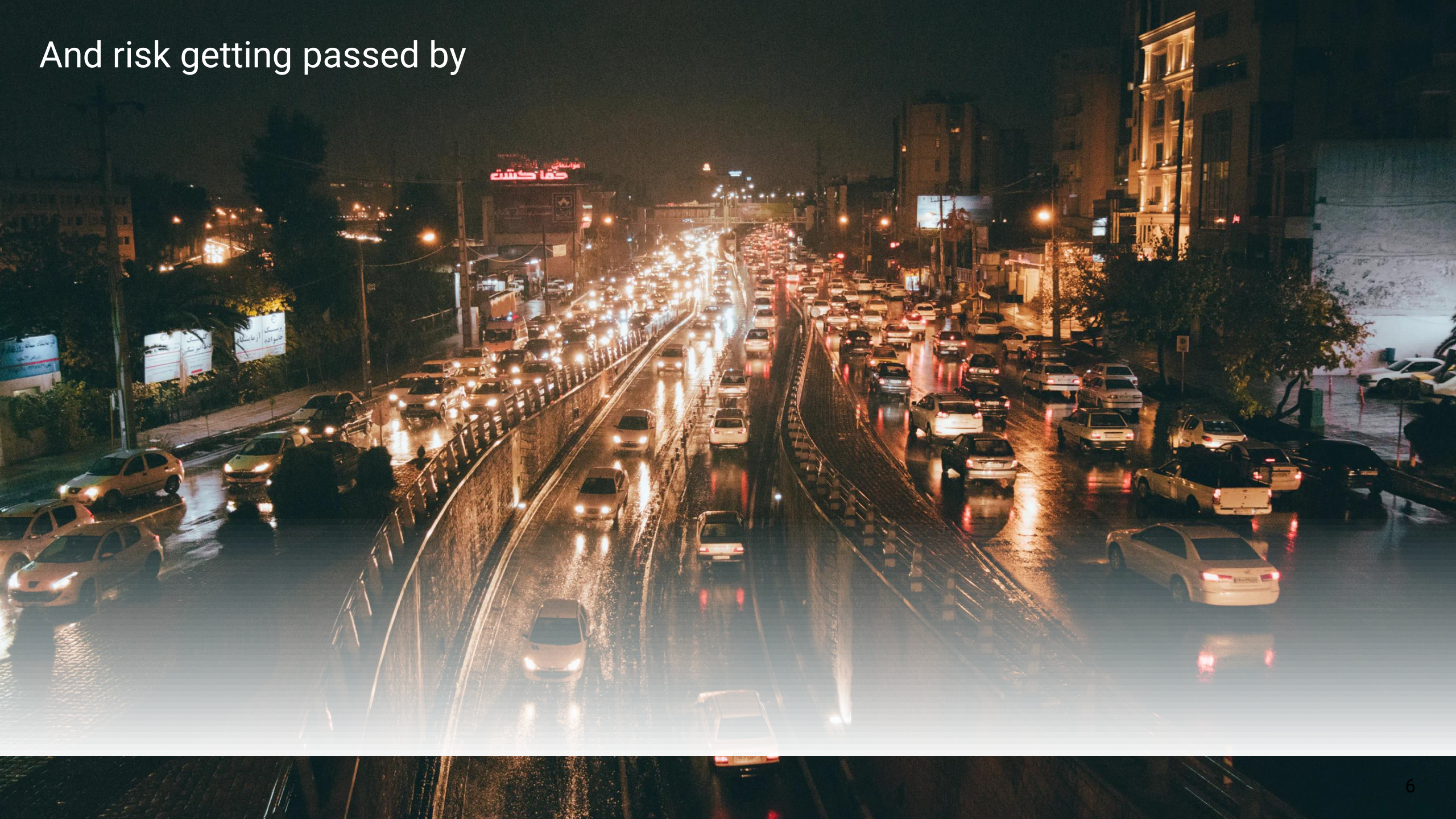
- Dunkin' Customer

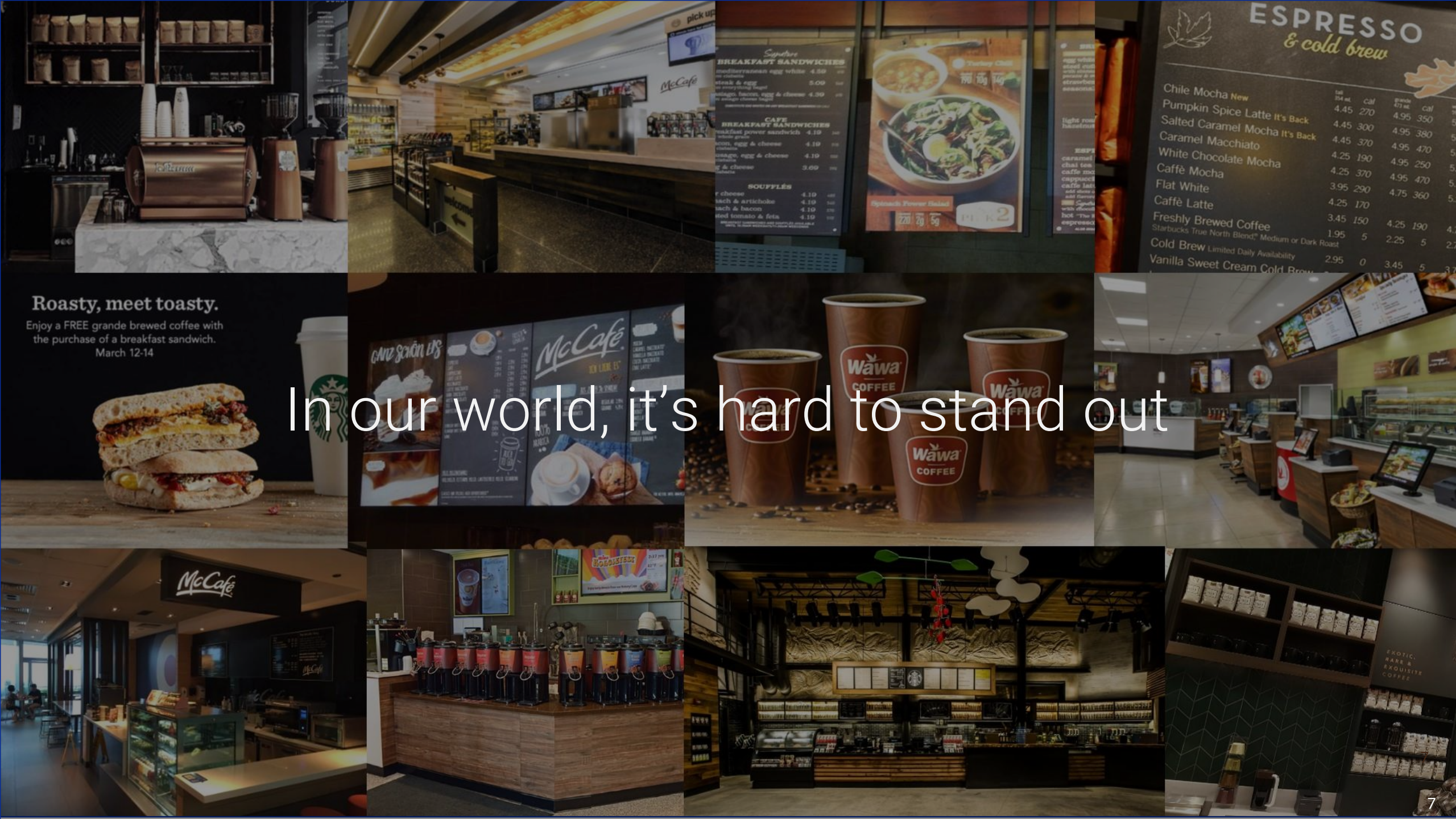


IN CULTURE...



And risk getting passed by





Roasty, meet toasty.

Enjoy a FREE grande brewed coffee with the purchase of a breakfast sandwich. March 12-14



In our world, it's hard to stand out





So how do you stand out?

