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elevate your indulgence



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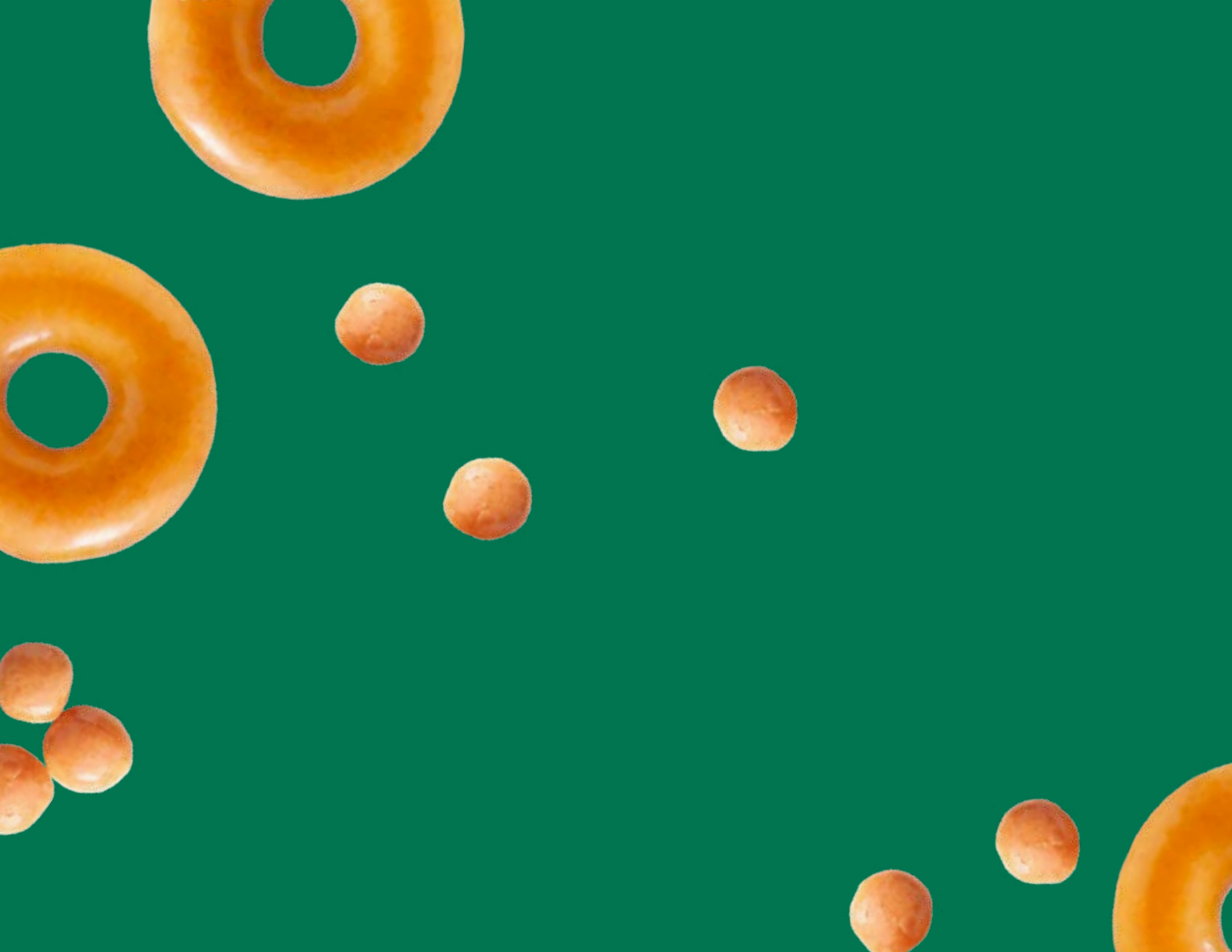
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The background is a solid teal color. Scattered around the text are several donuts and donut holes. One large donut with a bite taken out of it is positioned to the left of the text. To its upper left is a single donut hole. To the right of the text is a cluster of three donut holes. Further right, another donut hole is visible. On the far right edge, a portion of a donut is visible. In the bottom left corner, another donut is partially visible.

*Sweet Tooth
Agency*

MEET THE TEAM



ANA SEIFERT
CREATIVE BRAND MANAGEMENT

Hi, my name is Ana Seifert. I am a Media Arts and Design major with a concentration in Creative Advertising and minor in Honors Interdisciplinary Studies. I was born and raised in New York, a place located between living and dreaming. I've dabbled in some design projects as a student at James Madison University and similar to a sponge, I am here to absorb the most information and skills I possibly can! Most would describe me as a quick-witted, adaptable, fast-learning creator with an eye for design. I hope to work in New York City soon in Creative Brand Management. Outside of creating, you can usually find me hanging on the beach or scrolling on pinterest, searching for images to curate the perfect moodboard!



JESS PETERSEN
STRATEGIST

My name is Jess Petersen, and I am a Strategist from Long Beach Island, New Jersey. I am majoring in Media Arts & Design with a concentration in Creative Advertising, and minoring in Communication Studies at James Madison University. In my freetime, I enjoy being a beach bum and posting personal Photoshop projects on social media. Following a media internship this summer, I am eager to start a career showcasing my passions.



KELLI DEMKOWSKI

ACCOUNT MANAGER & STRATEGIST

Hi! My name is Kelli Demkowski, I am a designer and strategist who aspires to one day work in Fashion or International Advertising. I like to bring unique creativity into my designs by being detail-oriented and organized. I bring the best of both worlds when working with a group, because I am passionate about providing feedback as well as receiving it. I am known by others as being dependable, caring, and dedicated. When I am not designing, I enjoy traveling with my family. I love being immersed within different cultures and learning about places around the world. Being outdoors and taking walks energizes my creativity and it is one other thing I am passionate about.



MACKENZIE VAN DAM

COPYWRITER & STRATEGIST

Hey, I'm Mackenzie Van Dam. I am a senior Media Arts and Design with a concentration in Creative Advertising and Communication Studies with a concentration in Public Relations student at James Madison University. I love creating and the steps of turning an idea into something beautiful. In the future I am interested in being a creative strategist or a copywriter. My dream is to work for a sports team or a stadium; I love to be around that exciting energy!



PAIGE MUDD

ART DIRECTOR

I'm Paige! Yes, like a page in your favorite book. I love to make things. As a Media Arts & Design and Theatre major at James Madison University, I love to combine the two to create fresh, collaborative projects. I grew up making things. It could be creating a graphic, a poster, a costume, a set, a game, or even writing a paper. I found that I just loved telling stories, especially through making a connection to an audience. Maybe that's why I double majored in Theatre. Today, I still make things with the same passion. Every project is a passion project.



WHO ARE WE?

A competitive bunch of strong women building their portfolios with brands. A collection of creatives grabbing coffee to talk about the newest edition of AdWeek. A team of people whose sport is designing, refining, and aligning their pieces together to create a cohesive piece.

A group of friends who passionately create projects, no matter what it entails.



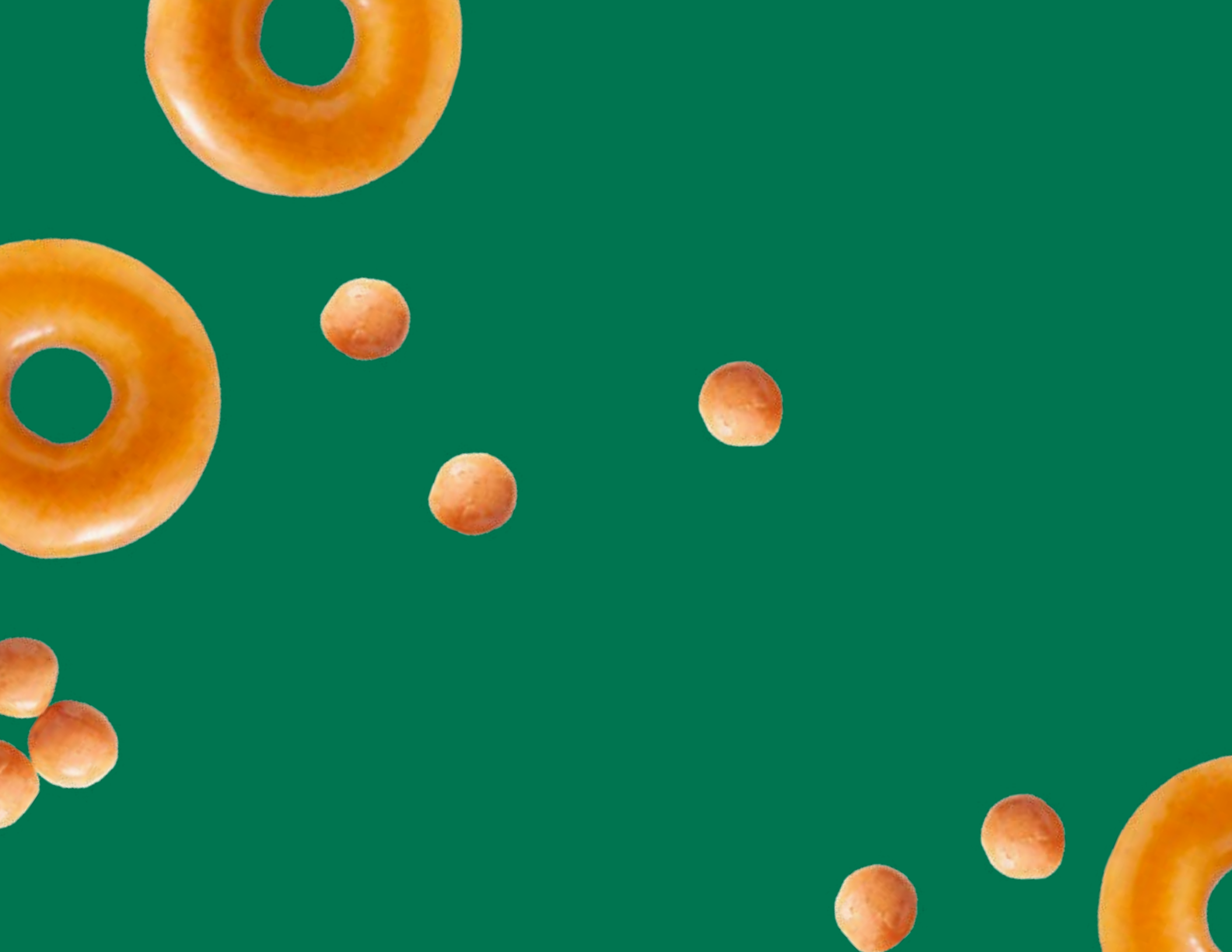
RATIONALE

Whether you crave sugar cookies, diet soda, low-fat ice cream, or a warm brownie, everyone has a sweet tooth. It is warm and inviting, like a hug from an old friend. Once the craving has passed, most do not think about it until the next time. When a treat is needed, Sweet Tooth is there to help. While choosing our brand, Krispy Kreme, we immediately were drawn to sweet-sounding sayings. "Sugar plum," "Treat yourself," and, of course, "Sweet Tooth." Through these sayings, we were able to land on our agency's name: Sweet Tooth. We wanted an agency name that fit the theme of our brand. Since we all considered Krispy Kreme a delicacy, we turned towards the dessert route over breakfast.

Many of our initial sketches included candy, treats, and tooth-related imagery alike. Among our favorites was a small candy heart. We were intrigued by the motif of the writing on candy hearts, specifically the vague messages they have about the future. Candy hearts tend to have an uplifting message, reassuring the individual that they are on the same team. By showcasing our agency name on the candy, it emphasizes that we are a trustworthy team that has your back.

Our initial logo was hyperrealistic, and attempted to look like a real candy heart. After going back and forth, we realized this was not necessarily the idea we were going for. Going back to the drawing board, we played with a few more designs. One was a simple logo using the Krispy Kreme font, Lobster. Another was a box of candy hearts with the tagline, "Satisfy your Sweet Tooth." However, none of these felt right. We ultimately decided to rework our original design instead of completely scrapping it.

We decided to create our redesign in an illustrated style, rather than the hyperrealistic one we initially looked at. Our redesign, created in Photoshop, includes a monotone color palette, with pinks and the classic Krispy Kreme red. We chose to have different pinks as the main color palette because it is a softer alternative to the bright red and greens of Krispy Kreme. We also liked how it represented the all-female team. Many of our advertisements ended up with themes surrounding female empowerment and independence, so it was interesting to look back at our original logo and compare the differences. We also liked the idea that the heart symbolizes the love that we as an agency will put into all the creations we will design. The font we chose is the same used on street signs, Highway Gothic Thin. We chose this font because we are always on the go. Our agency understands the struggles of busy people, and we subtly want them to know they are going the right way by choosing us, no directions required.





Research

Secondary Research

HISTORY

- Vernon Rudolph began selling homemade doughnuts to local groceries for resale in Winston-Salem, North Carolina. The secret ingredients in his doughnuts were proven to be successful and he started to grow a small chain family-owned operation (Krispy Kreme, 2022).
- Krispy Kreme opened its first business 86 years on July 13, 1937. Doughnuts were handmade in each location.
- After the passing of Rudolph in 1973, the company growth started to slow and Beatrice Food Company bought back the Krispy Kreme franchise.
- In 1982, a group of franchises bought back Krispy Kreme and decided to focus more on the “Hot Doughnut Experience.”
- In 1966 a store opened in NYC and in 1999 a store was opened in California (Krispy Kreme, 2022), making Krispy Kreme a national brand.

PRODUCT SALES

- Krispy Kreme is a mass distributor, producing about 5.5 million doughnuts a day (Sutorius, Kunz, & White, 2007).
- The brand operates 235 U.S. stores, located in over 43 states.
 - Krispy Kreme is also located in other countries such as Australia, Japan, and England (U.S. Securities and Exchange Commission, 2007).
- The doughnuts are sold in mega-chains (Danny, 2020), like Wal-Mart and Target, and major gas stations, such as 7-Eleven and Sheetz.

COST

- At Krispy Kreme, one doughnut ranges from \$0.99-\$1.29. One dozen ranges from \$7.99-\$11.39 (Krispy Kreme, 2023).
- Krispy Kreme also sells doughnut hole cups. One cup is \$1.99 and a 48 pack is \$5.99 (Krispy Kreme, 2023).
- Coffee is another top seller at Krispy Kreme and it ranges between \$1.59-\$1.89 (Krispy Kreme, 2023).

CONSUMERS

- The largest age group of consumers are 25-34 year-olds, with over half of the population being women (Zippia, n.d.).
- Krispy Kreme doughnuts are made in house and fried rather than baked (Miner, 2019).
- Krispy Kreme focuses on building and supporting their local community, such as when they distribute doughnuts to graduating seniors. They are involved in their local community, and search for ways to positively add to it (U.S. Securities and Exchange Commission, 2007).

BRAND FEATURES

- One thing that differentiates Krispy Kreme from the competition is the doughnuts are made and fried rather than baked in house (Miner, 2019).
- Some visual features that Krispy Kreme offers include their “Doughnut Theater,” where consumers can watch the doughnuts get glazed. Another is their “Hot Doughnuts Now” sign, which lights up when the doughnuts are fresh (Krispy Kreme, 2023).
- Krispy Kreme offers three lower calorie flavor options, which all remain under 200 calories (Piotrowska, 2023).

COMPETITORS



Dunkin' sells donuts, coffee, breakfast sandwiches, refreshers, frozen drinks, and lunch items (Dunkin', 2021).

- One donut is about \$1.25, half a dozen is \$5.99, and one dozen is \$8.99.
- Dunkin' also sells donut holes called munchkins. This item costs \$1.25 or more depending on the flavor.
- Dunkin' has hot coffee options costing between \$1.95-\$3.49. Iced coffee and refreshers are \$1.69-\$3.85.



Starbucks specializes in crafted coffee and refreshers, and sells breakfast, snacks, and treats (Pulkit, 2023).

- Hot Coffee at Starbucks costs between \$2.95-\$5.95 and an Iced Coffee ranges from \$3.96-\$6.45.
- Starbucks also sells Frappuccino and Refreshers that cost between \$5.75-\$6.45.
- The variety of breakfast items cost between \$1.55-\$7.25.



Cinnabon sells cinnamon rolls and other cinnamon-flavored treats, coffee, and refreshers (Nyguyen, 2014).

- One Cinnamon Roll costs \$3.76. Half a dozen costs \$17.45 for Classic, but they also offer Caramel Pecanbon for \$22.99.
- Hot coffee starts at the price of \$1.65. Cold Coffee/Refreshers range from \$2.99-\$5.65.



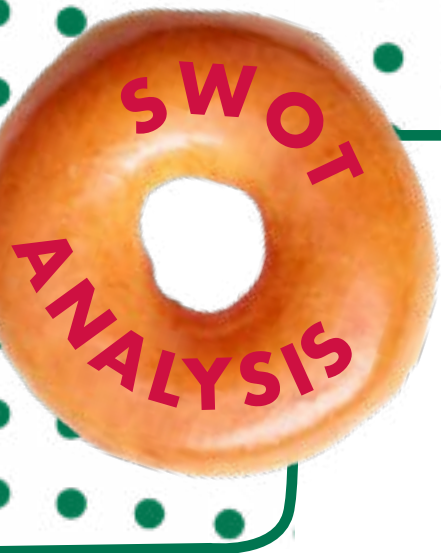
Tim Hortons is widely known in Canada, however, they have business located in the United States. The company sells donuts, baked goods, and coffee (Nyguyen, 2014).

- One dozen donuts costs \$12.99.
- Hot Coffee at Tim Hortons costs about \$2.44. While the Iced Coffee and refreshers range between \$3.19-\$4.99.

SHELF SPACE

- The brand's strategy for shelf space in mega-chain stores varies. They range from having full displays with the logo at some stores to no displays in others.
- The full displays vary in size, with some taking up large sections (below) (Schlemmer, 2017), while others are on shelves or on an end cap (Danny, 2020).
- When there is not a display, the product can be found on shelves in the chips or cookie aisle (above).
- Shelf space in gas stations is usually in the cookie aisle or an end cap.





STRENGTHS

- Krispy Kreme has brick and mortar stores.
- The products are sold in shelves at grocery stores.
- The brand capitalizes on freshness and the doughnuts made in-house. The “Hot Doughnuts Now” sign.
- Krispy Kreme offers many promotions, especially for educational events, like receiving straight “A’s” and graduations.
- Krispy Kreme has loyal customers because of the long brand history.
- The doughnut brand offers festive specialty flavors as well as a low-calorie doughnut line with flavors including Original Glazed, Berry Burst, and Lemon Crunch.

