

# DIGITAL MAKES COFFEE JUNKIES OUT OF HARTFORD

MARKET | HARTFORD, CT  
DIGITAL CLIENT | DUNKIN DONUTS

In Hartford CT, Dunkin Donuts has one slot on each of Lamar's 14' x 48' digital displays, contracted by their agency, Hill Holiday. This client likes to run several different copies promoting many of their products from specialty coffees to breakfast and lunch sandwiches. Dunkin decided to try digital advertising for a one day giveaway promotion to increase traffic.



Leading up to the give away, Dunkin continued to run day part products along with the iced coffee layout, rotating creative promoting free iced coffee on March 21st. As Lamar got closer to the giveaway date, they began to run the iced coffee layout more and more. The day before the giveaway, the only creative running was free iced coffee for the next day.

LAMAR DIGITAL DISPLAYS  
[www.lamar.com](http://www.lamar.com)



Beginning at 6am on March 21st, 2007 (the giveaway day) the only creative running was "Free Iced Coffee Today". The sheer visible customer response was immediate. At 11 pm that day, the creative schedule stopped running free iced coffee and went back to their usual day part products. Dunkin followed this promotion up to continue supporting the iced coffee product with a spot promoting small iced coffee \$.99.

The advertiser also promoted the give away with radio and television and have expressed that the promotion was successful. Adding digital to the mix boosted this promotion for an immediate call to action to Hartford drivers. While we are still waiting on actual results for precisely how much of an increase in traffic and other product sales was accomplished, it's clear that they were very satisfied with the results and the true flexibility of our digital medium.