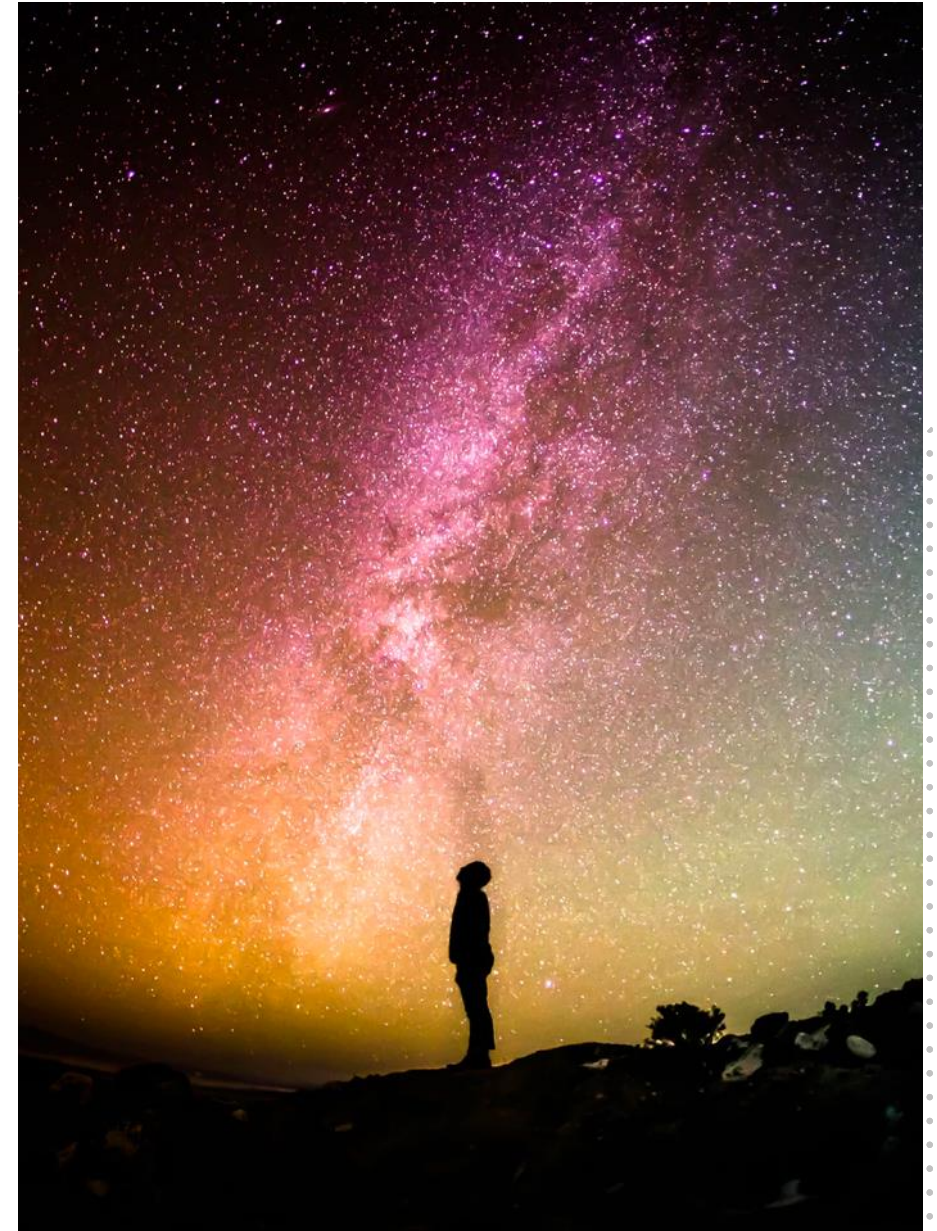
NITRO

COLD BREW

ORIGINAL BLEND

Enter Protobrand:

Inspire and explore
the emotional elements
to meet consumer needs
and exceed their
expectations in a
differentiated, believable,
and ownable way