WEAKNESSES

- After a scandal in August 2023, the brand image was significantly hurt.
- Krispy Kreme’s main competition is with other fast dessert food chains, such as Dunkin’ and Starbucks.
- The brand’s shelf products are underperforming, and displays have shrunk in size since 2015. Some products are discontinued.
- The products sold at mega-chains are not the same fresh quality as official locations.

OPPORTUNITIES

- Krispy Kreme occasionally partners with celebrities. In September 2023, the brand partnered with Hailey Bieber and her skin care brand, Rhode to create an exclusive flavor of doughnut: Strawberry Glazed. It also collaborates with other large companies, like JellyBelly and Smartfood.
- Since Dunkin’ has dropped “Donuts” from their name, Krispy Kreme has placed an emphasis on doughnuts.
- The brand could open more stores across the US and internationally, and could have more advertisements and promotions.
- The brand should continue to advertise towards health tr such as lower calorie doughnut line. This is something other competitors are not focusing on.
- Krispy Kreme is currently testing selling doughnuts at McDonalds.

THREATS

- Krispy Kreme’s main competitors include Dunkin’, Cinnabon, Starbucks, and Tim Hortons.
- Some consumers may not choose Krispy Kreme due to their public image after the scandal from September.
- Rise in health-conscious trends.

PERSONAL IMPRESSIONS



A strength that stands out to me is the nostalgic, warm feeling associated with Krispy Kreme. A weakness is the limited menu they offer, there is not much variety or options for individuals with allergies and intolerances.

The strength of Krispy Kreme is that this is the biggest restaurant that is specifically known for doughnuts. Dunkin Donuts used to fall under this category until they rebranded to "Dunkin'". A weakness is the fact that health trends have been on the rise and doughnuts do not necessarily correlate with this.



I think one strength of the product is that the glazed doughnuts are guaranteed to be warm. One weakness is that they only sell doughnuts, if they sold more breakfast options I think the company would be more popular.

My personal impression is the most powerful strengths Krispy Kreme has are the nostalgia factor that comes from their loyal customers, the "Hot Doughnut Now" sign and their many promotions. I personally have been to Krispy Kreme because of the student promotions they have and now I do think of the fun I had on that day bringing in my report card when I go. I also have pulled into a Krispy Kreme impulsively because the light was on. I think all of these strengths push customers to repeatedly go to the store and also creates a positive association of the brand. I do think there are weaknesses to be aware of, in particular they do have a lot of competition and they are struggling now due to a hurt image.



A strength is that it is a classic, and it has the best doughnuts, in my opinion. There is nothing better than a Krispy Kreme doughnut, and I often say that whenever I choose Dunkin' or Starbucks. A weakness is that it is outdated. When I think of Krispy Kreme, I remember my childhood, which granted is nostalgic. However, I feel like they never have anything new to draw me in. I often want more than just a doughnut.

ADVERTISEMENTS AND PAST CAMPAIGNS

Past Campaigns

- In 2016, Krispy Kreme launched “The Effect is Real” campaign, where the brand took boxes of doughnuts to different gatherings to see how many people look at the doughnuts. The candid reactions emphasize the brand recognition Krispy Kreme has and its positive brand image.
- In 2016, Krispy Kreme partnered with Nutella in the “Easiest Sell Ever” campaign, to announce a limited-edition doughnut line featuring Nutella. The campaign included the hashtag “#EasiestSellEver” to promote the line (Krispy Kreme, 2016).
- In June, 2023, Krispy Kreme launched a low-calorie doughnut line. This line promoted mood-boosting during a time that usually leads to seasonal sadness among most individuals, coining it a “Mood-Boosting Sadvert” (Houston, 2023)
- In August, 2023, Krispy Kreme accidentally showed a slur in their advertisement featuring doughnuts as a celebration tool for major life events. The brand quickly took the spot down and apologized after the mistake (Noack, 2023).

Celebrity Collaborations

- Krispy Kreme recently collaborated with Hailey Bieber’s skincare brand, Rhode. They launched a Strawberry Glazed Doughnut for a limited time only during Labor Day Weekend, Sept. 1-4, 2023 (Krispy Kreme, 2023).



“The Effect is Real” Campaign



“Easiest Sell Ever” Campaign



“Mood-Boosting Sadvert” Campaign



Celebratory Campaign with Slur

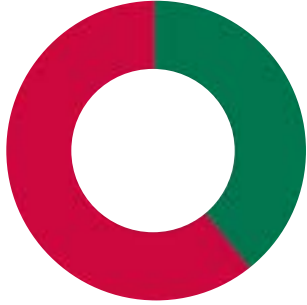


Hailey Bieber & Rhode Collaboration

Primary Research

DEMOGRAPHICS

GENDER DEMOGRAPHICS



60.9% of surveyers were female.

39.1% of surveyers were male.

AGE DEMOGRAPHICS



82.6% of surveyers were between 18-24 years old.

8.7% of surveyers were between 45-51 years old.

8.7% of surveyers were between 52-58 years old.

SURVEY FINDINGS

SURVEYERS RATED THEIR FEELINGS ON EACH STATEMENT

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

When I have a craving for a sweet treat I think of Krispy Kreme.



I frequently see Krispy Kreme advertisements.



I consider Krispy Kreme as part of my childhood.



I feel nostalgic when I see Krispy Kreme.



I am more likely to go to Krispy Kreme for a promotion.



I am more likely to go to Krispy Kreme for a seasonal product.



I am likely to buy Krispy Kreme products at a grocery store.





80.95%

of surveyers knew if the "Hot Doughnuts Now" sign is on, you get a free glazed doughnut.



WHAT DOES IT MEAN WHEN THE "HOT DOUGHNUTS NOW" SIGN IS ON?



19.05%

of surveyers did not know what the sign meant.



WHY ARE INDIVIDUALS NOT CHOOSING KRISPY KREME?



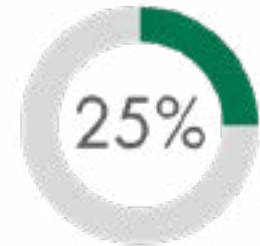
Goes to another establishment



Does not like sweets



Krispy Kreme is not in the area



It is unhealthy

SURVEY REFLECTION

In our findings, it was clear that Krispy Kreme is not available in a lot of locations. All of our participants selected that they had only been to Krispy Kreme 0-5 times because of this reason. They lose out on a big number of consumers by not having more locations in highly populated areas.

Dunkin' was voted the best location that participants go to buy sweets.

We found that promotional Krispy Kreme advertisements have been seen the most by our participants. Most people are likely to go to Krispy Kreme for a seasonal product.

INTERVIEW RESULTS

While all of our interviewees ate sweets, none of them stated their go-to treat was Krispy Kreme, nor doughnuts for that matter. The main type of sweet craving was traditional dessert foods. "When I crave something sweet, I usually want ice cream or chocolate," said one interviewee, and many others commented the same. All of our interviewees eat a sweet treat regularly, ranging from once a week to five nights a week. One interviewee answered, "I do not often buy sweets from the [grocery] store, however I do an occasional fast food run if I am in the mood." Krispy Kreme was not on this list of fast food chains that interviewees frequent. Instead, brands such as "Dairy Queen, Sweet Frog, Cookout...Dunkin'... [and] McDonald's" were the most common answers to get a sweet treat from. Interviewees gave us the impression that many of them crave sweet treats late at night. One interviewee even stated that they "get a burger and always something sweet with it." Given that these treats seem like they are late at night, we considered the factors of price and location. Most interviewees gave fast food chains on the cheaper side as their go-to places. Our interviewees generally said they would drive to get a sweet treat as long as it was convenient.

With questions about their sweet treat cravings out of the way, we shifted the focus to questions surrounding Krispy Kreme. The most common answer we saw was that all of the interviewees do not go to Krispy Kreme regularly. Most interviewees do not go to Krispy Kreme because "...the location is inconvenient," stated by one interviewee. Another common answer was that "there are none in [their] area." Although Krispy Kreme is a nationwide chain, their locations are often inconvenient to get to if an individual does not live in a major city or college-town. A surprising finding in our interviews was that many interviewees purchase Krispy Kreme doughnuts from mega-chains, such as Walmart or Food Lion. "I have bought Krispy Kreme products in grocery stores. Doughnuts are a great addition to a brunch with friends or just a sweet snack." This was surprising because of the decrease in size of Krispy Kreme displays in grocery stores and the interviewees' willingness to leave the house for a sweet treat from a fast food chain.

Many of our interviewees have a favorite order at Krispy Kreme. "My favorite order at Krispy Kreme is an original glazed doughnut" was the favorite answer of the group, while others chose to "...splurge on the Halloween Doughnut pack. Nothing beats the seasonal flavors." Krispy Kreme as a brand holds ties to consumers, even if they do not frequent there anymore. One interviewee stated, "I grew up taking trips to Krispy Kreme. If I were to go today, I would feel nostalgic walking inside." Although fewer interviewees said this, those that had a childhood connection to the brand had a more positive image of Krispy Kreme. Some interviewees who went as children even stated they participated in some of Krispy Kreme's educational promotions, saying "I went to Krispy Kreme as a child to get a free doughnut for every A on my report card."

When talking to interviewees about Krispy Kreme's advertising practices, the general consensus was inconclusive. One interviewee stated, "I have...seen Krispy Kreme advertisements on TikTok and Instagram," showing that Krispy Kreme is actively advertising. However, many other interviewees said, "I do not really see advertisements for [Krispy Kreme]." It was common among interviewees to think that humorous advertisements or ones with a "fun little jingle" were among their favorites. Some mentioned that they preferred "informational advertisements," as stated by two interviewees, but the general consensus was for fun, fresh advertisements. Our interviewees were men and women, ages of 18 to 34.

INTERVIEW REFLECTION

Overall, it is clear that Krispy Kreme needs more attention. Every person that we interviewed stated that they go elsewhere to grab sweets. It was consistent that none of our interviewees go to Krispy Kreme regularly, although they eat sweets around three times a week on average. A common theme was seeing Krispy Kreme products in grocery stores and being reminded of childhood upon walking into the store. Regarding advertisements, it is clear that other fast food establishments are overshadowing Krispy Kreme.



**VICTORIA
WILSON**

BEHAVIORAL

Victoria does not think twice when making purchases. Victoria stays on top of the latest trends and is confident in her own opinion while purchasing products. Victoria is picky with brands, but stays loyal to the companies that she is comfortable with. Victoria has a job as an Editor-in-Chief at a popular magazine company and is a single 40-year-old with no children. She does not think twice about spending money on entertainment, makeup, apparel and food.

VALUES

Victoria is an achiever and values a “me first” attitude. She is committed to her job and is goal-oriented. Victoria stays loyal to her favorite brand and to her routines. She values being private and professional.

DEMOGRAPHICS 40, female, upper-class, master’s degree, owns a brownstone.

GEOGRAPHICS

Victoria lives in the New York City, New York, United States. It is known for being high class, sophisticated, busy and expensive. Summers are hot and muggy with the average temperatures ranging from 84°F to 69°F. Winters are chilly with average temperature ranging from 39°F to 26°F.

PSYCHOGRAPHICS

Activities: Victoria enjoys going shopping with her assistant. She can also be found at her local gym, using her membership to play pickleball with her trainer. Overall, she is usually found spending time alone to keep her routine steady and avoid distractions.

Interests: Victoria is passionate about fashion and keeping up on the latest trends. She loves flipping through Vogue and Cosmopolitan in her home office while sipping on a latte.

Opinions: Krispy Kreme never crosses her mind. She enjoys drinking coffee but usually has her assistant grab a cup from Starbucks. Victoria views Krispy Kreme as childish.

ATTITUDES

Victoria enjoys experiencing opportunities that make her more successful. Being goal-oriented leads her to believe money is the source of authority. She is comfortable spending as much as she needs to satisfy her wants and needs.

LIFESTYLES

Victoria is always out and about. She is frequently at work events and other social gatherings. She utilizes a town car to get around the city but also frequently walks to dinners, events, and to run errands that are in her neighborhood. Victoria likes luxurious goods and is frequently out shopping.

CURRENT MINDSET

Victoria sees Krispy Kreme’s advertising as unsophisticated and childish. She enjoys the food but does not frequently go because she thinks it is only for kids and families.

DESIRED MINDSET

Victoria should feel that Krispy Kreme is a great place to end the night with a sweet treat. Krispy Kreme is more than just doughnuts. It has coffee to start your morning and is open late to fix your “sweet treat” cravings.

COMPETITORS

The number one competitor for Krispy Kreme is Dunkin’. Two other brands that they compete with include Cinnabon and Starbucks. The target audience feels that the competitors are a convenient, cheap option for coffee and sweet desserts.

MESSAGE OBJECTIVES

1. Define brand image.
2. Persuade the consumer.
3. Link key attributes to the brand.

EVIDENCE

- Krispy Kreme is the only place in New York City that has the iconic glaze.
- Krispy Kreme has the secret recipe for the classic glazed doughnut.
- Every doughnut is consistently good and made fresh.
- When the light is on doughnuts are freshly made coming straight from the oven.

BIG IDEA

Krispy Kreme in New York City takes indulging to the next level.

CREATIVE EXECUTION

Consumers want to indulge in a sweet treat, and Krispy Kreme is no exception. The advertisements will elevate the Original Glazed Doughnut and aim to change the mindset of higher-class consumers, while still being a fun, fresh brand.

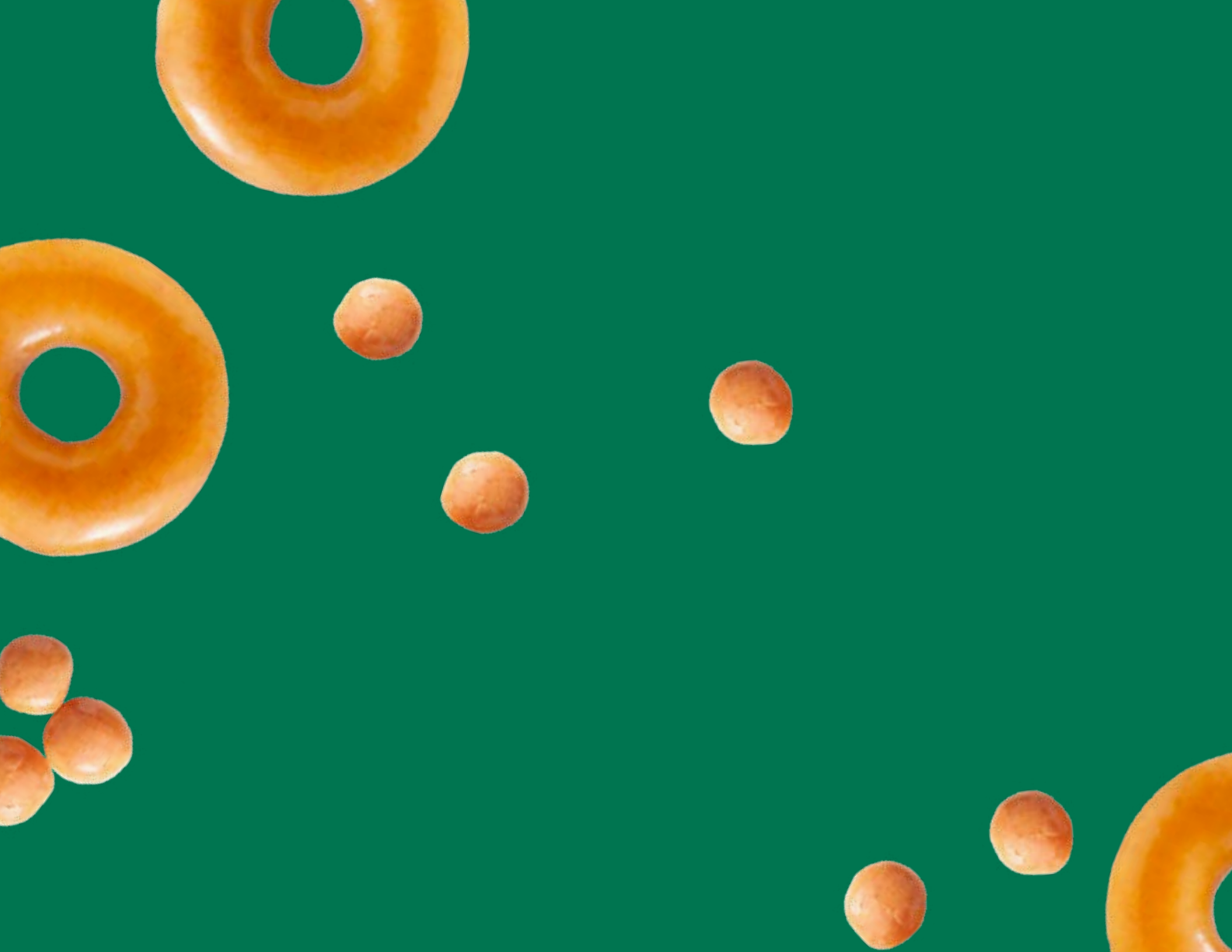
TO NE

Sophisticated, trendy, informative, and positive.



MANDATORIES

- Logo (Pictured Left)
- “Copyright 2023 Krispy Kreme Doughnut Corp.”



The background is a solid teal color. Scattered around the text are several donuts and donut holes. One large donut with a bite taken out of it is positioned to the left of the text. Another large donut is partially visible on the right edge. Several smaller donut holes are scattered in the upper and lower corners.

