



KRISPY KREME | HOT LIGHT APP

BUSINESS PROBLEM

Krispy Kreme's iconic Hot Light is a siren call to all Krispy Kreme fans. The red light, located in front of the store, is turned on to announce that the doughnuts are fresh off the line and perfectly hot. As any Krispy Kreme aficionado will tell you, when the Hot Light is on, you can't resist. Fresh, hot Krispy Kreme doughnuts are an amazing treat. But despite its powerful appeal, the Hot Light's range is limited to line of sight. We wanted to find a way to extend the reach of the Hot Light's pull.

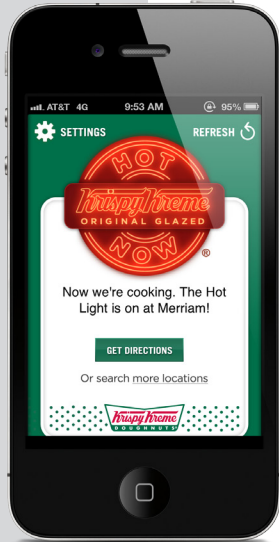
The Hot Light's primary function is to drive store traffic, but it serves a much bigger role as an icon of the Krispy Kreme brand. Traffic is obviously one of the key drivers of business health in any restaurant concept, so the team is always looking for new ways to drive new and repeat traffic to Krispy Kreme stores.

INSIGHT

During the course of our digital strategy planning process for Krispy Kreme, we noticed a steep increase in the incidence of mobile traffic to the Krispy Kreme website. More importantly, mobile traffic spiked predictably. Every weekend, mobile traffic to the Krispy Kreme website spiked and both overall volume of mobile traffic and the weekend mobile traffic spikes were increasing with time. Based on these increases in mobile traffic we knew we wanted to create a mobile optimized site to allow visitors to find locations, view promotions and check menu offerings.

Notably, we also spotted a unique opportunity to leverage the power of the Hot Light to close the deal and draw mobile users into the store. If we could show them that the Hot Light was on at that store, we could almost guarantee a visit. Unfortunately, there was no mechanism in place to indicate whether or not a given light was turned on.

We embarked upon a Hot Light campaign, with the aim of targeting existing Krispy Kreme fans who own and utilize mobile devices. Many of these mobile users are younger fans, and reaching them via their preferred communication tools was critical to future growth of the brand.



HOT LIGHT online

Take the Hot Light with you wherever you go.

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- DESKTOP WIDGET
- ONLINE FINDER
- AND MORE!

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SCAN FOR MORE INFO





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SOLUTION

We identified, tested, prototyped and put into production the technology that enables us to tell consumers whether or not any given Hot Light is active. Within seconds of the light being physically switched on at a local store, the Hot Light database is updated.

This database can then be used in a variety of applications to inform Krispy Kreme fans about the status of their favorite store's Hot Light.

Once the groundwork was in place, we developed and launched a mobile website version for the Hot Light system and a mobile app. The app enables users to receive "location alerts." The location alerts notify app users if a hot light is on within a five miles radius of their location. Users can also select to receive alerts for their favorite store. We want Krispy Kreme fans to enjoy the app, so we created it to allow users to set the time range in which they receive alerts, as well as to choose a maximum amount of alerts per day.

Using the system that we developed, Krispy Kreme fans can:

- » Visit the corporate website to see the Hot Light status on the store locator
- » View the Hot Light status on the new Krispy Kreme mobile site
- » Download and use the Hot Light app on iPhones, iPads and Android devices
- » Receive text message alerts when their favorite store's Hot Light turns on
- » Query a Hot Light Twitter account to determine the Light's current status
- » Get pop-up notifications from the Hot Light desktop widget

RESULTS

The Hot Light system was announced at the 2011 Krispy Kreme franchise conference and received a standing ovation. It is currently available throughout Krispy Kreme stores all over North America. Full rollout, including the availability of the app in the iTunes App Store and the Android Marketplace, occurred by December 15, 2011.

Consumers discovered the Hot Light system through in-store signage, Twitter, Facebook, Krispy Kreme's corporate website (krispykreme.com) and national publicity.

By December 2012, the Hot Light app was downloaded more than 230,000 times and more than 42 million searches for Krispy Kreme were conducted by brand enthusiasts.

Likewise, the Hot Light app was recently named as one of the Top 5 Restaurant Promotions for 2012 by Nations Restaurant News.