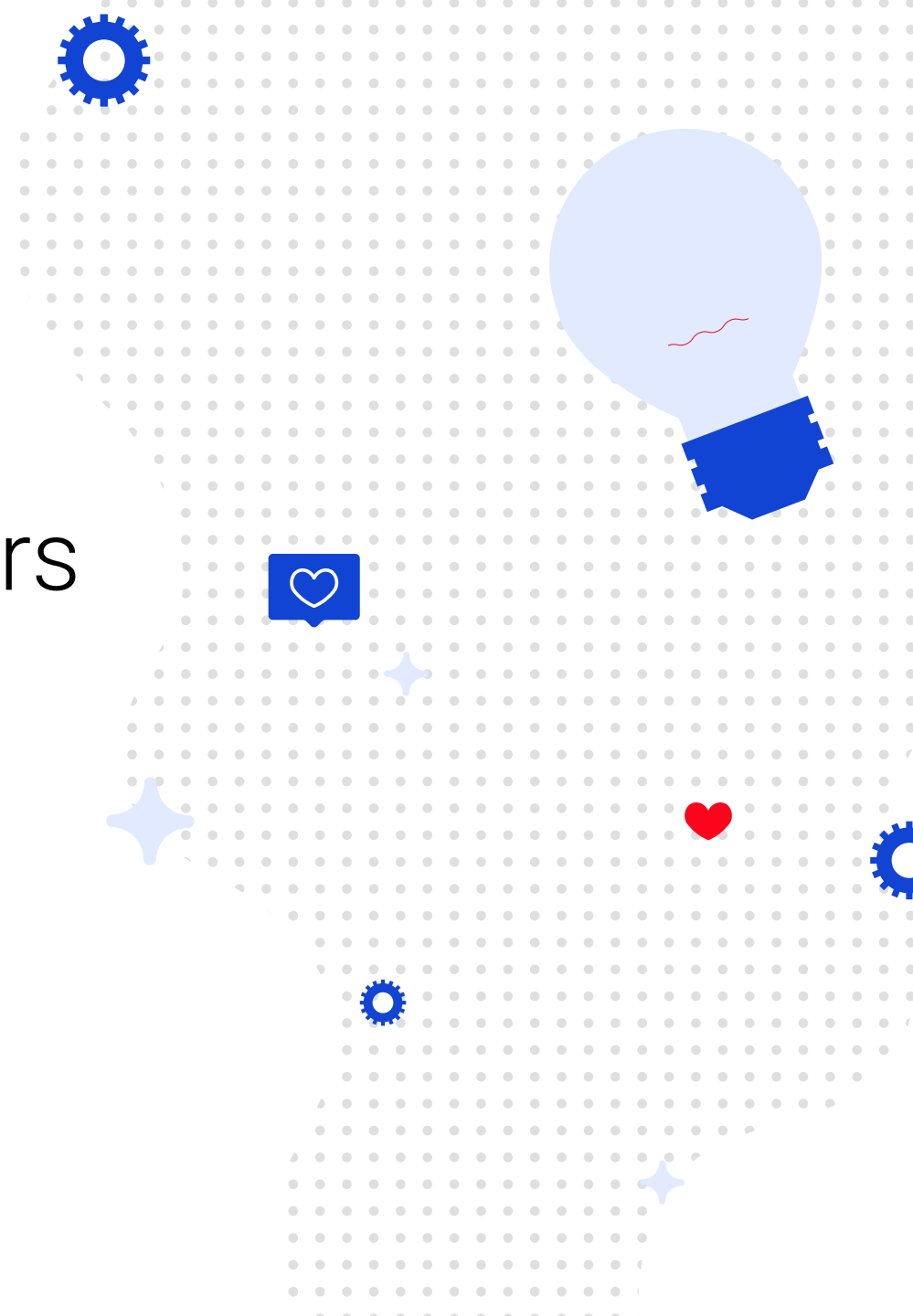
A large school of sharks, likely grey reef sharks, is swimming in clear, deep blue water. The sharks are seen from various angles, some swimming towards the camera and others away from it. The lighting is bright, creating a high-contrast scene with the white underbellies of the sharks against the deep blue background.

"Pearls don't lie on the seashore.
If you want one, you must dive for it."

- Chinese proverb

The Challenge:

Uncover Emotional Differentiators
in a Functional Category



Dunkin's challenges to be solved

1. Uncover the Emotional Identity of an assumed functional beverage and occasion

Approach: Metaphor Elicitation exercise to uncover the emotional identity of the Ideal Hot Coffee to identify and understand consumer needs and emotional connections

2. Identify unique, ownable, and aspirational ways to differentiate Dunkin' based on an emotional understanding of the Hot Coffee category

Approach: Metaphor Elicitation and Implicit Association Testing to illuminate the brand identity of Dunkin' and key competitors



Behavioral Science conceptualizes how people think

System 1 – Emotional



System 2 – Rational



Uncovering Deeper insight



Measurements

- System 1 and System 2
- Rational and emotional
- Qualitative and quantitative



Outcomes

- More strategic, more nuanced
- Greater sensitivity
- Timely prescriptive feedback



Respondent experience

- Mobile friendly
- Shorter survey time
- More engaging content

Predefined attribute statements don't identify brand meaning

Is simple and easy-to-use	34%
Is a brand I can trust	33%
Delivers superior sound quality	31%
Has products made with quality materials (e.g., stainless steel, finished wood, glass, etc.)	30%
Is trusted and used by music professionals	29%
Is a brand for someone like me	29%
Has a credible and rich heritage in audio expertise and excellence	28%
Is committed to the science behind better sound quality	28%
Is a brand chosen by smart, discerning individuals	27%
Is cool/ fashionable/ trendy	27%
Has products that enhance social gatherings	27%
Helps me relax and unwind	27%
Is refined and sophisticated	26%
Stays true to itself without needing to follow what's "trendy"	26%
Stands for something unique; has a distinct personality and/ or point of view	25%
Is worth paying more for it	24%
Helps make my daily routine more fun and enjoyable	23%
Is the audio system used in major concert halls, venues and stadiums	23%
Improves my mood/ cheers me up	22%
Helps me feel more creative/ better able to generate new ideas	20%
Helps me express who I am	19%

**Average
Endorsement**

26%

Distribution

15%

Please indicate to what extent you agree with the following statements regarding Brand X

Satisfies my needs	1	2	3	4	5
Is a high quality brand	1	2	3	4	5
Is a unique brand	1	2	3	4	5
Is a brand I would recommend	1	2	3	4	5
It would be my first choice	1	2	3	4	5
I would expect to pay more for this brand	1	2	3	4	5
Is a brand that provides value for money	1	2	3	4	5
Is a brand that is better than other brands	1	2	3	4	5
Is an innovative brand	1	2	3	4	5
Is a safe choice	1	2	3	4	5
Fits my lifestyle	1	2	3	4	5
Makes my life better	1	2	3	4	5
I would buy this brand	1	2	3	4	5

Metaphor Elicitation: a System 1 approach to open-ended questioning



Browse images

On the following page you will select one image that best captures the values and personality traits of someone who would drink Essentia.

