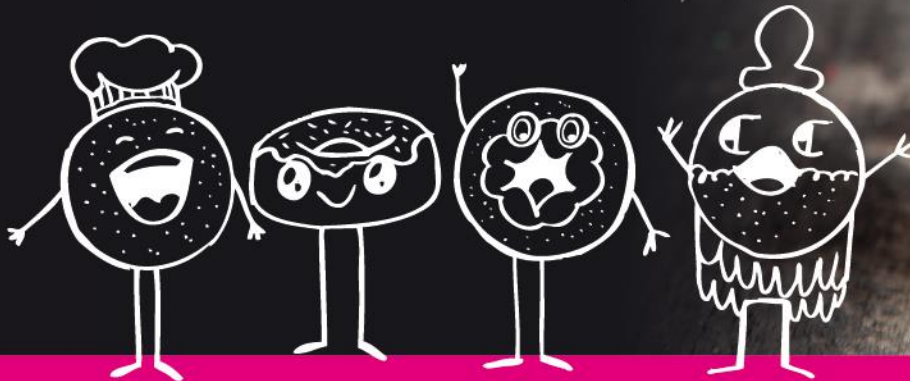




OFF BEAT

DONUT CO.

MAKING
MAGIC.





1. CREATING THE CONCEPT.

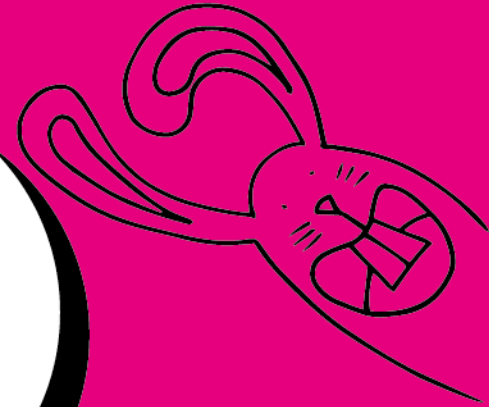
2. COMMUNICATING THE OFFER TO OUR CONSUMERS.

3. KEY LEARNINGS.



OUR CONCEPT

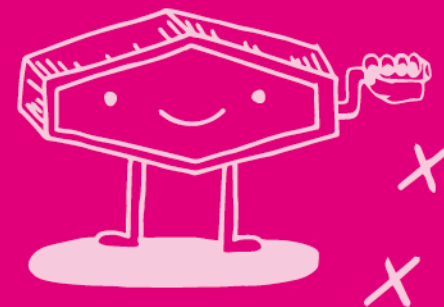
- To make the very freshest donuts, every day.
- To push the boundaries of what a donut can be.
- And to create circles of obsession and make moments of magic.



OFF BEAT
DONUT CO.

**CREATING
THE CONCEPT**

**CONSUMER
DEMAND**



**MY OWN
EXPERTISE**



**FRANCHISABLE
(SUSTAINABLE
& SCALABLE)**

WHY?

**MARKET
GAP**

MAKING IT HAPPEN

UNDERSTAND OUR TARGET CONSUMERS

- Demographic Profile
- Their Needs & Wants
- Expectations

CONCEPT DEVELOPMENT

- Product Offer
- Production Process
- Operation Manuals

BRAND DEVELOPMENT

- The Brand
- Packaging
- Social Media
- In-store Experience



OUR TARGET CONSUMERS

UNDER 35.

**ACTIVE
LIFESTYLE.**

**I DESERVE
THE CALORIES.**

**A PICK ME UP
OR 'BOOST'.**



**WITH A
SWEET TOOTH.**

**EMOTIONAL
CONNECTION.**
CELEBRATIONS, EVENTS & SHARING.

**ENJOYING THE
FRESHNESS AND
BAKERY AROMA.**

OFF BEAT
DONUT CO.

