

The logo for Krispy Kreme Doughnuts is centered in the image. It features the brand name "Krispy Kreme" in a red, cursive script font, set against a white background with a green border. Below the name, the word "DOUGHNUTS" is written in a white, bold, sans-serif font on a green background. The entire logo is surrounded by several donuts of various flavors, including pink with sprinkles, chocolate with sprinkles, blue with coconut, and plain glazed.

Krispy Kreme

DOUGHNUTS®

..Returns to New England!
(and we're better than ever!)



BRIEF INTRODUCTION

Let's get started!

WHO ARE WE?

Krispy Kreme:

- Established in 1937, North Carolina.
- Known for our “Original Glazed Donut!”
- Attempted to launch in New England in 2004 but were unsuccessful.

Our New Goals:

- Boston relaunch.
- New & improved focus on what we do best! (Hot Donut Experience)
- Affordability, convenience.
- Building back our community in Boston, one donut at a time.





SWOT ANALYSIS

(Strengths, Weaknesses, Opportunities, Threats)

Strengths:

- **Unique experience**
- Non-profit work
- Affordable
- Prioritizing community engagement

Weaknesses:

- Poor marketing
- Customer dissatisfaction
- **Franchising model across multiple platforms (website, social media)**

Opportunities:

- **Build relationships within Boston community**
- Mimic other QSR practices (Dunkin', Starbucks, etc.)
- Loyalty programs
- **Emphasize consumer feedback consistently**

Threats:

- Competition throughout Boston



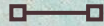


DEFINING OUR TARGET AUDIENCES

The Ideal Customer.. It Could Be You!

MEET OUR POTENTIAL CUSTOMERS!

“Loyal Leanne”



Lifestyle: On-the-go mom, runs a lot of errands, prioritizes family and work

Ethnicity: Caribbean-American; **Age:** 30-45

Occupation: Full-time mom and employee

Interests: Casually hanging out with friends, family time, date nights w/ significant other

Social Media Habits: Primarily uses Facebook

Income: 50k-170k annually

“Student Stella”



Lifestyle: Hectic/Busy, Sociable, Demanding,

Ethnicity: African-American; **Age:** 18-22

Occupation: Full-time student, potentially part-time employee/athlete

Interests: Going to organizational events, studying, sports, socializing

Social Media Habits: Primarily uses Instagram, Twitter, and Tik Tok

Income: \$0-28k annually

“Busy Brian”



Lifestyle: Fast-paced, busy day, works long hours

Ethnicity: Korean-American

Age: 24-35

Occupation: Full-time employee

Interests: Hanging out with friends, grabbing beer after work

Social Media Habits: Regular Instagram, Facebook, and Twitter user.

Income: around \$70k annually



ELEVATOR PITCH/POSITIONING

Is Krispy Kreme the best? Boy, I guess!

AMERICA, IT'S TIME FOR LESS DUNKIN' & MORE KREME!



Dunkin' this, Dunkin' that. We donut care! It's time for something **new**. Aren't you getting tired of a boring, lackluster morning experience? You walk in, grab your order, and walk right out. What's the fun in that?

For all of the donut-lovers who are in need of a fresh face in the donut world and tired of Dunkin', **Krispy Kreme is coming back!** Unlike Dunkin, we provide you with a personalized hot donut experience to create fresh, delicious, and unique donuts.



ENGAGING OUR EXISTING FANS

Our superfans love us and we love our superfans!

Persona #1 — Helena:



Busy Mom

Lifestyle: Hectic/Busy, Irregular work and rest

Age: 25-35

Occupation: Full-time employee in a law firm

Interests: Reading, Watching films, Studying

Social Media Habits: Seldom uses social media, specifically Facebook and Twitter

Income: \$60k (per year)

Persona #2 — Nate:



Lifestyle: Busy, Regular work and rest

Age: 18-22

Occupation: Full-time student, part-time employee

Interests: Baseball, Reading, Studying, Watching films

Social Media Habits: Casual use social media, predominantly Twitter and Instagram

Income: \$25k (per year)

Quote: “Medical students trying to save their hair is a hard thing to do.”

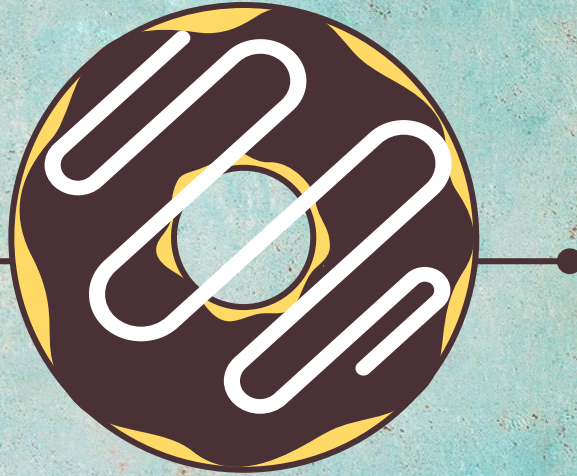


CREATING NEW COMMUNITY

New England, here we come!

