

CANTON, Mass., July 21, 2015 /PRNewswire/ -- Dunkin' Donuts is partnering with Spotify to celebrate two unmistakable signs of summer: deliciously refreshing Dunkin' Iced Coffee and a smooth summertime soundtrack. The campaign kicks off today with a summer concert series that will span five cities, featuring five different emerging artists at pop-up concerts in high-traffic public areas. The first show, today in Philadelphia, features Marian Hill. Additional artists to be determined will perform in Miami, Chicago, New York and Boston throughout the coming weeks.

The DD Summer Soundtrack campaign (DDSummerSoundtrack.com), which was developed and implemented by Hill Holliday media agency, Trilia, will include custom and exclusive content from each of the shows available at www.DDSummerSoundtrack.com. Hill Holliday and Trilia are Dunkin' Donuts' national creative and media agencies of record, respectively. To celebrate and amplify reach of this content to music and coffee lovers, Dunkin' and Spotify will distribute across social channels including Twitter, Vine, Instagram, YouTube, Facebook, and Snapchat using targeted native ads. The performances will also be live broadcasted via Periscope as a means to drive excitement and live tune-ins. A branded DD app will live on connected TV's and allow for users to view the content on demand.

In addition, Dunkin' is partnering with progressive hip-hop music artist Christylez Bacon to create percussion-based original music with Dunkin' Donuts Iced Coffee cups. Videos of Christylez' custom music will be distributed via social and digital channels and can also be viewed within the Spotify experience.

"The DD Summer Soundtrack program helps build Dunkin' Donuts' connection to emerging artists, using Spotify's unique platform to its full potential to ultimately bring Dunkin' fans music to keep them running all summer long," said Scott Hudler, Vice President of Global Consumer Engagement at Dunkin' Brands. "Spotify was a great choice given their passionate user base, the quality of the artists and the cross section of rich data they have to activate the program."

"We have some of the most engaged, passionate consumers in the digital world and we're excited to connect them with the Dunkin' Donuts brand," said Jeff Levick, Chief Revenue Officer, Spotify. "Dunkin' understands that music can create a powerful emotional connection between brands and consumers and we want this to be the first of many campaigns with DD and Spotify."

"This was truly an integrated program derived via an art and science-based approach," said Jeff Zannella, VP, Associate Media Director, Trilia. "By leveraging data and tapping into consumer insights we have created a truly unique and relevant experience for consumers this summer."

To learn more about Dunkin' Donuts visit www.DunkinDonuts.com or follow us on Facebook (www.facebook.com/DunkinDonuts) and Twitter (www.twitter.com/DunkinDonuts).

About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite all-day, everyday stop for coffee and baked goods. Dunkin' Donuts is a market leader in the hot regular/decaf/flavored coffee, iced coffee, donut, bagel and muffin categories. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for nine years running. The company has more than 11,300 restaurants in 37 countries worldwide. Based in Canton, Mass., Dunkin' Donuts is part of the Dunkin' Brands Group, Inc. (Nasdaq:DNKN) family of companies. For more information, visit www.DunkinDonuts.com.

About Spotify

Spotify is an award-winning digital music service that gives you on-demand access to over 30 million tracks. Our dream is to make all the world's music available instantly to everyone, wherever and whenever you want

it. Spotify makes it easier than ever to discover, manage and share music with your friends, while making sure that artists get a fair deal.

Spotify is now available in 58 markets globally with more than 75 million active users, and over 20 million paying subscribers.

About Trilia

Trilia is full service media agency owned by Hill Holliday focused on science, ideas and outcomes. It's a deceptively simple formula: science + ideas = better outcomes. But the simplicity masks the tricky part. Knowing how to use the science and developing creative ideas that challenge the conventions is very hard to do. We live at the nexus of these two variables and our mission is to never rest on our laurels, never be completely satisfied and remember that media excellence is achieved by learning from the past but always looking beyond the horizon. For more about Trilia, please visit <http://www.triliamedia.com>.

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