



SMAD 443  
Creative Advertising Campaigns  
May 2nd, 2018  
Campaign Assignment

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PRE-CAMPAIGN



# Secondary Research

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## 1.Brand name/company?

Krispy Kreme

## 2. How long has the product existed?

Krispy Kreme was founded on July 13th, 1937 by Vernon Rudolph.

## 3. Where is your product sold?

- Krispy Kreme is mainly located within the United States.
- Krispy Kreme was initially focused in the Southeast of the United States.
- Today, locations exist across the country, with a massive expansion beginning in the - - 1990s. In 2001 the first Krispy Kreme outside the United States opened in Ontario, Canada.
- There are also several locations across the globe.

## 4. What is the cost of your product?

- The original glazed donut retails for \$.99 for a 1 piece.
- A dozen retails for \$7.99
- Assorted variety 1 piece retails for \$1.09
- A dozen of an assorted variety retails \$8.99
- The most expensive item on the menu is currently the Double Dozen Deal Original Glazed and Assorted Varieties which retails for \$14.99.
- Krispy Kreme also sells other goods such as iced beverages, coffee and lattes.

## 5. What are the main competitors and their costs?

- Main competitor: Dunkin' Brands Group Inc. - 1 pc. Also retails for \$.99 while a dozen is prices slightly higher \$9.99
- Tim Hortons: 1 pc. Also retails for \$.99; a dozen is priced at \$8.99

**Note:** Tim Horton is a Canadian giant with an-already-large North American presence, with plans to push more into the U.S. market.

## 6. How does your product compare in terms of shelf space with the competition?

Krispy Kreme holds an advantage in terms of its retail presence.

The company's products are currently sold in the following retail giants:



# Secondary Research (cont.)

- Walmart
- Target
- Shaw's

Internationally, Krispy Kreme products are sold in Loblaws supermarket (UK based retailer), local gas stations/convenience stores such as 7-Eleven and Tesco Extra.

## 7. Who buys the product and why?

“...Krispy Kreme consumers are generally very low income, African American, and senior age. Krispy Kreme consumers are more likely to purchase Krispy Kreme during larger pantry stocking trips. Brands such as Little Debbie, Hostess, and Kelloggs Pop Tarts also tend to be purchased in the same trip...” - infoscout

### Typical Consumer:

- African-American male
- Not college-educated
- Earning between \$20k and \$40k
- Has children

**General:** Skews African-American and older

### Specific:

Krispy Kreme's consumers skew slightly male

Most common age group(s): Either the 45-54 or 65+ market

Most common ethnicity of consumer: African-American followed by Caucasian

Lower socio-economic status:

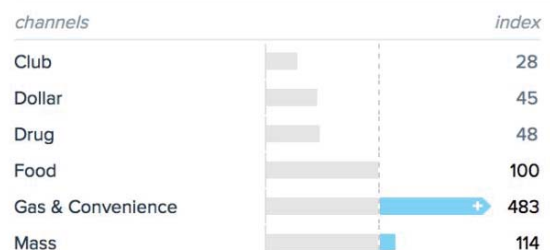
Average salary of consumer: Under \$20k followed by the \$20k - \$40k bracket

Helpful graphics:

### How Did They Pay?



### Where is Krispy Kreme Purchased?





# Secondary Research (cont.)

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## 8. What is the main feature that differentiates your product from the competition?

- Heavy retail presence
- Dunkin Brands sells coffee and donuts, while Krispy Kreme sells donuts and coffee.
- Krispy Kreme focuses on donuts, Dunkin focuses on coffee. DONUTS differentiate Krispy Kreme from competition.
- At Krispy Kreme getting a donut is more of an experience (you get to see donuts being freshly made, the smell etc.)

## 9. What are your personal impressions of the strengths and weaknesses of the product?

*Stephen Harran:*

**Strengths:** Cheap, accessible, brand recognition, wide appeal

**Weaknesses:** Lack of recognizable advertisements, not particularly strong brand loyalty. Unhealthy product in an ever-growing health-conscious world.

*Morgan Kolson:*

**Strengths:** you can see them being made(unique selling point), sold in stores, known for donuts.

**Weaknesses:** not everywhere, lack of consistent advertising, no slogan.

*Kirsten Matthewman:*

**Strengths:** It's an experience, cheap, good quality donuts, brand

**Weaknesses:** Not that accessible compared to competition (dunkin and starbs are everywhere), no continuity in advertising

*Alanna Goodman:*

**Strengths:** Well recognized and highly liked brand, accessible and easy to purchase



# Secondary Research (cont.)

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**Weaknesses:** Not a product people want to frequently purchase because it is highly indulgent (health wise), brand personality not entirely clear, no well known advertisements

**10. Is your product currently being advertised? Briefly describe an advertisement for your product and include a thumbnail or screenshot of the advertisement.**

In this 30 second spot, two men are wrestling for control of one another behind a police car. At first it seems that only one is a police officer and that the other is a suspect trying to escape. However it is revealed that both men are in fact officers and are simply fighting over the last Krispy Kreme donut. The tagline appears in the final frame: They're not just donuts

<https://www.youtube.com/watch?v=7weArN35BUw>

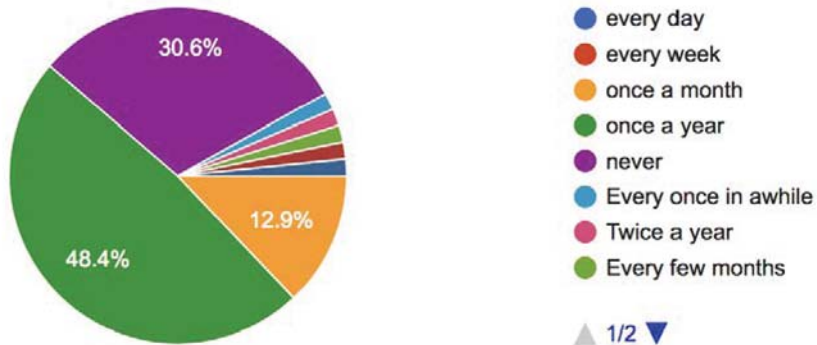




# Primary Research

## How often do you come to Krispy Kreme?

62 responses



## Why do you prefer Krispy Kreme over other donut shops, if you don't explain why as well?

55 responses

Light, consistent
I like Dunkin' Donuts better
Kristy Kreme is farther away from me so I do not prefer it.
They is yummy
Their donuts are warm and melt in your mouth.
Donuts are too small in comparisons to other places
You can eat so many of them
They are fresher
I don't, I prefer local bakeries and shops with simpler local ingredients
They taste the best and are freshly baked!
They're donuts are delicious.
It is well known and has fresh donuts
I like cake donuts better and theirs are mostly yeast (I think)
they're very well known and original
They don't have as many options
Warm
Not as heavy as other donuts
They're fluffy af
Fresh donuts
Fresh off the line. Beyond delicious.
krispy kreme is out of the way so I prefer to go to dunkin
fresh and taste amazing
They are delicious
BC they ain't vegan



# Primary Research (cont.)

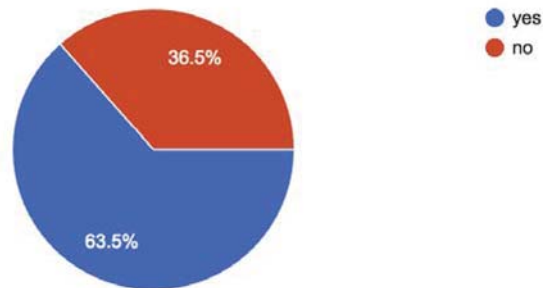
I dont know enough to compare.
The reputation
I do I'm just too lazy to drive. But if I want high quality, heaved donuts, I'd go elsewhere
They have hot fresh donuts that are pretty great, coffee could be better
readily available
The quality of donuts
their donuts seem fresher
They're yummy
Hot donuts
Freshness.
Yes! Fresh and hot
I don't like donuts
i like dunkin better tbh
I dont i enjoy dunkin donuts more just because i dont love the glaze on every donut
Fresh
Krumpes is the goat
There are places that I enjoy more (better flavors, I like cake donuts better)
I don't normally go to donut shops
Very fresh
I don't prefer or diprefer it
The glaze
It's Krispy
fresh tasting
The texture of the donutd
Prefer Shoppers donuts bc they are huge and all of KK's are glazed
Always fresh
The only good ones are glazed, which I like but it's so sugary it hurts my stomach.
Don't really have a preference but rarely go to Krispy Kreme, would only go if my friends were
They're warm
So fresh
They taste and fresh never, old and crusty
Warm donuts



# Primary Research (cont.)

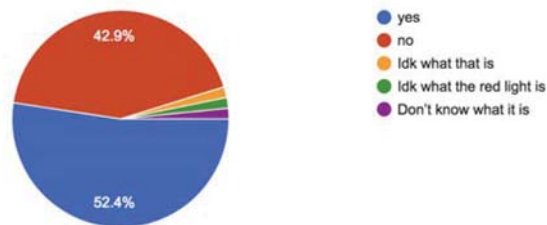
Are you aware of the meaning of Krispy Kremes red light?

63 responses



Are you more inclined to stop to get a donut when you see the light is on?

63 responses



If you were to describe Krispy Kreme, what adjectives would you use?