*Print
Advertisements*

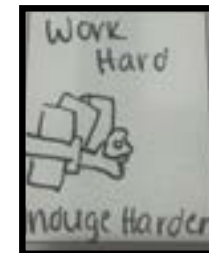
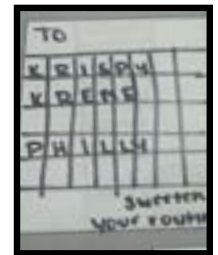
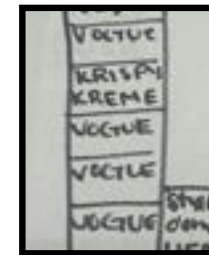
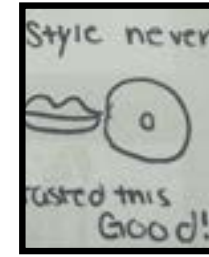
HEADLINES

1. Krispy Kreme: Classy Edition
2. Indulge with us.
3. Glaze. Glam. Ready to Go.
4. Looking to indulge?
5. Celebrate lux with only a few bucks.
6. Morning or night, you deserve a treat.
7. Be your own sugar daddy.
8. More than just a doughnut.
9. Because breakfast should be glamorous.
10. Krispy Kreme: Your New Favorite Accessory.
11. Be confident in your doughnut decisions.
12. Designer, Delicious, Delectable.
13. Bold, strong, Krispy Kreme.
14. The Big Apple-Cider Doughnut.
15. You deserve a little something extra.
16. Doughnuts aren't the only thing that's in.
17. Doughnut state of mind.
18. Krispy Kreme: Where your dreams are made.
19. Wake up to sweetness, in the city that doesn't sleep.
20. Work hard, indulge harder.
21. Keep it classic. Keep it Krispy.
22. Your little town blues are melting away with Krispy Kreme.
23. The sign that lights up the city.
24. Krispy Kreme, Krispy Kreme.
(Like New York, New York).
25. Krispy Kreme or no where.
26. Krispy Kreme is my favorite feeling.
27. If you're hip, Krispy Kreme is where you'll take your next trip.
28. Taste your success from the best.
29. Chase your dreams with a doughnut in hand.
30. New York & Doughnuts look good on you.

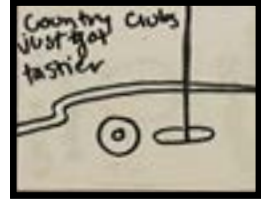
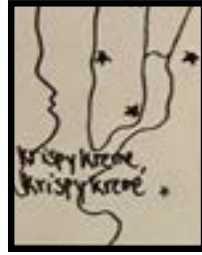
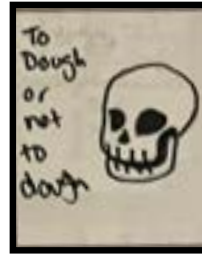
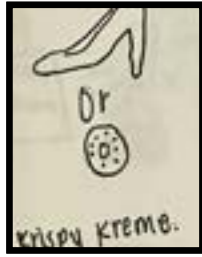
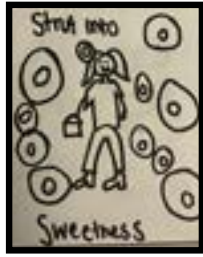
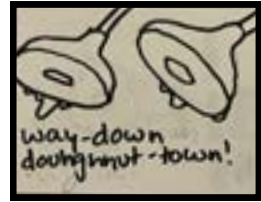
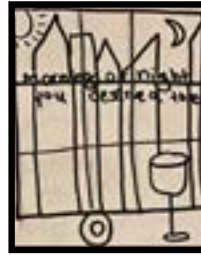
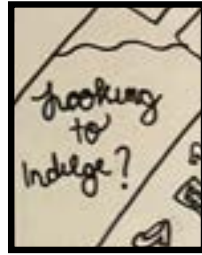
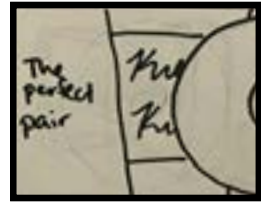
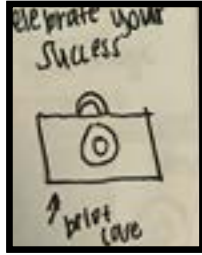
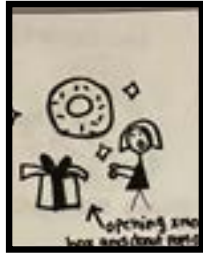
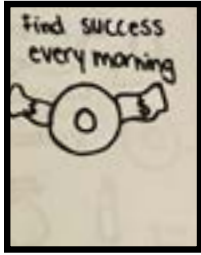
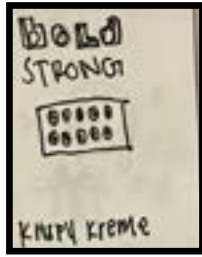
TAGLINES

1. Elevate your indulgence.
2. An irresistible luxury.
3. Surprise yourself with the luxury of our doughnuts.
4. Doughnuts gone designer.
5. Ethereal and desirable doughnuts.
6. Indulge in your food desires.
7. Lavish and delish delicacy.
8. Impress yourself with sweet simplicity.
9. Celebrate your success.
10. Choose classic. Choose us.
11. Show off your Krispy Kreme.
12. Let us spoil you.
13. Style never tasted this good.
14. Strut into a world of sweets.
15. The first step to success.
16. Time to splurge.
17. Find success every morning.
18. All day indulgence.
19. Sweeten your routine.
20. Stylish and tasty doughnuts are here.
21. To dough or not to dough.
22. Doughnuts are a girls best friend.
23. Late night bite.
24. Looks good right?
25. Step into style.
26. Doughnuts today, icons tomorrow.
27. Bright lights indulge your cravings.
28. No one likes running anyways.
29. Doughnut miss it.
30. Sweetness starts here.

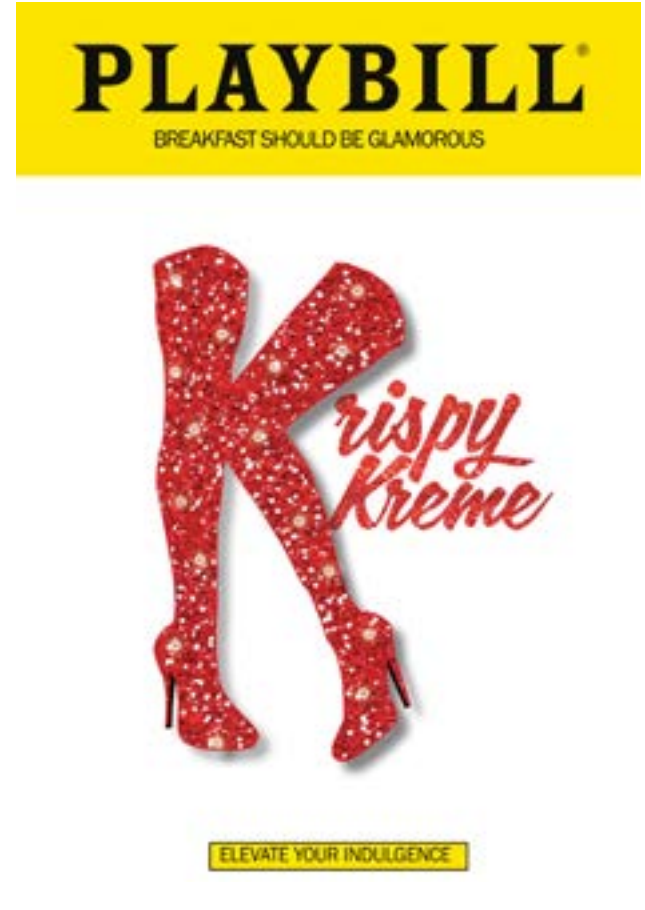
THUMBNAILS ANA



JESS



KRISPY KREME X BROADWAY



KRISPY KREME X VOGUE



KRISPY KREME X LOUBOUTIN



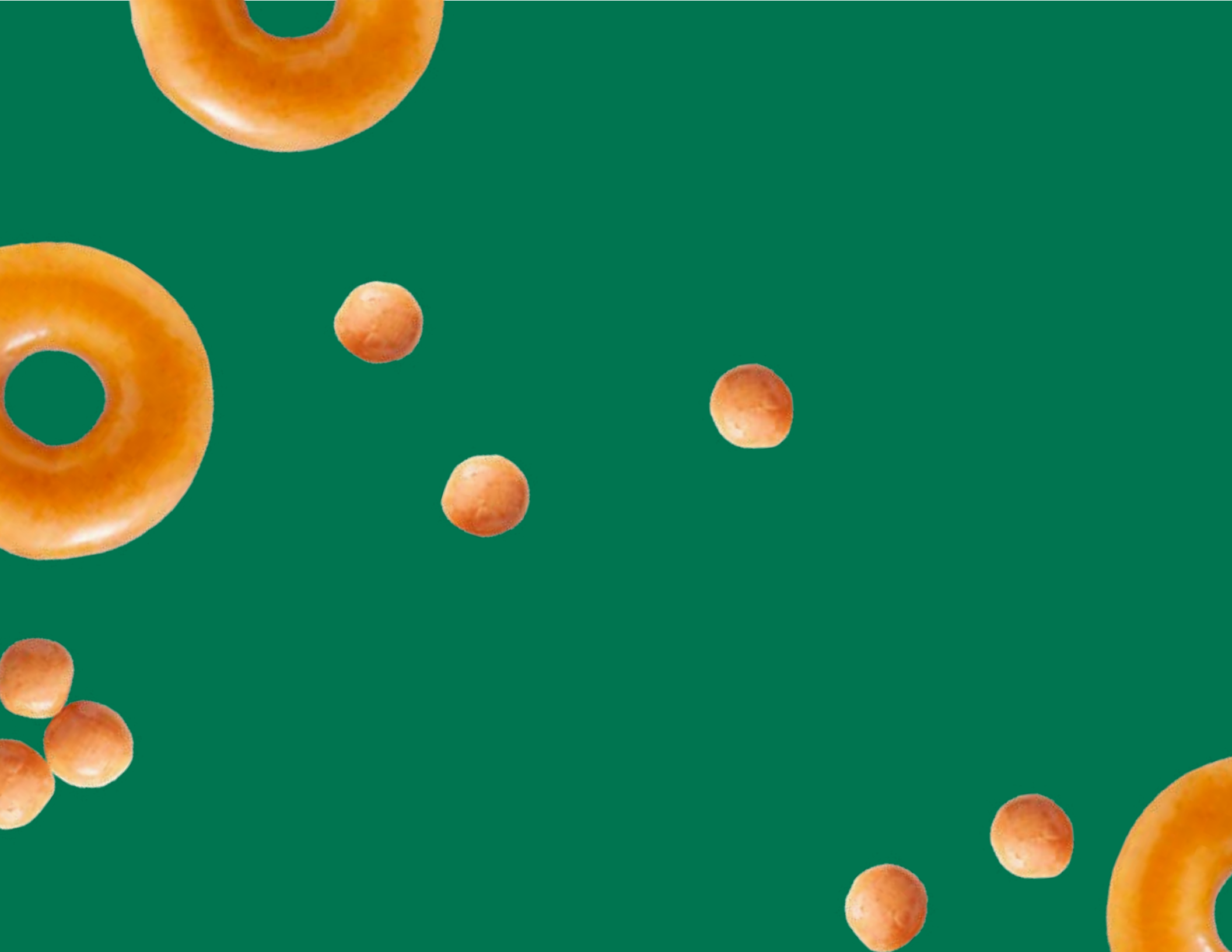
RATIONALE

When brainstorming for the print advertisements, we concluded that not only did they have to reflect the fashion sense and style of our target audience, but also reflect the activities they can be found at, their reading choices, and their day-to-day activities. When creating these print ads, we wanted the ideas, placements, and visuals of the ads to feel natural to this target audience. Each ad was created using Adobe InDesign and Photoshop.

The first print ad we created was based on a brainstorming sketch of a *Vogue* magazine cover. *Vogue* is one of the most illustrious magazines, regarded as the top fashion magazine. We wanted to recreate the *Vogue* style cover as a Krispy Kreme ad. We had already decided that our TV ad would feature New York Fashion Week, so from there we had the model stay in the Krispy Kreme dress and pose alongside the classic glazed Krispy Kreme doughnut. We had her look serious and strike high-fashion poses to match the seriousness of previous *Vogue* cover shoots. We then edited one of those photos enhancing the red and greens through contrast levels and saturation to make her stand out. We also removed the background of the image so we could place her in a city background to further connect to our target audience and the Krispy Kreme stores in New York City. When creating the magazine layout we knew we wanted it to say “Krispy Kreme” as the header instead of “Vogue.” We used a similar font to the *Vogue* font called, Didot but then elongated it to have a more dramatic effect and to take up more space as the header. We then added in the headline, “Glazed. Glammed. Ready to Go,” because we thought that this sounded like a headline a magazine would use and it connected to both fashion and the glazed Krispy Kreme doughnut. We also added in our tagline, “Elevate your indulgence” to support our big idea. We used the font Kozuka Gothic Pro for both the headline and tagline because this less intense sans serif font supported the strong header serif font. We used a photo of midtown Manhattan as a background but overlaid black onto it so the model stood out more. When mocking it up we put it in a magazine alongside a photo of the model walking a runway in the Krispy Kreme dress to make it look like a fashion spread in a magazine.

For our second print ad, we were inspired by the hotspots of New York City. Our first thought was that our target audience will not be posing for a photo at the Statue of Liberty, but instead would be applauding in a Broadway theater. We were inspired to create a playbill that would advertise Krispy Kreme. We were inspired by the *Kinky Boots* playbill, because it combined fashion through the glitter boots, red and the letter “K.” We recreated the iconic red boots in the shape of a “K,” which would later be the “K” for Kripsy when we wrote out the brand name on the playbill. We also made subtle doughnut shaped sparkles within the red glitter boots as an ode to the Krispy Kreme doughnuts. We used a script font similar to the *Kinky Boots* font when we wrote out Krispy Kreme. At the top we stayed consistent to Broadway’s playbills and used the Playbill logo along with the color yellow. Where the name of the theater normally is, we wrote out the headline, “Breakfast should be glamorous” because we thought that this headline fit the glamorous nature of the show but also played well with Krispy Kreme being a glamorous spot to get breakfast. We also included the tagline at the bottom center of the playbill where the online website is normally written. The font FranklinGothic URW in all caps was used because it complimented the strong serif font of the Playbill logo. We mocked this ad up in a magazine because we envision it in the style section of a New York magazine where people can catch up on their local news. We also think this ad could be a great fit for inside an actual playbill.

The last print ad we created was inspired by a brainstorming sketch we drew of a heel with a doughnut on the bottom. We knew we wanted this ad to be photography-based instead of graphic-based, because we wanted the audience to envision their heels walking through the city streets. To get this shot, we photographed a model who posed with high heels on kicking up her right foot. In InDesign, we then edited on a Red Bottom to make it appear that they are the famous *Loubiton* heels, a status of wealth, and the red matched Krispy Kreme’s red. The Krispy Kreme logo was then added to the bottom to mimic the brand logo on a heel. We used an image on a New York City street and sized it to fit with the heel. For the headline and tagline, we wrote them in bold text in the stripes of the crosswalk. We choose the write the headline, “Your new favorite accessory” from bottom to top to match how signs are written on the ground. The model is walking with the text and reading it from bottom to top. We also made the tagline red to differentiate it from the headline.



The image features a solid green background with several golden-brown donuts and small round pastries scattered around. One donut in the upper left has a bite taken out of it. The text "Television Advertisement" is centered in a white, italicized serif font.

*Television
Advertisement*

BRAINSTORMING



Our first step in our brainstorming was using the Six Different Hats. We found it helpful to write out as many sticky notes as possible surrounding a specific idea. When using the green hat, we came across our big idea: indulging in Krispy Kreme. As we thought about other things to indulge in, we came across our central word for our Word Web: designer.

With our first word, we easily found more connections, including models, Vogue, New York Fashion Week, model, and high-fashion. These connections informed most of our campaign, but specifically inspired our television advertisements.

"Doughnuts Gone Designer"

A collaboration with New York Fashion Week, showing off chic clothing from Krispy Kreme.



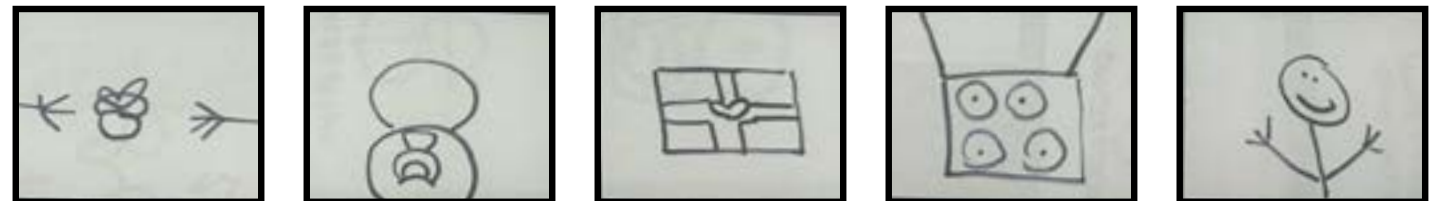
"Unwrap Sweetness"

A present that is unwrapped to reveal a box of Krispy Kreme doughnuts.



"Better Than Diamonds"

A man proposes to his fiancée with a Krispy Kreme doughnut ring. To the audience's surprise, she is ecstatic.



SCRIPT

Brand: Krispy Kreme
Title: Doughnuts Gone Designer
:30 Second Spot

MLS: MODEL STEPS OUT IN AN ORIGINAL KRISPY KREME DRESS, WITH MATCHING HAT AND SHOES.

LS: MODEL STRUTS TO THE END OF THE RUNWAY.

MCU: MODEL POSES TO SHOW OFF THE FRONT OF THE DRESS. SHOT IS ONLY ON THE DRESS ITSELF.

MCU: ANGLE CHANGE TO MODEL SHOWING OFF THE BACK. SHOT IS ON DRESS ITSELF.

CU: MODEL'S FACE, SHOWING OFF THE HAT. SHE WINKS BEFORE TURNING AROUND TO WALK BACK.

LS: SIDE VIEW OF MODEL STRUTTING BACK TO THE CURTAIN. TRUCK MOVEMENT.

MLS: MODEL EXITS THROUGH THE CURTAIN. FADE TO BLUR.

TEXT: "DOUGHNUTS GONE DESIGNER"

TEXT: KRISPY KREME LOGO X NEW YORK FASHION WEEK.

FADE TO BLACK.

FADE IN WITH POP MUSIC.

FADE MUSIC OUT.

STORYBOARD

Brand: Krispy Kreme
Title: Doughnuts Gone Designer
:30 Second Spot



1
ELS: MODEL STEPS OUT WEARING A CUSTOM KRISPY KREME DRESS.
FADE MUSIC IN.



2
LS: MODEL WALKS TO THE END OF THE RUNWAY AND BEGINS TO POSE.



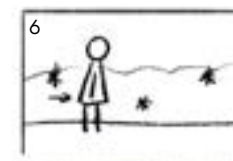
3
MCU: MODEL POSES TO SHOW THE FRONT OF THE DRESS. CAMERA ANGLED UPWARDS.



