

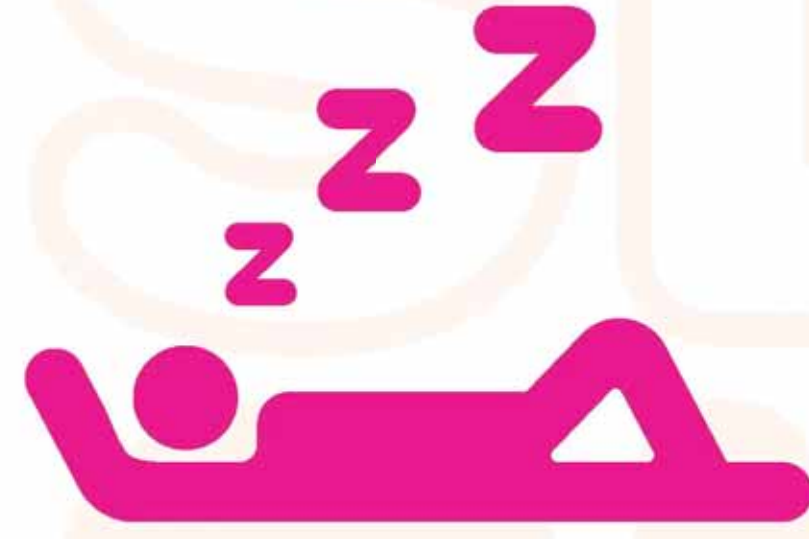
DUNKIN'
SWEETER SLEEP

OUR GOAL

This campaign highlights that while coffee can help people power through the day, it cannot repair the damage caused by losing sleep. Aimed at young working adults who rely heavily on caffeine, the goal is to shift spending habits by reminding them to drink #lesscaffeine and get #moresleep.

OUR STRATEGY

The campaign will run in metro areas and in stores, placing this message directly in front of consumers during their daily routines and purchase moments. By reaching them in the environments where caffeine is most tempting, the campaign encourages a mindset shift toward rest over reliance.



DUNKIN'

