

Creative Brief

Eileen Kim

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Project Title: Dunkin' Donuts

1. Project overview

The goal of my website is to present the origin and historical background behind Dunkin Donuts in an informal and fun way. The audience will learn about its history, menu (not only donuts but also drinks and hot breakfasts), marketing methods, logo design, and further interesting facts about the company.

2. Resources

Wikipedia information is available at https://en.wikipedia.org/wiki/Dunkin%27_Donuts as well as some photos. There are a lot of other photographs available on Google Images as well. The official <https://www.dunkindonuts.com/en> website will also show the menu along with photos.

3. Audience

This informational site is for anyone of any age, gender, and ethnicity, etc. Demographic information could be all across the board. People who love Dunkin Donuts, donuts, desserts, or just food in general will be interested in this website.

There may be competitors that produce in the same industry that might check out the website as well. As Dunkin is such a well known brand, Krispy Kreme or other smaller donut businesses might be interested in learning branding tactics and methods.

This website can possibly be used by food bloggers, nutritionists, or business analysts. A startup business or young entrepreneurs may also gain insight from Dunkin's success stories.

4. Message

I would like for people to not only enjoy the foods they are eating but to also know what they are eating. It is great for people to have some type of background knowledge and familiarity in the donuts they are eating. It is great to learn how businesses work, and to determine what can be some successful/unsuccessful aspects throughout the process.

5. Tone

The part about history and business can be a little more formal, since it's simple information. Not too boring, though. The part about the menu and different types of donuts can be more fun and playful. We all love sweets. We all love donuts. Rainbow sprinkles on sweet donuts with an iced coffee. Pure happiness.

6. Visual Style

I think that donuts can be visually interesting and simple. There are simple geometric shapes, interesting themes, colors (in different flavors), and various designs within those flavors. It will

be fun to have visually interesting patterns and designs to emphasize the various flavors. Does not have to be extremely clean like a commercial, but not too messy like a kid's magazine. An appropriate mix of fun and organized.

Because Dunkin has a very specific color palette with the pink, orange and brown, it will be a

good idea to make good use of them: 

