

Krispy Kreme

Digital Communication Plan

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07/24/2021

Comm 6630 Strategic Communication and Emerging Media

Executive Summary

Krispy Kreme is a well known doughnut company that has stood the test of time. With a 75 year history the company is a world wide doughnut empire. Once a company that once just focused on doughnuts introduced coffee and became one of the leaders in breakfast food. Now, Krispy Kreme is battling with other doughnut and coffee establishments to see who can get the customers business. With Starbucks and Dunkin Donuts as its main competitors, it also has to battle other breakfast establishments like McDonalds who offer a variety of breakfast and coffee products. Krispy Kreme has jumped into the digital age and used social media including Instagram, Facebook and Twitter to boost their recognition. They do have some more promotion to do but they have done a good job so far. More customer engagement and use of Youtube or other means of social media will do the company some good. Krispy Kreme will continue to be a powerhouse not only in the breakfast arena, but also in the doughnut competition.

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Situation Analysis

Background

Krispy Kreme has a rich history and spans more than 75 years, providing their famous doughnuts. The journey began in 1933, Vernon Rudolph bought a doughnut recipe from a New Orleans chef and turned it into his own. He began selling these doughnuts to local grocery stores and out of his house. On July 13, 1937, he officially opened his own store in Winston Salem, North Carolina. As the business grew and they began making other stores, Rudolph made a drive through for faster service at his locations.

Through the 1940s and 50s more stores were built in both South and North Carolina. Business was good but the only problem they ran into was having a consistent doughnut. Each location had to make their doughnuts from scratch which had each doughnut coming out differently. To solve this problem they created a mix plant for dough making that they can deliver to each location. In 1973, Rudolph passed away and the growth of the company slowed down tremendously. The company was sold a couple of times before settling with a small group of investors who bought the company in 1982. In the 1990s Krispy Kreme began popping up all around the US and in the early 2000s established some spots overseas. Today Krispy Kreme is an international company with over 700 stores spanning over Mexico, the Middle East, Turkey and other countries. Krispy Kreme had to set goals in place in order to keep the business growing in the future. One of its goals includes joining new emerging markets for new ventures in the business side. Also to improve the technology it uses to produce doughnuts, for better quality of product.

Target Audience

Krispy Kreme does not have a particular audience they aim to hit, but they do like to partner with certain organizations. They are known for participating in school fundraisers and local businesses who tend to sell a lot of products. Krispy Kreme is also seen in many retail stores and gas stations. The retail side of Krispy Kreme is one of its most profitable spaces. Wal-Mart, Target, Publix, and 7-Eleven are just a few businesses Krispy Kreme has partnered with over the years. Krispy Kreme makes their own processing equipment, so they sell these as well. Considering there is no age group that consumes doughnuts at a higher rate, they do not have to worry about selling to any specific group or gender.

Competition Analysis

Krispy Kreme does not have many competitors but the main one is Dunkin Donuts. Dunkin Donuts, a company that started in 1948, as the “Open Kettle”. They did not change the name until 1950, to the Dunkin Donuts they use today. Krispy Kreme has over 30 kinds of donuts on their site but the selection varies by store. Dunkin Donuts has over 22 kinds of donuts on their site, but they also have other breakfast items on their menu that Krispy Kreme does not. Including bagels, muffins, and sandwiches. Starbucks is also a competitor to Krispy Kreme mainly because of the introduction of their signature coffee. Donuts and coffee are the main staple for both Dunkin and Krispy Kreme. Starbucks is not known for donuts but they do offer a variety of sweet treats and seasonal items.

Digital Presence

Channels

Owned Media: <https://www.krispykreme.com/>

Shared Media: Instagram: <https://www.instagram.com/krispykreme/?hl=en>

Twitter:

https://twitter.com/krispykreme?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

Facebook: <https://www.facebook.com/KrispyKreme/>

Earned Media:

<https://www.cnbc.com/2021/06/22/krispy-kreme-looks-to-raise-as-much-as-640-million-through-ipo.html>

Krispy Kreme has a strong digital presence that focuses on the major social media channels and connects them all with the online site. The **owned media** Krispy Kreme has, is just their online site. This site has all the information from their other digital channels conveniently in one place. Their menus and specialty donut announcements come on here. They also have a blog but include that on the site as well, so it is easier to locate. For **shared media** Krispy Kreme has Instagram, Twitter and Facebook. All three shared media profiles focus on posting new content towards the specialty donuts or coffees they have for the month. The Instagram profile primarily focuses on the new specialty's and discounts that are currently going on. Twitter does these posts as well, but they also focus on reposting customers' pictures. Usually answering questions and

handling customer service problems. These reposts keep them engaging with the customers whether positive or negative. Facebook does the same as Twitter answering questions about customers' problems that they send in. While engaging in promotion for new products and discounts they want you to use. The **earned media** for Krispy Kreme is consistent because they are such a nationally known brand. They never have to do anything drastic to catch a story. The link above shows a story that focuses on their IPO's. There were recently stories about Krispy Kreme giving out free donuts to people who had their Covid-19 vaccine card.

