



## I. INTRODUCTION

Krispy Kreme Doughnuts, established in 1937, is a popular doughnut brand in the United States. Due to its diversity in the flavors as well as doughnuts shapes, Krispy Kreme achieves love from many food lovers and soon become globally well-known. In some Asian countries such as Japan, Singapore, Malaysia, a few Krispy Kreme shops are daily receiving much love from their customers. Regards to Vietnam's considerable part of the population is generally youth, which makes Vietnam become a potential market for the brand's next launch. With in-depth analysis about the products and its target audience, this paper aims to identify relevant tactics for Krispy Kreme with its first launch in Vietnam.

## II. SWOT ANALYSIS

### 1. Strengths:

Krispy Kreme is well-known globally due to its good quality, its reputation and its success throughout the world. Especially, Krispy Kreme is famous for making donations, hence, it is possible for organizations to use Krispy Kreme's products as a fundraiser. It has a long history of over 75 years in the business. The doughnuts are available in many unique flavors and shapes, which gives its customers various choices. Especially, hot Original Glazed® doughnut is the brand's signature. Besides doughnuts, Krispy Kreme also offers some additional products such as coffee, tea, ice cream and grocery & convenience products. Additionally, Krispy Kreme is available in grocery and convenience stores; therefore, it is easier for its customers to access the products.

2. Weakness:

Although Krispy Kreme is popular throughout the world but it is not very well-known among Vietnamese consumers. According to Livestrong (2014), Krispy Kreme's snacks are not healthy because it is high in calories and sugar. Furthermore, Krispy Kreme's doughnuts and its additional products are slightly expensive for Vietnamese consumers.

3. Opportunities:

Vietnamese young generation holds a considerable part in the population. Therefore, Vietnam is a potential market for Krispy Kreme. Additionally, the development of Vietnam's economy leads to the growing of the middle and upper class, thus more Vietnamese consumers have disposable income to spend on luxurious junk food.

4. Threats:

Since doughnuts is not new to Vietnamese people, hence, the brand might face with Dunkin' Donuts as a competitor in the doughnut field. Moreover, Starbucks, TOUS les JOURS, Coffee Beans & Tea Leaf, Givral are some other strong competitors. Moreover, the nutrition of the products due to the doughnut itself is high in calories and sugar, therefore, it creates a concern in the customers.

### III. **TARGET AUDIENCE**

The focus of this campaign is to aim at those who live in Ho Chi Minh city and Ha Noi because these are the two most developed cities in Vietnam and mostly, people are in middle or high income group.

1. Demographic:

- **Age and gender:** young adults aged from 18 to 24, both male and female.
- **Income:** they are most likely to have upper to high income or even disposable income to spend on luxurious junk food.
- **Education:** they are college/university students either graduated or un-graduated.

## 2. Psychographic:

- **Social class:** they are people who belong to the middle class of the society.
- **Lifestyle:** they love spending times with their friends or family. They love gossiping, eating and catching new trends. They use social media (Facebook, Twitter, ect.) very frequently so they can update information about food trends and also to recommend their friends easily.
- **Personalities:** they are dynamic, opinion leaders and they are willing to experience new things.
- **Value:** they are experiencers.
- **AIO Components:**
  - Activities: they look for some quality times with their family/friends/colleagues having some quality doughnuts and beverages at weekends or after school/work.
  - Interests: they get attracted by the colorful eye-catching doughnuts. Some love to taste the creamy filling inside.
  - Opinions: they are opinion leader, they love expressing themselves and they are likely to recommend others to try if they like the products.

## 3. Behavioral:

- **Purchase frequency:** they don't eat doughnuts quite often. Once a week but they purchase 5 or 6 doughnuts at once.
- **Purchase occasion:** usually they enjoy doughnuts with friends when they hang out. Moreover, having doughnuts to celebrate some small success could be ideal at some cozy work party.
- **Attitude towards products:** instead of having cakes, they want to change their tastes by enjoying some creamy or salty doughnuts. They get fascinated with colorful doughnuts with chocolate chips or sprinkles.