4
MCU: MODEL POSES TO SHOW THE BACK OF THE DRESS. CAMERA ANGLED UPWARDS.



5
CU: MODEL POSES AND TURNS AROUND.



6
LS: MODEL STRUTS, FLASHING LIGHTS OF CAMERAS BEHIND. TRUCK MOVEMENT.



7
ELS: MODEL WALKS BACK TO THE BEGINNING OF STAGE AND EXITS.
FADE MUSIC OUT.

KEY FRAME

Brand: Krispy Kreme

Title: Doughnuts Gone Designer

:30 Second Spot

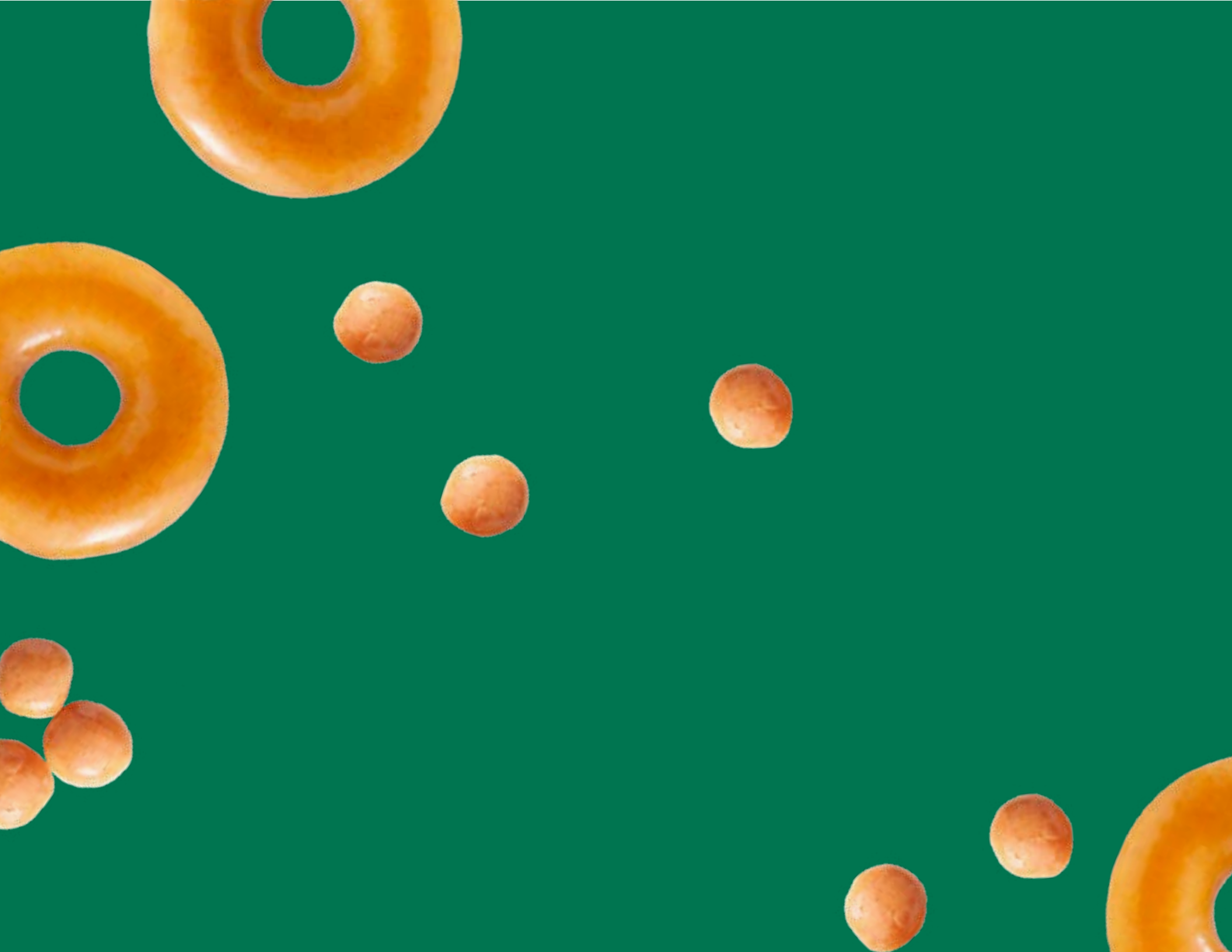


RATIONALE

During our brainstorming process, we were fairly certain we wanted to do a simplistic advertisement that featured the product. Collaborating with New York Fashion Week came out of nowhere. We knew that a collaboration with one of the most well-known, high fashion events of the year would intrigue our target audience, changing their mindset about Krispy Kreme to one of a serious, sophisticated brand. With a new mindset, the audience will be able to relate to the brand and be more inclined to purchase from them.

We knew our television advertisement needed to focus on the model more than the product. Our research pointed us to high-fashion brands and what they brought to New York Fashion Week in September, 2023. We decided to focus on the most recent show in our research because of the quick speed of changing fashion trends. Through our research, we were able to figure out the dress. The skirt for our advertisement was made out of Krispy Kreme boxes, tissue paper, ribbon, and string. The full, yet short skirt was designed to move with the model, and the short train on the back allowed for a fun surprise when the model turned around. The top consisted of a corset top, made out of the top of a Krispy Kreme box and tied with red string. The model wore an existing dress underneath that matched the iconic red colors from Krispy Kreme. The hat is one of the hats given out at Krispy Kreme, with a few adjustments. We added tissue paper and ribbon to sell the look and tie it back into the full outfit. Our model also wore Vogue-inspired makeup with red and green to ensure the look was high-fashion and sophisticated. We created the dress fully in-house and worked with the model to give feedback on the makeup she designed.

For the advertisement itself, we decided we had to go all out. We were able to reserve the Studio Theatre at the Forbes Center for the Performing Arts, and their Lighting Liaison, Alex Tuszynski, was able to program the lights for us. We chose to have an architectural feel using gobos and switched the lights to a warm tint, with a touch of red. We repositioned the lights so they created a thrust stage, which is traditionally used for runways. Once we had our stage set, we gathered a few volunteers to be our crowd in the background. We decided to film the commercial with different montage clips in mind, both ones from far away and up close to show how the dress moves. The model struck high-fashion, sophisticated poses to sell the idea that it takes place at New York Fashion Week. Our final advertisement consisted of various montage shots cut together that showcased the dress, including close-ups of the dress and the model. Our music was upbeat and instrumental, similar in style and energy to Ralph Lauren's Spring Summer 2024 show. The final shot showed the model walking back, slowly blurring before the headline appeared. We used the headline, "Doughnuts Gone Designer" to sell the idea that Krispy Kreme doughnuts have a place in the high-fashion lifestyle. It elevates Krispy Kreme's brand image in the audience's mind to be on par with other designer brands, such as Valentino and Gucci. The striking appearance of the headline is in the font, Didot which is used in the high-fashion magazine, Vogue. Because we knew that the television and print advertisements would be closely related, we wanted the two that included the model and the dress to be very cohesive. After the headline, we included the Krispy Kreme logo, with our tagline, "Elevate your indulgence" underneath. We also included the New York Fashion Week logo to emphasize this would be an official collaboration.

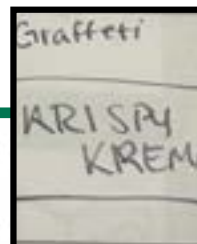
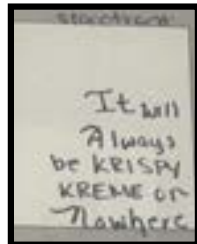




*Social Media
Advertisement*

THUMBNAILS: INSTAGRAM

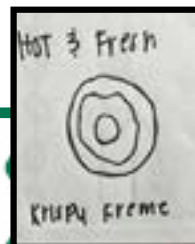
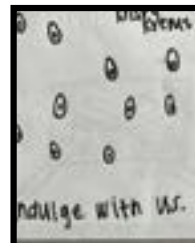
ANA



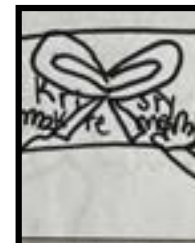
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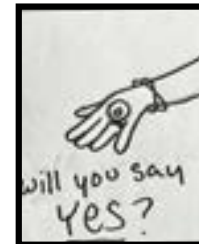
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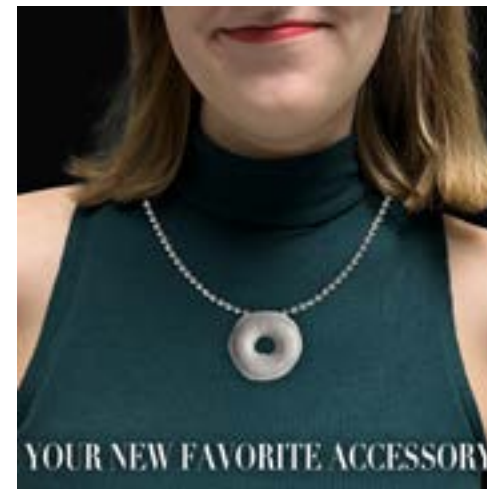
MACKENZIE



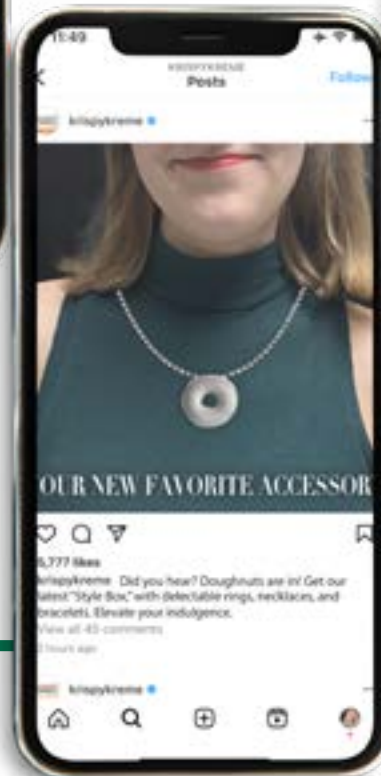
PAIGE



DESIGN: INSTAGRAM



MOCKUP: INSTAGRAM



RATIONALE

We chose Instagram as our medium because millennials are the largest demographic on the platform. Our viral video will also be placed on the platform under "Instagram Reels" so utilizing Instagram to post would be beneficial to create more traffic. This medium has recently been updating its platform to make advertisements display on all users' accounts, therefore Krispy Kreme would be able to utilize this feature. Our audience tends to use the photo posts and reels aspect over the story option so when creating for Instagram we stuck to the posts option.

For an Instagram post, we used designer books to show our target audience that Krispy Kreme can be classy and on the same playing field as designer brands. Since our target audience is high-class adult women, we think that this advertisement would appeal to them. We chose high-class brands such as Chanel, Gucci, and Louis Vuitton because these are brands that our persona would purchase. The audience would be able to classify Gucci and Krispy Kreme in the same category by visualizing the brands in this way. Designer books have become a popular decoration amongst higher-income women, therefore our audience would pay attention to this post. For the text written on the spines of the books, we used fonts that replicated the brand's regular font. We used the headline "Doughnuts Gone Designer" because it shows that not only luxury and expensive brands can be designed, but doughnuts too.

For an Instagram ad, we wanted to utilize the skyline of New York City. New York City skyscraper lights can be seen from the streets and we wanted to create a post that utilized that to our advantage. Just like the skyscraper lights, Krispy Kreme's Hot Doughnuts Now light is very iconic. We inserted the Krispy Kreme light onto a skyscraper and added a red glow behind it to make it appear it is lighting up the sky. We also added that in as a headline because we think our target audience would look up to appreciate the view and it would be a part of the night scene.

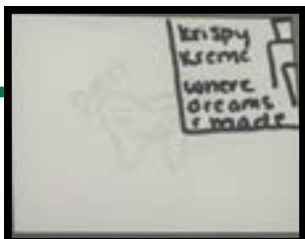
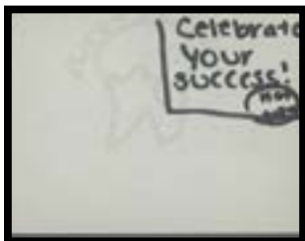
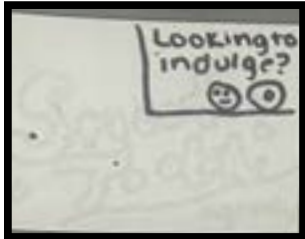
For two of the Instagram posts, we wanted to connect Krispy Kreme to luxury through jewelry. Diamonds are a girl's best friend...but so are doughnuts. We photographed a woman's hand and chest so we could digitally create jewelry out of doughnuts and diamonds for them to wear. We created a doughnut ring for one post emulating an engagement ring. We used the headline, "Say yes to indulging" similar to the wording of a proposal. For the Necklace post, we used the headline, "Your new favorite accessory" because Krispy Kreme doughnuts, like your favorite necklace, can be a staple in your day. We also had our model wear red lipstick and red nails to connect back to the classic red in the Krispy Kreme logo.

We wanted to create an Instagram post that connects back to the print ad and TV commercial through our model in the custom Krispy Kreme dress. We think this photo would attract our target audience due to its high-fashion nature. We used Vogue's font to write the headline, "Delicious. Delectable. Designer" to connect the clothes and the doughnuts she is eating. The photo itself was taken at the commercial shoot and had the model sit in a chair and kick her legs out to elongate her body to take up the length of the frame. We also had her eating a doughnut to show the deliciousness and delectableness of the sweet treat.

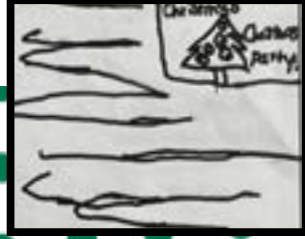
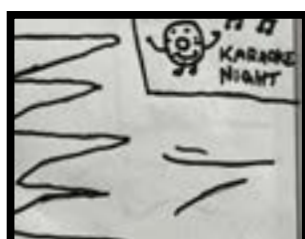
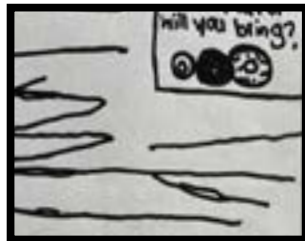
The Instagram mockups are taken directly from Krispy Kreme's Instagram. Krispy Kreme has a large following of 2 million followers and are often posting about new treats and promotions. Our advertisement would fit well with their current site because it will attract a wider higher-class audience. This will allow the brand to gain more consumers and more interaction with its brand.

THUMBNAILS: PARTIFUL

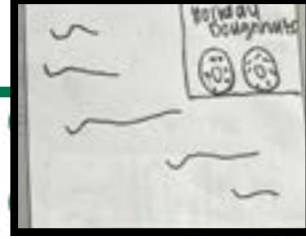
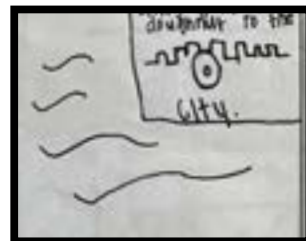
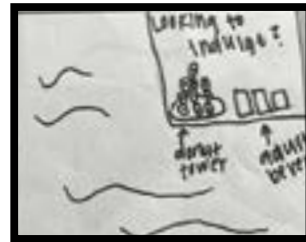
ANA



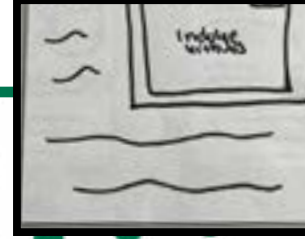
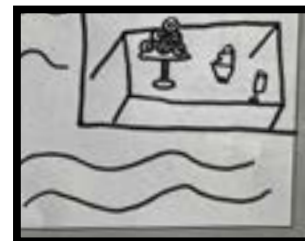
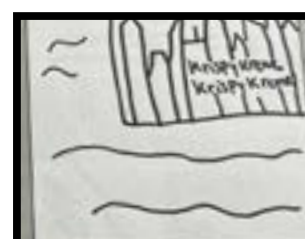
JESS



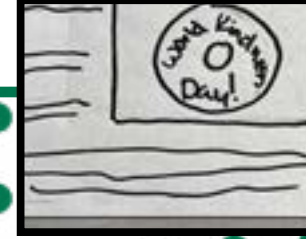
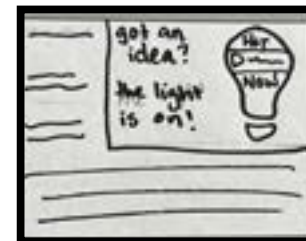
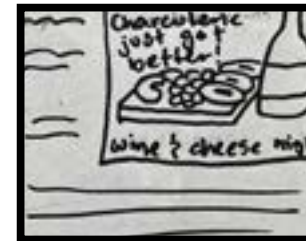
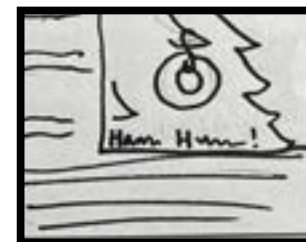
KELLI



