

Dunkin' Sweeter Sleep is a campaign created to reach busy people who rely on caffeine to push through exhaustion. The concept is simple: coffee can help you get through the day, but it can't undo the damage of lost sleep. Using real stats—1/3 of Americans don't get enough sleep and 2/3 drink coffee daily—the campaign encourages a mindset shift toward rest with the hashtags #lesscaffeine and #moresleep.

The campaign will be seen around town and in-stores, placing the message directly in front of consumers during their daily routines and purchase moments, and it extends to social with two Instagram Stories.

A small but memorable logo tweak reinforces the idea, transforming the iconic Dunkin' running figure into a sleeping one—making the message instantly recognizable before a single word is read.

The illustrations were created by the student.

The idea expands beyond traditional ads into branded merch, including a dream journal, slippers, a croissant pillow, and a tumbler—turning the campaign into something people can actually use, not just scroll past.