Metaphor Elicitation: a System 1 approach to open-ended questioning



Metaphor Elicitation: a System 1 approach to open-ended questioning



Describe the image

“Women wearing ballet shoes.
They are on their tippy toes.”



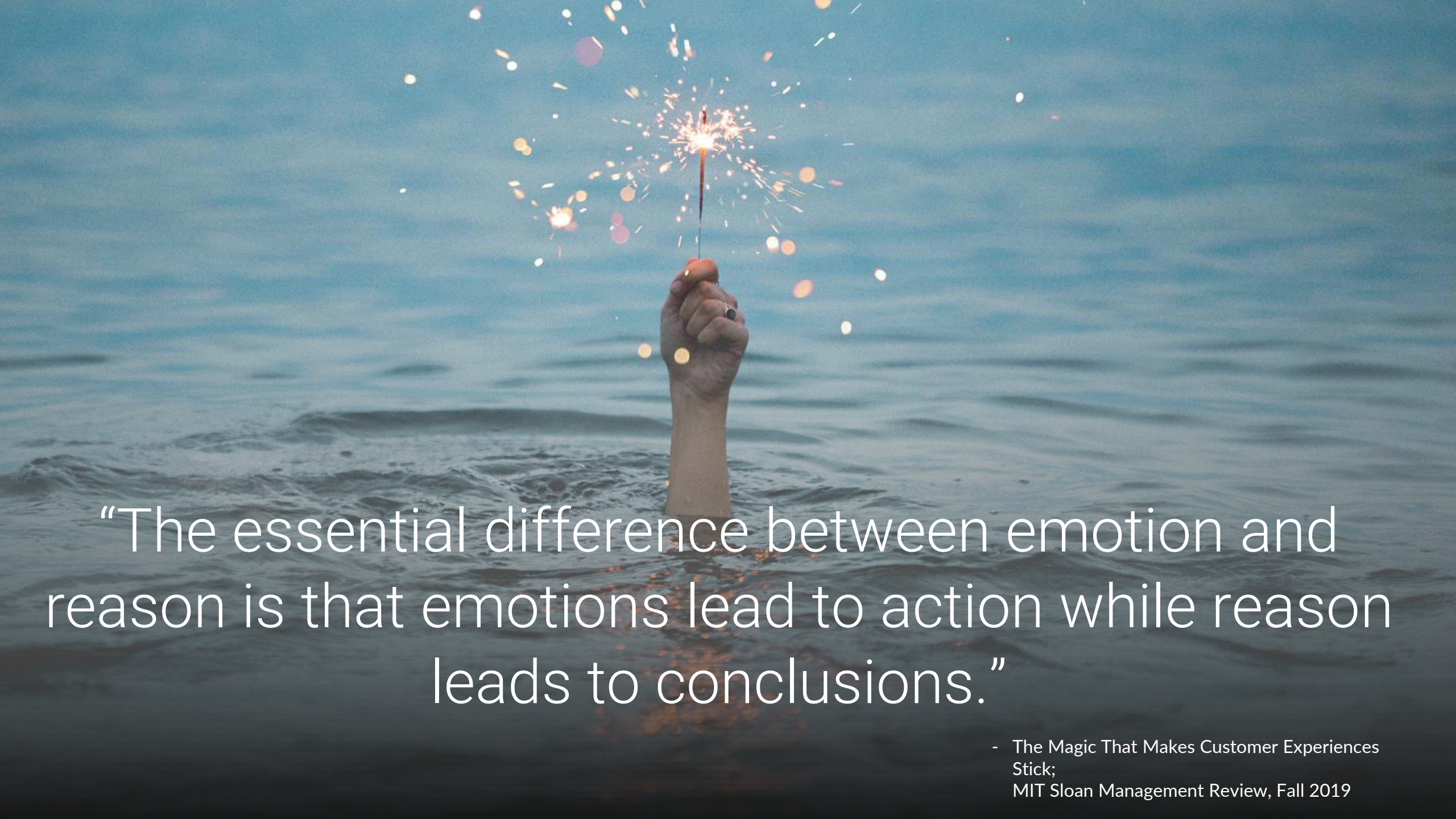
Metaphor Elicitation: a System 1 approach to open-ended questioning



Explain the selection

“An individual who drinks Essentia water would have refined tastes. This person would be elegant and successful. They would only expect the cleanest and most premium option in order to stay healthy and fit.”



