



SOCIAL MEDIA CASE STUDY



ABOUT THE BRAND

Krispy Kreme, Inc. (previously Krispy Kreme Doughnuts, Inc.) is an American multinational doughnut company and coffeehouse chain.

Krispy Kreme was founded by Vernon Rudolph (1915–1973), who bought a yeast-raised recipe from a New Orleans chef, rented a building in 1937 in what is now historic Old Salem in Winston-Salem, North Carolina, and began selling to local grocery stores.

CHATTERBOX
COMMUNICATION

OBJECTIVES/TASK/BRIEF AT HAND

To elevate the indulgence factor of the festive season by showcasing Krispy Kreme's Chocomania doughnuts, inspired by Ferrero Rocher and Ferrero Moments, as the perfect celebratory treat through a visually captivating campaign that highlights both the luxurious flavors and the joyful moments of sharing. This campaign aims to drive product awareness and create a connection between festive celebrations and Krispy Kreme's special edition doughnuts.

CHATTERBOX
COMMUNICATION

STRATEGIES INVOLVED

- Visual Storytelling Through Festive Imagery: A photoshoot at a Krispy Kreme store was organized, focusing on both product-centric and lifestyle shots. These images showcased the Chocomania doughnuts in festive settings, encouraging customers to associate them with the joy and warmth of holiday celebrations.
- Partnership Leverage: The campaign emphasized the premium collaboration with Ferrero Rocher and Ferrero Moments, tapping into their established reputation for luxury chocolate. The association amplified the appeal of the Chocomania range by aligning it with the high-end, indulgent image of Ferrero products.