WHEATPASTE

**1/3 OF
AMERICANS
DON'T GET
ENOUGH SLEEP.**

**1/3 OF
AMERICANS
DON'T GET
ENOUGH SLEEP.**

**SLEEP
DEPRIVATION**

**harms memory, perception,
and conscious thought.**

**#lesscaffeine
#moresleep**

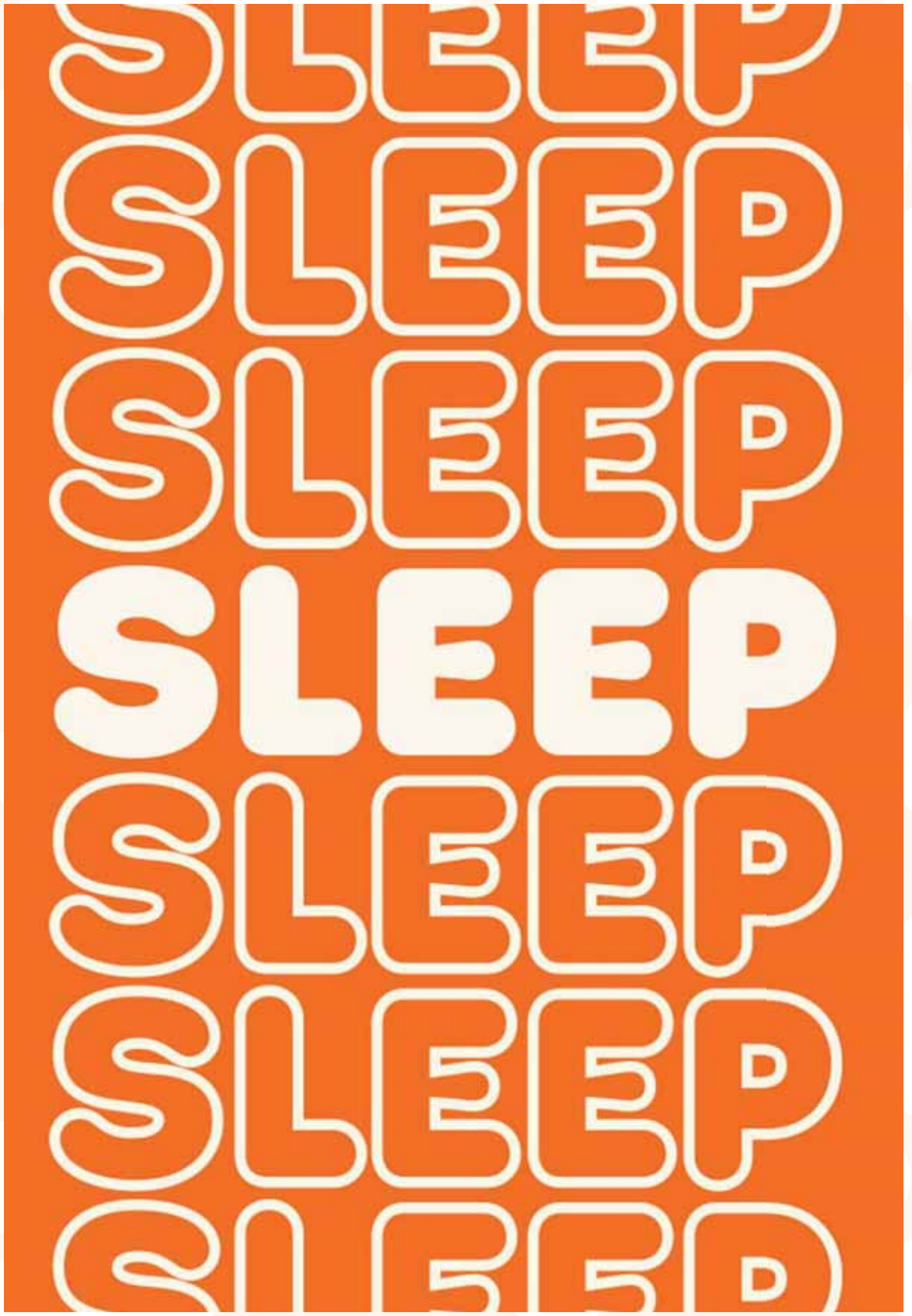
**1/3 OF
AMERICANS
DON'T GET
ENOUGH SLEEP.**

**SLEEP
DEPRIVATION**

harms memory, perception,
and conscious thought.