A hand holding a lit sparkler over water at dusk. The background is a soft, out-of-focus blue and purple sky with scattered light spots. The water is dark with gentle ripples. The hand is positioned in the center, holding the sparkler stick, which is emitting a bright, golden spark. The overall mood is serene and celebratory.

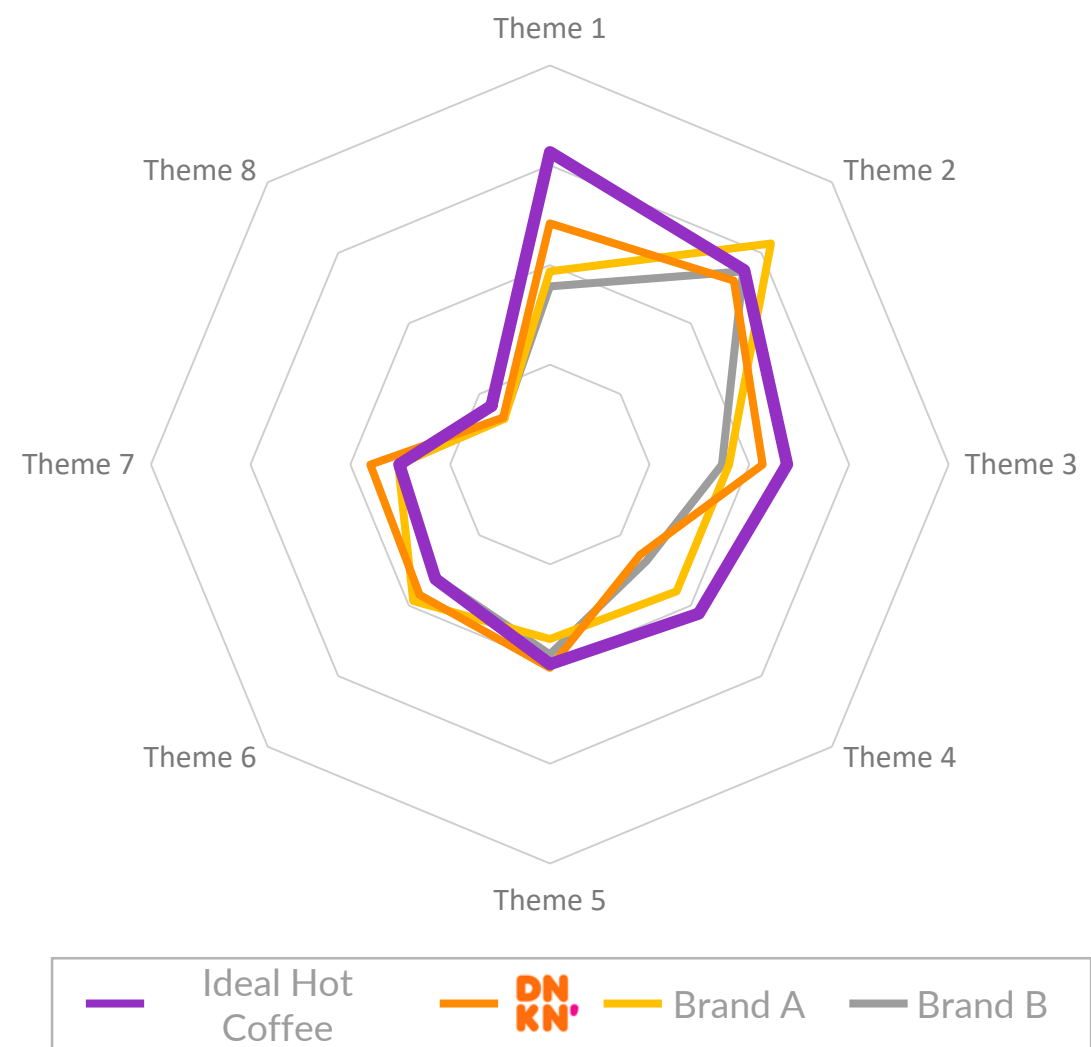
“The essential difference between emotion and reason is that emotions lead to action while reason leads to conclusions.”