MAKING IT HAPPEN

UNDERSTAND OUR TARGET CONSUMERS

- Demographic Profile
- Their Needs & Wants
- Expectations

CONCEPT DEVELOPMENT

- Product Offer
- Production Process
- Operation Manuals

BRAND DEVELOPMENT

- The Brand
- Packaging
- Social Media
- In-store Experience



CREATING THE CONCEPT / PRODUCTION PROCESS

MIXING ➡ MAKING ➡ FRYING ➡ FINISHING



OFF BEAT
DONUT CO.

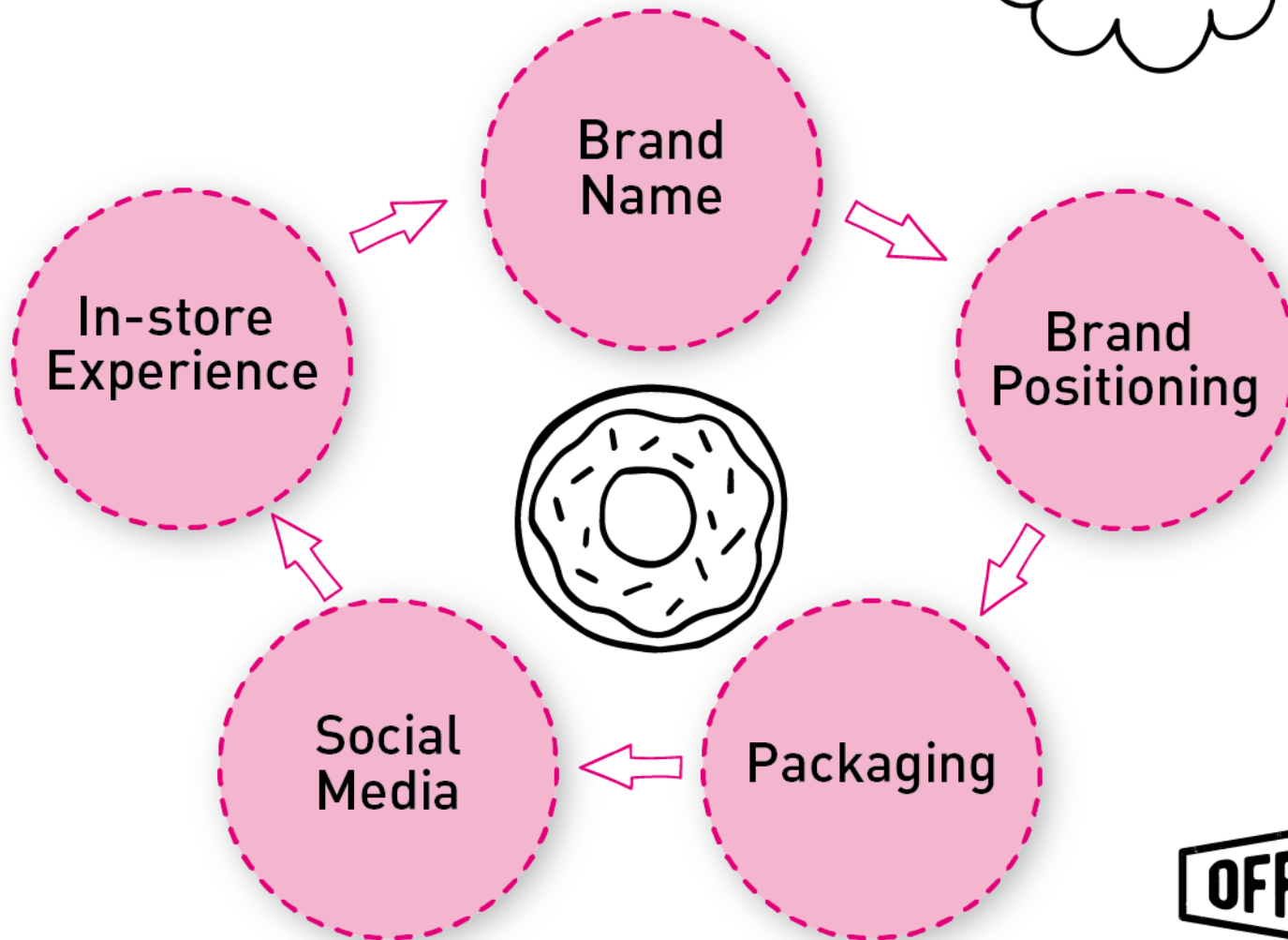


20 WAYS TO BE A HERO!

A range of over 20 donuts that excite consumers
and challenge their perception of Donuts.