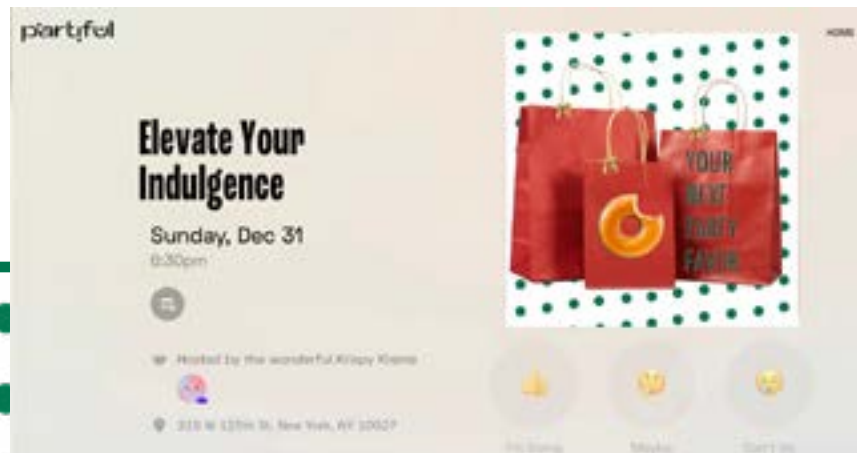
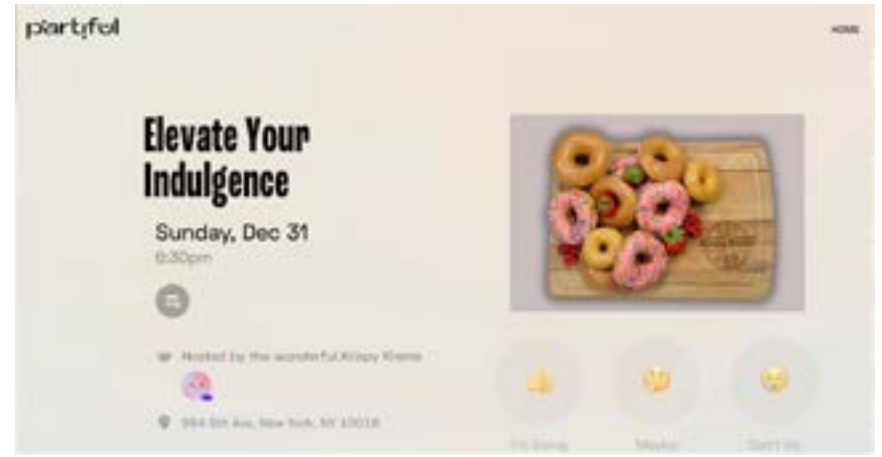
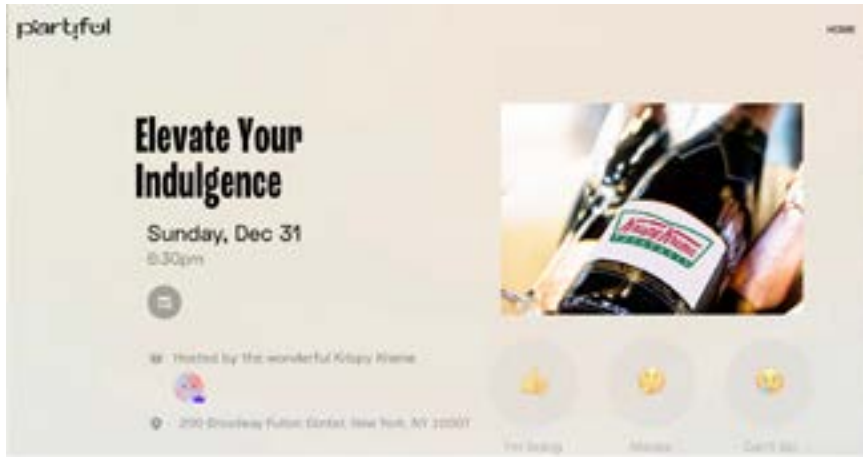
MACKENZIE



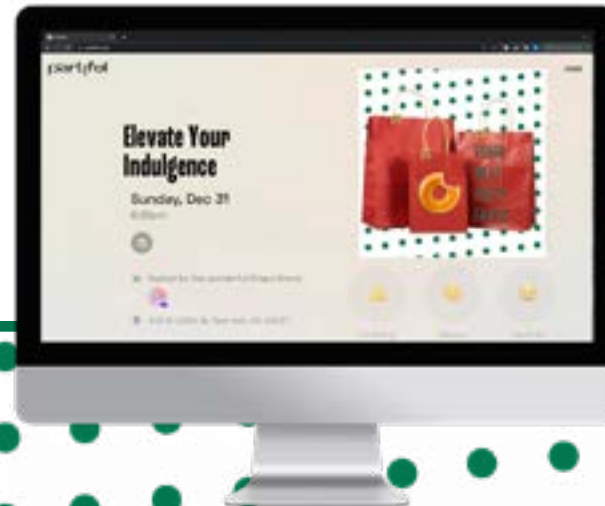
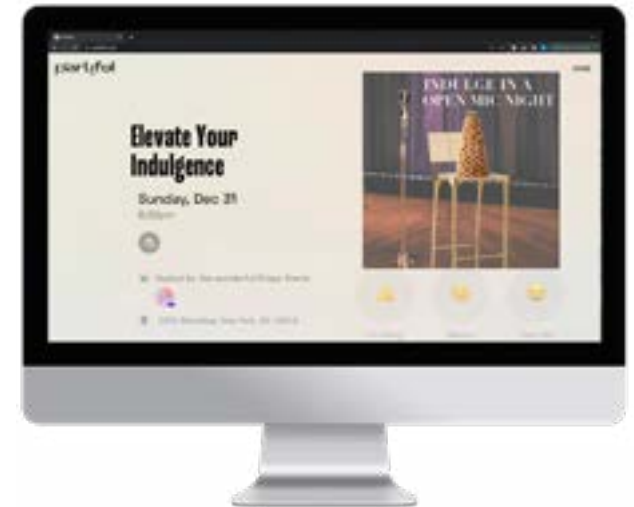
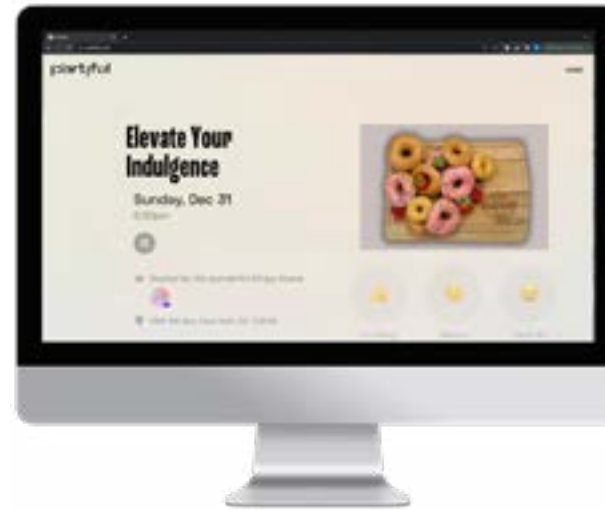
PAIGE



DESIGN: PARTIFUL



MOCKUP: PARTIFUL

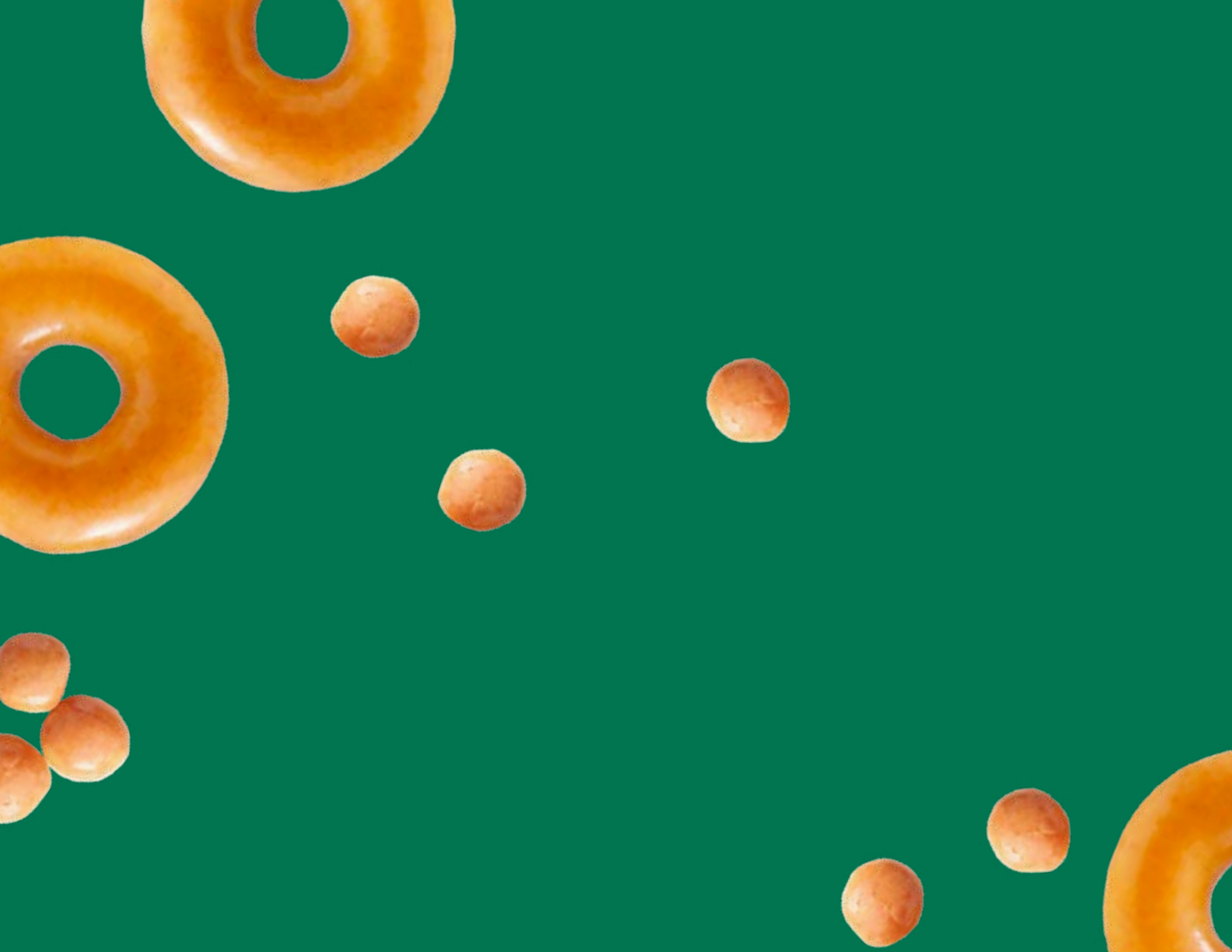


RATIONALE

The second social media platform we created advertisements for is an app called Partiful. Partiful is a social media app where individuals can post about upcoming events they are hosting. The purpose of the app is to create an “event page” where you can share photos and parties. The app allows the host to be able to see who will be attending and who will not. We chose this platform because we believe it will quickly attract our target audience of 40-year-old women. This platform allows Krispy Kreme to advertise its brand while also interacting with its consumers. It also adds excitement to the brand because instead of posting a regular advertisement, they are advertising an event that they will host.

For a Partiful post we chose to use a real photograph of Krispy Kreme doughnuts that are placed onto a charcuterie board. It is a mixture of Strawberry Icing with Sprinkles, Original Glazed, and Krispy Kreme’s new Mini Doughnuts. We also used real strawberries and raspberries to give the charcuterie board image. By using a real photo, it will provide the audience with a realistic visualization. The image of the board will also quickly attract our audience because charcuterie boards have become a popular appetizer for adult gatherings. We used bright colors such as pink and red to add contrast to the Original Glaze doughnut. The shadow effect used on the cutting board allows the audience to visualize the platter on an actual table. If they were to attend the event, this is an exact image of what the consumer might see. We decided to use the Krispy Kreme “hot doughnuts” sign as an engraving to show the audience that Krispy Kreme doughnuts are hot and fresh. For a Partiful ad, we wanted to create an event that would attract the audience on a girls night out. We created an open mic night post that showcased a luxurious gold microphone and stool with a doughnut tower on top. We wanted this post to feel moody so we added in a dark stage background. We also added in the text, “Indulge in an open mic night” because we think this would be an after-work treat from our target. For a Partiful ad we wanted to highlight the staple of every fabulous New York City event, champagne. We utilized a photo of a bottle of champagne and edited it on the Krispy Kreme logo. Although simple we do think the champagne itself will draw in our luxurious target audience. For a Partiful ad we focused on the treat that is given out at the end of a party. Lavish party favors are a staple at fancy parties and we wanted to play off of that by saying that Krispy Kreme will be your next party favor. We used the classic green dot background as well as a full bag to insinuate that this is a sweet gift to get. We utilized Krispy Kreme’s font and colors to also tie it into the ad. For a Partiful ad we wanted to utilize an envelope. Since online invitations have been all the rage we wanted to play off of the original way to invite people to a party. Our target audience grew up with mail invitations so we created a Krispy Kreme-themed invitation that would invite the audience to “indulge with us”. We utilized a glittery background to give it a formal feel as well as a doughnut stamp to tie back into the treat. Krispy Kreme’s green and red colors were used throughout for brand consistency.

For the mockup, we created an actual account on the Partiful website. We utilized the options for theme, colors, and fonts. The font used for our tagline “Elevate your Indulgence” is Roc Grotesk. The website uses Apple emojis for the audience to respond to the post. This would appeal to millennials because they often use these similar emojis when communicating in text messages. We used a simple colored background to allow the image itself to be the center of the event. We used the date of December 31 on all of our posts to emphasize the New York City “New Year’s” lifestyle. We also used real addresses from Krispy Kreme’s throughout New York City. Instead of creating an actual “advertisement” we think if Krispy Kreme hosted an event our audience would be likely to attend because they will be able to personally interact with the brand. This is important because when conducting research, we found that individuals are more likely to purchase Krispy Kreme if the light is on. If our target audience can associate the light with fresh doughnuts, it will make them more likely to purchase the brand.

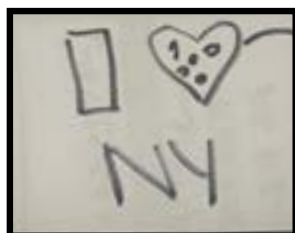
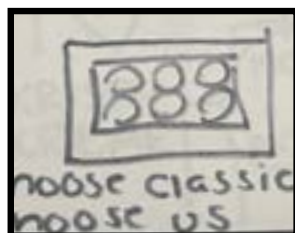
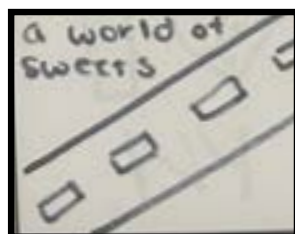
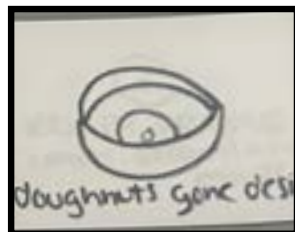
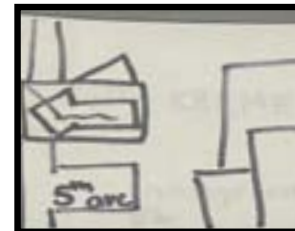
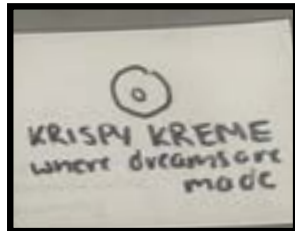
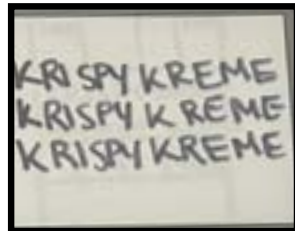




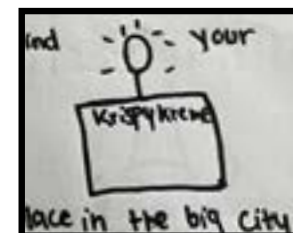
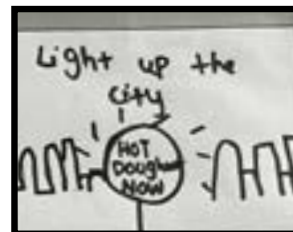
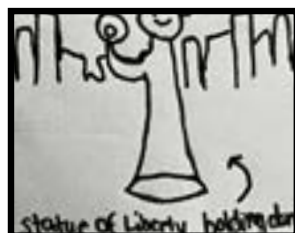
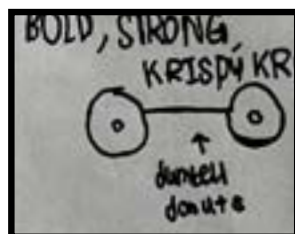
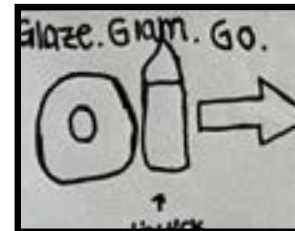
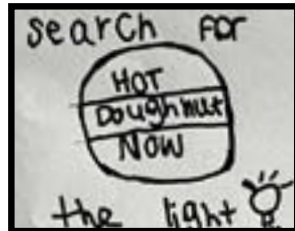
*Out-Of-Home
Advertisements*

THUMBNAILS: BILLBOARD

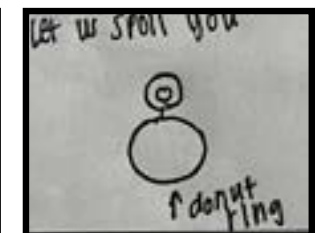
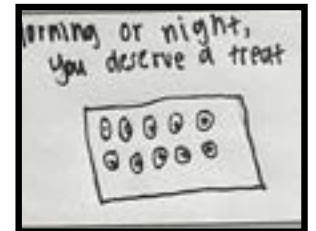
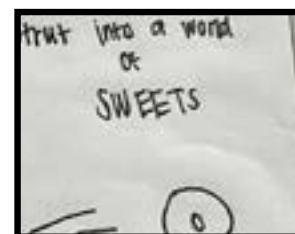
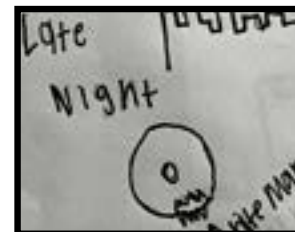
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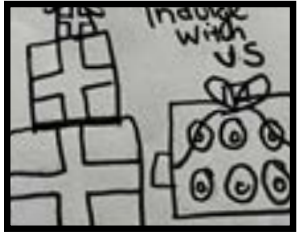
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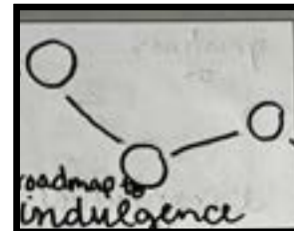
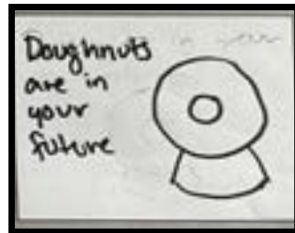
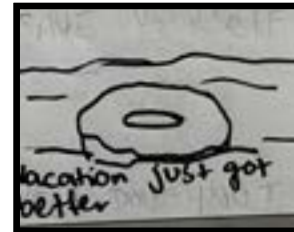
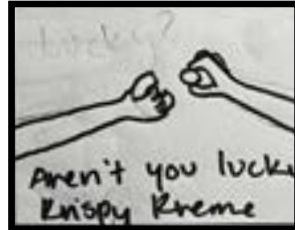
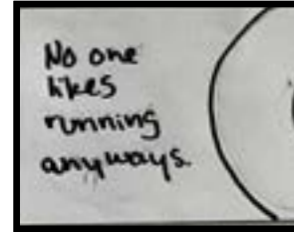
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MACKENZIE



