



Mobile engagement sweetens the deal for Krispy Kreme

Precision targeting and captivating creative foster brand loyalty among existing fans and entice new customers to visit QSR locations.

25%

higher tap-to-map rates

2X

longer engagement duration

CATEGORY: Advertiser
SOLUTION: Managed Service
REGION: United States

Since 1937, Krispy Kreme has delighted customers with fresh doughnuts. Over the years, the brand has grown into a quick-service restaurant (QSR) chain serving sweet treats and more.

Opportunity

Quick-serve restaurants (QSRs) are booming across the US. To compete in a crowded field, QSRs keep prices low and typically operate on slim margins. This means that every promotional campaign needs to deliver results.

The first Friday of every June is a big deal for Krispy Kreme: it's National Doughnut Day. Krispy Kreme approached Verve Group with two objectives for a National Doughnut Day promo campaign:

- Inspire brand loyalty and engagement with current customers.
- Entice new customers to visit Krispy Kreme stores.

Solution

What's better than a fresh doughnut? A free, fresh doughnut! Verve Group developed precise targeting and compelling creative spotlighting the giveaway to build excitement and drive engagement.

Specifically, Verve Group's approach used three primary tactics:

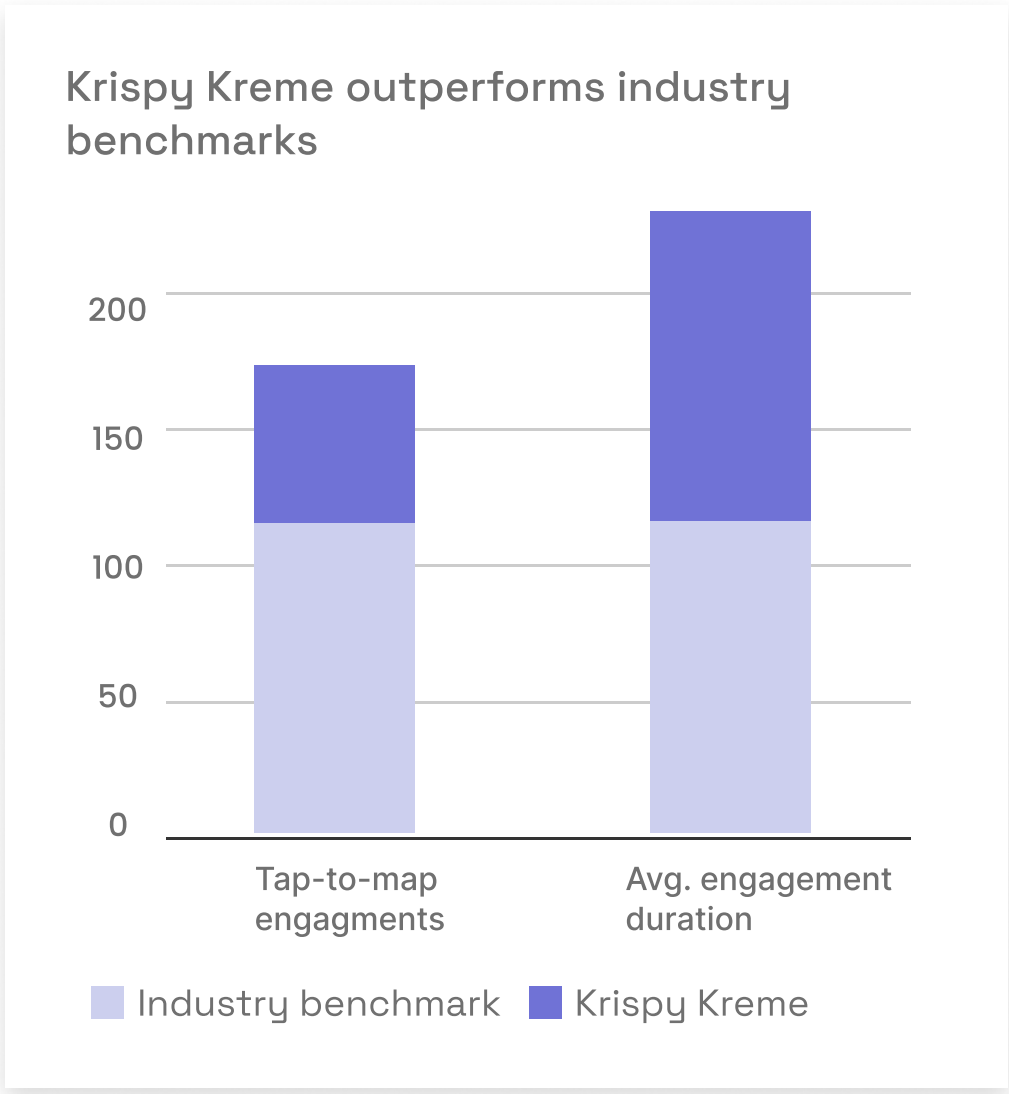
- Strategic audience segmentation
Target frequent QSR visitors with Verve Group's custom audiences.
- Geo-fencing
Target a 5-mile radius around Krispy Kreme stores.
- Interactive ad formats
Dynamic "tap-to-map" ad creatives to direct customers to the closest Krispy Kreme store.

Results

The National Doughnut Day promo campaign significantly outperformed industry benchmarks for tap-to-map and engagement duration.

- 2X longer engagement duration*
- 25% higher tap-to-map

* Mobile engagement vs. traditional TV engagement duration



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