**#lesscaffeine
#moresleep**





SLEEP
SLEEP
SLEEP
SLEEP
SLEEP
SLEEP
SLEEP
SLEEP
SLEEP
SLEEP



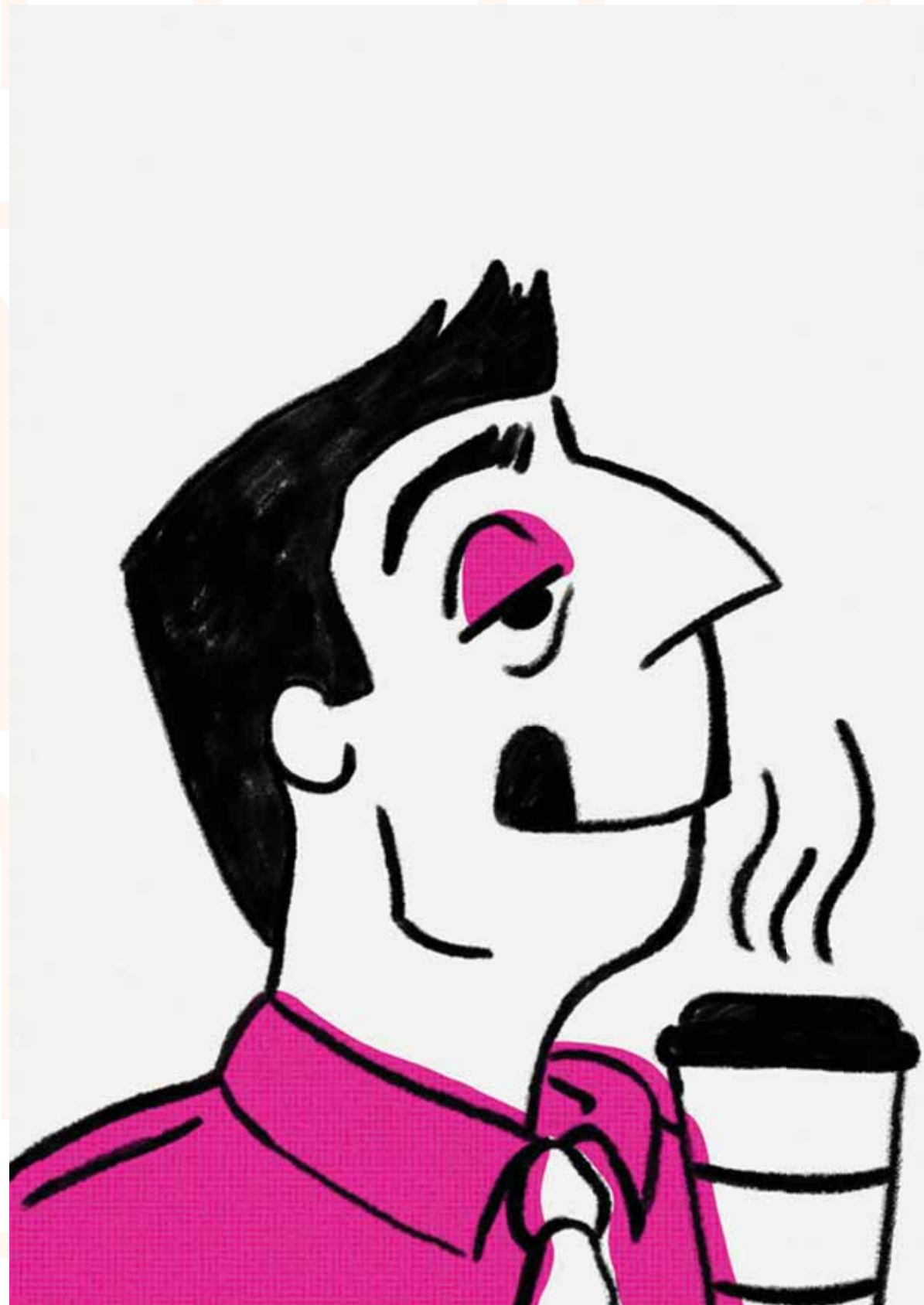
NOTHING
SWEETER
THAN
SLEEP



PSYCHEDELIC



**2/3 OF
AMERICANS
DRINK COFFEE
EVERYDAY.**



**2/3 OF
AMERICANS
DRINK COFFEE
EVERYDAY.**

COFFEE CAN
impair the brain's recovery
from sleep deprivation.

**#lesscaffeine
#moresleep**

1/3 OF AMERICANS DON'T GET ENOUGH SLEEP.

SLEEP DEPRIVATION

harms memory, perception, and conscious thought.

#lesscaffeine
#moresleep



NOTHING SWEETER THAN SLEEP



DUNKIN'

#lesscaffeine
#moresleep



SLEEP
SLEEP
SLEEP
SLEEP
SLEEP
SLEEP



2/3 OF AMERICANS DRINK COFFEE EVERYDAY.

COFFEE CAN
impair the brain's recovery from sleep deprivation.

#lesscaffeine
#moresleep



BILLBOARD

sip **LESS**
caffeine and
catch **MORE z**

DUNKIN'

#lesscaffeine #moresleep



TRANSIT

FEELING WIRED AT WORK? CAN'T SLEEP AT NIGHT?

Try our Sweet Sleep Blend
crafted with less caffeine
for sweeter sleep.

