

# DOUGHNUT TIME



# DOUGHNUT TIME

Doughnut Time captured the imagination of the Australian public back in 2015 with the opening of its first hole-in-the-wall store in Brisbane. At the core of Doughnut Time's success lies a simple ethos; small batch, hand-glazed doughnuts that are free from trans-fat.

The idea was born after founder Damian Griffiths found himself wandering the streets of Chicago and joining large queues of people, admitting "I was unsure exactly what I was lining up for! After ended up with doughnuts in his hands numerous times, he took inspiration from the hysteria surrounding them and brought it down under - with Doughnut Time!

It's Doughnut Time's fun, light-hearted and niche approach that has made Doughnut Time one of the most sought after destinations in the world.



# DOUGHNUT TIME

*What sets us apart...*

Doughnut Time is a lifestyle brand with an audience that thrives on popular culture. We have created a brand that is more than just going to a store and buying a doughnut; it's about the full experience. From the unique flavours and names, to the iconic neons, the service, recognisable branding and packaging coupled with powerful marketing activations, Doughnut Time has created a culture that people want to be a part of.

Our doughnuts are all hand glazed and delivered fresh to our stores everyday. We use the highest quality ingredients and authentic chocolates like M&Ms, Ferrero Rocher and Nutella. We are also committed to introducing new and exciting flavours regularly - including our highly popular vegan options.



# DOUGHNUT TIME

## Digital Overview

### FACEBOOK

- Over 101,000 combined likes
- Each week over 250,000 people are reached and over 25,000 engage
- Conversation: over 6,000 comments made each week
- Active on social: Over 35 weekly posts
- Doughnut Time averages 22.7% engagement of total followers weekly (Krispy Kreme averages 1.8% engagement of total followers weekly)

### INSTAGRAM

- Over 210,000 combined likes
- 1,000+ increase every week
- Above average engagement
- Active on social: Over 35 weekly posts

### TOTAL DIGITAL REACH

- Over 300,000 per month
- 10% growth per month

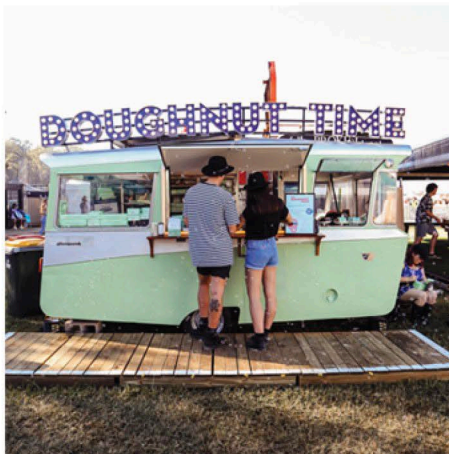


*"Doughnut Time has had the most efficient viral marketing on Instagram that I've ever seen."*

- Zomato (ThatSeriousGirl)

*"Doughnut time has taken social media by storm in Brisbane."*

- THE BASIC BALANCE



# DOUGHNUT TIME

*It's always a good time!*

Doughnut time is all about the people! As well as our social media presence, we connect with our audience through activations and events that raise the profile of our brand.

Doughnut Time emulates a similar cult like following that the brand has in Australia in the UK through sustained activity that is bold and ambitious in concept and effective in execution.

# DOUGHNUT TIME

Since it's first hole-in-the-wall store in Brisbane's Fortitude Valley in 2015, Doughnut Time has opened over 16 stores across Australia and the UK!

## DOUGHNUT TIME AUSTRALIA

### *Queensland*

South Bank  
Clayfield  
Albert Street  
Everton Park  
Mermaid Beach

### *New South Wales*

The Galleries  
QVB  
Newtown  
Macquarie Centre

### *Victoria*

Degraves Street  
Fitzroy  
Chapel Street



# DOUGHNUT TIME

DOUGHNUT TIME UK

*London*

Shoreditch  
Shaftesbury Avenue  
Notting Hill  
London City Airport



*Some of our creations..*