HOW **WE** PLAN TO ATTRACT **NEW** CUSTOMERS:

Boston is a notoriously sports-centered city but established competitors like Dunkin' have Boston's primary sports teams committed to supporting them. **Krispy Kreme is going to have to get creative to try and enter that market...**



So, we had to get innovative. But at Krispy Kreme, we like a challenge. Krispy Kreme can engage with Boston's sports-lovers by releasing doughnuts that celebrate Boston's culture and community. We want to integrate **consumer feedback** via our **social media platforms** to not only hear what our **Boston fanbase wants** but how we can **continuously provide them with the best donut experience possible.**

KRISPY KREME: BOSTON'S WAY!

(DONUTS CREATED BY NEW ENGLAND NATIVES, BASED ON NEW ENGLAND CULTURE)

“College Edition” Donuts:

Boston is a well-known college town so Krispy Kreme should engage with the students of those schools! Coming out with college-oriented donuts that sport the schools' colors, offering special deals during exam seasons, and placing Krispy Kreme “pop-up” carts on campus are some of the ways we hope to interact with local universities in Boston.



“Krispy Kreme Loves Boston” Loyalty Program:

Krispy Kreme loves Boston and we want to show it! When new (or recurring) customers visit any New England Krispy Kreme, make a purchase of over \$10, they receive the opportunity to receive a special gift, on us. This could be tickets to a Red Sox game, a free trip to the MFA, or a ride on the T, all courtesy of KK.

IN CONCLUSION..



Krispy Kreme is excited to return back to Boston, better than ever. By integrating our collected data into our new game plan for success, **we believe we're finally ready to give Boston the donut experience they've been waiting for!**

THANKS!

Do you have any questions?

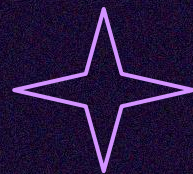
media@krispykreme.com

+91 620 421 838

krispykreme.com



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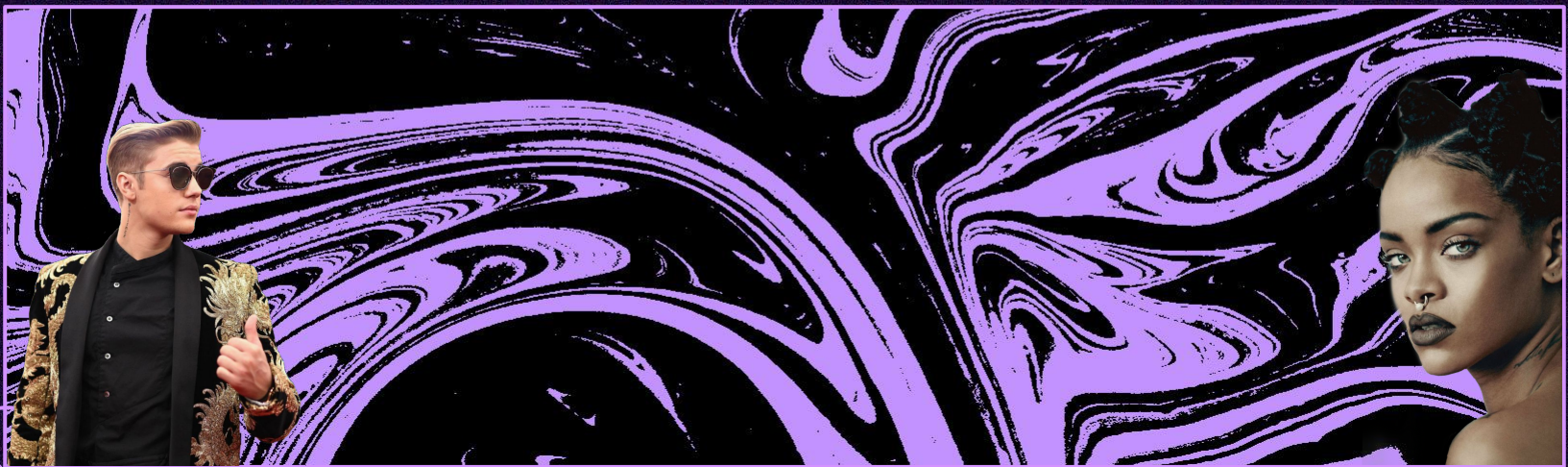
THE ISLAND