- The Magic That Makes Customer Experiences Stick;
MIT Sloan Management Review, Fall 2019


...We start to find those
pearls



Quantitative rigor with qualitative nuance



Energy	Jump starts and provides energy and alertness
Alarm Clock	Helps you to wake up and feel more lively
Theme 3	<Proprietary Dunkin' Insight>
Excitement	Produces excitement and fun
Theme 5	<Proprietary Dunkin' Insight>
Theme 6	<Proprietary Dunkin' Insight>
Theme 7	<Proprietary Dunkin' Insight>
Tasty	Has a great taste

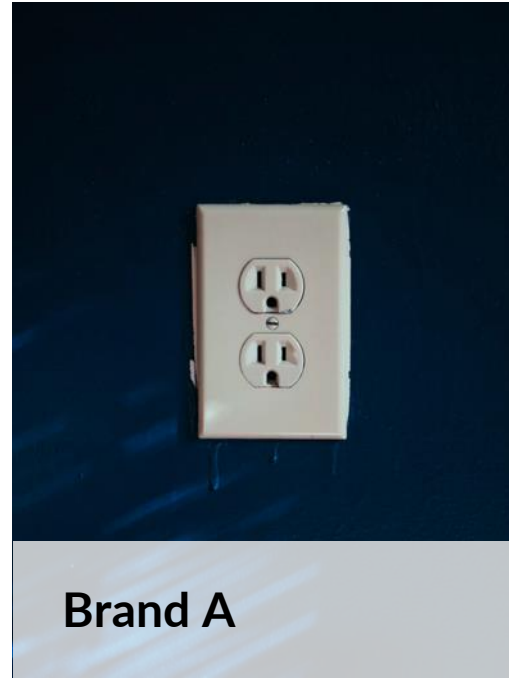
An aerial photograph of a rocky coastline. The water is a vibrant turquoise color, and the surf is a bright white. The rocks are dark and jagged, scattered along the shore. The text is overlaid on the left side of the image, within a white rectangular area.

The Ideal Hot Coffee no longer is simply a functional drink to get your day started; consumers have a rich emotional connection with Hot Coffee

Hot Coffee brand story

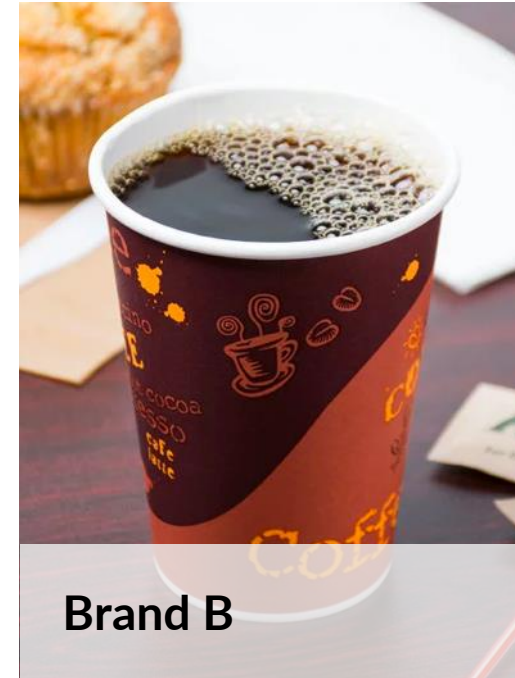


Dunkin' Hot Coffee blends an emotional identity with energy to serve as a great way to start your day



Brand A

Brand A's Hot Coffee is about.....



Brand B

Brand B's Hot Coffee is about.....

Energizing isn't Everything

Energy is a purely functional product benefit and is a weak point of differentiation, as all brands provide this

Ideal Hot Coffee



"This picture makes me think of the perfect hot coffee because a hot coffee **wakes** me up and gives me the energy to go and move throughout my busy day."

**DN
KN'**



"This reminds me of an energetic person and that's why I buy Dunkin' hot coffee to give me energy and get me going. It's a great way to get my caffeine and enjoy my morning coffee."

Brand A



"Brand A's Coffee gives me the energy I need to take on the start of my day, without it I would feel sluggish and not as alert. It's a must!"