OFF BEAT
DONUT CO.

BRAND DEVELOPMENT



OUR BRAND



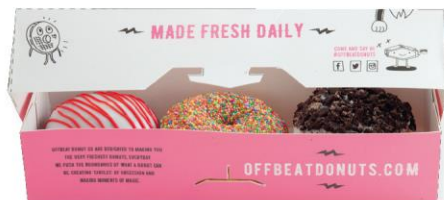
DONUT CO.

BRAND POSITIONING



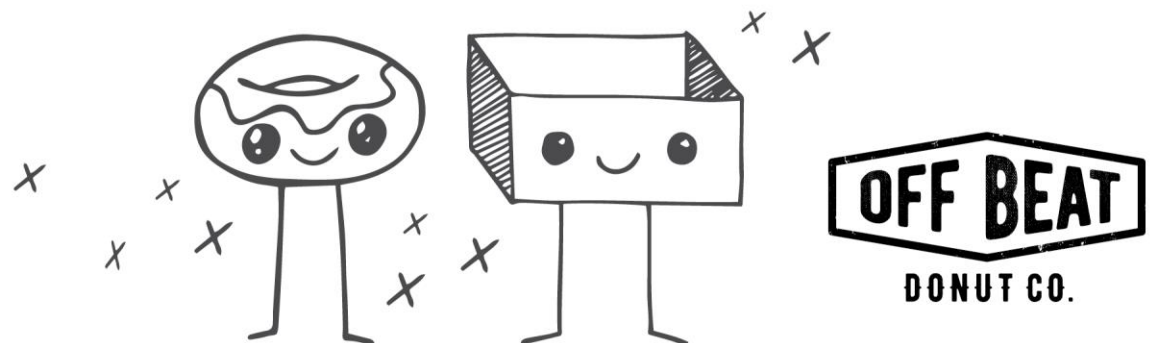
**SHARING
THE MAGIC.**

**THE BRAND IS FUN AND WITTY.
OUR MISSION TO MAKE DONUTS MAGIC
GIVING THE BRAND PERSONALITY.**



PACKAGING

- Reflects Our Brand Message And Personality.
- Our Box Strategy - 3's, 6's and 12's.
- Creates Conversation & Photography.
- Our Donuts Are Meant To Be Shared.
- Positions The Offer as a Gift.