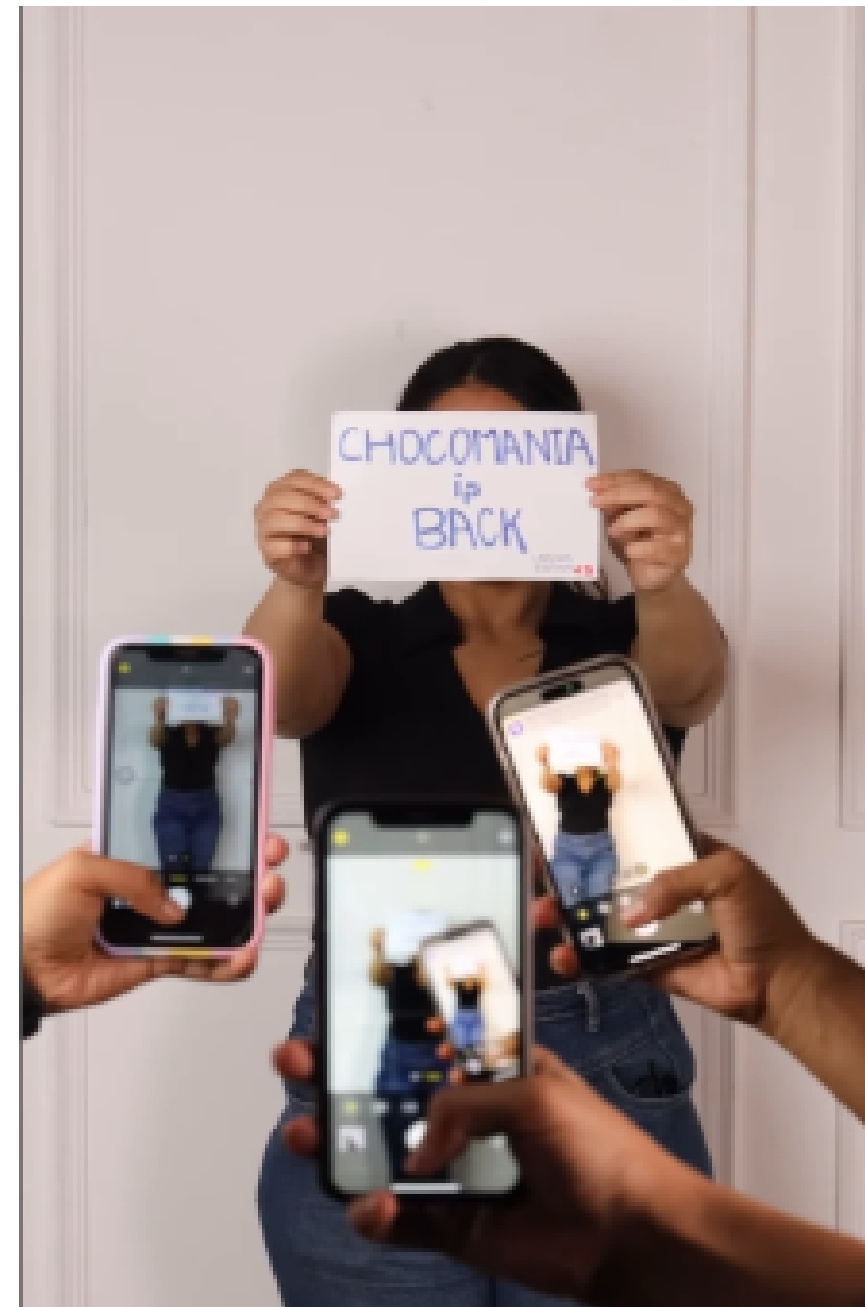
STRATEGIES INVOLVED

- Social Media Engagement: The campaign used social media to generate buzz by sharing behind-the-scenes content from the photoshoot, influencer partnerships, and user-generated content, encouraging people to share how they celebrate with Chocomania doughnuts. Hashtags like #ChocomaniaFestiveJoy and #FerreroKrispyMoments helped build momentum online.

CAMPAIGN ACTIVATIONS

Pre-Buzz (1-2 weeks before launch):

- Teaser Posts:



krispykreme_ind • Follow