DEF JAM

MARKETING PLAN

DEF JAM RECORDING

DEF JAM RECORDING



History and Legacy

- Def Jam recordings was founded by Rick Rubin and Russell Simmons (Run DMC) in 1983
 - Had a history of financial troubles and change of leadership
 - Jay-Z was the president till '07
 - Paul Rosenberg is president (2017- present)
-
- The Island Def Jam Music Group was the main Parent company, and under it they had multiple subsidiaries that make up the major label
 - Def Jam Recordings, GOOD Music, Mercury Records Limited, Russell Simmons Music Group and many others



Notable artists

Justin Bieber



Rihanna



Ye (Kanye West)

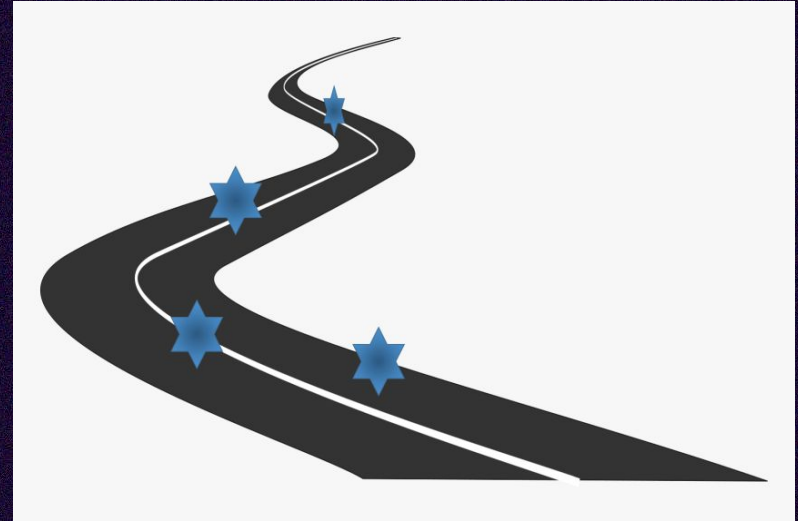


Pusha T



Roadmap

- Elevator Pitch
- Desired End State and Goals
- SWOT Analysis
- Marketing Mix
- Buyer Personas
- Key Findings
- International Scope
- Creative and Strategic Solutions



For Old and New Hip Hop Fans who are dissatisfied with confusing streaming services like iTunes, and poor quality pirated songs, our Product is Def Jam Recordings. We provide an easy to use service, accesses to physical music and streaming, and all of the artist you love. Unlike Napster or Spotify we have assembled a direct way to support your favorite artists, as well downloading your favorite songs with zero risk to express your creativity.

Elevator pitch

Desired End State

Maximize profits of each artist

Find ways to avoid losing money to CD's, Piracy, bootlegging, and Itunes.

Expand into the Digital music space

Become the most profitable label



SWOT ANALYSIS



OUR COMPANY

STRENGTHS

- Founded by popular rap group, Run DMC. (Rick Rubin and Russell Simmons)
- Already having established artists signed to our label (Justin Bieber, Rihanna, Kanye West, Etc..)
- Being one of the biggest labels under The Island Def Jam Music group

WEAKNESSES

- Minimal fanbase interaction
- Limited Monetization
- Very expensive to promote Artists





SWOT ANALYSIS



OPPORTUNITIES

- Our own streaming service
- Exclusive Vinyl Records
- Bring our music into the ever growing digital space
- Attract younger artists
- Concerts
- Curate a stronger fanbase community
- Other forms of monetization

THREATS

- CD Sales have dramatically decreased
- Itunes
- Other label competition



BUILDING MARKETING MIX

PRODUCT PLACE PROMOTION

Product:

- Logo Products (Hoodie or Sweatshirt)
- Music CD

Place - Online stage

- Facebook, Twitter, Instagram, Google and Yahoo banners
- Universal Music Group website, Def Jam Records Website and the artist website.
- The launch party—— a virtual reality concert release party
- Lack of traditional physical shop

BUILDING MARKETING MIX

PRODUCT PLACE PROMOTION

Promotion:

- NO.1 highest engagement rate
- Instagram, Twitter, Facebook and YouTube
- With an impressive roster of artists at the label's disposal — Kanye West, Justin Bieber, Big Sean...
- Take material like clips of interviews or music videos and edits them to fit a timely trend or zeitgeist moment
- Viral Communication—encouraged fans on TikTok to learn the dance themselves
- Interactivity—Dance Challenges on Tiktok
- Black Lives Matter movement