IN-STORE EXPERIENCE





Pearse Station

May 2016



Georges Quay

November 2016



Georges Quay

November 2016



Dundrum Town Centre

June 2016



SOCIAL MEDIA

SHARING THE MAGIC

ORDER HERE

CIRCLES OF OBSESSION

WEBSITE

Visitors since opening mid May
174,791

Visitors per month 16,000 +

Repeat visitors each month 30%

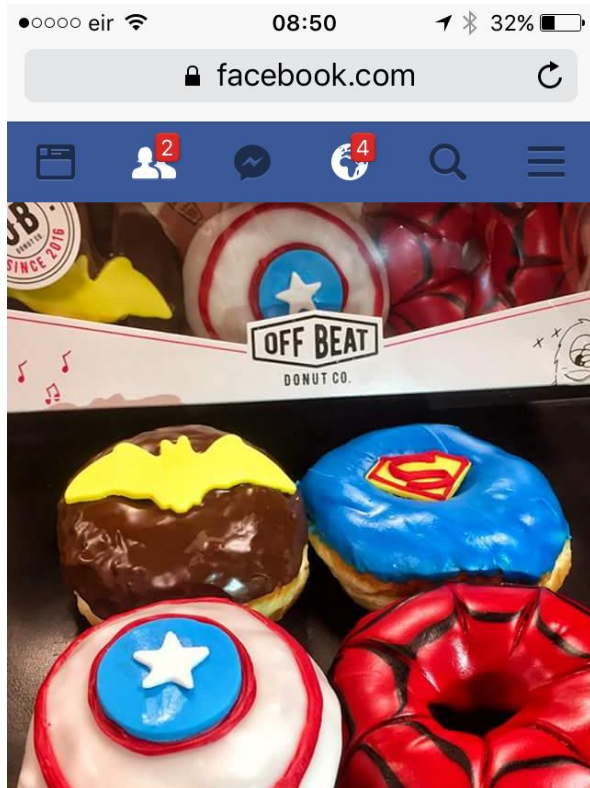
12% customer engagement

FACEBOOK 18,487 followers

250 - 300 new followers per week
5 stars, 299 reviews

INSTAGRAM 9,319 followers

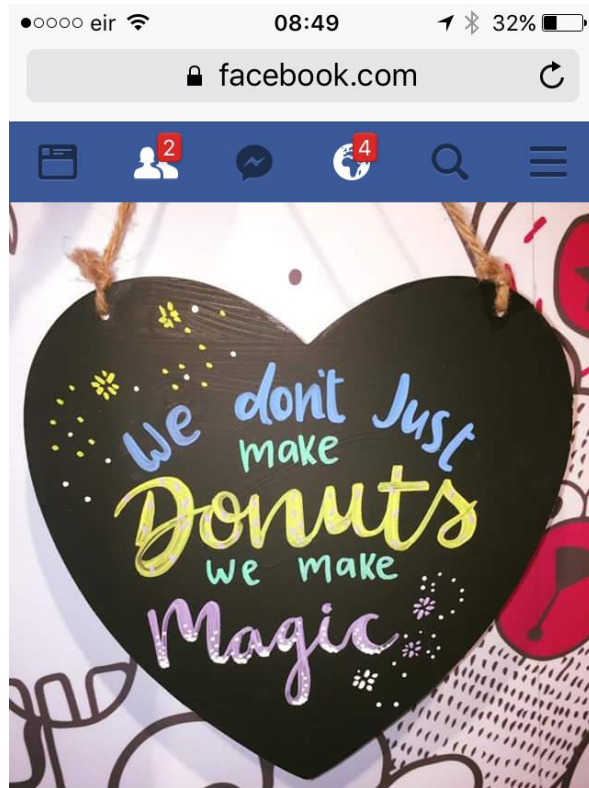
TWITTER 1119 followers



Offbeat Donuts

Dublin Comic Con is here! 🎉🍩🎊

Remember these are only available today and tomorrow so get down



Offbeat Donuts

Just a reminder that we are OPEN for the Bank Holiday Monday 11am-6pm ... our crew will be ready and waiting to fulfil all your donut needs!! ❤️🍩