58 responses

Delicious (4)
delicious (2)
Amazing, blissful
Glazed, sweet, family, tradition
Yummy, warm, sweet
Crispy, creamy
Warm, light, sweet
warm, sweet smell
Amazing, fluffy, addictive, sweet
Tasty
Popular
Doughy, sweet, amazing, warm



# Primary Research (cont.)

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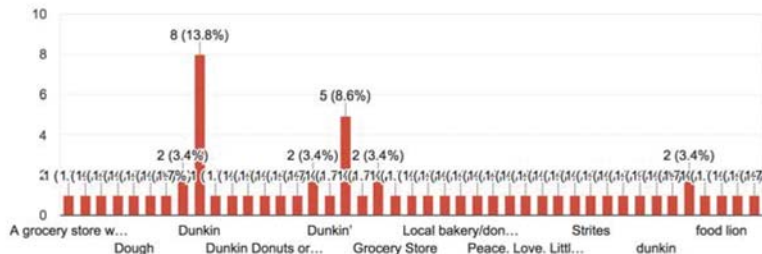
Soft, tasty,, warm
Delicious, fresh
Sweet, light
original, simple, good
Fresh, soft, yummy
Warm yummy fresh
Light, warm, sweet
Fluffy
Yummy, fast
tasty, pretty, yummy
guilt pleasure
Soft, sweet, light
Soft, tasty,, warm
Delicious, fresh
Sweet, light
original, simple, good
Fresh, soft, yummy
Warm yummy fresh
Light, warm, sweet
Fluffy
Yummy, fast
tasty, pretty, yummy
guilt pleasure
Soft, sweet, light
soft
Plain Glaze
Hot sweet glazed
Corporate
Light, sweet, hot
delicious, friendly
Yummy hot lol hi it's Faith:)
Good
tasty, warm, sugary
Yummy
Soft
Glazed, iconic, classic



# Primary Research (cont.)

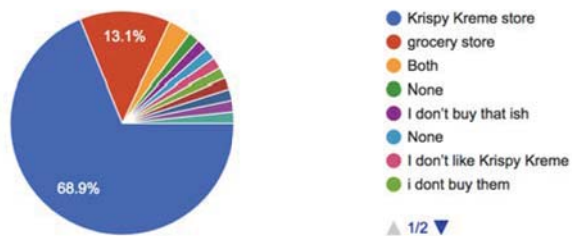
If Krispy Kreme was closed, where would you go for a donut?

58 responses



Do you buy Krispy Kreme Donuts in the grocery store or in a Krispy Kreme store

61 responses



How long have you been coming to Krispy Kreme?

54 responses





# Creative Strategy Statement

## **1. Who is your target?**

- Age: 18-35
- Sex: Male/Female
- **Demographics:**
  - Low income
  - High school educated
- **Geographics:**
  - Southeastern U.S.

## **2. Where are we now in the mind of this person?**

Krispy Kreme is currently the second-most recognized donut brand name in the United States (Behind only Dunkin' Donuts). Consumers are typically split down the middle in terms of brand loyalty (when asked if a store was out of Krispy Kreme products, 44% of consumers said they would simply buy another brand.) In the same survey, consumers gave Krispy Kreme an average rating of 8.9.

**Source:** [https://infoscout.co/brand/krispy\\_kreme/survey](https://infoscout.co/brand/krispy_kreme/survey)

## **3. Where is your competition in the mind of this person?**

Dunkin' Donuts remains the #1 competitor as mentioned in the aforementioned questions. Reasons for this include a more diversified menu, heavier advertising (including television, print, and radio).

## **4. Where would we like to be in the mind of this person?**

Consumers will turn exclusively to Krispy Kreme stores for warm and fresh/better tasting donuts. If our consumer wants not just a donut, but a donut made warm and made fresh, they will travel to a Krispy Kreme store.



# **Creative Strategy Statement (cont.)**

## **5. What is your message objective/strategy and how will you achieve this/these goals?**

Our message objective/strategy is to make a Unique Selling Proposition. Krispy Kreme's USP is that they sell/make warm and fresh donuts when their red light is on.

## **6. What is the consumer promise/creative strategy?**

Warm fresh donuts are only at Krispy Kreme stores

## **7. What is the supporting evidence?**

The content of Krispy Kreme's stores in relation to its competitors.

## **8. What is the creative concept?**

- Create ads that emphasize the fresh and warm qualities of a krispy kreme donut.
- Create ads that emphasize the purpose of the red light.
- Using the tagline "Whatever you do ... " to persuade potential customers to buy a warm and fresh donut from Krispy Kreme.

## **9. What is the tone of voice for the advertisement for your branded product?**

Light-hearted, funny, cheeky



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THREE PRINT ADS EXECUTED  
& RATIONALE



# Headlines & Taglines

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## Headlines

1. **Headline:** Plants only come from the ground  
Fresh Doughnuts only come from krispy kreme
2. **Headline:** Krispy Kreme. The donut in the rough.
3. **Headline:** Have you ever been sad while eating a warm fresh donut? Didn't think so.
4. **Headline:** Whatever you do, DON'T think about warm, fresh Krispy Kreme doughnuts.
5. **Headline:** Roses are red. Violets are blue. What's fresher and tastier than Krispy Kreme doughnuts? Nothing.  
Absolutely nothing.
6. **Headline:** So fresh, we practically pick them out of the ground.
7. **Print ad of a farmer (traditionally dressed) gazing over his crops but they're all donuts and he's inside a Krispy Kreme store.**  
  
**Thought bubble:** "Gonna be a great harvest this season"  
  
**Headline:** "Come pick out your very own donut served warm and fresh, ONLY at a Krispy Kreme store."
8. **Personified Donut talking to smaller donuts (grandchildren)**  
**Headline:** "Been around since 1937, and still just as warm and fresh as ever."



# Headlines & Taglines (cont.)

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**9. Show personified Donut making a journey in cold weather to a warm and inviting looking Krispy Kreme Store:**

Help Wanted: Warm and Fresh.

**Thought bubble:** “Almost home”

**Headline:** “Warm and fresh are Always Welcome at Krispy Kreme”

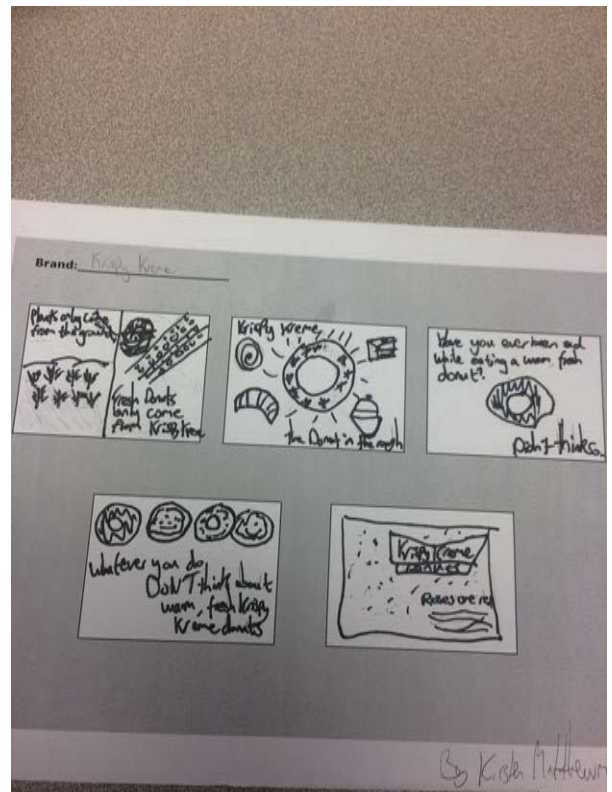
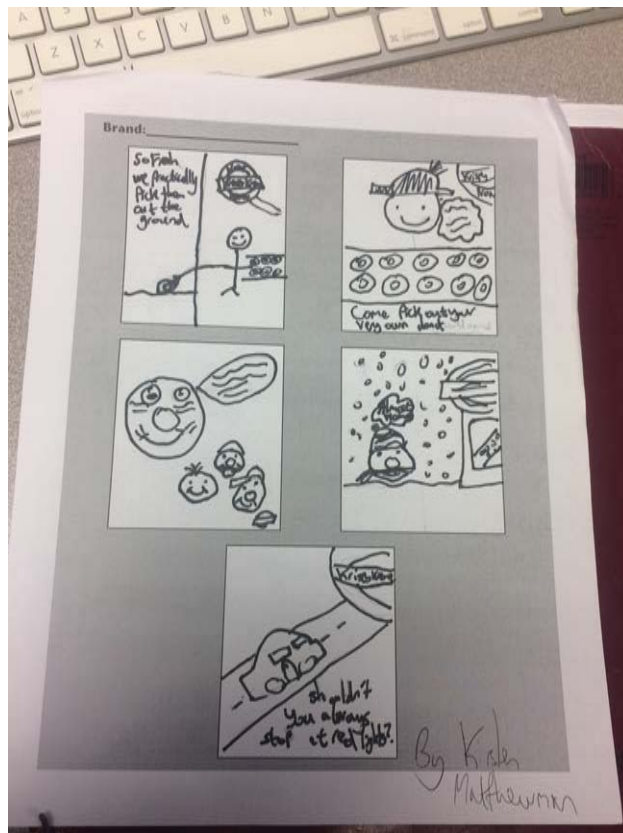
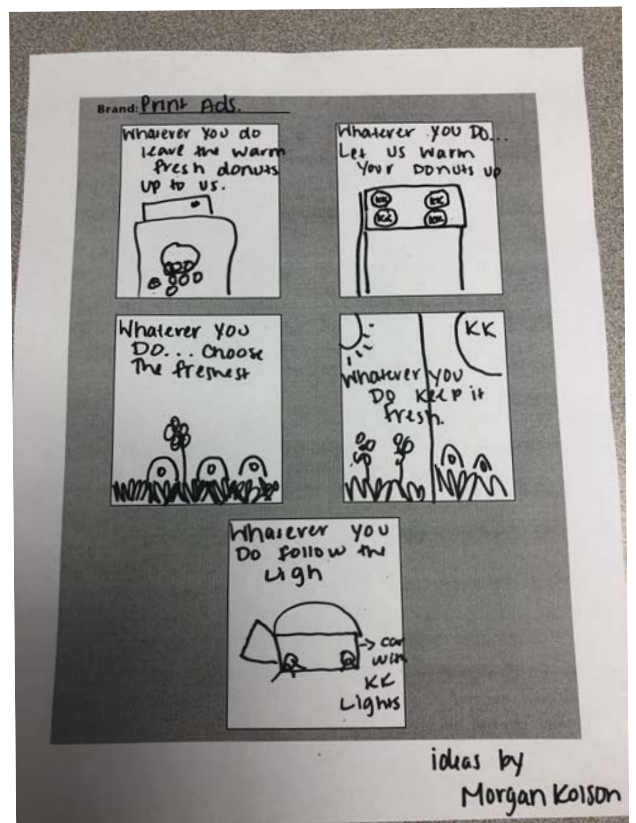
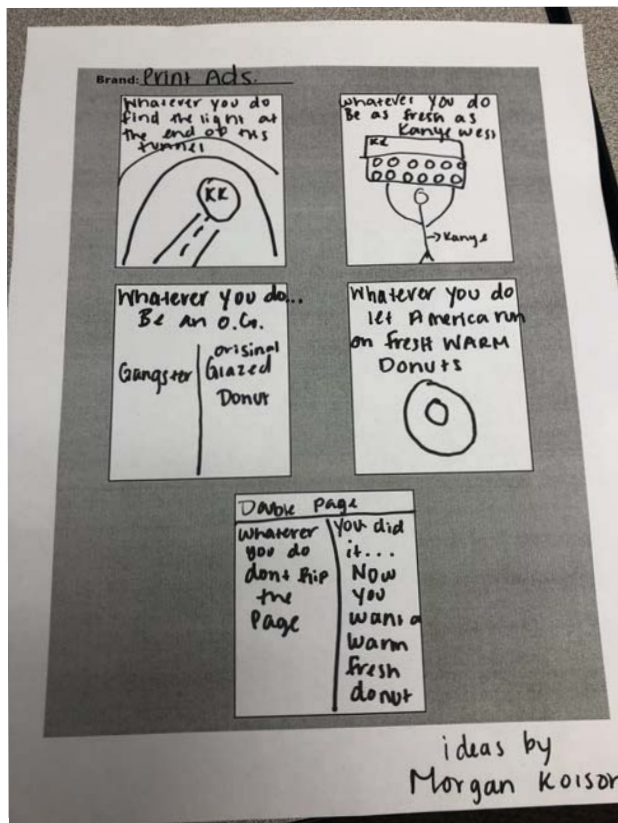
**10. Headline:** Shouldn't you always stop at red lights?

