



When the whole team is
enjoying Dunkin'
and you show up with the
wrong bag.

WHAT WAS I *Thunkin'*TM?



The Conference Room Scene

The team is deep in Dunkin' bliss — coffee, donuts, breakfast sandwiches. Then HE walks in. Late. With a McDonald's bag. Silence. Stares. He freezes... then it hits him.



WOW, WHAT WAS

TM
I Thunkin'?



Team enjoys Dunkin' together

Late arrival enters with
McDonald's

Stunned silence fills the room

"I shoulda got Dunkin'!"



The Coffee

Bold, smooth, and energizing — Dunkin' coffee keeps the whole team fueled and smiling all morning long.

The Breakfast

From donuts to sandwiches, Dunkin' brings a spread that satisfies every craving around the conference table.

The Vibe

Lively conversation, shared bites, and that unmistakable Dunkin' energy — the right choice is obvious.

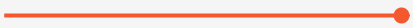


WHY EVERYONE

Chooses Dunkin'



Gene Cartwright iFOGO



The Dunkin' Table vs. The Brown Bag

The team had gathered early, the conference table a glorious spread of Dunkin' — boxes of donuts, hot coffees, breakfast sandwiches. Laughter filled the room. Then the door opened. He walked in, late, clutching a conspicuous McDonald's brown bag. The conversation stopped. Every head turned. The silence was deafening. He froze — then slowly raised a hand to his forehead and declared: "Wow. What Was I Thunkin'TM? I shoulda got Dunkin'."

THE ROOM *Goes Silent*



The Campaign Slogan That Says It All

The moment hits hard: a tardy team member walks into a conference room buzzing with energy, a table full of Dunkin' breakfast and coffee, and a team mid-laugh — then freezes as he holds up a McDonald's brown bag. The silence is deafening. He slowly raises a hand to his forehead and declares the line that says it all: "Wow, What Was I Thunkin'? I shoulda got Dunkin'." It's relatable, it's funny, and it's unforgettable.



Experience the full campaign at WhatWasIThunkin.com — because some mistakes are too good not to laugh at.

WHAT WAS I *Thunkin'*TM



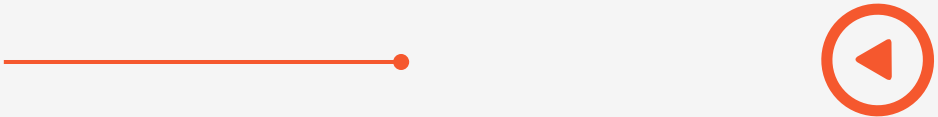
THANK *You.*

Don't be the one who brings the wrong bag.

WhatWasIThunkin.com

ThunkinDunkin.com

Coming Soon



The background is a vibrant orange with a subtle, mottled texture. Scattered across this background are numerous stickers and signs. Some are rectangular with the text "START YOUR DAY!" in bold, black, sans-serif capital letters. Others are shaped like Dunkin' Donuts coffee cups, featuring the brand's signature orange and white color scheme and a stylized logo. There are also some irregular, torn-edge style stickers with the word "DUNKIN'" in a bold, outlined font. The central text is overlaid on a semi-transparent orange rectangular area.

**Start Your Day Right.
Avoid Asking
What Was I Thunkin'?**