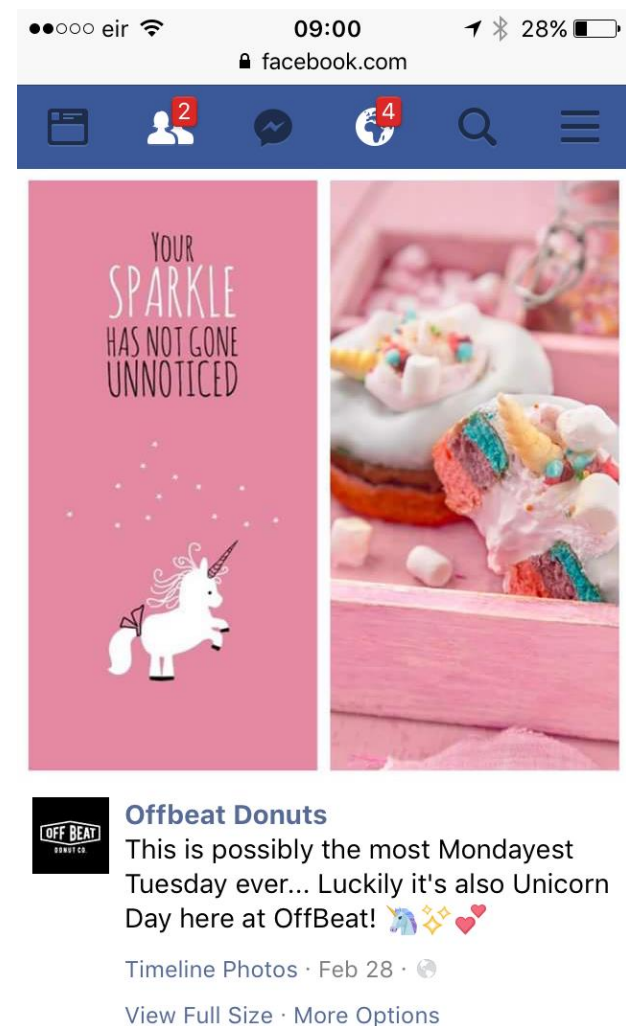
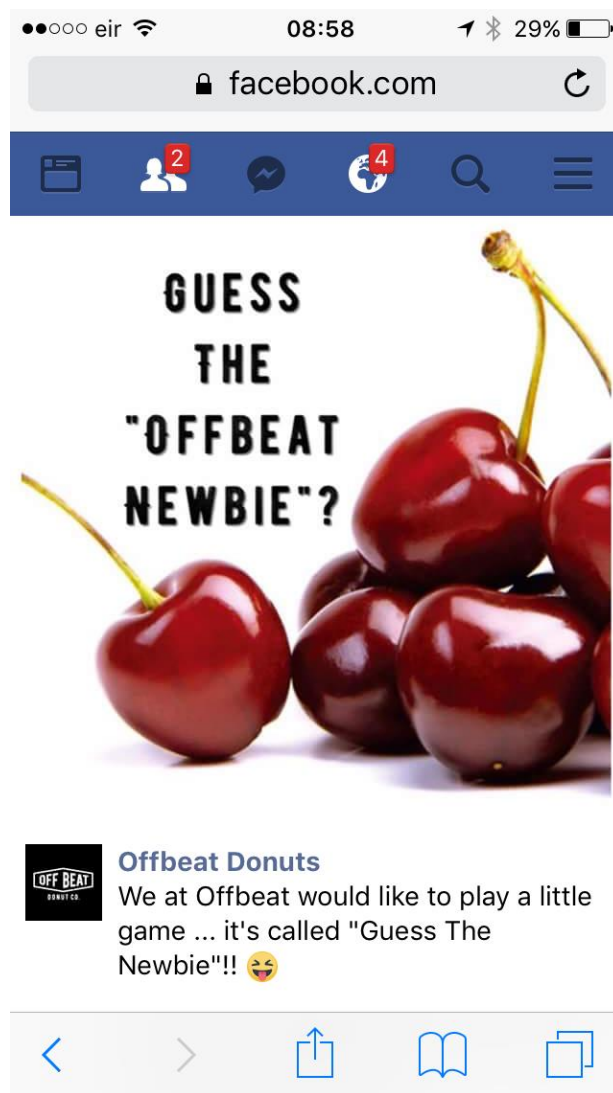