## Taglines

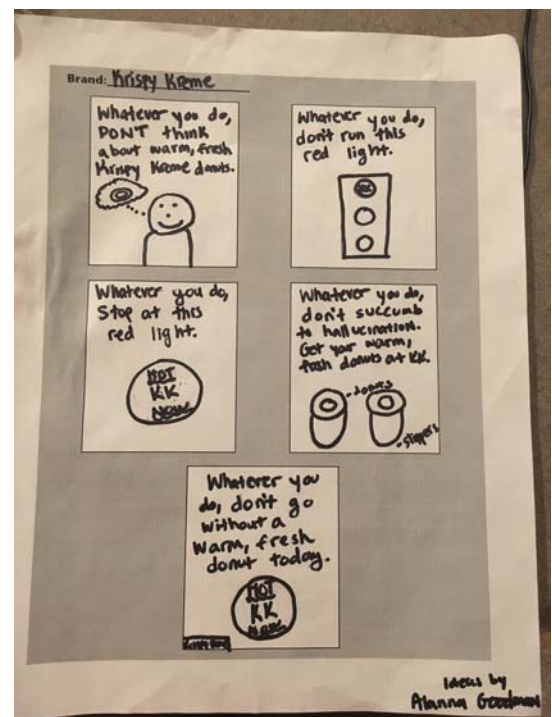
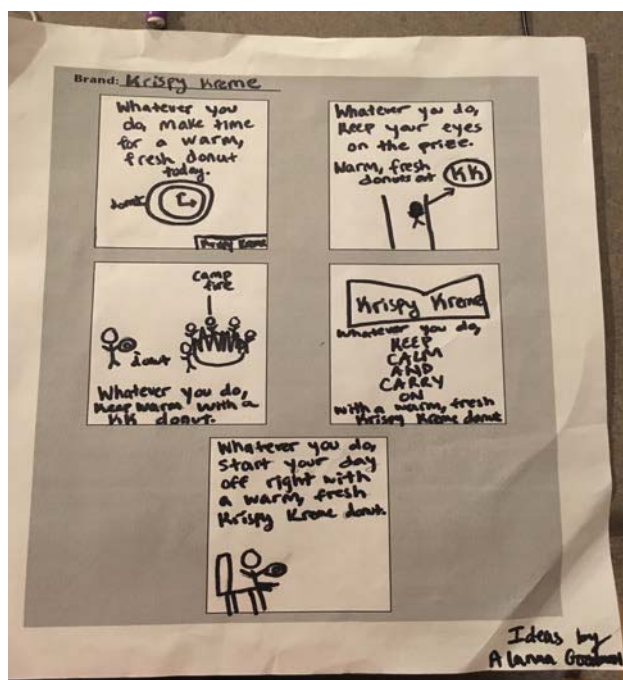
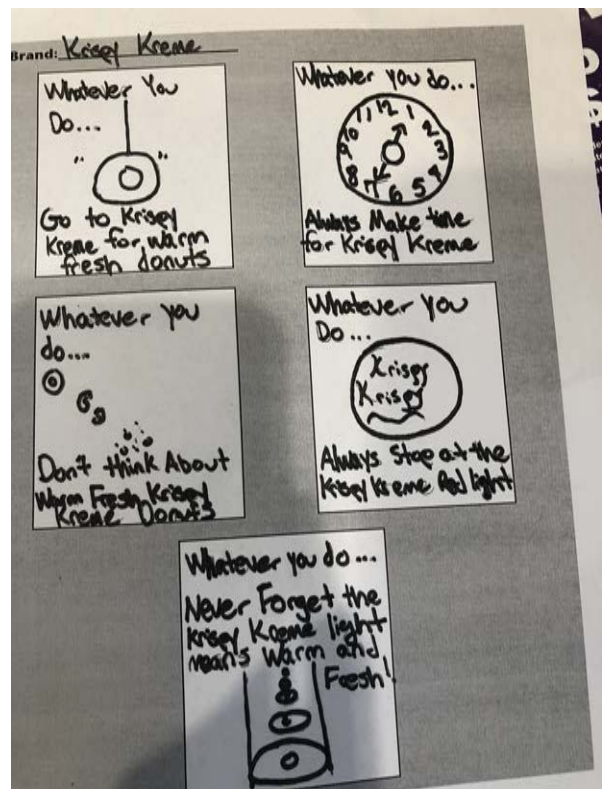
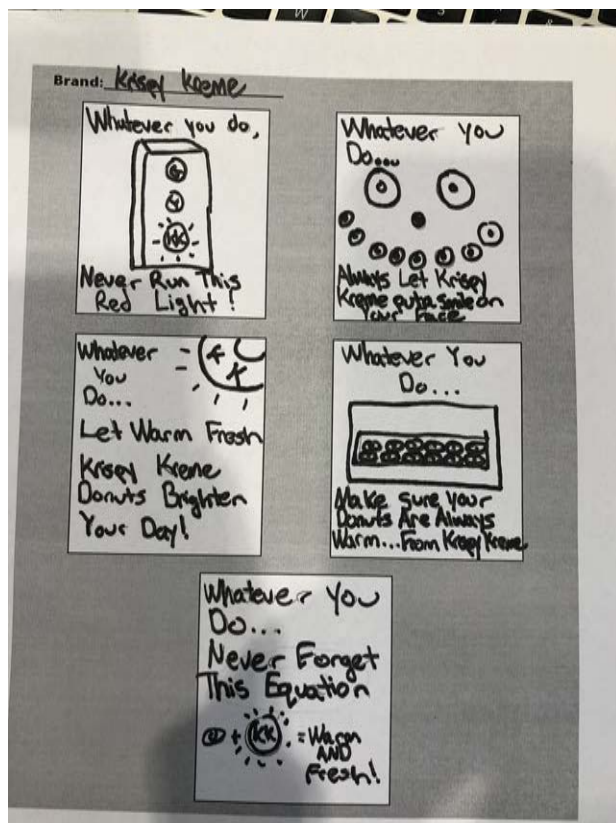
1. Keeping it fresh for 80 years.
2. The best donut around.
3. Donuts that matter.
4. Feel the happiness melt in your mouth.
5. No donuts left behind.
6. The freshest donut around
7. THE RED LIGHT IS ON
8. You think your fresh? Try krispy kreme
9. You just couldn't help yourself could you?
10. You know you want one



# Layouts/Thumbnails









# Print Ad 1 Executed

Whatever you do ...



DON'T think about warm...



FRESH ...



Krispy Kreme doughnuts



You just couldn't help yourself, could you?





# Print Ad 1 Placed





Print Ad 2 Executed

**Whatever you do...**



**Make time for FRESH Krispy  
Kreme Doughnuts.**





## Print Ad 2 Placed





## Print Ad 3 Executed

Whatever you do... be as  
**FRESH** as Kanye West





## Print Ad 3 Placed





# Print Ad Rationale

The print ads hold true to the feeling Krispy Kreme gives you. Light-hearted, fun, and fresh! Modern Society used the colors that Krispy Kreme is known for as a brand: bright red and dark green. In efforts to target our market we wanted to keep the copy of all three print ads as cohesive and light-hearted as possible by taking our lead headline of “Whatever you do...” and running with it. The effort along with that headline was to point out that Krispy Kreme has fresh, warm donuts and that Krispy Kreme is the only company who announces when their donuts are fresh and warm.