Findings and Comments

Krispy Kreme has done a great job in becoming a popular brand name that people recognize. Krispy Kreme started in the US but has become a nationally known company, with trademark marketing points. The signature "bowtie" hat is well known even though they do not promote the hat as much as they used to. Those who know about it seem to tell others about it, or if you go in and sit down in the eating area they give them out for free. Another staple of Krispy Kreme that does not involve their donuts is the hot glaze sign. The hot glaze sign is so well known that consumers would know what company you were talking about, just off of that. Now with the Krispy Kreme app, there is a section on there that shows when the hot glaze sign in your area is on. This is furthering their brand recognition into the digital age and making it even more popular. A strategy that is not working well is the menu, Dunkin Donuts and Starbucks have donuts and coffee just like them. Although Dunkin has more options to give consumers, in muffins, sandwiches and muffins. Starbucks is more known for their coffee drinks but has

numerous other foods as well. If Krispy Kreme relies on their donuts and coffee for too long, other companies can easily create something to beat them.

Recommendations

Media Strategy:

The overall media strategy for Krispy Kreme is solid, focusing on three of the main social media sites Instagram, Twitter, and Facebook. These three staples are essential for any business in the new digital age. The website is always up to date and is a way that brings all of the company's digital channels to one convenient place. There is also a blog that posts the recent headlines concerning Krispy Kreme on the website as well. This shows owned and earned media opportunities they received, keeping people up to date on their news. Some of the media channels they could do better include [Youtube](#). Krispy Kreme's Youtube presence is not strong, and a boost in that area could help the company. On their channel it only includes 30 second promotional videos that they put on Instagram and Twitter. [Starbucks](#) Youtube channel is not as active and has short videos as well. Although they have stories connected with these videos that they have. Each video does not contain just an ad, some are bringing awareness to some sort of cause they are participating in. Some videos contain customers using Starbucks products at home making coffee, or frappes.

Instagram Recomm:

For instagram their plan is good, they post the deal or discounts that they have for the month. They also post the specialties that they have going on at the time. The only new strategy

they should implement reposting Instagram stories that customers post. This could bring up customer engagement on the app and also bring them more followers. They currently have 1.8 million followers to date.

Twitter/Facebook Recomm:

For Twitter they have a good model that they should keep following. They also post the same type of content for Instagram. Although reposting on Twitter is more prevalent, they use it as a customer service type of app. Replying to questions, and reposting/liking customers' pictures. The Twitter for Krispy Kreme only has 353,000 followers unlike Instagrams 1.8 million. To get those followers up, they must increase their engagement on the app, or promote it more. Promotion would help boost the views and likes the page would get. Facebook should follow the same steps as Twitter. To increase its number of followers and visits to the site. Compared to the Twitter of Krispy Kremes competitor, Starbucks, it has 10.8 million followers.

Month	Activity	Purpose	Audience	Content
January	4 <i>Instagram</i> post/ week 5+ <i>Twitter</i> post/week 5+ <i>Facebook</i> post/week	To increase number of followers	New customers/ Coffee/Sweet treat lovers	Promoting new donuts/coffee Discounts
February	3 <i>Instagram</i> post/week 4+ <i>Twitter</i> post/week 4+ <i>Facebook</i> post/week	To increase customer engagement	Loyal followers/New followers	Repost of customers post Promoting new products Answer questions
March	4 <i>Instagram</i> post/ week 5+ <i>Twitter</i> post/week 5+ <i>Facebook</i> post/week	To increase number of followers	New customers/ Coffee/Sweet treat lovers	Promoting new donuts/coffee Discounts
April	3 <i>Instagram</i> post/week 4+ <i>Twitter</i> post/week 4+ <i>Facebook</i> post/week	To increase customer engagement	Loyal followers/New followers	Repost of customers post Promoting new products Answer questions
May	4 <i>Instagram</i> post/ week 5+ <i>Twitter</i> post/week 5+ <i>Facebook</i> post/week	To increase number of followers	New customers/ Coffee/Sweet treat lovers	Promoting new donuts/coffee Discounts
June	3 <i>Instagram</i> post/week 4+ <i>Twitter</i> post/week	To increase customer engagement	Loyal followers/New followers	Repost of customers post Promoting new

	4+ <i>Facebook</i> post/week			products Answer questions
July	4 <i>Instagram</i> post/ week 5+ <i>Twitter</i> post/week 5+ <i>Facebook</i> post/week	To increase number of followers	New customers/ Coffee/Sweet treat lovers	Promoting new donuts/coffee Discounts
August	3 <i>Instagram</i> post/week 4+ <i>Twitter</i> post/week 4+ <i>Facebook</i> post/week	To increase customer engagement	Loyal followers/New followers	Repost of customers post Promoting new products Answer questions
September	4 <i>Instagram</i> post/ week 5+ <i>Twitter</i> post/week 5+ <i>Facebook</i> post/wee	To increase number of followers	New customers/ Coffee/Sweet treat lovers	Promoting new donuts/coffee Discounts
October	3 <i>Instagram</i> post/week 4+ <i>Twitter</i> post/week 4+ <i>Facebook</i> post/week	To increase customer engagement	Loyal followers/New followers	Repost of customers post Promoting new products Answer questions
November	4 <i>Instagram</i> post/ week 5+ <i>Twitter</i> post/week 5+ <i>Facebook</i> post/wee	To increase number of followers	New customers/ Coffee/Sweet treat lovers	Promoting new donuts/coffee Discounts
December	3 <i>Instagram</i> post/week 4+ <i>Twitter</i>	To increase customer engagement	Loyal followers/New followers	Repost of customers post

	post/week 4+ <i>Facebook</i> post/week			Promoting new products Answer questions
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