

“The DunKings” 2024 Super Bowl Ad Analysis



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Evaluating the Super Bowl Ad (Promotion Strategy)

Ad Overview:

Dunkin's 2024 Super Bowl ad "The DunKings" uses celebrity endorsement, humor appeal, and narrative storytelling to create high brand recall. The ad features Ben Affleck, Matt Damon, and Tom Brady forming a fictional boy band to promote Dunkin' beverages.

The execution style is transformational advertising, associating Dunkin' with fun, cultural relevance, and celebrity lifestyle rather than focusing on product attributes.

Target Audience:

- Millennials and Gen Z consumers
- Pop culture-engaged audiences
- Younger coffee and beverage buyers
- Social media-active consumers

Intended Message / Goal:

- Reinforce Dunkin' as culturally relevant
- Increase brand awareness and buzz
- Drive traffic to Dunkin' locations
- Generate social media engagement



Segmentation & Target Market



Segmentation Strategy:

Dunkin' segments primarily by:

- Demographics: Age (18–40), middle-income consumers
- Psychographics: Convenience-oriented, pop-culture engaged, value-seeking
- Behavioral: Frequent coffee drinkers, drive-thru users

Target Market:

Young, socially engaged consumers who value affordable coffee, convenience, and brand personality.

Evaluation:

The Super Bowl ad strongly aligns with this segment. The humor and celebrity resonate with culturally aware, younger audiences



Positioning & Differentiation

Positioning Statement:

For everyday coffee drinkers seeking convenience and value, Dunkin' delivers fast, affordable beverages with a fun, culturally relevant brand personality.

Value Proposition:

- Affordable price point
- Fast service
- Familiar flavors
- Entertaining, personality-driven branding

Differentiation vs. Competitors (e.g., Starbucks):

- Less premium, more approachable
- More price-focused
- Emphasizes personality over sophistication



Ad Alignment:

The humorous celebrity approach reinforces Dunkin's "accessible and fun" positioning.

DUNKIN'

Promotion Mix Strategy

Dunkin' uses all elements of the promotion mix



Advertising:
Super Bowl TV ads
YouTube and streaming placements
Social media video ads

1

Public Relations:
Celebrity collaborations
Media coverage of "The Dunkings"
Viral pop culture conversations

2

Sales Promotion:
Limited-time drink promotions
Combo deals
Loyalty rewards offers

3

Personal Selling:
In-store upselling
Franchise-based store interaction

4

Direct/Digital Marketing:
Dunkin' mobile app
Email promotions
Social media engagement

5



Push or Pull Strategy?

Dunkin' primarily relies on a Pull Strategy



- National advertising creates consumer demand
- Social media buzz increases brand awareness
- Consumers actively seek Dunkin' products
- Franchise distribution
- Sales promotions to drive short-term purchases

Conclusion:

The Super Bowl ad is a strong example of pull marketing, creating emotional demand and cultural momentum.

Ad



**Consumer
Demand**



Store Visit
DUNKIN!

Strategic Evaluation

Strengths of the Ad



- High memorability
- Strong celebrity appeal
- Viral potential
- Reinforces brand personality

Potential Risks



- Overshadowing the product
- Heavy reliance on celebrity

Overall Assessment



The ad aligns well with Dunkin's segmentation, targeting, and positioning strategy. It successfully integrates into a broader promotion mix focused on pull marketing and digital engagement.