Our first print ad is of a glazed donut accompanied by the text “Whatever you don't...think...about fresh...warm....Krispy Kreme Donuts...” As the text moves from left to right the donut becomes more and more eaten, and by the end of the text there are only crumbs left. We directly address the audience with the question: “You just couldn’t help yourself could you?” Our second print ad features rapper Kanye West, in a pose that went viral on the internet. In this ad, we play on the double meaning of the word fresh with the phrase “Whatever you do, be as fresh as Kanye West.” Our third and final print ad places a glazed Krispy Kreme donut as a clock face. The phrase “Whatever you do, make time for fresh Krispy Kreme donuts.”

The placement of our advertisements would be in magazines or posters. We want people to go into Krispy Kreme stores, and we want them eating the fresh, warm donuts. So placing posters around the Krispy Kreme stores within walking distance is extremely beneficial to getting that traction in the stores. We placed the other two in magazines. Targeting a semi- younger demographic, we would place the ads in magazines that they would be reading as full-page ads. Super simple, easy to read, quickly captivating and action inducing.



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TELEVISION COMMERCIAL &  
RATIONALE



# Television Script

Krispy Kreme

"Don't Put a Donut In a Dryer"

60 seconds

1. (FADE IN PAN RIGHT MS)  MAN (EARLY 20s) FROM BEHIND WATCHING TELEVISION  (FOUR SECONDS)	<u>SFX: DIEGETIC THROUGHOUT</u>
2. (CUT TO REVERSE ANGLE MS)  WE SEE A GLAZED DONUT ON THE COFFEE TABLE. THE MAN IS STILL WATCHING TV  (TWO AND ONE HALF SECONDS)	
3. (CUT TO CU) MAN LOOKS AT THE DONUT  (ONE SECOND)	
4. (CUT TO CU OF DONUT)  (ONE SECOND)	
5. (CUT TO CU) MAN CONTINUES TO EYE THE DONUT  (FIVE SECONDS)	(INNER MONOLOGUE):  "Man  I've let that donut sit for a  While. I bet it's not even hot  anymore."
6. (CUT TO INTERIOR SHOT FROM MICROWAVE)  (SIX AND ONE HALF SECONDS)	



# Television Script (cont.)

<p>7. (CUT TO CU)</p> <p>MAN PUSHING MICROWAVE START BUTTON)</p> <p>IT'S NOT WORKING</p> <p>(TWO AND ONE HALF SECONDS)</p>	
<p>8. (CUT TO MS OF MAN)</p> <p>HE CONTINUES TO TRY TO PUSH BUTTON, VISIBLY FRUSTRATED</p> <p>(FIVE SECONDS)</p>	<p>(INNER MONOLOGUE)</p> <p>MAN: "C'mon, there's gotta be another way to heat this thing up."</p>
<p>9. (CUT TO INTERIOR SHOT)</p> <p>OPENING UP DRYER DOOR MAN PLACES DONUT IN DRYER</p> <p>(EIGHT AND ONE HALF SECONDS)</p>	
<p>10. (CUT TO CU)</p> <p>MAN CRANKS THE TIMER</p> <p>(TWO AND ONE HALF SECONDS)</p>	
<p>11. (CUT TO CU)</p> <p>MAN PUSHES START BUTTON</p> <p>(TWO AND ONE HALF SECONDS)</p>	
<p>12. (CUT TO CU)</p> <p>MAN LOOKS SATISFIED WITH HIMSELF</p> <p>(TWO SECONDS)</p>	<p>(INNER MONOLOGUE) Man: "This is such and amazing idea."</p>
<p>13. (CUT TO MS)</p> <p>MAN OPENS DRYER DOOR</p> <p>(TWO AND ONE HALF SECONDS)</p>	<p>(INNER MONOLOGUE CONT.)</p> <p>"This donut's gonna be so warm and fresh."</p>

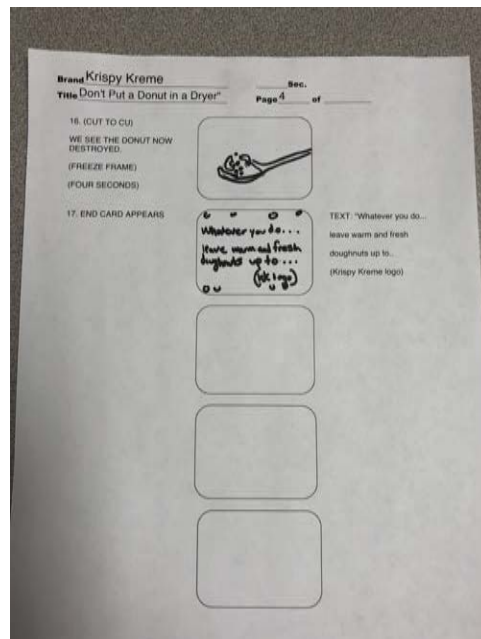
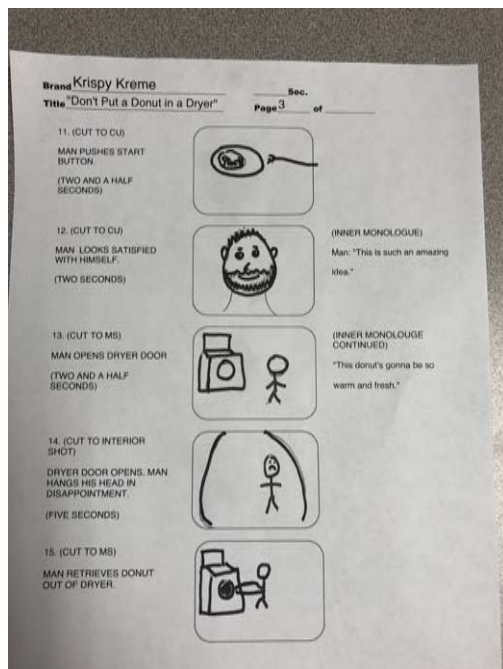
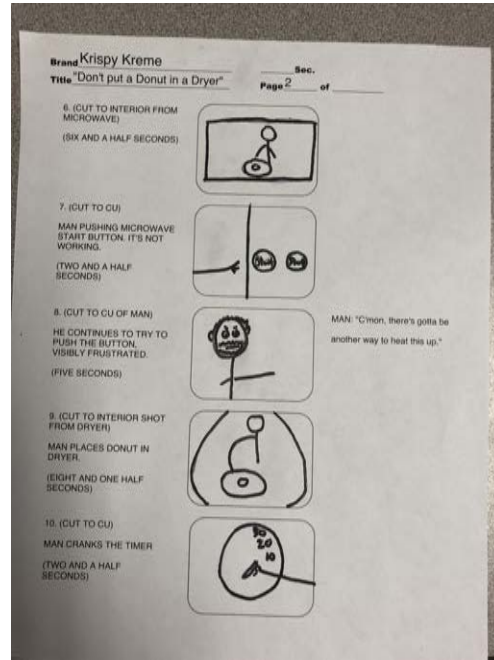
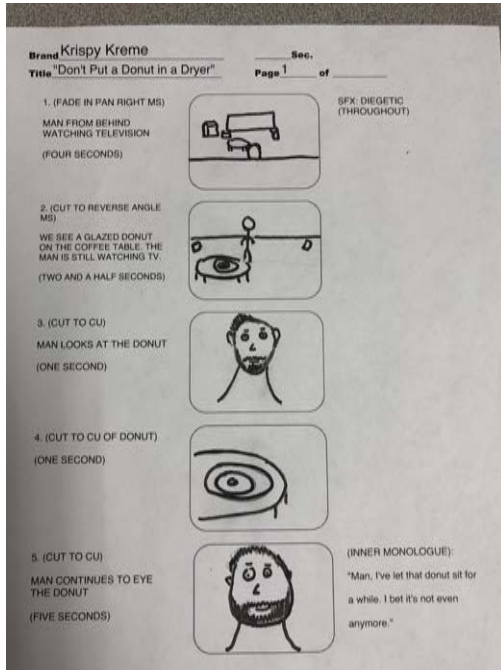


## Television Script (cont.)

14. (CUT TO INTERIOR SHOT)  DRYER DOOR OPENS MAN HANGS HIS HEAD IN DISAPPOINTMENT  (FIVE SECONDS)	
15. (CUT MS)  MAN RETRIEVES DONUT OUT OF DRYER  (FIVE SECONDS)	
16. (CUT CU)  WE SEE THE DONUT NOW DESTROYED  (FREEZE FRAME)  (FOUR SECONDS)	



# Television Story Board





# Television Key Frame & Rationale



Our strategy behind our television spot was to focus on the warm and fresh aspect of the Krispy Kreme donut. From this we decided to create a “slice of life” spot about the preference to have a warm donut as opposed to cold. We portrayed a man at home, just doing something mundane like watching television. He faces a dilemma. He has a donut in front of him, but it has gotten cold from sitting too long. This is where we make the point that people are willing to do some strange things for a warm donut. Our man takes this to the extreme by putting his donut in the dryer after he discovers the microwave is not working.

Our key frame comes in after he takes his donut out of the dryer. The donut is revealed to be completely destroyed. The key frame is the freeze frame that occurs at the end of the spot. This is to jokingly poke fun at the extreme lengths that this man went to to have a warm donut, when he could’ve just gone to Krispy Kreme, where the donuts are always warm and fresh.



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RADIO COMMERCIAL &  
RATIONALE



# Radio Script

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45 Seconds

Krispy Kreme

"Don't Run That Red Light"

April 16th, 2018

Produced

SFX: POLICE SIREN

John: Oh great, now what?