PAIGE

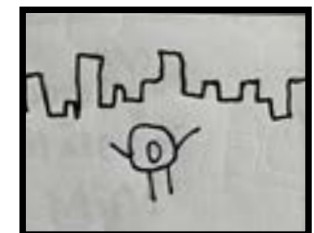
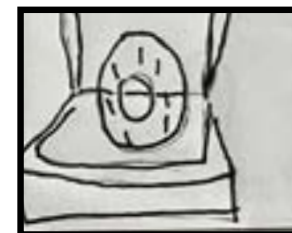
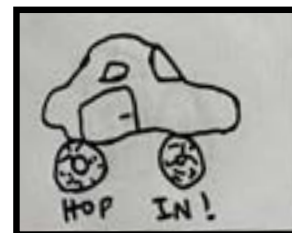
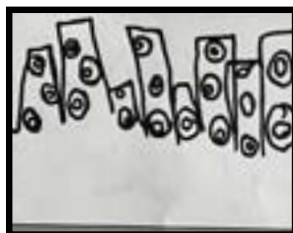
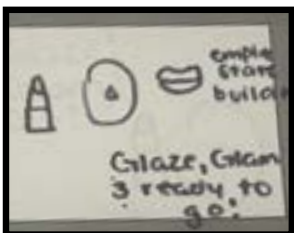
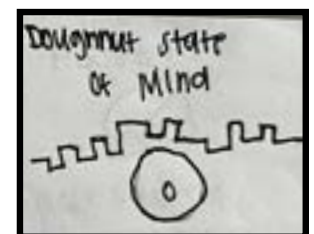
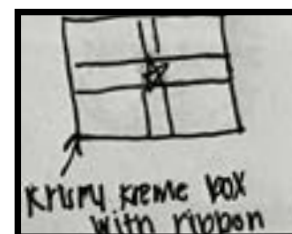
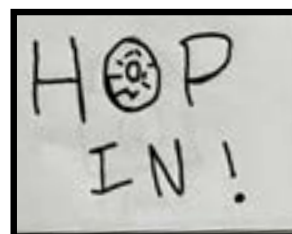
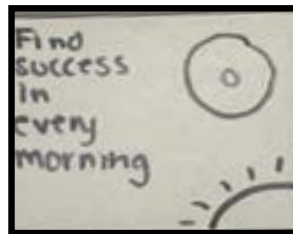
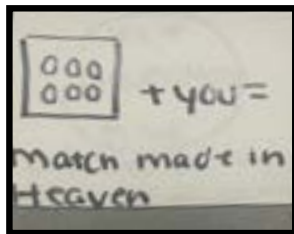
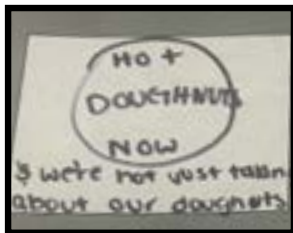
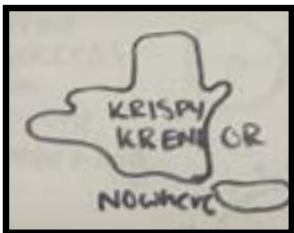
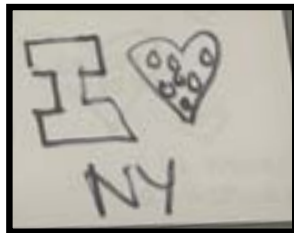
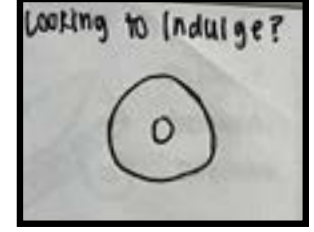
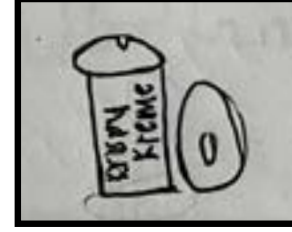
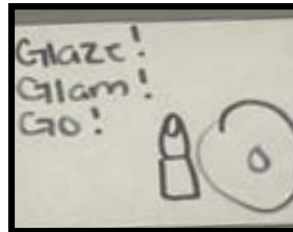
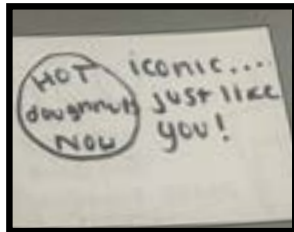


THUMBNAILS: BILLBOARD

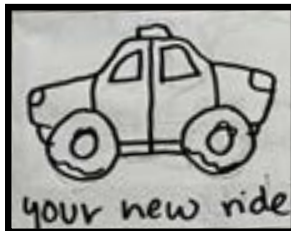
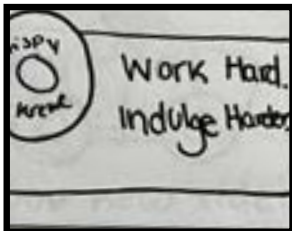
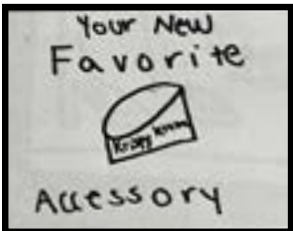
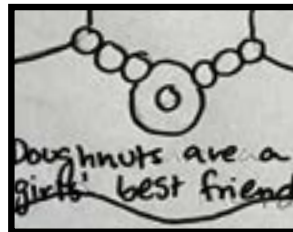
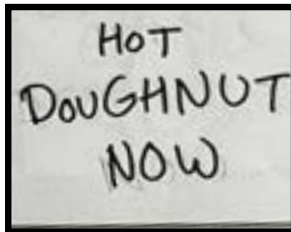
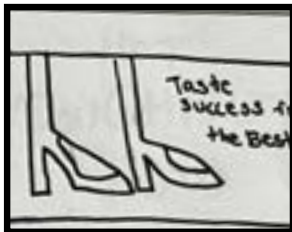
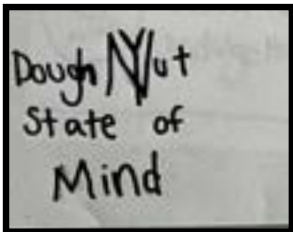
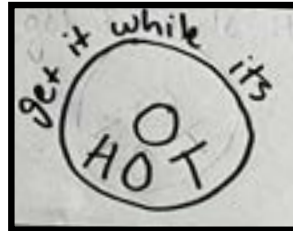
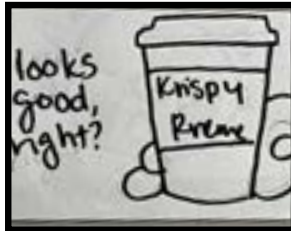
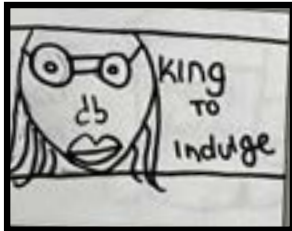
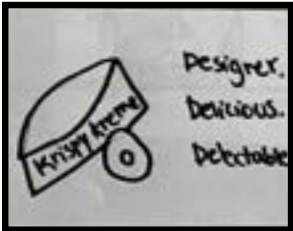
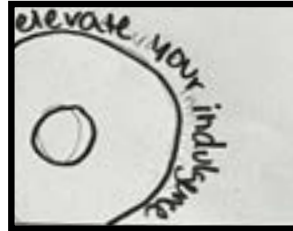
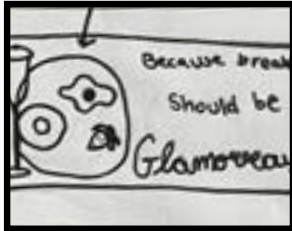
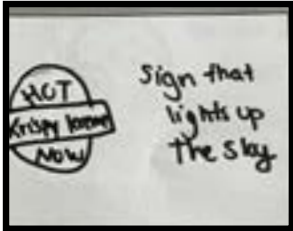
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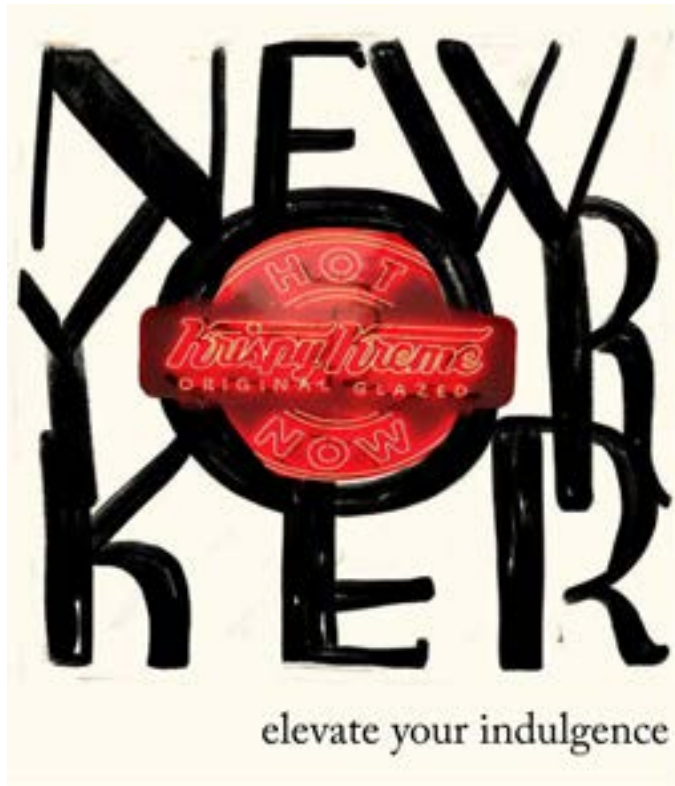
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MACKENZIE



BILLBOARD ADVERTISEMENT



TAXI CAB ADVERTISEMENT

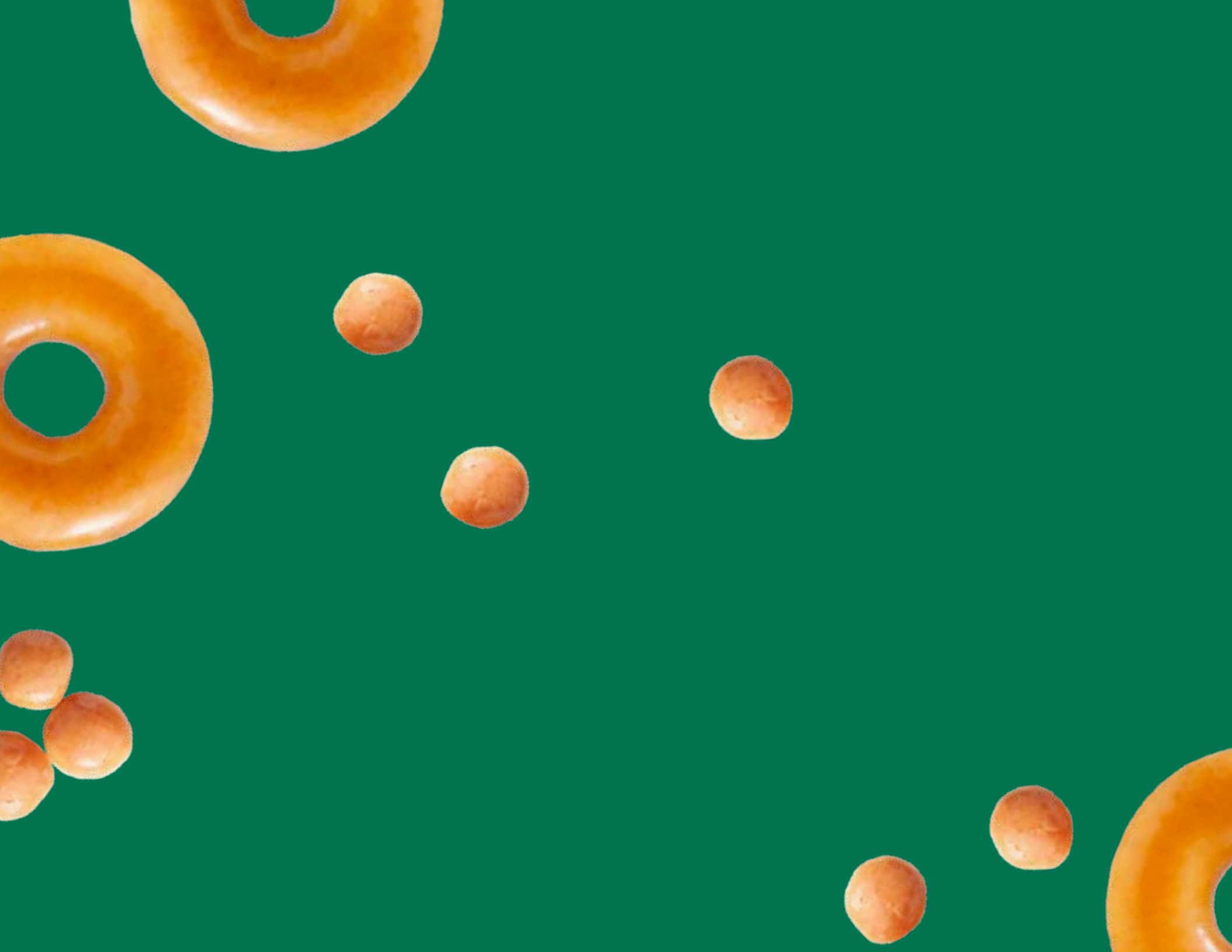


RATIONALE

After brainstorming for our out of home advertisements, it was clear that these ads needed to convey a high-end, elevated feeling to our target audience while tying in aspects of the New York lifestyle. We decided on locations that our target audience would be able to see frequently throughout their day-to-day lives, such as billboards in SoHo and the tops of taxi cabs. Furthermore, the advertisements needed to be simple so our target could quickly digest them due to their busy lifestyles and the speed of the city. All of these advertisements were created in Adobe Illustrator and Photoshop.

The first out of home advertisement we created is a digital billboard located in the SoHo area of New York City. This area is mainly known for its shopping, architecture, and famous art scene, where our target audience will most likely be for work or leisure time. The creation of this advertisement is based on a sketch of *The New Yorker*, a high-quality magazine geared toward a sophisticated and well-educated audience. The magazine showcases aesthetic, painted artwork varying for each edition published. Our target audience will be familiar with this magazine due to the high-quality and sophistication it possesses. The image we chose to use has a simple beige background with *The New Yorker* spelled in a large font making it easy for the viewer to see from the street. By utilizing this image, we decided to remove the inside of the "O" and have the Krispy Kreme "Hot Doughnuts Now" sign appear to break through the magazine to incorporate the two ideas, New York and Krispy Kreme. Due to the Krispy Kreme "Hot Doughnuts Now" sign being a memorable, iconic feature of the brand that most individuals are familiar with, it was important for us to incorporate it into one of our advertisements. Furthermore, using *The New Yorker* magazine allows us to tie in an elevated, sophisticated feeling. To wrap up our advertisement, we paired this with our tagline "Elevate your indulgence" on the bottom right corner in the font the articles are written in *The New Yorker*, Adobe Caslon. Next, we mocked up this design on a billboard placed on an architectural building to represent SoHo. Overall, the simplicity and sophistication of this advertisement allows our viewer to read the billboard quickly and digest the big idea while rushing to their next location.

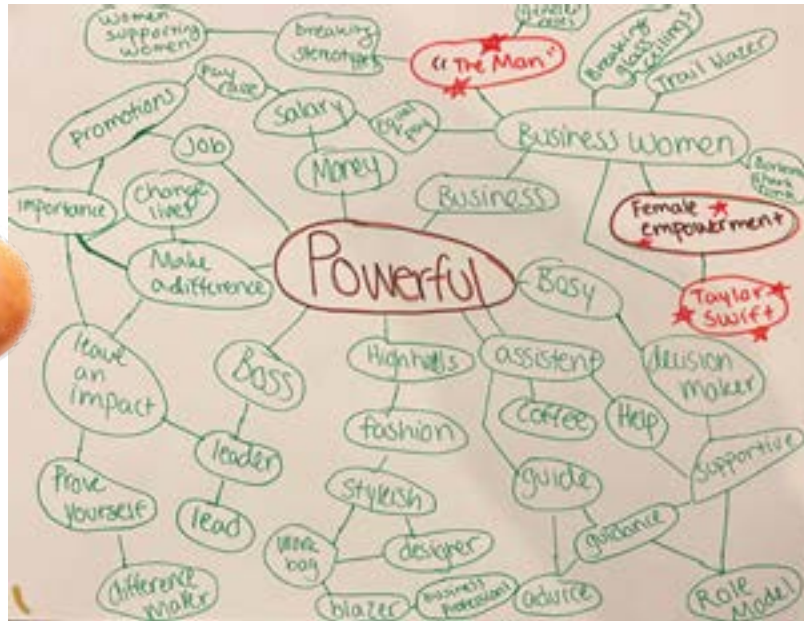
For our second out of home advertisement, we created an advertisement for the top of a taxi cab. Due to the distance taxi cabs cover, this allows for our advertisements to be seen throughout New York City and locations outside of SoHo. Our target audience will not take the subway, opting to take a taxi cab instead. Our original idea was based on a sketch of 5th avenue with a "One Way" sign indicating the direction of the Krispy Kreme in their striking red and green brand colors. As we created this, we realized the colors and editing did not fit the image we wanted to convey to our target. The sign did not fit seamlessly nor did it convey the luxurious feeling that we hoped it would. After refining our idea, we decided to utilize the "One Way" sign in the original color to allow the Krispy Kreme logo to stand out. The black background allowed us to focus on one of Krispy Kremes main colors, red, to incorporate throughout the ad. On the left side of the arrow the text states "Next Stop" in diamonds to give a luxurious feeling. Again, the black background allowed for the diamond covered font to stand out and elevate our design. Then we paired the Krispy Kreme logo inside the arrow with our tagline, "Elevate your indulgence" for the advertisement to read "Next Stop: Krispy Kreme, Elevate your indulgence". Paired alongside the diamonds, this allows our ad to feel more luxurious. The simple image paired with short text allows our target audience to read and digest this advertisement quickly which is important due to tax cabs traveling and their busy lifestyles.