PERSONA 1

Name: Crystal

Lifestyle: Irregular work and rest, Flexible

Age: 25-35

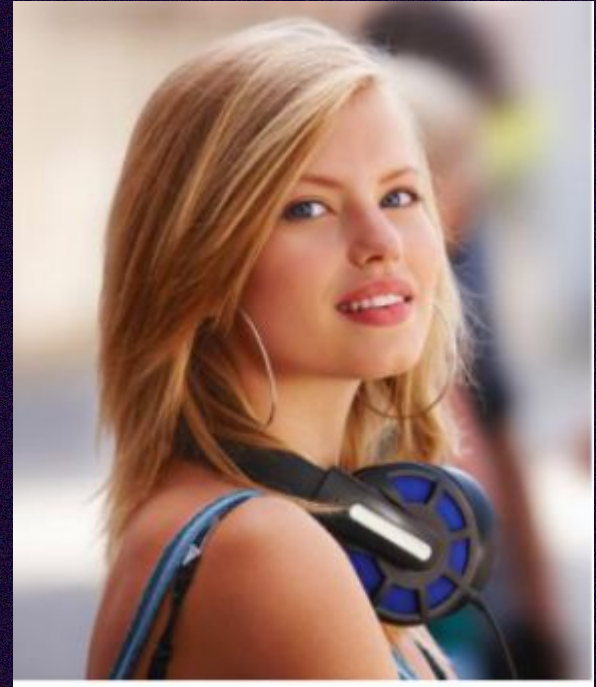
Occupation: Blogger/Influencer

Interests: Exploring, Socializing, Crazy about fashion and music, Always discover something niche and share with her fans, Like to go to various concerts, music festivals, live music shows/Niche music lovers, who will go to the store on time to grab limited albums

Social Media Habits: Very likely to use social media, predominantly Instagram, Twitter, Tik Tok, Youtube, Membership in Apple Music and Spotify/ Every year, she will share her own song list and her feelings about each music, and will introduce and promote music with videos.

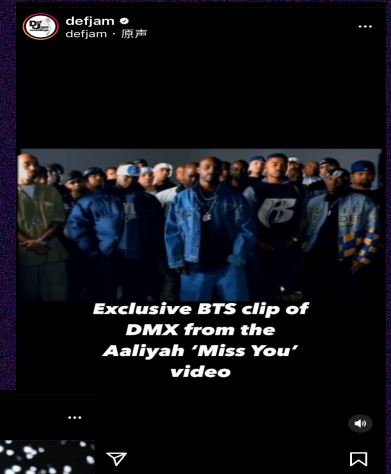
Income: \$60 (per year)

Quote: "I want to be the first one to discover the treasure music!"



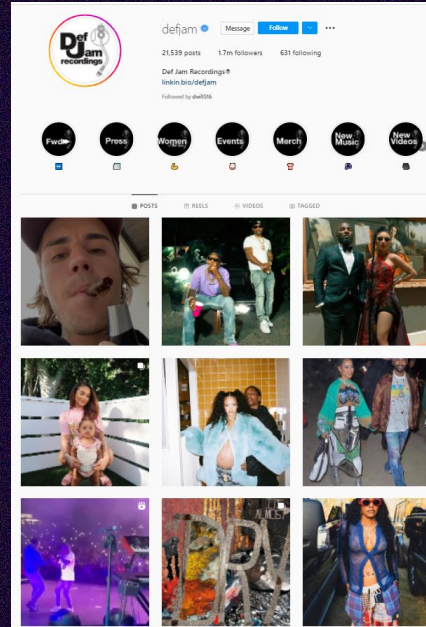
Strategy

- Partnership with other labels
 - Collab with other artists
- Endorsement with different brands
- Holding Island Def Jam private concert for label fans
- Release exclusive final records
- Online streaming for Island Def Jam
 - Interactions with the audiences
- Peripheral products related to the label
 - T-shirt, tote bags, key rings, etc



Key Findings

- Their revenue stream averages 1 Billion dollars
- Has 1.7 Million followers on instagram, and similar numbers on other social media platforms
- Pays their artist an advance of 3 Million dollars
- Still struggles financially despite apparent growth
- Just opened up Def Jam India, and continues to expand globally
- Survives off of well known artists and not new ones



The Artist is EVERYTHING



“The Women of Def Jam”

- Celebrates its diverse female staff.
- Recognizes the success and impact that women have had in the music industry, which is overlooked sometimes.



“It’s Almost Dry”

- Latest album from Def Jam artist, Pusha T, which received massive rollout from Def Jam to help its success.
- Fulfills Pusha T’s Def Jam contract, with Def Jam granting him his masters.

To make the brand international is one of the best way to spread the brand to more and more places...

- Unique selling power
 - Stars from different countries
- Get to know all the international audiences
- Live streaming for concerts on different platforms
- Get social with the audiences and fans!

International Scope

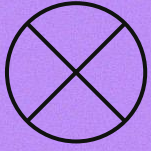


Creative and Strategic Solution

- Advertisement
 - Social Media
- Aim the target
 - Young people who love music
 - Back to personas
- Branding
 - Collab with different companies
- More connections with fans audiences



Marketing plan



**THANK
YOU**



Marketing plan