SFX: WINDOW ROLLING DOWN

SFX: OUTSIDE STREET NOISES (THROUGHOUT)

DRIVER: Good afternoon, Officer.

POLICE OFFICER: Sir, do you realize why I stopped you today?

DRIVER: No I can't say I do.

POLICE OFFICER: Sir you realize you just ran that red light back there?

DRIVER: What red light? I haven't passed an intersection in miles.

POLICE OFFICER: You blew right by the Krispy Kreme light sir.

DRIVER: Krispy Kreme light?

POLICE OFFICER: Anytime the red Krispy Kreme light is on, there're warm fresh donuts hot out of the oven.

DRIVER: Oh really?

POLICE OFFICER: Yeah. Now I'm gonna let you off with a warning today, but next time be sure to stop at that red light ok? Trust me once you do, you won't be able to help yourself.

DRIVER: Ok yeah, thank you Officer.

ANNCR: Whatever you do, don't run the Krispy Kreme red light. Stop by for a warm fresh donut.



# Radio Rationale

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Our strategy behind the radio ad was to play up Krispy Kreme's famous red light which, when turned on, indicates to passersby that there are warm, fresh glazed donuts at that very moment. We drew a parallel between Krispy Kreme's red light and red traffic lights. Since drivers can see Krispy Kreme's big red light from the road, we had the idea that running past that red light should be a crime because the donuts are just that good. We used ambient street noise along with the sound of the police officer's car to pull the listener in and make them feel like they are there with the characters. It is meant to be light-hearted and humorous, hopefully getting a laugh out of the listener and making Krispy Kreme's red light more memorable. Hopefully, the next time the listener drive's by a Krispy Kreme when its red light is on they will take more notice to it and perhaps stop for a fresh, warm donut, which would also help increase their foot traffic to the store.



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OOH & RATIONALE



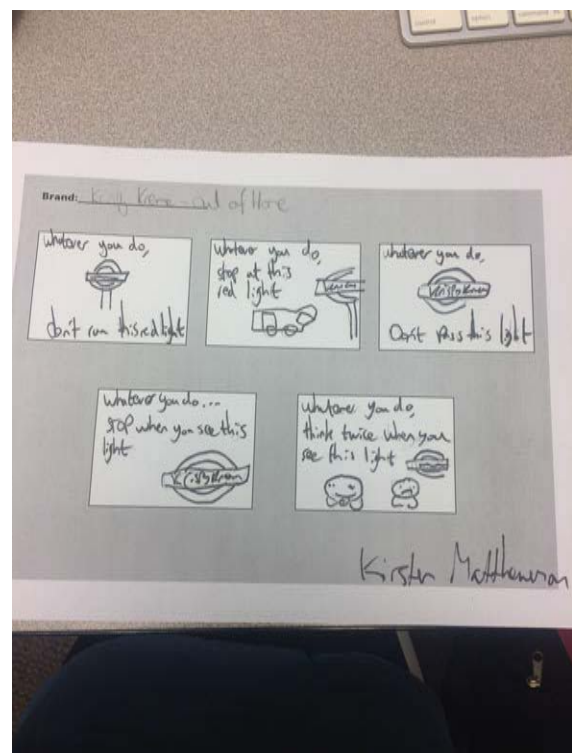
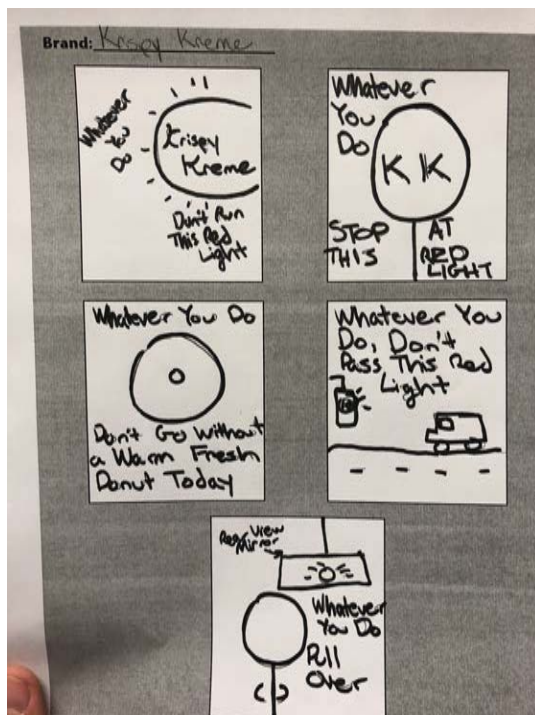
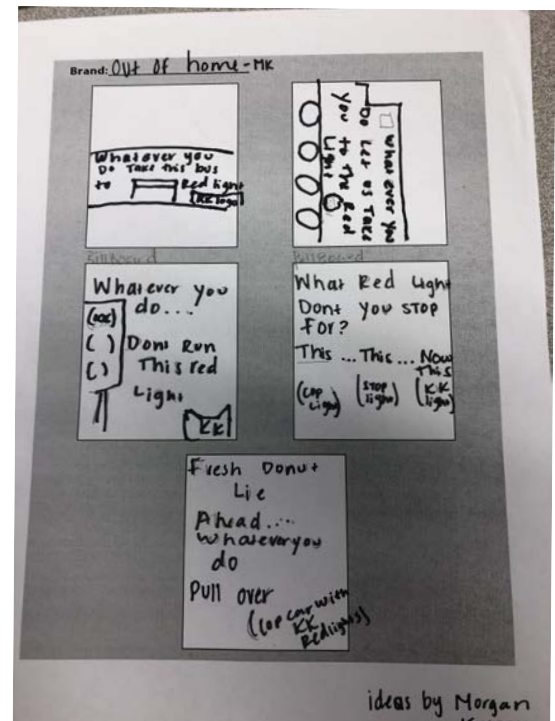
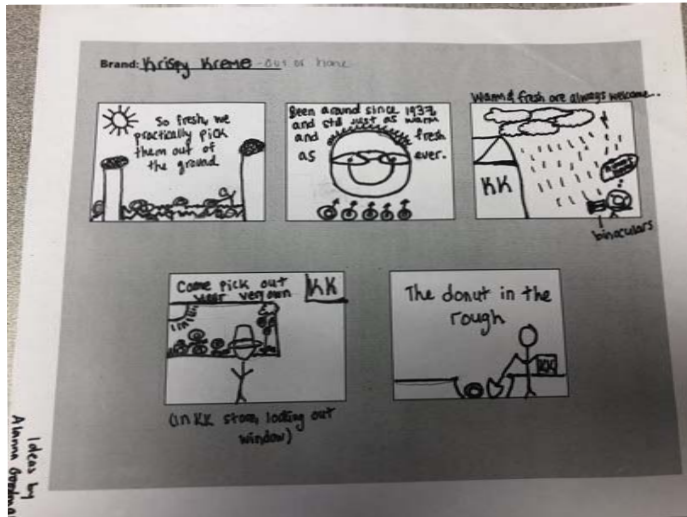
# Headlines

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1. Whatever you do, don't run this red light.
2. Whatever you do, don't go without a warm, fresh donut today.
3. Whatever you do, stop at this red light.
4. Whatever you do, don't pass this light.
5. Whatever you do, pull over.
6. Whatever you do, stop when you see this light.
7. Whatever you do, think twice before running this light.
8. Whatever you do, don't regret running this light.
9. Shouldn't you always stop at red lights?
10. You wouldn't run a red light...would you?



# Layout/Thumbnails





# Out of Home Ad

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**Warm and fresh doughnuts ahead**



**Whatever you do...**

**Don't run this red light**

*You just couldn't help yourself, could you?*

Take Exit: 244 OFF 81





# Out of Home Ad Rationale

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For our out-of-home ad, we decided to bring awareness to Krispy Kreme's red light which, when turned on, indicates fresh, hot donuts available right now. We replaced a regular red traffic light with Krispy Kreme's "Hot Now - Original Glazed" light, indicating that you wouldn't run a normal red light, so you shouldn't "run" the Krispy Kreme red light either. This ad goes hand-in-hand with our radio ad. We decided to place it on a billboard on the highway because traffic lights are on the road, so seeing the ad on the road makes sense. We provide the exit to get off of, which will lead directly to the Krispy Kreme store and will increase their foot traffic. Putting it on a billboard ensures drivers will see it, so since they are in their car and headed towards the exit, that's already half of the battle. We remind them of Krispy Kreme's warm, fresh donuts and hope it will encourage them to stop and get one.