*Viral Video
Advertisements*

BRAINSTORMING



We decided to utilize a Word Web to make connections about the brand and the average consumer. Additionally, we used the brainstorming tactic of the Six Different Hats. This activity informed our decisions regarding the solution to our big idea and how the brand would be shaped after the slur scandal from August 2023. The activity provided us with the first word for our Word Web. One of our main drawbacks was that Krispy Kreme is often thought of as “kitchy” or “just for kids.” We decided to start with the word, “Powerful” because it seemed like a direct contrast and we thought it would be a fun challenge.

From the Word Web, we found a few stand-out contenders to base our advertisements on. A few of our favorites were businesswoman, “women supporting women,” “the man,” and female empowerment.

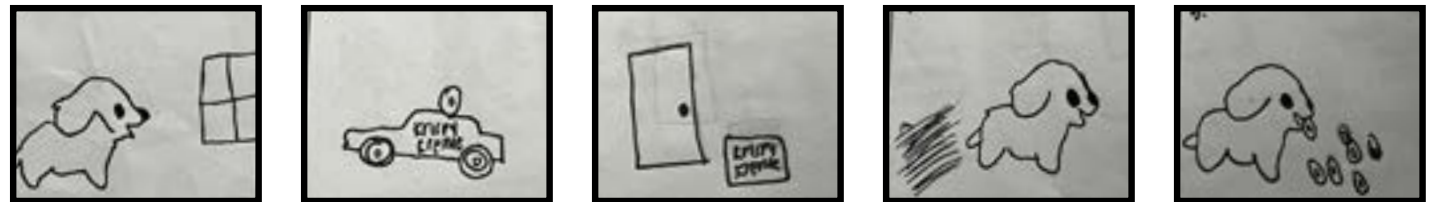
“I’d Be The Man”

A man is running in New York City. Suddenly, a woman in heels sprints past him to get to Krispy Kreme.



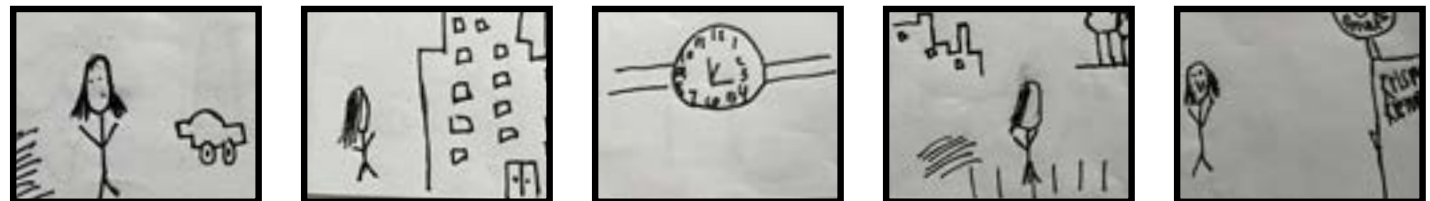
“Delivery for Dogs”

A box of doughnuts is dropped off, and when the woman is not looking, her puppy devours the doughnuts.



“Always Time for a Treat”

A woman rushes out of her apartment in New York City and runs to Krispy Kreme, where the light is on.



SCRIPT

Brand: Krispy Kreme
Title: I'd Be The Man
:15 Second Spot

MCU: MAN RUNNING IN URBAN SETTING. WOMAN RUNS PAST HIM.

WS: MONTAGE SHOTS OF WOMAN RUNNING.

EWS: WOMAN RUNNING TO ASSISTANT.

CU: ASSISTANT HANDS KRISPY KREME COFFEE CUP TO WOMAN.

CU: WOMAN TAKES A SIP.

WS: WOMAN AND ASSISTANT WALK OFF.

FADE TO BLACK.

SFX: TAYLOR SWIFT'S "THE MAN" PLAYS.

WHEN EVERYONE BELIEVES YA, WHAT'S THAT LIKE?

I'M SO SICK OF RUNNING AS FAST AS I CAN

WONDERING IF I'D GET THERE QUICKER IF I WAS A MAN

AND I'M SO SICK OF THEM COMING AT ME AGAIN

CUZ IF I WAS A MAN, I'D BE THE MAN

MUSIC FADES OUT.

STORYBOARD

Brand: Krispy Kreme
Title: I'd Be The Man
:15 Second Spot



1
MCU: MAN
RUNNING IN
NEW YORK CITY.



2
MCU: WOMAN
PASSES HIM, IN
HIGH HEELS.



3
MLS: WOMAN
SPRINTING PAST
THE CAMERA.



4
LS: WOMAN
RUNNING
TOWARDS
SOMETHING.



5
MCU: ASSISTANT
HOLDING KRISPY
KREME COFFEE.



6
CU: ASSISTANT
HANDS WOMAN
THE COFFEE.



7
CU: WOMAN
TAKES A SIP OF
THE COFFEE.



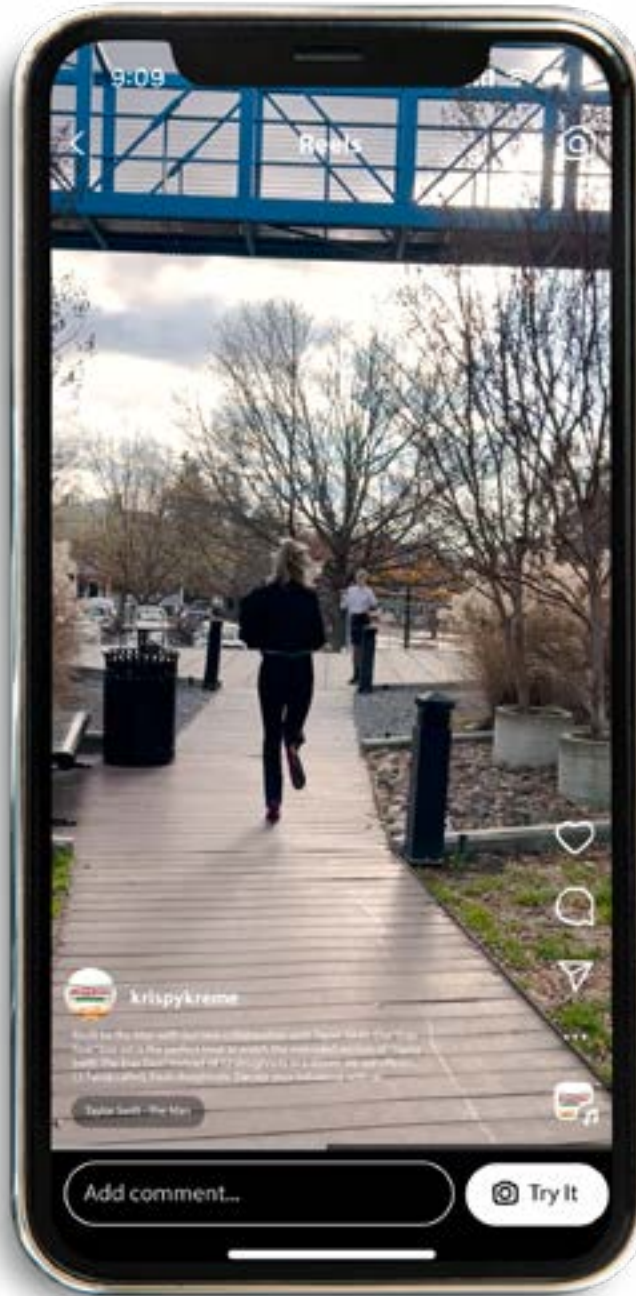
8
WS: ASSISTANT
AND WOMAN
WALK OFF.

THE MAN PLAYS.

MUSIC FADES.

KEY FRAME

Brand: Krispy Kreme
Title: I'd Be The Man
:15 Second Spot

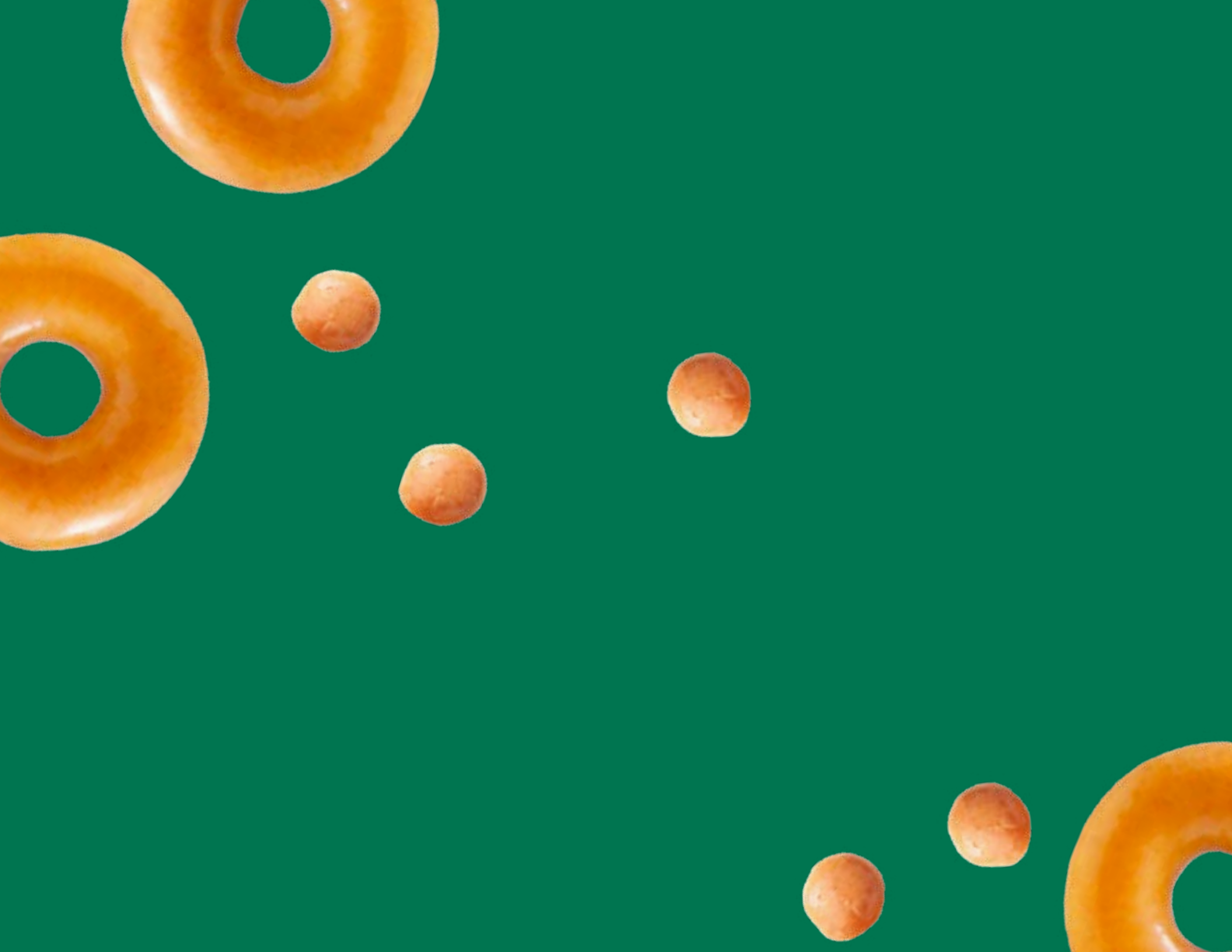


RATIONALE

Viral Video was a tough challenge given our target audience. We wanted to use a platform that our audience uses, while still maintaining its large vertical-video presence. Instagram Reels is the perfect choice, given its large popularity and strong algorithm for vertical videos. For our viral video, we looked at the setup for a trend that showed one person running with a caption about what someone should do, and another person running past them with a caption showing what they actually do. The trend uses a sped up version of I Was Made For Lovin' You by KISS. This trend took TikTok by storm in late November, with large celebrities like Dove Cameron posting in the format.

For our advertisement, we decided to turn this trend on its head. Firstly, we thought about who our target audience is. As a strong woman, our target audience may not relate to I Was Made For Lovin' You by KISS, especially if they are single women who are career-focused. To choose a different song, we looked at female artists that our target demographic listens to, such as Beyoncé, Taylor Swift, and Lady Gaga. Of the three, we felt Taylor Swift was the obvious choice, especially given that almost half of millennials consider themselves "Swifties," the term used for Swift's fanbase. We also know that Taylor Swift and the "Swiftie" community have so much power. Posts using Taylor Swift's songs can go viral just because of the song itself. We decided to go with the song, "The Man" which showcases the difference in attitude towards women in the workplace.

Our advertisement is a vertical video, under fifteen seconds. Since our target audience does not interact with Krispy Kreme much, we must convince the Instagram algorithm that our content is relevant to the target audience. Our advertisement began with a hook on the line, "When everyone believes you, what's that like?" from "The Man". It shows a man running in an urban park. At that moment, a woman passes, sprinting in high heels. The rest of the advertisement shows her running to her assistant, who has a Krispy Kreme coffee waiting. We decided the main focus of this advertisement would be the hot coffee, given that the woman character likely has a lot to do that day. She also just sprinted through the park, so she may not be in the mood for a doughnut. The final frame shows the logo fading in, with our tagline, "Elevate your indulgence." For the coloring on our video, we decided to keep it light, as if the characters are running that morning before the start of a busy day. We wanted it to feel like it was early, so we chose to up the saturation and turn down the warmth a bit. We also increased the shadows to emphasize it was on a cloudy day. We kept the same font we used for the tagline in previous videos, Lobster, to keep with the same theme and tie the advertisements back together.





*Guerrilla
Marketing*

THUMBNAILS



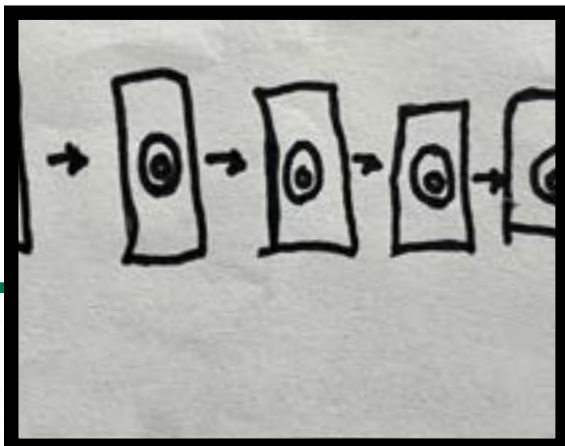
"Gift-Wrapped Glam"

Beautifully wrapped gift bags will be scattered around New York City with a handler. The locations will be hinted at via social media. Once consumers find the bags, they will need to tell the handler the phrase, "Elevate your Indulgence." The consumer will be rewarded with doughnuts and merchandise.



"High-End Service"

A Krispy Kreme booth will be set up at the Christmas Village in Bryant Park & Rockefeller. The employees will wear tuxes and hold serving trays with Krispy Kreme doughnuts and champagne for consumers.



"Crosswalk Conveyor"

New York City crosswalks are transformed to resemble the famous doughnut conveyor belt in Krispy Kreme stores.

THE FINAL PRODUCT



Krispy Kreme box with free goodies inside, like mini lotions, chapstick, hand sanitizer, mini makeup products, makeup remover, Ibuprofen, and more.



Mirror with the headline, "Krispy Kreme looks good on you," encouraging consumers to utilize the restroom attendant's Krispy Kreme box.

RATIONALE

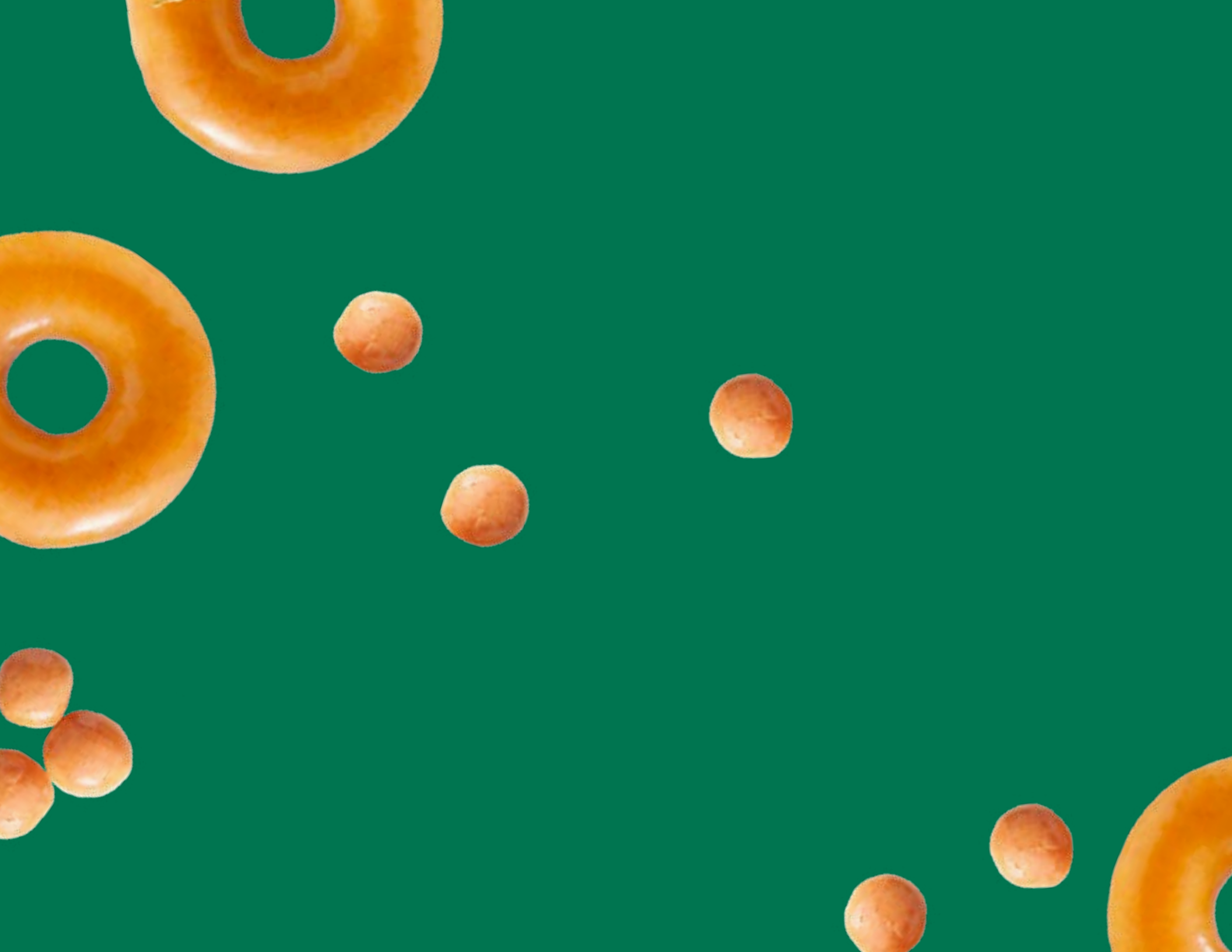
When brainstorming for our Guerrilla Marketing campaign we had a wide variety of ideas. Our different ideas, such as a crosswalk that looked like a conveyor belt or a city-wide scavenger hunt, did not fit our target audience very well. We did not think that they would care about the crosswalk, and we believed they would be too busy to take part in the scavenger hunt. We decided to switch gears, thinking about where the marketing should go instead of what it would be.