#### IV. PERCEPTUAL MAPPING

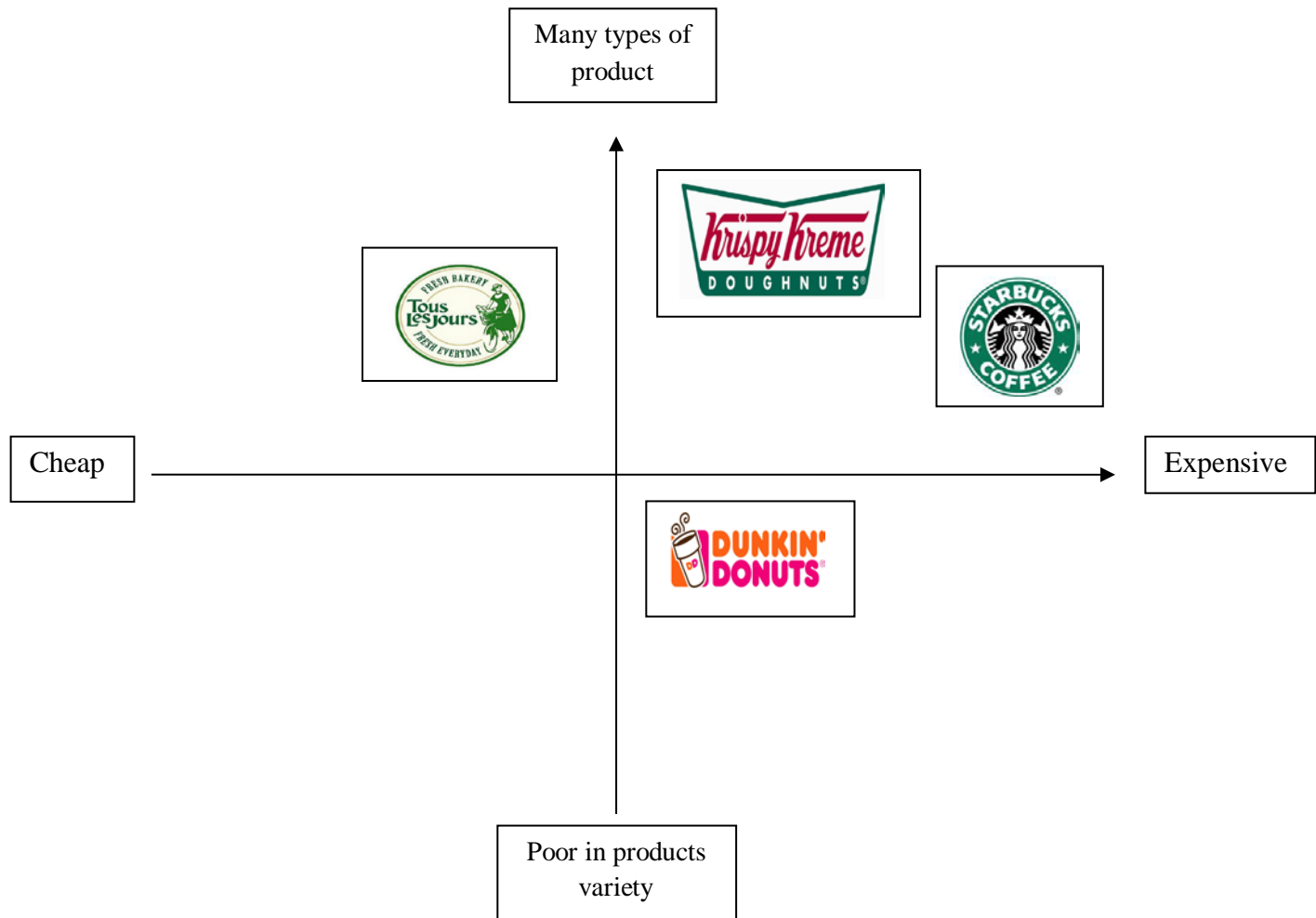
##### 1. Competitors:

	Competitors	Description
1	Dunkin' Donuts	<p>Dunkin' Donuts was founded in 1950 in Massachusetts In 2003, Dunkin' Donuts had its first store in Ho Chi Minh city.</p> <ul style="list-style-type: none"><li>• <b>Products:</b> there are 52 types of donuts, coffee beverages, sandwiches and other baked goods. But there's only some common types of donuts in Vietnam market.</li><li>• <b>Price:</b> approximately \$ 0.95 to \$ 5 depends on the products. There are also promotions quite often.</li><li>• <b>Target audience:</b> Middle class, young people.</li><li>• <b>Stores:</b> there are 3 stores in Ho Chi Minh city: district 1 district 7 and district Phu Nhuan.</li></ul>
2	Starbucks	<p>Starbucks was established in 1971 in Seattle, Washington. In 2013, Starbucks launched its first store in the central of Ho Chi Minh city.</p> <ul style="list-style-type: none"><li>• <b>Products:</b> coffee and chocolate beverages, tea, cakes and sandwiches.</li><li>• <b>Price:</b> quite high to very expensive. Around \$ 2 to \$ 10 depends on the product.</li><li>• <b>Target Audience:</b> mainly upper class with disposable income.</li><li>• <b>Stores:</b> there are around 6 stores near the central area in Ho Chi Minh city.</li></ul>
3	TOUS les JOURS	<p>TOUS les JOURS is a Korean franchise, founded in 1996. TOUS les JOURS came to Vietnam in 2007.</p> <ul style="list-style-type: none"><li>• <b>Products:</b> pastries, beverages and some bakery goods.</li><li>• <b>Price:</b> cheap to acceptable. About \$ 0.5 for a</li></ul>

		<p>sandwich and \$ 3 for a small cake.</p> <ul style="list-style-type: none"> <li>• <b>Target Audience:</b> students or workers belong to low class and above.</li> <li>• <b>Stores:</b> there are many stores throughout Ho Chi Minh city and Ha Noi.</li> </ul>
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## 2. Positioning:

There are factors that influence on the target audience's decisions of choosing the brand such as: the price, the variety of the products, accessibility, ect.



Krispy Kreme's signature—hot Original Glazed® is about \$ 0.99 each and nearly \$8 for a dozen. Which means, the price is nearly the same to its main competitor—

Dunkin' Donuts. However, Krispy Kreme provides with many more types of products. According to the perceptual map, Krispy Kreme is stronger than Dunkin' Donuts, Starbucks and TOUS les JOURS in terms of variety of the products. In terms of price, Krispy Kreme is only cheaper than Starbucks.

## V. CREATIVE CONCEPT

### 1. Concept:

The concept of Krispy Kreme's first launch in Vietnam is "Colorful Vietnam". Generally, the idea is about allowing people sharing their moments with their family/close friends while having some creamy colorful doughnuts. In order to grab the target audience's attention, raise the awareness about the brand and make Krispy Kreme become a major junk food brand in Vietnam, there will be some guerrilla advertisings and activities among the two cities in the tactics. The theme of the campaign is about letting people be creative creating their own inspiration to and take photos to capture their memories while having Krispy Kreme Doughnuts.

### 2. Key Message:

In order to engage with its customers, Krispy Kreme wants to transfer their message "Following your imagination and making Vietnam colorful places".

### 3. Key Visual:

The key visual will be Mr. & Mrs. Doughnuts. Especially, Mrs. Doughnuts will have a 'non la' on their heads so as to represent Vietnamese women but at the same time, shows Krispy Kreme's brand image. The key visual will appear throughout the campaign in many tactics.

**Word count:** 1309

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