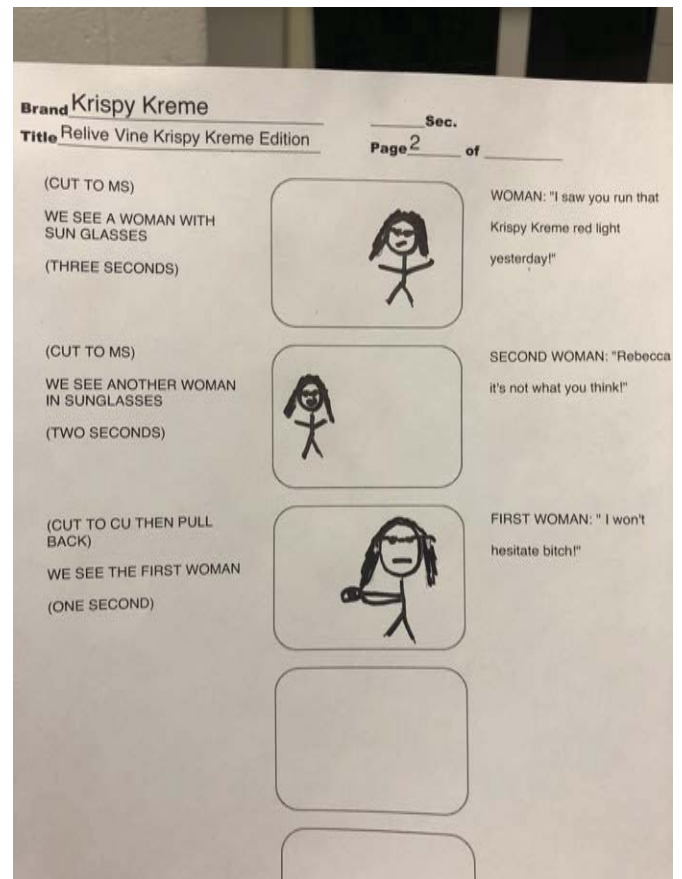
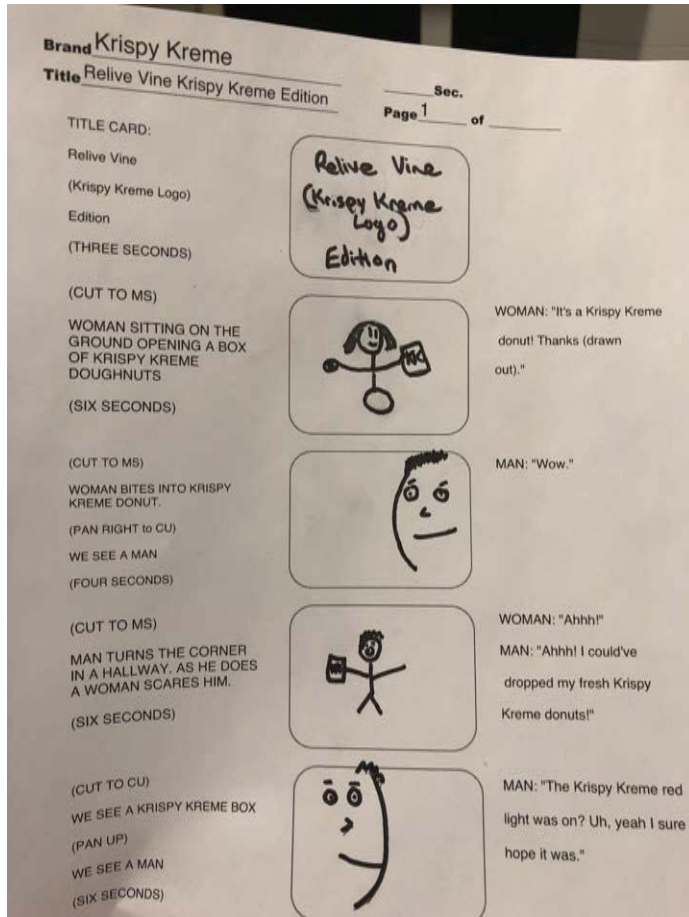
# MODERN SOCIETY



**VIRAL VIDEO & RATIONALE**



# Story Board





# Key Frame & Rationale

---



Krispy Kreme

“Relive Vine: Krispy Kreme Edition”

30 seconds

Our rationale for our viral video is a capitalization on what has been popular/trending on the internet lately. Vine was a video-sharing downloadable app that at its peak, had hundreds of millions of active users. The app allowed users to share six second video clips for other users to see. Some vine-users had such popular videos, that they established millions of followers on the service. In late 2016, Vine was discontinued. In an effort to preserve the most popular vines, Youtubers began uploading compilation videos consisting of their favorite vines. These compilations proved to be extremely popular on Youtube, with several of the most popular ones attaining tens of millions of views. We decided to recreate and parody several of the most popular vines of all time, with a Krispy Kreme twist.



# Key Frame & Rationale

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Our first “vine” is a parody of perhaps the most popular vine of all time. The woman in the clip opens up a box of donuts and excitedly exclaims “It’s a Krispy Kreme donut! Thaaaankks.” In the original vine a young child receives an avocado as a present and with a similar inflection says “It’s an avocado! Thaaaankks.” The second vine is a shot of a woman eating a Krispy Kreme donut while holding the box. The camera pans right and we see a man simply say “wow.” This is a parody of the original vine in which a man watches a woman and is clearly impressed and simply says “wow.” The third vine is a man being scared by his friend. He screams and says “I coulda dropped my fresh Krispy Kreme donuts!” This is a parody of the famous vine in which a man is scared by a friend, screams and exclaims “I coulda dropped my croissant!” The fourth one is a parody of the famous vine of a man driving, reading a “Road Work Ahead” sign then looking directly into the camera and stating, “Uh yeah, I sure hope it does.” In the Krispy Kreme parody, a man states “The Krispy Kreme light was on? Uh yeah, I sure hope it was.” Finally, the last vine is a recreation of a very famous vine in which a young boy (dressed to appear as a woman) yells at his friend for talking to some-



MODERN SOCIETY



**GUERRILLA MARKETING**



# Guerilla Ad & Rationale

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Since part of our creative strategy for this campaign was increasing foot traffic to Krispy Kreme stores, we decided to use guerilla marketing to bring people within walking distance of the stores. Our idea is to have one “Krispy Kreme bus” per big city nationwide (New York, Miami, LA, etc.) that’s route only crosses the paths of nearby Krispy Kreme stores. From the outside it looks like a normal bus, but on the inside it has a smaller version of Krispy Kreme’s famous “Hot Now - Original Glazed” red light. Whenever the bus makes a stop, the red light will turn on and simultaneously the scent of warm, fresh glazed donuts will emit throughout the bus. The intercom will say, “Whatever you do, get off at this stop. Fresh donuts lie ahead!” This bus, in similar fashion to New York’s famous “Cash Cab,” would generate a lot of buzz and word-of-mouth. Since there is only one per city, it’s novelty would make people excited to find it.



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## BRANDED PRODUCT PLACEMENT & RATIONALE



# Placing The Brand

---

(Name of Project)

by  
(Name of First Writer)

(Based on, If Any)

Revisions by  
(Names of Subsequent Writers,  
in Order of Work Performed)

Current Revisions by  
(Current Writer, date)

Name (of company, if applicable)  
Address  
Phone Number



# Placing The Brand

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(Name of Project)

by  
(Name of First Writer)

(Based on, If Any)

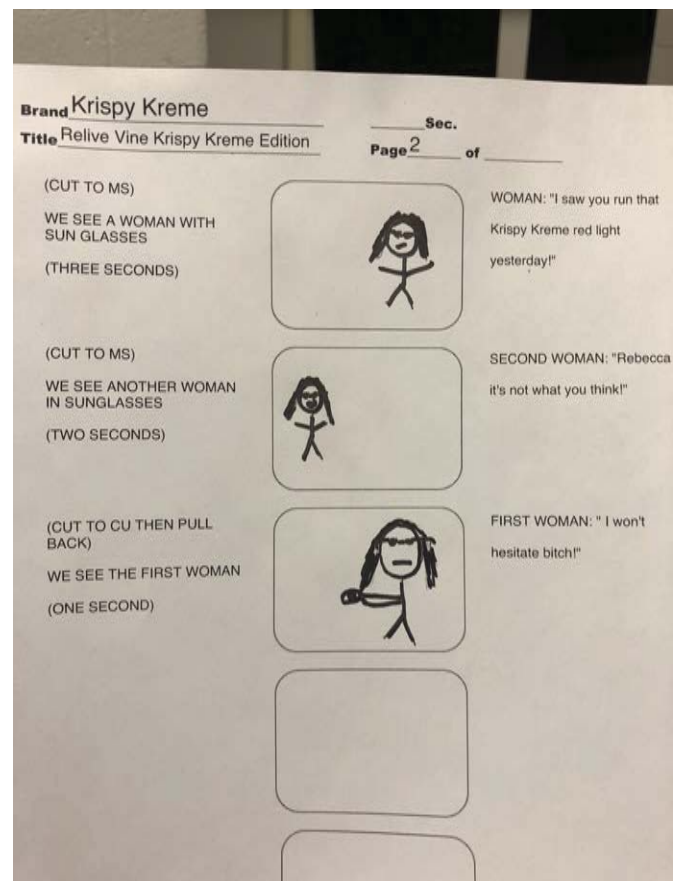
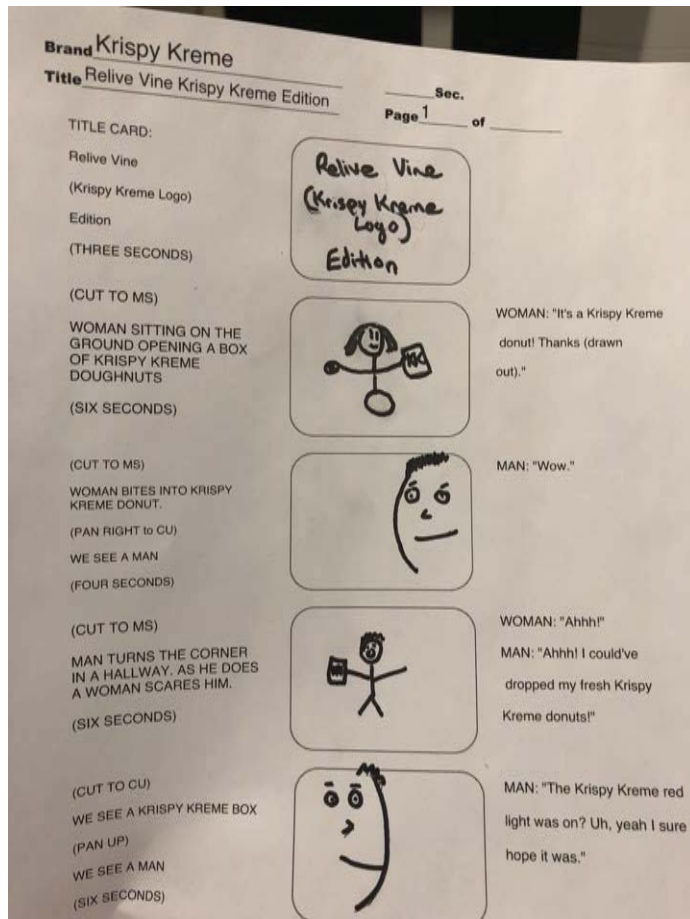
Revisions by  
(Names of Subsequent Writers,  
in Order of Work Performed)