Bronski Beat • Smalltown Boy



krispykreme_ind GREAT news for the chocolate 🍫 lovers here! 🥳🥳

Our #LimitedEdition Chocomania is BACK with your favourite donuts 🍩

Embrace yourself to try out the EXCLUSIVES- Nutella, Ferrero Rocher, Ferrero Moments & Trail Mix 🍫 Doughnuts 🥳

#chocomania #krispykreme #krispykremedoughnuts
#doughnuts 🍩 #doughnuts #original #doughnutshop
#ordernow #festivedonuts

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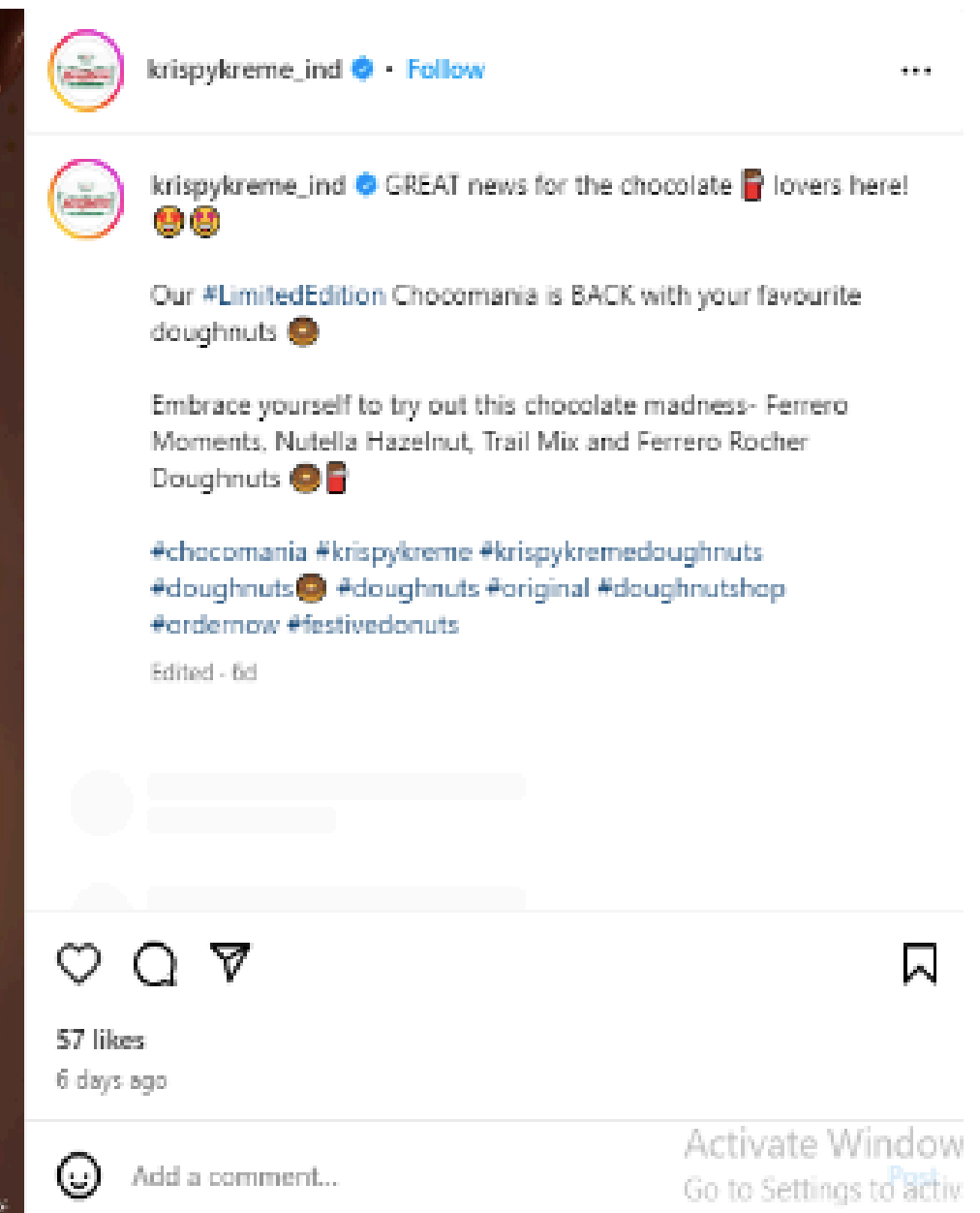