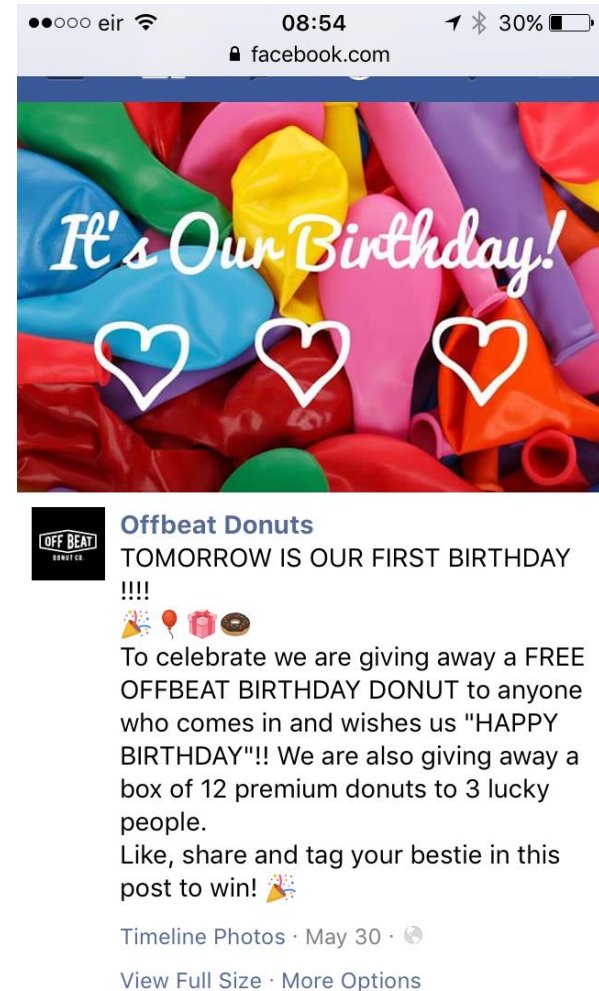
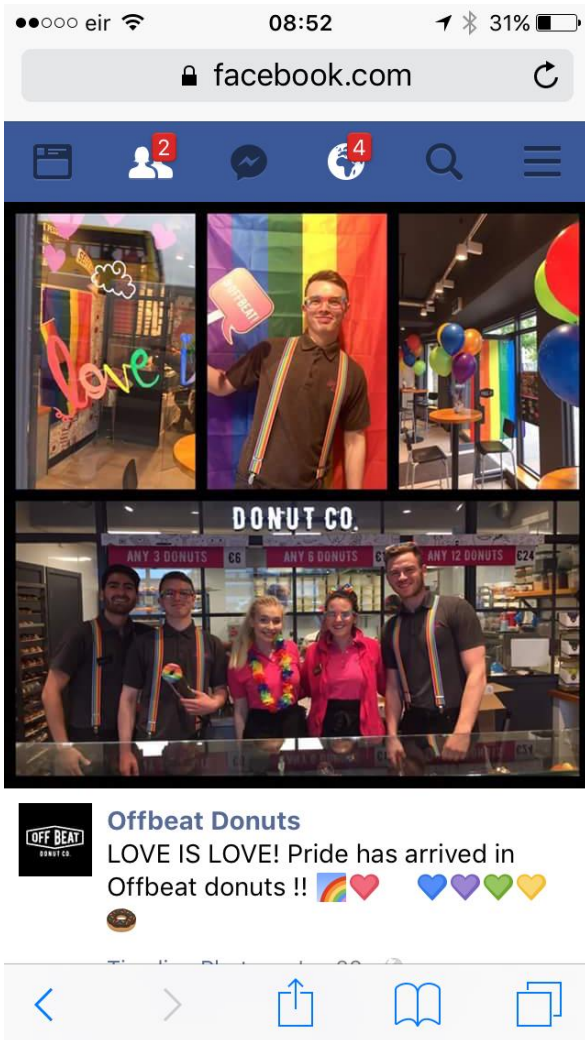
Offbeat Donuts

Come to the DARK SIDE... We have donuts! For one day only our Star Wars donuts have taken over Offbeat!

