

PR Newswire Analysis #1: “*A Snoop Dogg Remix at Dunkin’: The Beyond D-O-Double G Sandwich Drops at Dunkin’ Shops This Week Only*”

Summary of Topic:

Dunkin’ Donuts has partnered with Beyond Meat Ambassador/Investor, Snoop Dogg, to add some attention to their ‘Beyond Sausage Sandwich’ (a plant based sausage patty with egg and cheese served on top of an English muffin) by creating a limited time only menu hack. This menu hack changes the ‘Beyond Sausage Sandwich’ to the ‘Beyond D-O-Double G Sandwich’ (a plant based sausage patty with egg and cheese served on top of a sliced glazed donut) only available from January 13th to 19th. This new sandwich was introduced by Snoop Dogg to social media after he starred in one of Dunkin’s ‘Beyond Sausage Sandwich’ tv commercials titled ‘Employee of the Month’. Dunkin’ and Snoop Dogg will be spreading the news about the menu item by collaborating on a pop-up shop, available later in January, and consisting of The Beyond Collection by Dunkin’ x Snoop, as well as hosting a Beyond Bash January 24th to 25th at participating Dunkin’ U.S. restaurants, where customers will have the opportunity to try a sample of the ‘Beyond Sausage Sandwich’ for free between 8 AM and 10 AM.

Affected Stakeholders:

- Companies that sell meatless sausage/ other meatless products such as Morningstar, Hilary’s, and Field Roast
- Companies that sell donuts such as Krispy Kreme
- Any vegetarians
- Snoop Dogg
- Snoop Dogg’s Fans
- Dunkin Donuts Customers
- Dunkin Donuts Employees
- Dunkin Donuts Executives
- Dunkin Donuts Investors
- Beyond Meat, Inc.’s Employees
- Beyond Meat, Inc.’s Executives
- Beyond Meat, Inc.’s Customers
- Beyond Meat, Inc.’s Investors

Analysis:

I think that this piece of news was really attention-grabbing. I immediately saw donuts, plant-based sausage, and Snoop Dogg and became very interested in what else it had to say. The

advertising and marketing strategy was brilliant, using a limited time only menu hack for a plant-based sandwich thought of by Snoop Dogg, a famous rap/R&B artist, as well as coordinating a pop-up shop with a Dunkin' x Snoop Dogg clothing collection and a Beyond Bash promotion.

This release was thoroughly covered by the News and Social Media, including being on The Dunkin' Online Newsroom, multiple posts on Dunkin' Donuts Twitter (@DunkinDonuts), Dunkin Donuts Facebook Page (@DunkinUS), Dunkin Donuts Instagram (@Dunkin), Snoop Dogg's Twitter (@SnoopDogg), Snoop Dogg's Instagram (@Snoopdogg), Beyond Meat's Twitter (@BeyondMeat), Beyond Meat's Facebook Page (@BeyondMeat), Beyond Meat's Instagram (@BeyondMeat), CNN.com, USAToday.com, NRN.com, Masslive.com, Bostonmagazine.com, fox59.com, and several more news outlets. However, I did not find it on Snoop Dogg's facebook or his website, and while the 'Beyond Sausage Sandwich' was included on the homepage of the Beyond Meat website, there was nothing to show for the 'D-O-Double G Sandwich' on the website.

After looking at Dunkin's media presence, they have over a million followers on instagram and twitter, however they only get a few hundred likes and comments on their posts. And when Snoop Dogg posted the same announcement for the secret menu sandwich as Dunkin, he received much more likes than on Dunkin's post.

Recommendations:

The "Employee of The Month" Dunkin Donuts commercial was by far the most popular of the other 'Beyond Sausage Sandwich' Dunkin Donuts commercials because Snoop Dogg starred in it, so it would be smart moving forward to continue using Snoop Dogg in their Beyond Sausage Sandwich campaign, or consider using another very popular individual to be the face of future campaigns. Also, after analyzing the comments to Dunkin's 'D-O-Double G Sandwich' on @Dunkin 's instagram, I have found that in the future, customers want to see more vegan, gluten-free, lactose-free, sugar-free, low- calorie, keto-friendly, plant based, and the infused options for donuts and components of the Beyond Sausage sandwiches. They would also like to see the 'D-O-Double G sandwich' made with the option of real sausage patties, as well as being available at every Dunkin location and not for a limited time. Therefore, it would be wise for Dunkin Donut to provide more dietary options in the future, and to continue making limited time campaigns, because the customers loved it so much they wanted it available all year round, ensuring that they will definitely buy the sandwich during the time of the campaign, and await the next time they will have the chance to buy it again.

Some customers have also raised the concern that Snoop Dogg's new spin on the Beyond Sausage sandwich could have been influenced by Luther Vandross, who invented The Luther Burger, a hamburger served between a split glazed donut. This could possibly cause bad PR, but is not causing any harm at the moment. In the future, they should use a different kind of donut in

the sandwich, or recognize Luther's contributions by posting something on social media or asking him to be a part of the campaign.

Overall, I think this was a really good campaign with a lot of good news coverage, however they could definitely work on their social media presence more.

Citations:

Dunkin'. (2020, January 13). A Snoop Dogg Remix at Dunkin': The Beyond D-O-Double G Sandwich Drops at Dunkin' Shops This Week Only. Retrieved from <https://www.prnewswire.com/news-releases/a-snoop-dogg-remix-at-dunkin-the-beyond-d-o-double-g-sandwich-drops-at-dunkin-shops-this-week-only-300985618.html>.

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