26 likes

October 1

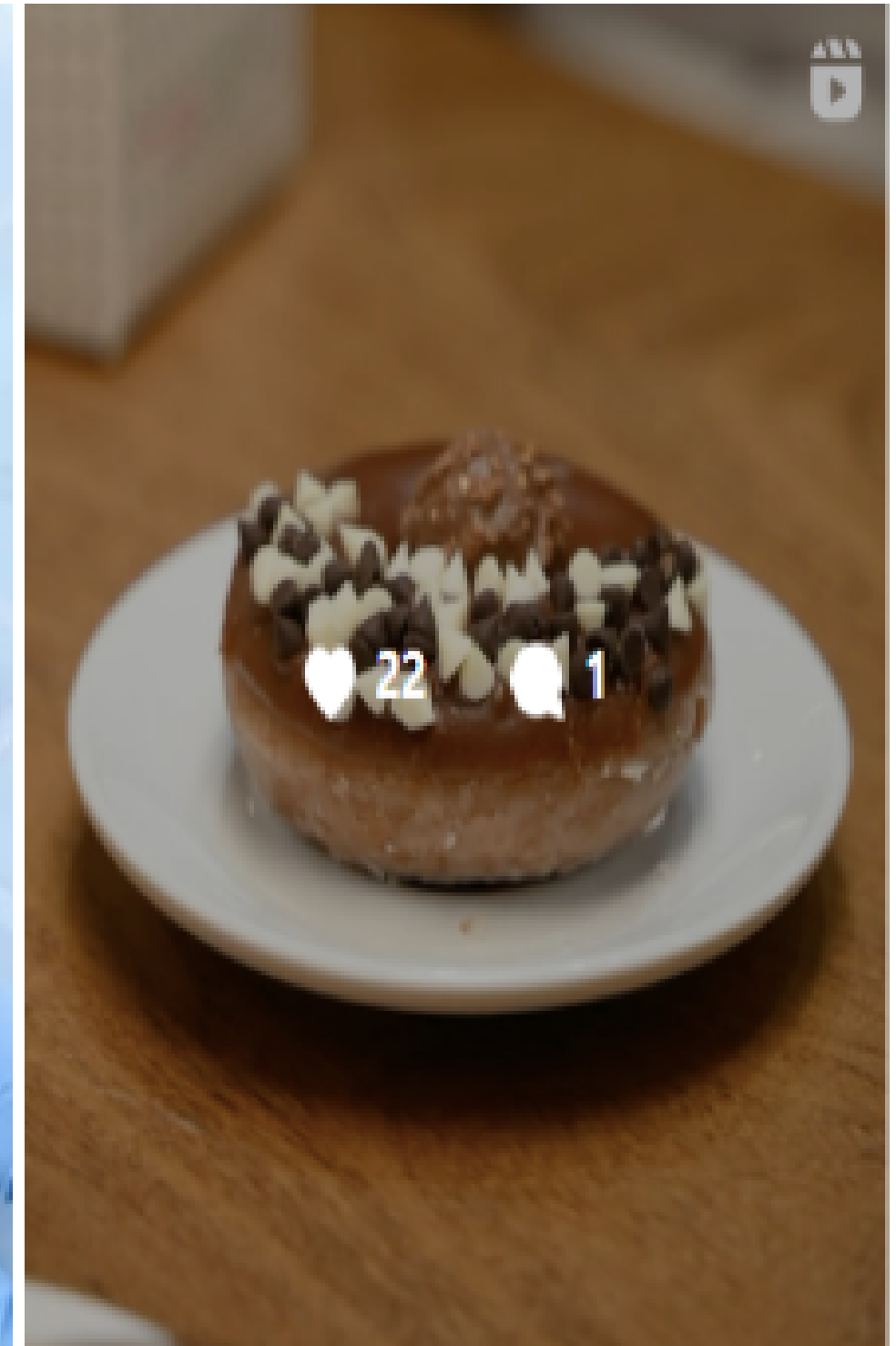
CAMPAIGN ACTIVATIONS

Launch :
Product Reveal Posts:
We officially announced the launch with a creative that showcased all 4 flavors and their toppings in detail.



CAMPAIGN ACTIVATIONS

Post Launch :
To keep the campaign buzz alive, a series of UGC reels were posted that showcased the range in a fun and quirky way