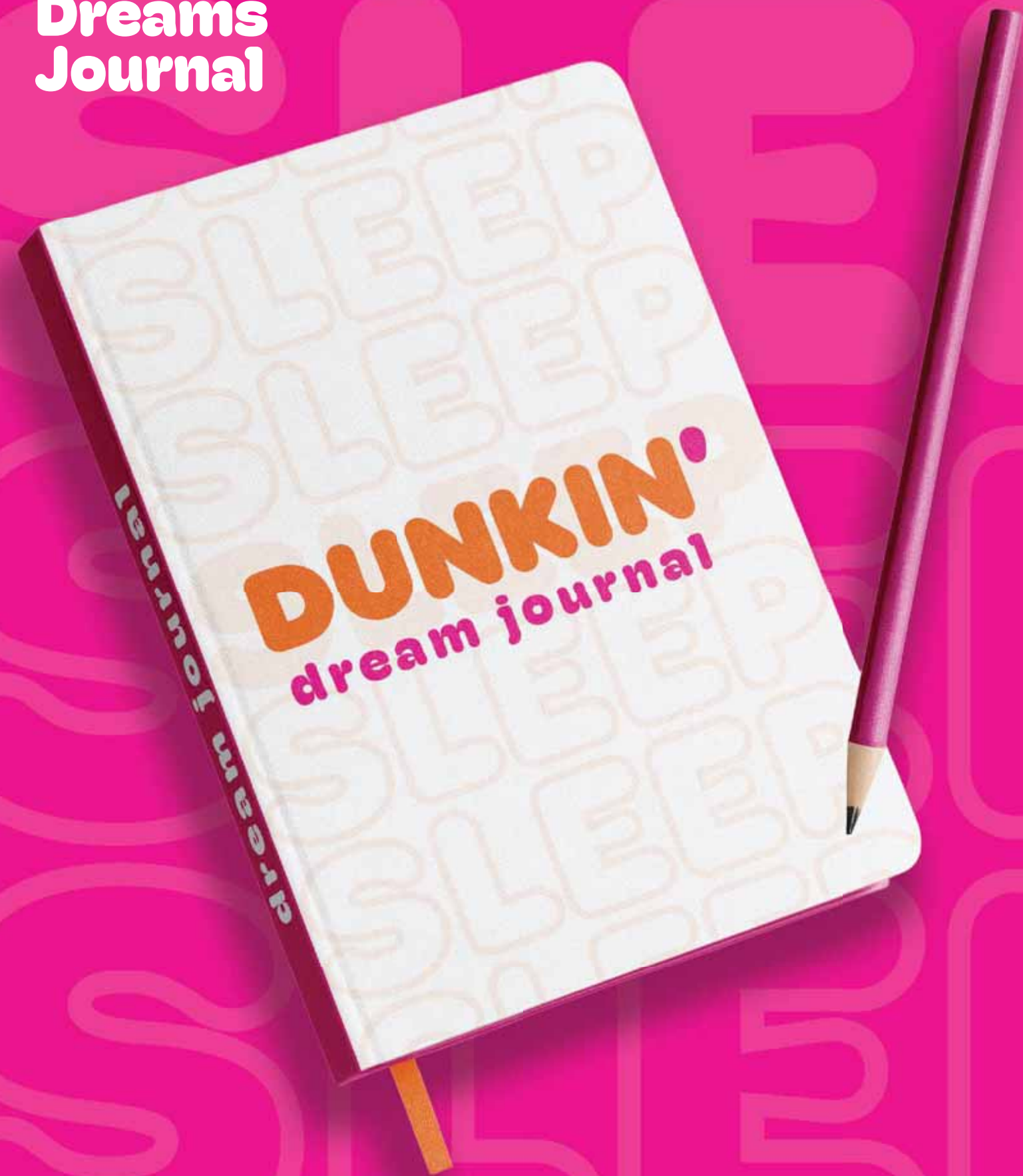
DUNKIN'