Current Revisions by  
(Current Writer, date)

Name (of company, if applicable)  
Address  
Phone Number

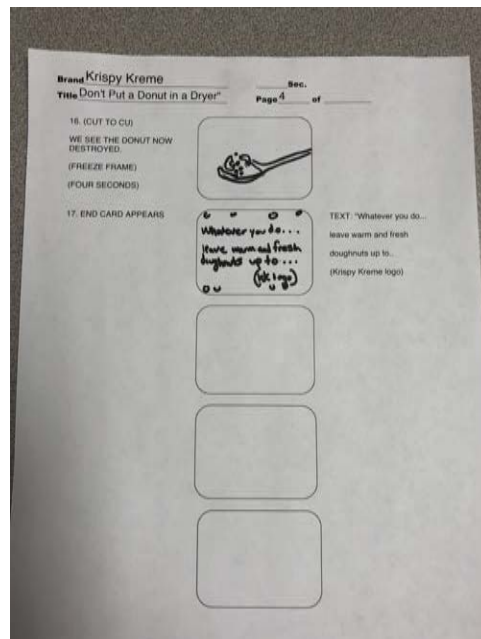
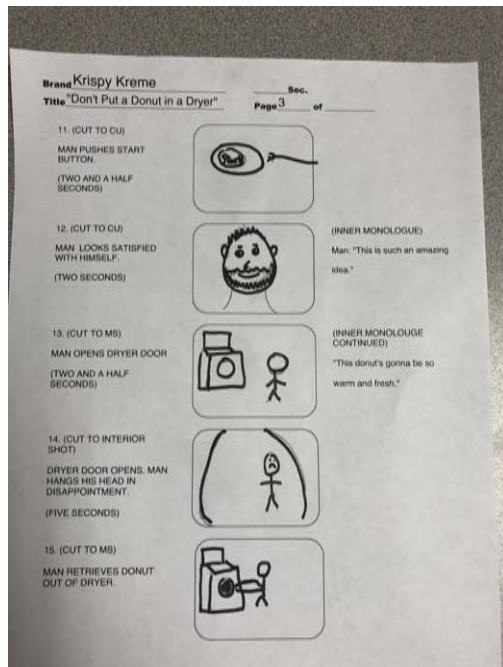
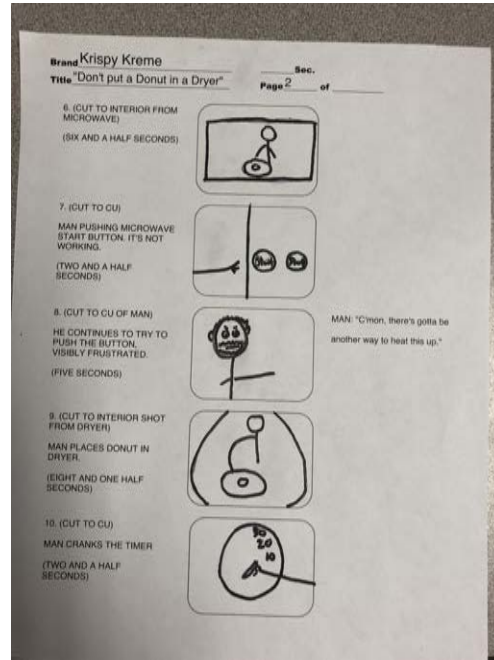
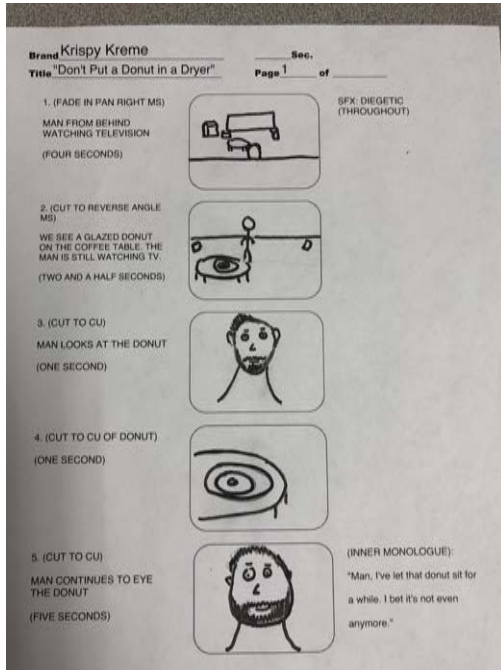


# Story Board



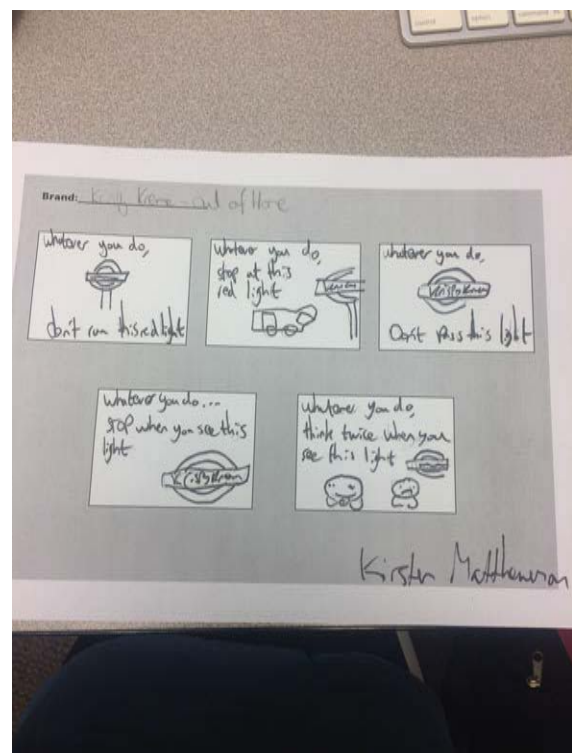
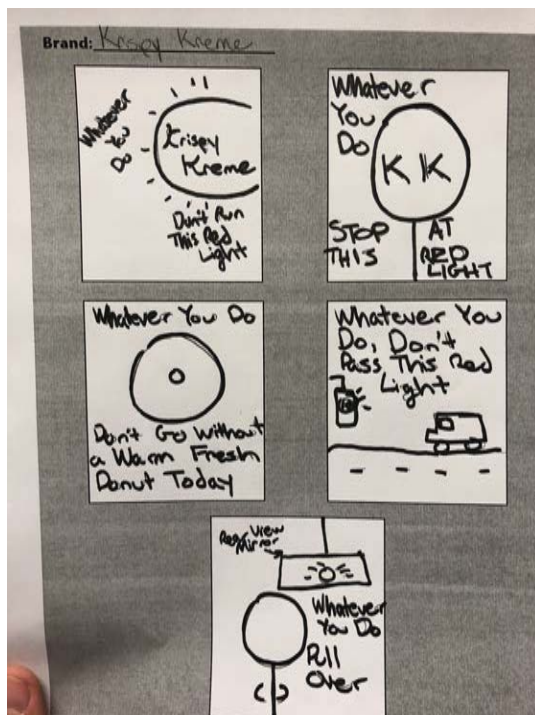
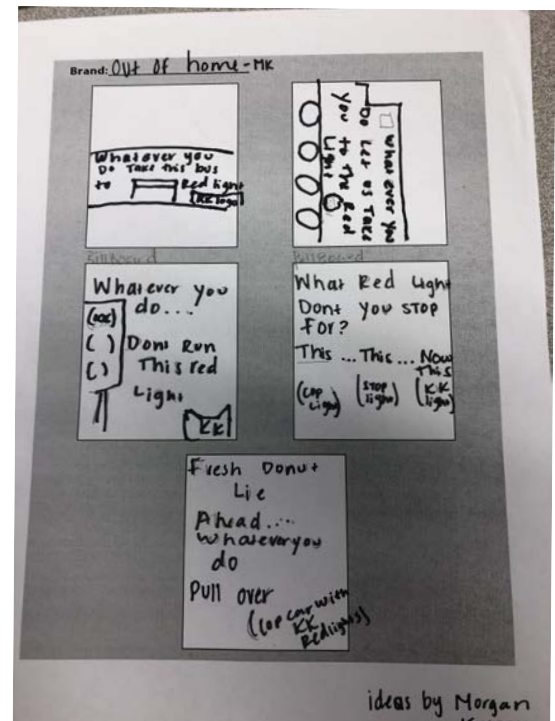
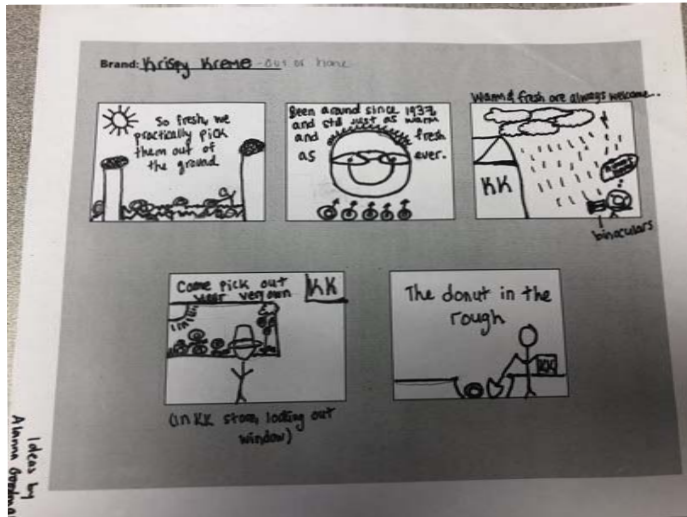


# Television Story Board





# Layout/Thumbnails





# Placing The Brand

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THE LUNCH DATE

INT. GRAND CENTRAL STATION DAY

A middle-aged WOMAN wearing a fur coat walks across the station. She looks elegant and self-assured, and carries several shopping bags, including one from Bloomingdales.