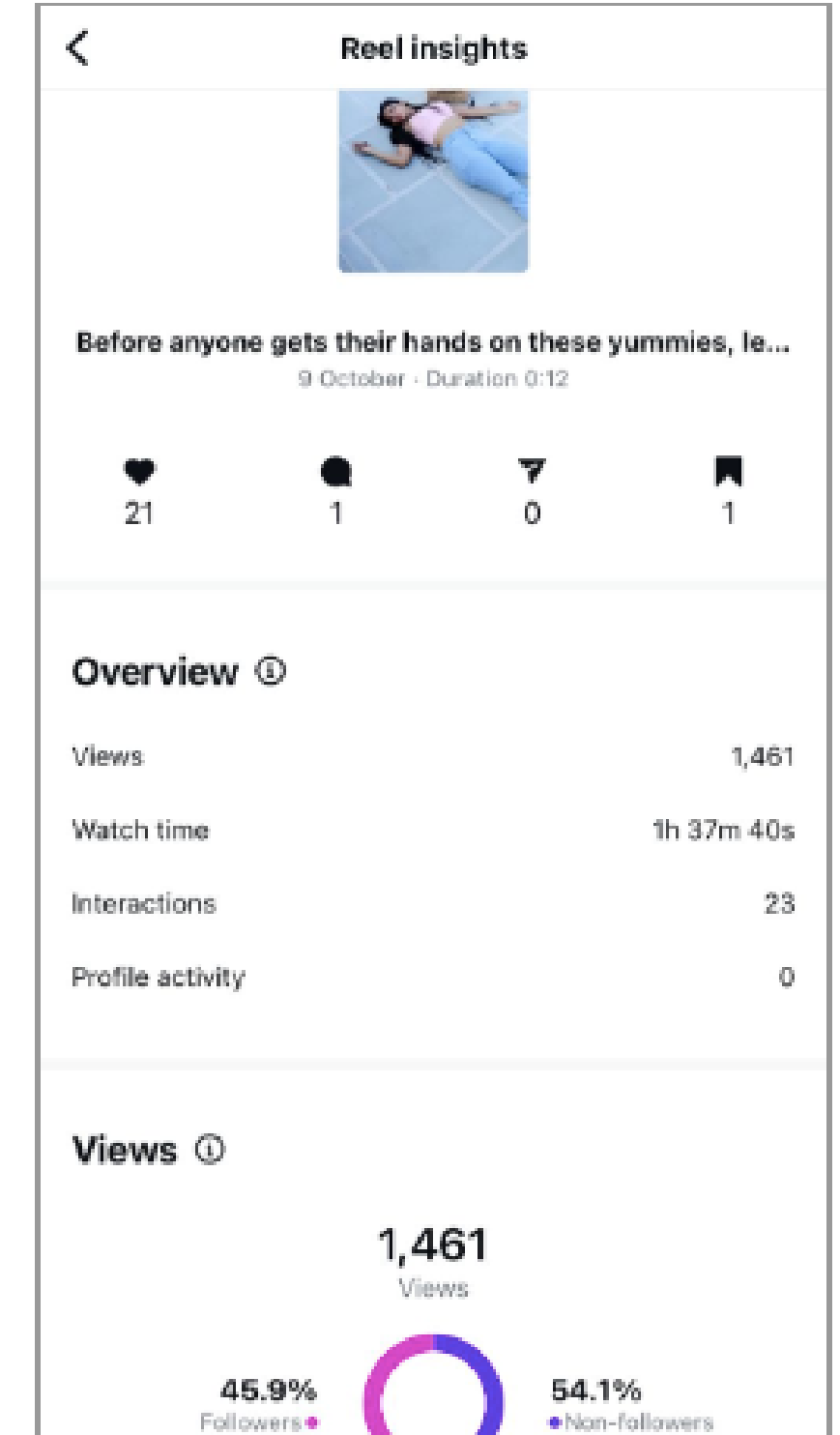
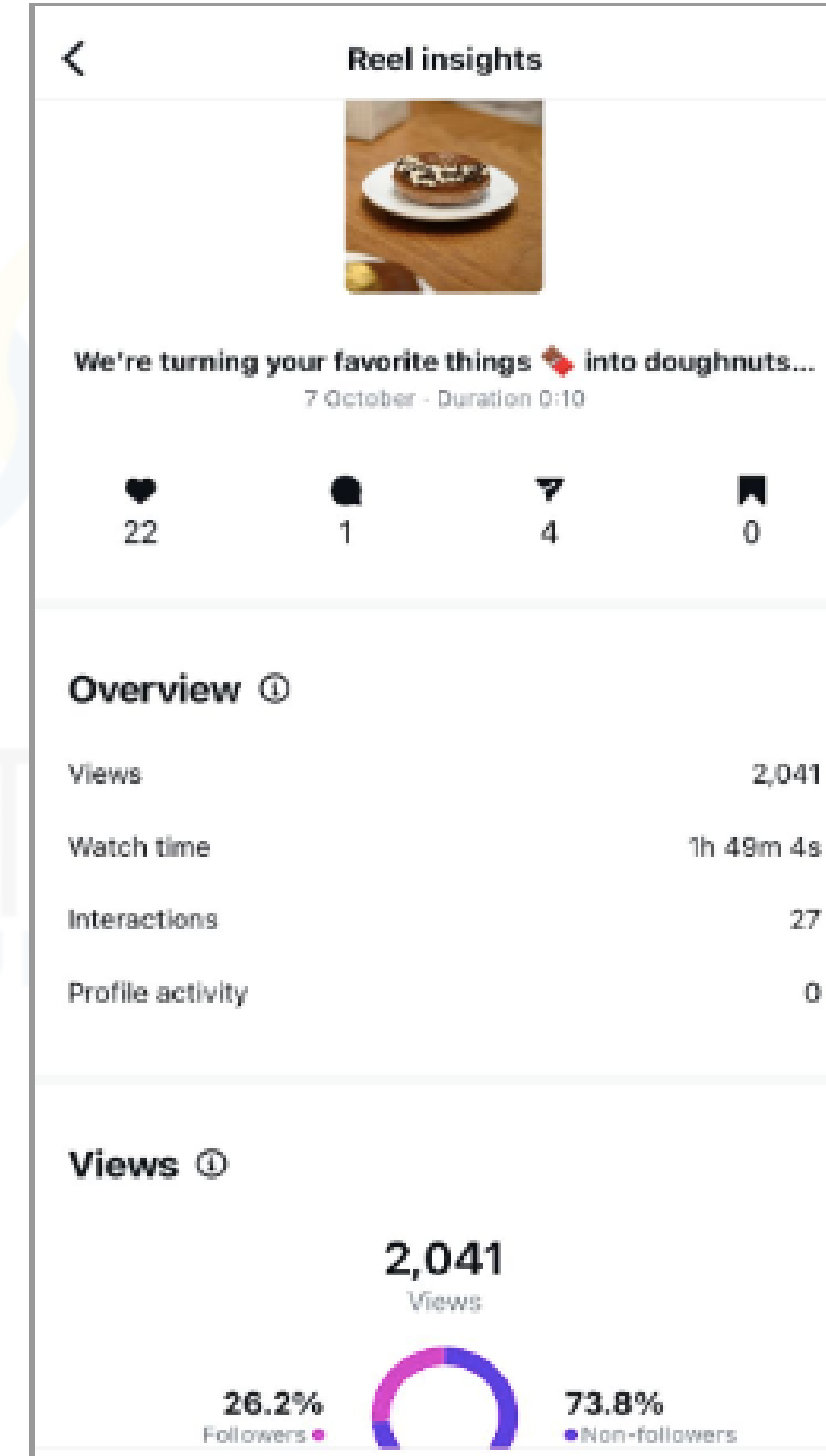
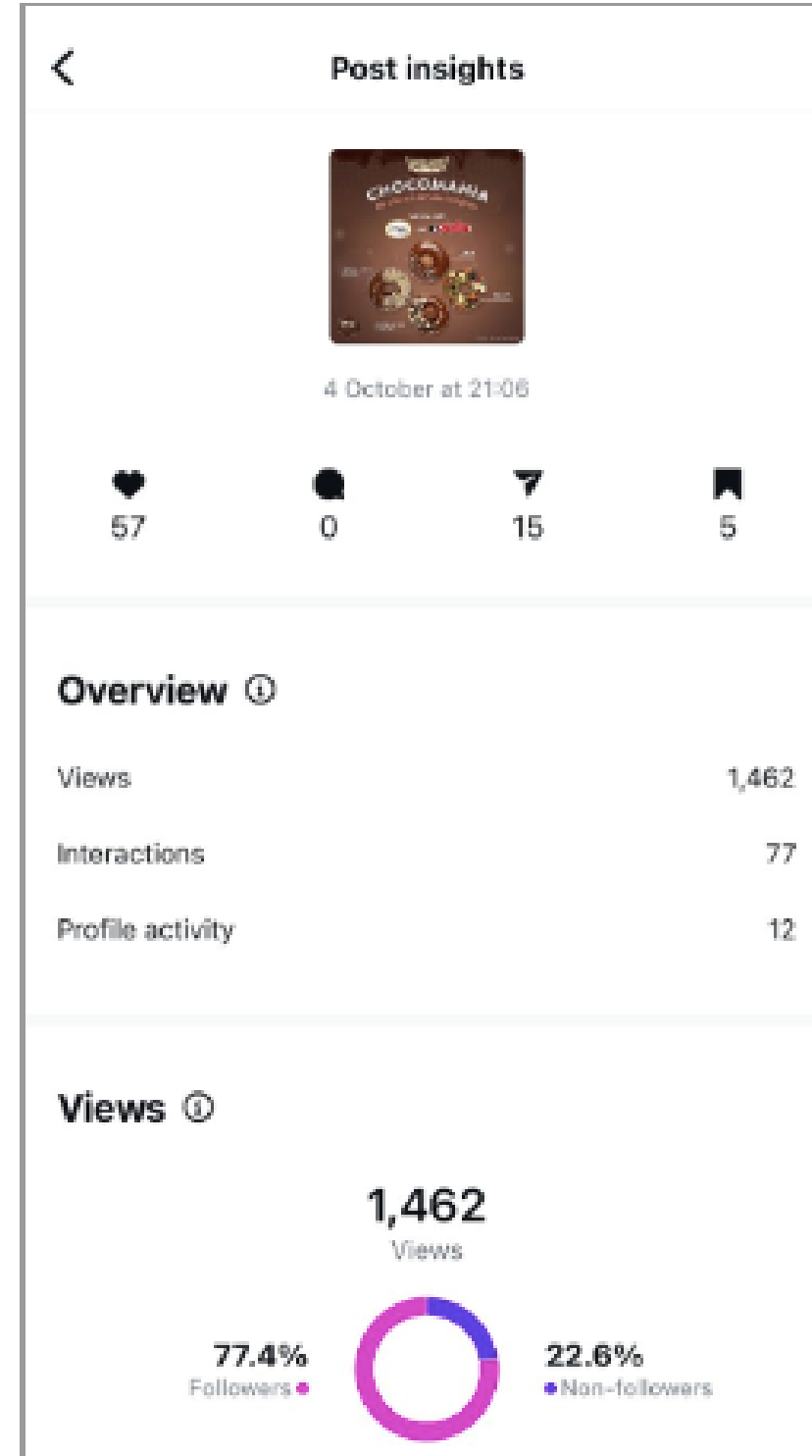
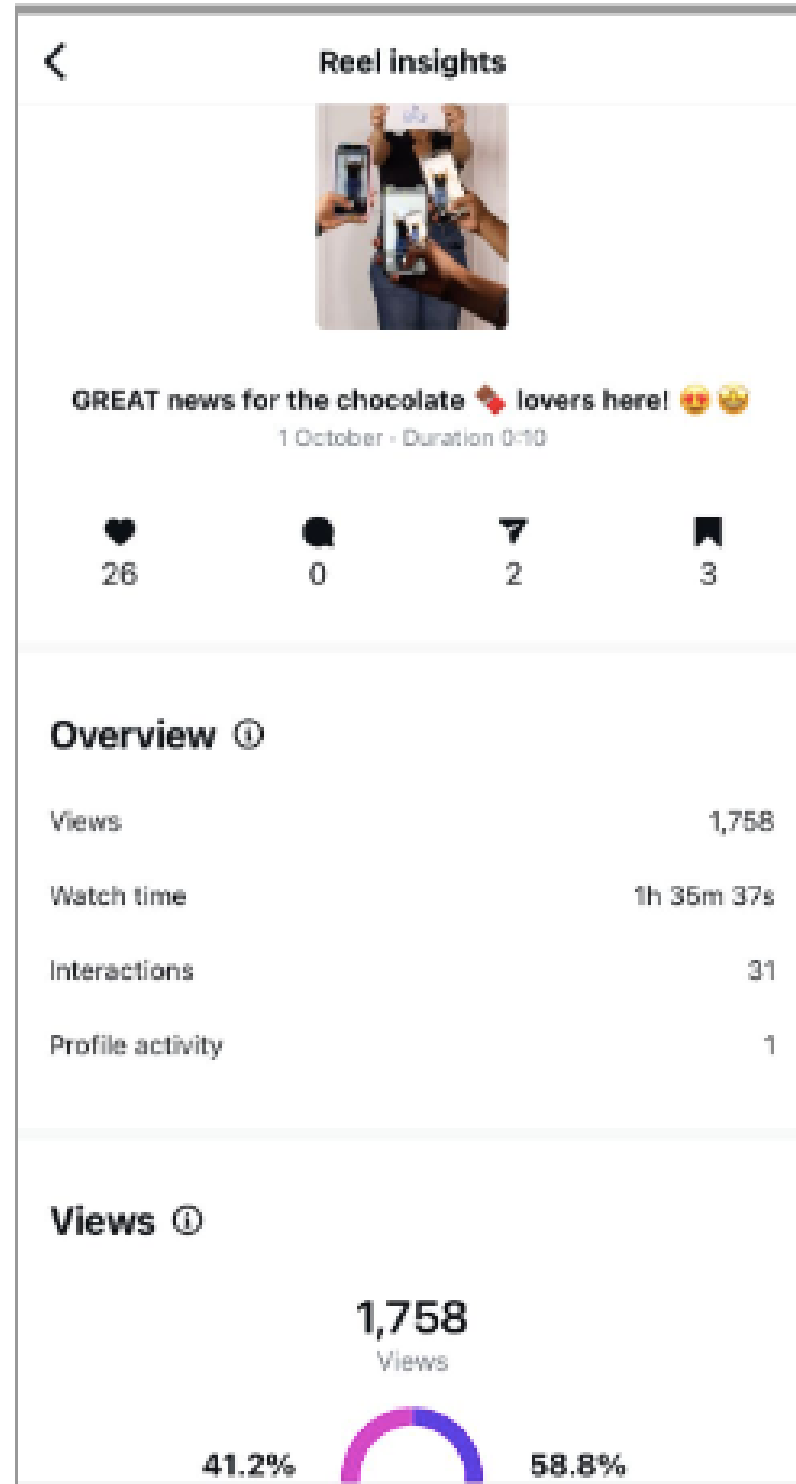


AIM OF THE CAMPAIGN

Our aim with the Krispy Kreme Chocomania campaign is to bring the festive spirit alive by offering our customers a truly indulgent treat. We want to make Chocomania doughnuts the go-to choice for holiday celebrations, combining the richness of Ferrero Rocher and Ferrero Moments with the joy of Krispy Kreme.

Through exciting pre-launch teasers, engaging product reveals, and encouraging our community to share their festive moments with us, we hope to create a sense of excitement and connection that makes these doughnuts a must-have for the season.

BEST PERFORMING POSTS





CONTENT CREATION

SHOOTS + CREATIVES + VIDEOS

SHOOTS



CREATIVES





THANK YOU