Brand B

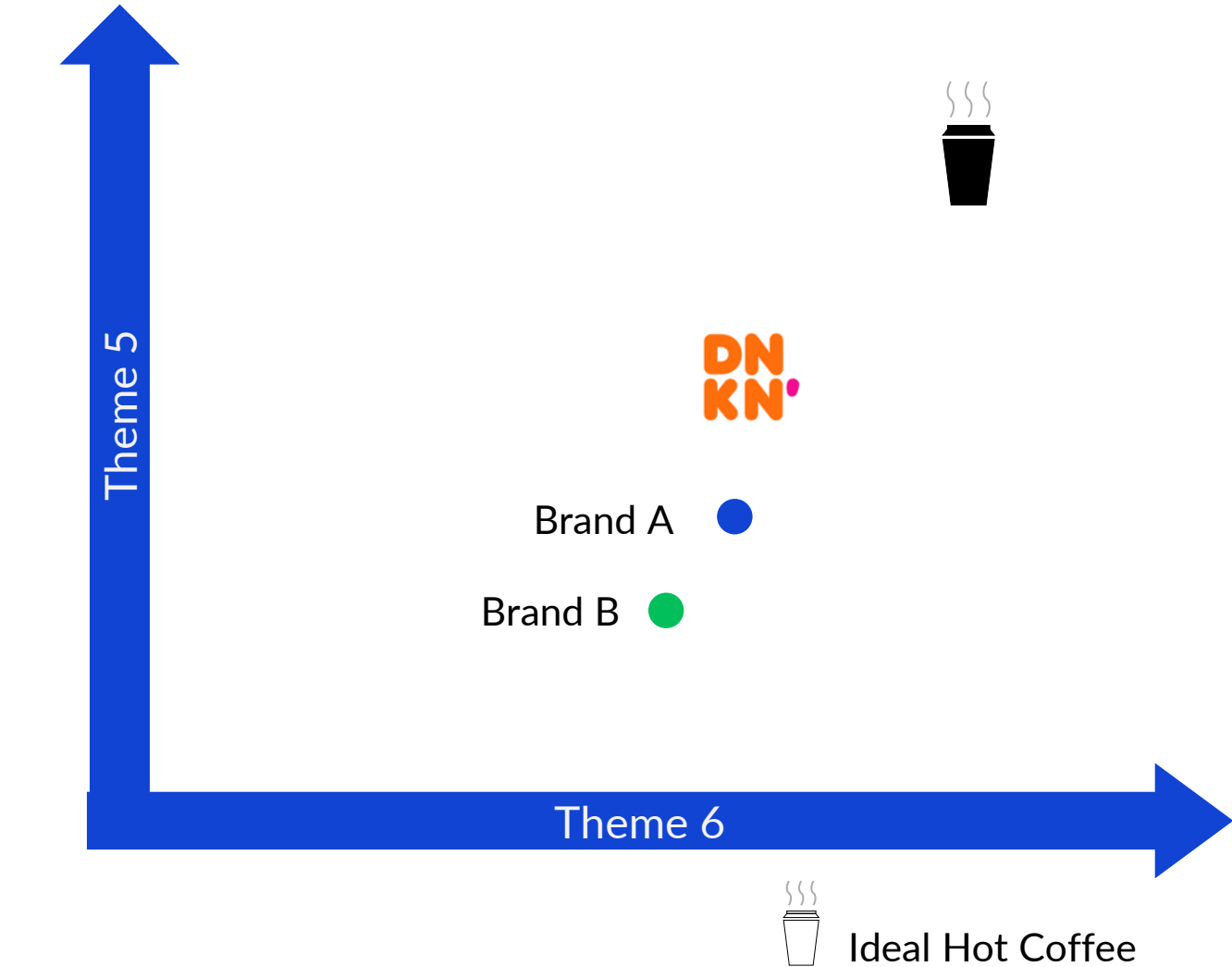


"My Brand B coffee has caffeine, and it gives my system a jolt of adrenaline, much like this space rocket blasting off into space with a forceful jolt."

The stronger connection to Energy for Brand A stems from a perception of having more caffeine and a stronger brew.

There is little to gain from this functional advantage in terms of creating the ideal hot coffee.

Dunkin' hot coffee occupies a unique emotional space for us to capitalize

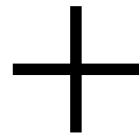


Consumers' **needs** and **feelings** have changed

HOT COFFEE OF "TODAY"

HOT COFFEE OF "YESTERDAY" (FUNCTIONAL)

- Energizing Your Morning
- Waking You Up
- Jumpstarting the Day
- Basic, Functional Routine



HOT COFFEE OF "FUTURE" (EMOTIONAL)

EVOLVING NEED STATES

- SOCIALIZING
- EXPERIENTIAL
- NEED STATE 3
- NEED STATE 4
- NEED STATE 5
- NEED STATE 6

EVOLVING FEELINGS



Theme 6



Theme 5

There's a human insight waiting to be discovered

- By illuminating the Ideal Hot Coffee, Dunkin' has gained a more in-depth and nuanced understanding of the emotions underpinning the Hot Coffee category and its consumers
- With a deeper understanding of the emotional identity of their brand and key competitors, Dunkin' has been able to identify emotionally resonant brand differentiators
- Learnings from the Ideal Hot Coffee in conjunction with brand identities, we identified a unique, emotionally relevant positioning for Dunkin' Hot Coffee in a sea of functional sameness



**WE REFILL
OPTIMISM**

protobrand