

## The Dunkin' Joy in Childhood Foundation: BARK Dog Toy Campaign

PIVOT PR worked alongside the team at the Dunkin' Joy in Childhood Foundation and BARK to launch the 2023 release of the Dunkin'-inspired dog toys. These unique toys were received as a gift to Dunkin' customers who donated to the Foundation. The campaign goal was two-fold: create awareness for the toys and their benefit to the community, and continue to create awareness around the mission of the Joy in Childhood Foundation and its programs.

As a 501c(3) nonprofit organization, the Foundation didn't have a budget for influencer marketing. As a result, PIVOT PR decided a strategic plan of working with dog-focused, micro-influencers was the best option for gaining traction on social media, alongside user-generated content and posts by partner organizations. This concept allowed the campaign to reach more viewers without impeding budget restrictions.

These influencers posted throughout the month of November, creating content that was genuine to their account - sharing their dogs playing with their own Dunkin' products, detailing how their followers could get their own, and highlighting the benefit of making a donation to the Joy in Childhood Foundation.



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### INFLUENCER RELATIONS

When rolling out this campaign, the goal was to focus on authenticity. Influencers and partner organizations were given direction and details to share but were encouraged to write their own content, as followers are more invested in genuine content. User-generated content was shared to create local enthusiasm and excitement within their own communities.

**10****INFLUENCERS  
AND  
PARTNERS****20+****PIECES OF  
CONTENT  
CREATED****571K+****COMBINED  
INFLUENCER  
FOLLOWING**

@jessims  
497k Followers



@westieboywilson  
36.6k Followers



@adventuresofamadeus  
16K Followers



@allpawsondeck\_tuftsmed  
6.6k Followers

### INFLUENCERS

### USER GENERATED CONTENT



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