The woman looks up at the schedule board. She fumbles in her pocket book and takes out her ticket. She hurries back a homeless man who is panhandling in the station.

She collides with a BLACK MAN. The pocketbook flies open. Her lipstick, pill bottle, and other stuff roll onto the station floor.

WOMAN

Oh my Lord! She kneels down to pick up her stuff.

The black man kneels down beside her. He is affable enough, but his bulk and dark sunglasses make her recoils slightly.

BLACK MAN

I'm sorry. Let me get you that. He begins picking up some items.

WOMAN

No. NO!

She picks up the remaining items in a hurry.

WOMAN (CONT'D)

No, don't! You're making me miss my train.

The woman grabs her stuff and runs off toward the platforms.

INT. GRAND CENTRAL TRAIN PLATFORM DAY

A train rolls down the tracks as the woman rushes toward the tracks. She's missed it! She is breathless, agitated. She looks into her bag: her wallet is gone!

INT. GRAND CENTRAL STATION DAY

The woman returns to the main hall of the station. She looks up at the schedule board again as it updates the departures. She is clearly shaken and has tears in her eyes. She dries them off with her handkerchief. She looks ahead of her, a lost look in her eyes.



# Placing The Brand

---

2.

A homeless black man walks by her. He is playing a harmonica to an invisible audience. The HARMONICA MAN talks to no one in particular.

HARMONICA MAN  
Lord have mercy! Ha! Ha! He know  
it, he know it! How you doing? You  
know who it is this morning! I know  
you are...

Hot Dog! You know who you are! Happy New Year's.

God bless ya!

The woman looks at him in disbelief and walks away.

INT. DINER DAY

The woman walks into the station diner. It is a bit old fashioned, with refrigerated glass cases containing prepared food, a small kitchen behind a tall counter, and neat rows of booths with gleaming brass frames. She takes a salad out of a glass case. A COOK stands behind the counter. He is wearing a white paper hat, an apron, and a smile.

WOMAN  
How much is this salad?

COOK  
Two dollars.

She puts the salad on the counter. She rustles through her pocket book.

WOMAN  
Well, I am not sure I have that  
much.

She puts a dollar and some change on the counter.

COOK:  
That's not enough ma'am.  
Could get a Krispy Kreme  
donut with that, though.

WOMAN  
One dollar. Here's some. The cook  
counts the money with his finger.

He gestures to the bin of  
donuts in front of him with the  
Krispy Kreme logo displayed  
on the front.

COOK  
A dollar fifty... two dollars. Here  
ya go, lady. She grabs her salad  
and her bags.

WOMAN:  
Ah, I had one this morning.  
Hold on, there's one dollar....here's some.

WOMAN  
Napkin.

The cook hands her a napkin. She walks toward the booths.



# Placing The Brand

---

3.

INT. DINER DAY

The woman walks down the aisle looking for a booth. She puts down her salad plate on a table and puts her bags on the seat. She sits down next to her shopping bags, but almost immediately stands up. She is still holding her napkin.

INT. DINER DAY

The woman walks back toward the front of the diner. She grabs a fork from the cutlery bin. She looks at her fork critically. She wipes it vigorously with her napkin. As she makes her way back to her booth, she stops and stares.

INT. DINER DAY

A black HOMELESS MAN is sitting there, eating her salad. He is dressed in a heavy wool coat. He is wearing a wool hat with the price tag is still attached and clearly visible. He looks up at her. The woman sits across him.

WOMAN

That's my salad!

HOMELESS MAN

Get out of here!

WOMAN

That's my salad. She reaches for the plate. He yanks it back.

HOMELESS MAN

Hey!

He returns his attention to his salad. The woman watches him as he enjoys every bite. Time passes. She picks up her fork and tentatively reaches into the plate. She quickly grabs a leaf of lettuce and starts eating it. He pays her no attention and keeps eating. She takes another bite, then another. He lets her share the salad. He stands up and walks off, letting her eat the rest of the food. He returns, carrying two cups of coffee. He delicately puts the cups on the table and sits. He offers her sugar.

WOMAN

No. Thank you.

He offers her a packet of Sweet and Low from his coat. She takes it.

WOMAN

Thank you.



# Placing The Brand

---

4.

They share a moment together. She seems to notice the man for the first time. She checks her watch. She stands up, takes her purse, and leaves. He watches her leave, a sad look on his face.

INT. GRAND CENTRAL DAY

The woman quickly crosses the great hall toward the platforms. Suddenly she stops: her shopping bags! She left them in the diner. She runs back.

INT. DINER DAY

She arrives at her booth. The empty salad plate and the two cups and their saucers are still there, but the man is gone, and so are her bags. She starts pacing. Suddenly, in the next booth, she sees her shopping bag, and the salad she bought, uneaten. She understands what happened: she ate the man's salad! She starts chuckling. She gets up, grabs her bags, and runs out of the diner, still laughing.

INT. GRAND CENTRAL STATION DAY

The woman is running through the crowd. She passes a homeless MAN ON CRUTCHES.

MAN ON CRUTCHES

Spare some change, Please Ma'am. I'm starving.

She hurries to the platform.

INT. GRAND CENTRAL DAY

The woman runs down the platform to the waiting commuter train.

INT. GRAND CENTRAL DAY

The train starts off into the tunnel.

THE END



# Rationale

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For the branded product placement, we wanted to make it flow with the rest of the script as naturally as possible. In the film, there is actually a basket of donuts in front of the man behind the counter she speaks to (as indicated in the picture below). However, for our purposes the basket would have the Krispy Kreme logo displayed on the front. When she doesn't think she has enough money for the salad, it seemed like a perfect opportunity for him to offer her a donut, which would be cheaper. Since she ends up eating the salad and it's an integral part of the short film, we figured we couldn't change that to a donut. We also didn't want her to outright reject the offer of a Krispy Kreme donut, however, because that would obviously look bad for Krispy Kreme. Instead, she says she had already eaten one that morning and continues rummaging through her purse until she finds more change. At which point, the original dialogue picks back up at, "One dollar. Here's some."



MODERN SOCIETY



BRAND YOUR AGENCY



## Agency Logo - Modern Society







## WHO ARE WE?

- Morgan Kolson
- Stephen Harran
- Alana Goodman
- Kirsten Matthewman

*The Modern  
Workplace-  
embracing more  
women in the  
workplace*







## Target Market

### AGE:

18- 34

### GENDER:

Male/Female

### DEMOGRAPHIC:

- Low income
- High school educated

### GEOGRAPHICS:

- Southeastern U.S.



## MESSAGE OBJECTIVES

Our message objective/strategy is to make a Unique Selling Proposition. Krispy Kreme's USP is that...







## CONSUMER PROMISE/CREATIVE STRATEGY

"Warm fresh donuts are only at the Krispy Kreme store."



## EVIDENCE

- Dunkin' Donuts remains the #1 competitor. Reasons for this include a more diversified menu, heavier advertising (including television, print, and radio).
- We want to differentiate Krispy Kreme from Dunkin' by pointing out they are the only donut place that advertises that their donuts are warm and fresh.







## Creative Concept

### CREATIVE CONCEPT

- Create ads that emphasize the fresh and warm qualities of a krispy kreme donut.
- Create ads that emphasize the purpose of the red light.
- Using the tagline "Whatever you do..." to persuade potential customers to buy a warm and fresh donut from Krispy Kreme.



## Tone of voice

### TONE OF VOICE

- Light-hearted, funny, cheeky





1  
PRINT ADS

"WHATEVER YOU DO..."



PRINT AD #1







PRINT AD #2



MODERN SOCIETY



PRINT AD #3



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2  
T.V. AD  
"WHATEVER YOU DO..."



KRISPY KREME COMMERCIAL







RADIO AD





4  
OOH AD  
"WHATEVER YOU DO..."



OOH AD

Warm and fresh doughnuts ahead



Whatever you do...

Don't run this red light

You just couldn't help yourself, could you?

Take Exit: 244 OFF 81 





5  
**VIRAL VIDEO**  
"WHATEVER YOU DO..."



**VIRAL VIDEO**





6  
GUERILLA MARKETING  
"WHATEVER YOU DO..."



GUERILLA MARKETING





## 7 BRAND PLACEMENT

"WHATEVER YOU DO..."



### VIRAL VIDEO

WOMAN  
How much is this salad?

COOK  
Two dollars.

She puts the salad on the counter. She rustles through her pocket book.

WOMAN  
Well, I am not sure I have that much.

She puts a dollar and some change on the counter.

COOK:  
That's not enough ma'am.  
Could get a Krispy Kreme  
donut with that, though.

WOMAN  
One dollar. Here's some. The cook  
counts the money with his finger.

He gestures to the bin of  
donuts in front of him with the  
Krispy Kreme logo displayed  
on the front.

COOK  
A dollar fifty... two dollars. Here  
ya go, lady. She grabs her salad  
and her bags.

WOMAN:  
Ah, I had one this morning.  
Hold on, there's one dollar...here's some.

WOMAN  
Napkin.

The cook hands her a napkin. She walks toward the booths.





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