Timeline Photos · May 4 · 🌐

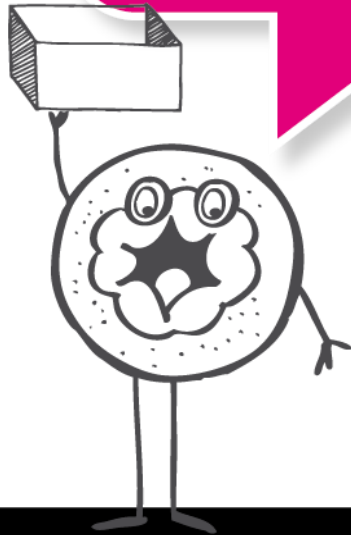
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CUSTOMISATION OF OUR OFFER

- 🎉 SPECIAL OCCASIONS LIKE BIRTHDAYS OR CHRISTENINGS.
- 🎉 WE PERSONALISE DONUTS FOR CUSTOMERS.
- 🎉 CREATING EVEN MORE OFFBEAT ADVOCATES.



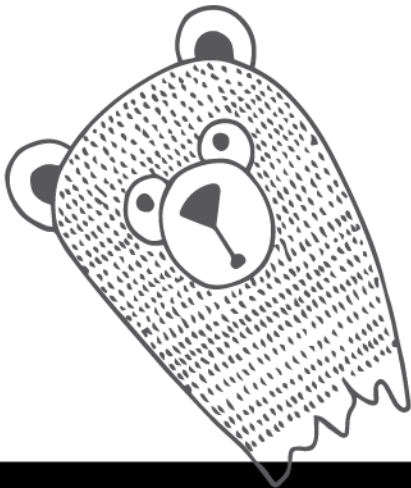


DONUT CO.

KEY LEARNINGS

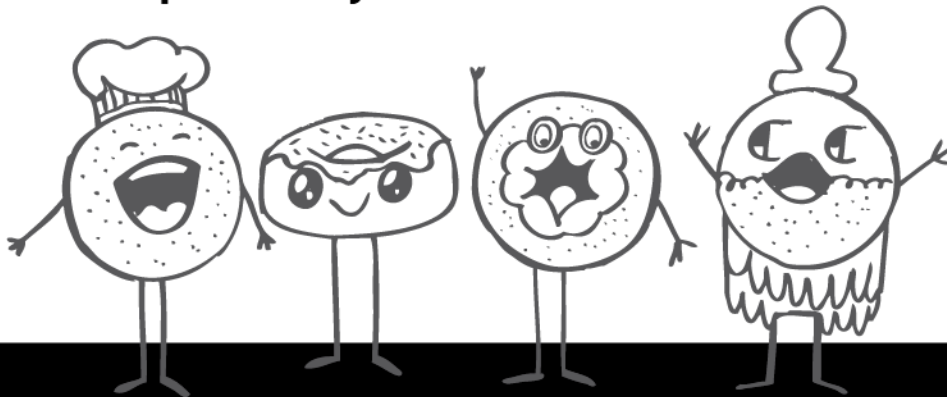


- Be an expert in your product offer.
- Understand who your customers are.
- Know what is important to your customers about your offer.
- Understand how your offer is going to be better than your competitors and how you can continue to maintain this USP.



KEY LEARNINGS CONT'D.

- 🌀 Spend the time required to achieve your goals across all the elements of the marketing mix.
- 🌀 Train your staff and treat them as stakeholders not employees!
- 🌀 Communicate to and with your customers in-store, online, by phone and email.
- 🌀 Be part of your customers lives and continue to innovate.





DONUT CO.

**"BETWEEN THE OPTIMIST AND THE PESSIMIST,
THE DIFFERENCE IS DROLL.
THE OPTIMIST SEE THE DOUGHNUT;
THE PESSIMIST THE HOLE"**

- OSCAR WILDE -