We decided the best place for a Guerrilla Marketing campaign would be inside high-end bathrooms, like Radio City Music Hall and stores in the SoHo area. Women's restrooms of New York City would be flooded with bathroom attendants, courtesy of Krispy Kreme. Restroom attendants would wear custom Krispy Kreme outfits, with the iconic paper hat on top. The attendants would have a Krispy Kreme box that the target audience could open. Inside would be hand sanitizer, makeup wipes, chapstick, tissues, Q-Tips, lotions, Ibuprofen, and anything else someone may need to get themselves through the day. The target audience would be able to use and take the items they need. On the mirrors, a vinyl sticker would be placed with words of affirmation. Among them, it would state, "Krispy Kreme looks good on you," implying the target audience has used one of the products from the box.

We decided to make the physical box that the Krispy Kreme attendants would hold, utilizing a Krispy Kreme box, tissue paper, and our personal makeup supplies to fill the box. The restroom attendant would likely have a different supply of items inside the box, given that many of these are personal makeup supplies that one may not need to use in the middle of the day, especially if they are already wearing makeup. With the box in hand, we realized we needed to film a promo to display what would be on the mirror and how the restroom attendant would operate. Once we realized we needed to film it, we decided to go ahead and make it styled like an actual advertisement. Many companies, like Coca-Cola, have filmed their guerrilla marketing campaigns to put into television advertisements. These advertisements show the brand's motivation to help people in ways that are unconventional. We decided to use the same technique to create our demonstration.

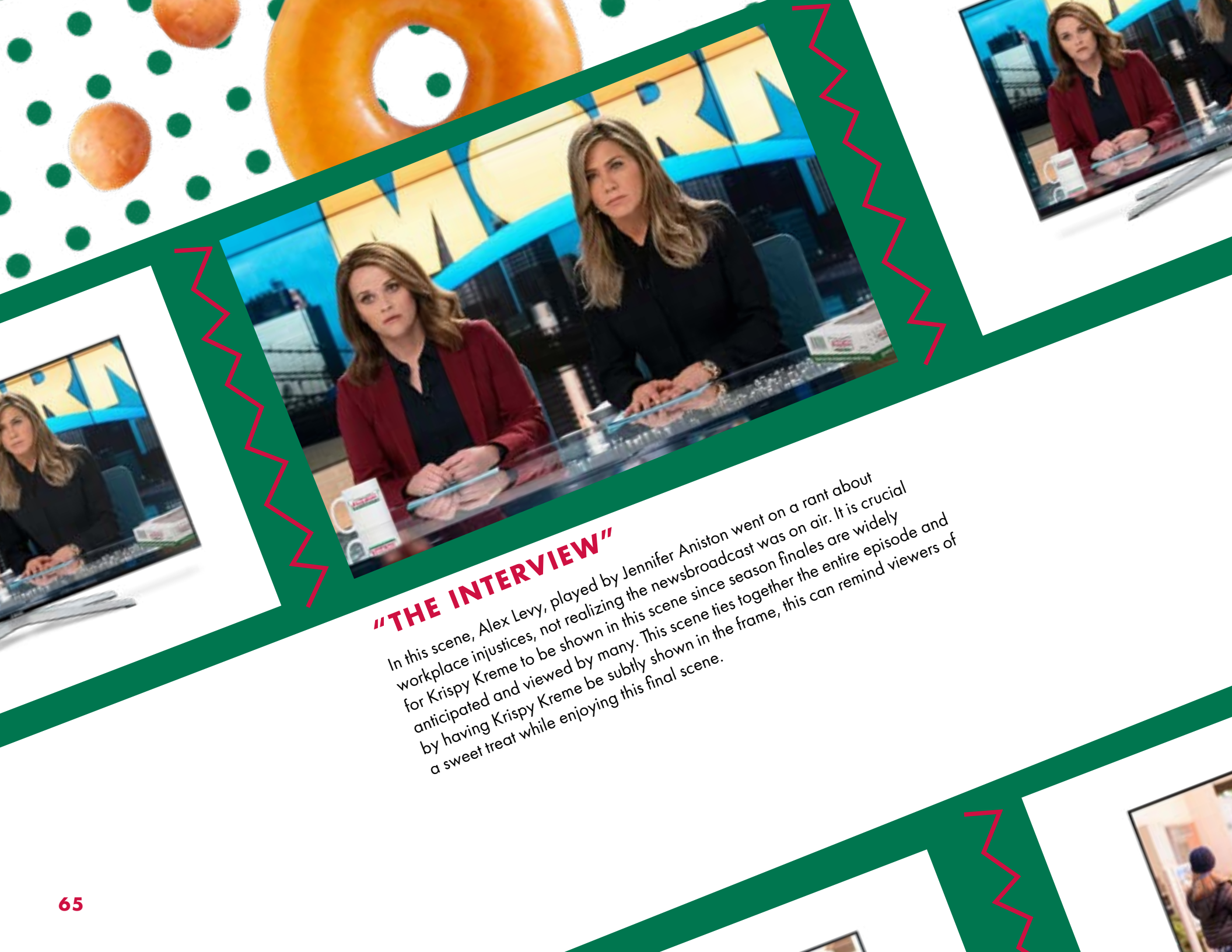
We filmed the advertisement through a restroom mirror in the Forbes Center for the Performing Arts. We were able to use the restrooms that were connected to the dressing rooms, which are not open during the workday. We chose not to film in an open public restroom, because we felt it would be a violation of privacy. The advertisement showed a woman walking into the restroom, grabbing something from the box, applying it to her face, returning it, and leaving. It is obvious that the woman is used to seeing these restroom attendants and knows what to do, perhaps only coming into the restroom to utilize one of the products in the box. To tie it back in with the television advertisement, we ended the commercial by showcasing the headline on the mirror, "Krispy Kreme looks good on you" in Krispy Kreme's iconic font, Lobster.







*Branded
Product
Placement*



“THE INTERVIEW”

In this scene, Alex Levy, played by Jennifer Aniston went on a rant about workplace injustices, not realizing the newsbroadcast was on air. It is crucial for Krispy Kreme to be shown in this scene since season finales are widely anticipated and viewed by many. This scene ties together the entire episode and by having Krispy Kreme be subtly shown in the frame, this can remind viewers of a sweet treat while enjoying this final scene.

"LAURA"

Laura Peterson is interviewing Bradley Jackson, an anchor on the news program about her career and life living as a public figure. This episode focuses on the chemistry between these two characters which eventually evolves into a romantic relationship. Krispy Kreme coffee fits perfectly into this scene as the two characters walk around during a chilly day in New York City.



The Morning Show

Season 1, Episode 1

INT. "THE MORNING SHOW" NEWS STUDIO - DAY

ALEX LEVY preps cue cards on stage. A PA escorts BRADLEY JACKSON to the stage.

BRADLEY

Hey.

ALEX

Hi.

BRADLEY

I'm so sorry.

ALEX

What about?

BRADLEY

Just... yesterday. That must've been so difficult for you. Because... because you worked together for so long.

ALEX

I'm fine. My assistant brought me Krispy Kreme this morning so I am now a dozen doughnuts away from forgetting that my cohost is the next Matt Lauer (to the crew) Okay!

Alex sits. Bradley does too.

ALEX (CONT'D)

(to the crew re: which camera she should look into)

Over here?

TECH PERSON

In 5, 4, 3...

Tech Person cues Alex.

ALEX

(into the camera)

An unusual thing happened yesterday at a coal mine protest in Hanover, West Virginia, when a local reporter's camera operator was knocked over by an unruly protestor. I am here with Bradley Jackson from SENN in Virginia! (to Bradley) Hello, Bradley Jackson. Welcome.

BRADLEY

Hi there. Thank you so much for having me.

ALEX

You seem a lot more relaxed today.

BRADLEY

Yeah, well, this set up with doughnuts and fruit and coffee is a whole lot nicer than a coal mine protest. I'm not gonna lie!

ALEX

Well, so what did happen that day, and why exactly were you so exhausted?

BRADLEY

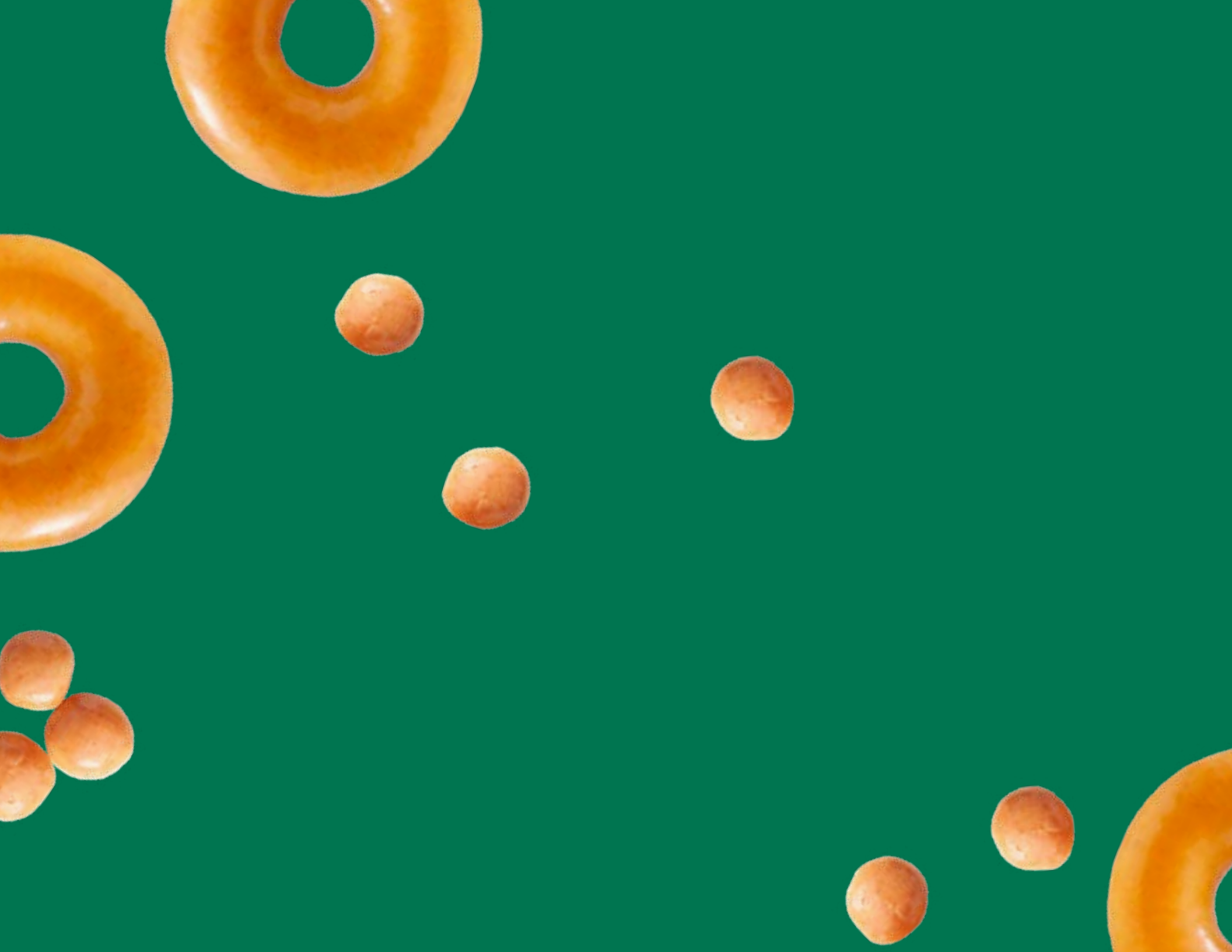
Well, you know, life in general, is just sort of exhausting. Nothing a coffee can't fix

RATIONALE

The Morning Show was the perfect choice for Krispy Kreme branded product placement. The show features iconic actresses from the early 2000's, including Jennifer Aniston and Reese Witherspoon. Our target audience grew up watching these actresses in shows like *Friends*, *Legally Blonde*, as well as Steve Carell in *The Office*. As these actresses tend to attract millennial women, our target audience is met within this show. Also, this show takes place in New York City, where all of our advertisements are based around. With this show being full of sophisticated millennial-aged women making daily commutes to work in the city, this can be a relatable scene for our target audience. The main characters often seem to be talking about important matters which makes them easy to be taken seriously by any audience. Not only are the characters in the show high profile business women off-camera, we believe that our target audience is drawn to the success that Jennifer Aniston and Reese Witherspoon have. While starring in the show they are both executive producers and continue to be in the prime of their career as adult women. Krispy Kreme being taken seriously as a brand is an important goal of our campaign. Overall, subtly placing Krispy Kreme coffee cups in the actresses' hands while conducting their everyday business can convince the audience that if their favorite A-List actresses drink coffee from Krispy Kreme, then other women should too.

The most iconic scenes within the program are during the news show filming. Specifically, when the anchors are talking about serious issues that grab the audience's attention. Therefore, by having the actresses drink out of Krispy Kreme coffee mugs, while the audience is paying strong attention to the scene, they will be thinking about the Krispy Kreme brand whether they are aware of this or not. In addition to featuring Krispy Kreme coffee, it was crucial to include a doughnut box on the anchors' news desk in order to remind viewers that a morning is not complete without a sweet treat from Krispy Kreme. Although *The Morning Show* is the perfect time for the actresses to be shown indulging in Krispy Kreme products, it was important to include a moment of branded product placement with two actresses walking around outside of the news show. This shows that Krispy Kreme products are crucial for any occasion. The actresses are seen walking around New York City in the winter while wearing fashionable heavy coats, and a warm cup of Krispy Kreme coffee is perfect for this scene. We wanted it to seem natural for the characters to have Krispy Kreme in their hands. In the scene we want it to appear that Krispy Kreme is part of their routine.

When writing Krispy Kreme into the script of *The Morning Show* we knew it needed to not be thrown in the script in a "kitschy" way. *The Morning Show*, although described as a satire, is mainly drama-based. The main character, played by Jennifer Aniston, is reeling after her co-host is fired for a disgraceful act. We utilized the script from the very first episode of the series where Reese Witherspoon and Jennifer Aniston's characters first meet on the news set transitioning from off-air to live. We wanted to make sure the tone of the branded product placement fit the dramatic nature of the scene and series while also shedding light on Krispy Kreme in a positive light. We did this by having Jennifer Aniston's character use Krispy Kreme in her response when she is asked how she is handling the scandal with her former co-anchor. We have her respond by saying that she is fine and Krispy Kreme is one of the reasons she will be ok. We worded it to have Krispy Kreme be a comforting part of her chaotic life. We also tied in drama by having her reference the Matt Lauer scandal and make her appear to be very successful by having her assistant be the one getting the Krispy Kreme. We also tied in Krispy Kreme in later in the scene through Reese Witherspoon's character. We have her say that she is relaxed due to the nice setup at the news station where they offered her doughnuts and then we have her take a sip of her coffee in a Krispy Kreme mug insinuating that Krispy Kreme is a treat and can relax you. We did not explicitly say Krispy Kreme in the second reference because we thought it could be assured that the doughnuts being referred to are from there based on Aniston's character's comment and the mug that Witherspoon's character takes a sip out of. Through this script we think we successfully integrated Krispy Kreme positively into the scene without hindering the dramatic nature of the scene.





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Figure 6: Open Box of Doughnuts

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Figure 7: Gold Metal Stool



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Figure 8: Scene from The Morning Show



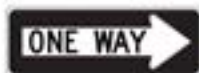
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Figure 9: Cinnabon Logo



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Figure 10: Krispy Kreme Display in Food Lion Grocery Store



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Figure 11: One Way Sign



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Figure 12: Krispy Kreme Mini Crullers on Shelf



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Figure 14: Billboard Mockup



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Figure 15: Scene from The Morning Show



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Figure 16: Computer Mockup



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Figure 17: Samsung TV



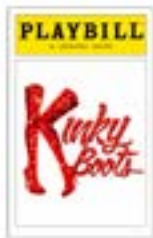
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Figure 18: Microphone on Stage



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Figure 19: Glazed Doughnut



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Figure 20: Kinky Boots Playbill



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Figure 21: Doughnut Holes



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Figure 56: Bottom of Heels



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Figure 57: Doughnut Charcuterie Board



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Figure 58: Model with Feet Up



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Figure 62: Model from above 1



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Figure 63: Model from above 2



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Figure 64: Animated Text.



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Figure 63: Model from above 2



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Figure 65: Model Walking in Krispy Kreme Outfit



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Figure 66: Close Up Of White Boots



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Figure 67: Close Up of Model



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Figure 68: Model smiling



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Figure 69: Model walking back



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Figure 70: Ralph Lauren Spring Summer Show 2024



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Figure 71: Model posing in outfit



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Figure 72: Close Up shot of Krispy Kreme Outfit



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Figure 73: Back of the Dress



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Figure 74: Man Model Running



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Figure 77: Woman Grabbing Coffee



Van Dam, M. (2023) Videographer.

Figure 75: Models Running



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Figure 78: Krispy Kreme Coffee



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Figure 76: Woman Model Running to assistant



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Figure 79: Models heading downstairs



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Figure 81: Krispy Kreme Box Full of Makeup



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Figure 82: Close up in mirror



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Figure 83: Bathroom Attendant 2



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Figure 80: Bathroom Attendant



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