#lesscaffeine #moresleep

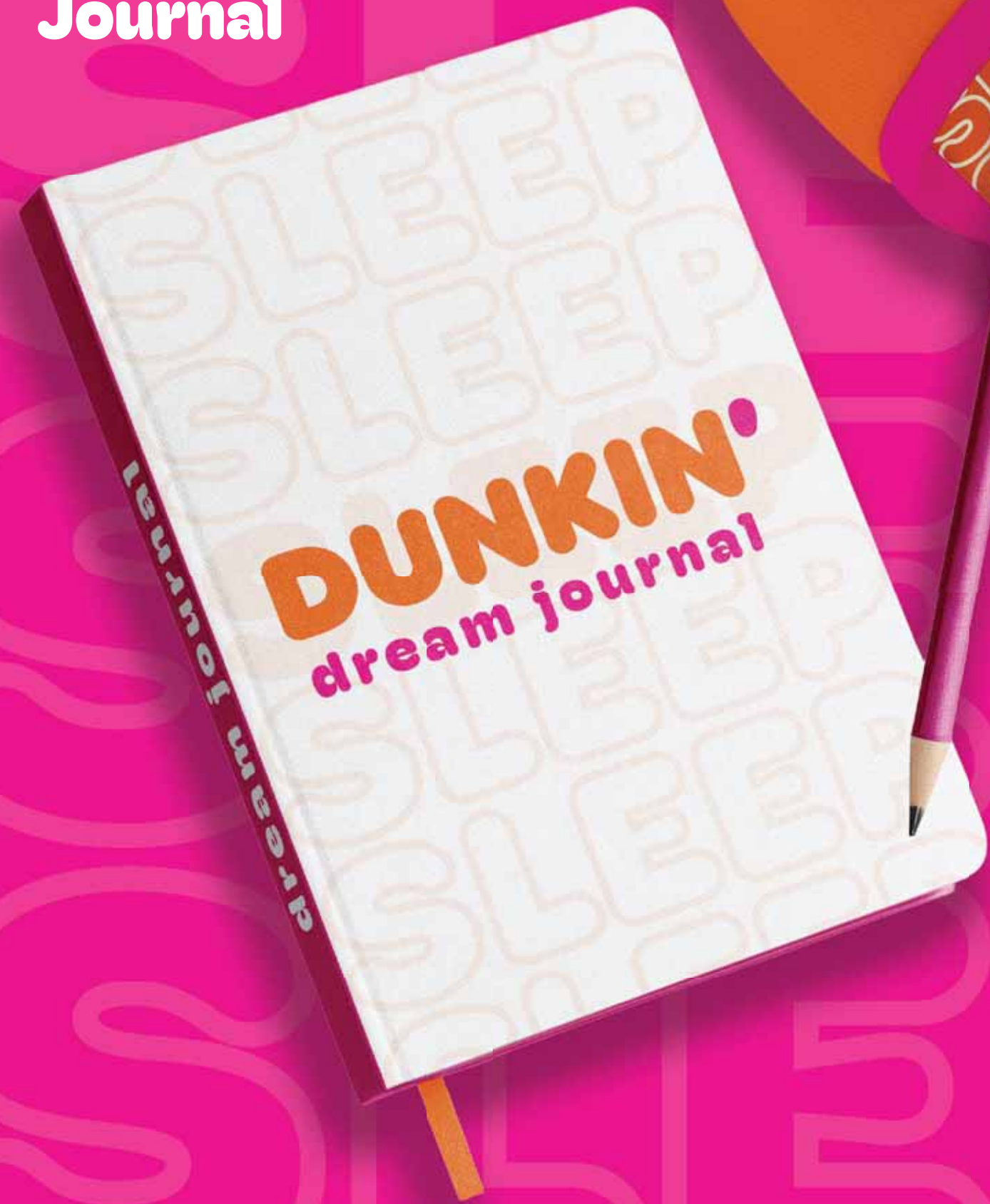


MERCH

Sweet
Dreams
Journal



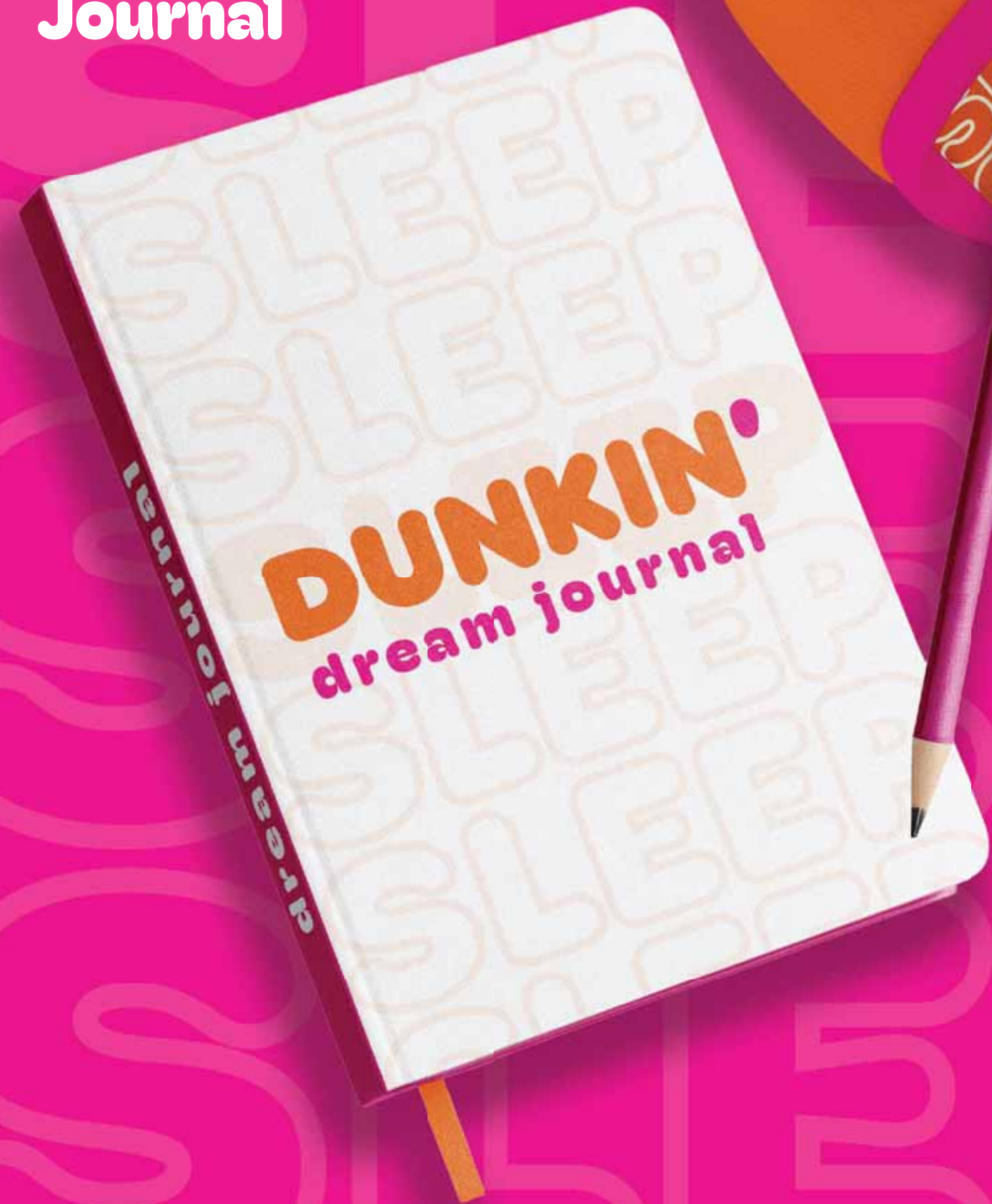
**Sweet
Dreams
Journal**



**Sweet
Sleep
Slides**



**Sweet
Dreams
Journal**



**Sweet
Sleep
Slides**



**Fluffy
Croissant
Pillow**



**Sweet
Dreams
Journal**



**Sweet
Sleep
Slides**



**Fluffy
Croissant
Pillow**



**Better
Sleep
Tumbler**



IN-STORE

DUNKIN'



DUNKIN'

#lesscaffeine
#moresleep

DUNKIN'
Sweeter Sleep Rewards

#lesscaffeine #moresleep

Participate in Dunkin's Sweeter Sleep Rewards program by drinking #lesscaffeine and getting #moresleep. Place orders with no or reduced caffeine content to win rewards! Visit dunkindonuts.com for more information and guidelines.

SLEEPS SLEEPS SLEEPS SLEEPS
SLEEPS SLEEPS SLEEPS SLEEPS
SLEEPS SLEEPS SLEEPS SLEEPS
SLEEPS SLEEPS SLEEPS SLEEPS

DUNKIN'

Sweeter Sleep Rewards

#lesscaffeine

#moresleep

DUNKIN'
sweeter sleep card



DUNKIN'



Participate in Dunkin's Sweeter Sleep Rewards program by drinking #lesscaffeine and getting #moresleep. Place orders with no or reduced caffeine content to win rewards! Visit dunkindonuts.com for more information and guidelines.

SOCIAL STORIES

THANK YOU

Questions?

Comments?