# National Doughnut Day

Sravya Boppuri PR 478 Midterm 3/3/20

# Where did this data come from?

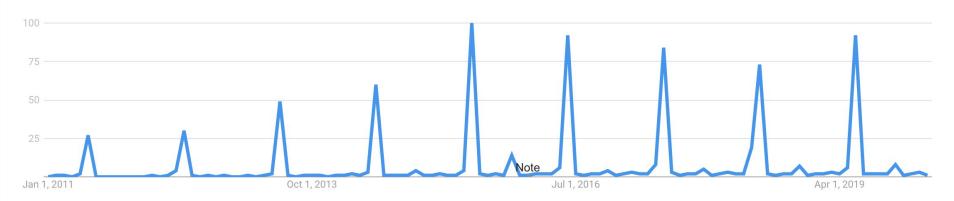
Information on News outlets and Twitter mentions, key phrases, hashtags, and handles with relevance to **National doughnut Day (first Friday of June)** were compared using Crimson Hexagon software. **Google Trends** and **Wikipedia Page Views** were also used to analyze trends over time.

- Using Crimson Hexagon, we polled posts using any of the following boolean phrase : #nationaldoughnutday OR "national doughnut day" OR #nationaldonutday OR "national donut day"
- Date range: Jan. 1, 2011- indefinite
- There was no restriction placed on location or language.

# Google Trends (1/1/11- indefinite)

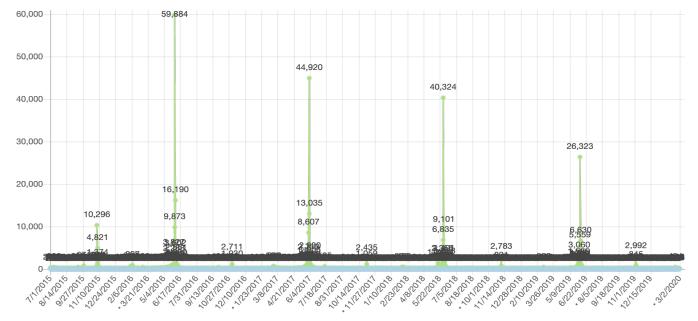
Interest over time (?)

 $\pm \leftrightarrow \leq$ 



The number of searches peaked in 2015 when Dunkin' Donut did a free giveaway along with 6 other donut shops. This led to more searches, but there was a gradual decline post 2015. There was a sharp increase in 2019, which was interesting because there were articles posted on "where to get free donuts on National Donut Day." The number of articles published in 2019 compared to barely any in 2015, created a buzz for people. The articles might have brought in more traffic and encouraged people to search for this specific day.

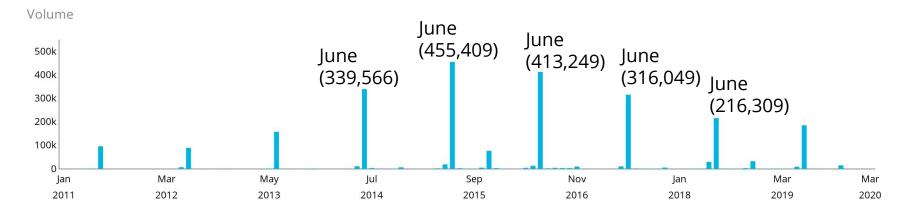
## Wikipedia Page Views (7/1/15-indefinite)



There is an overall decreasing trend in the amount of page views. The highest peak occurred on June 3, 2016, with a views of 59,884. This is common to see, because this shows that more people are aware of what National Doughnut Day is and don't need to constantly look up on Wikipedia to understand what the day is. This trend indicates an increase in awareness.

# Crimson Data Overview (1/1/11-indefinite)

100%



#### **Total Volume**

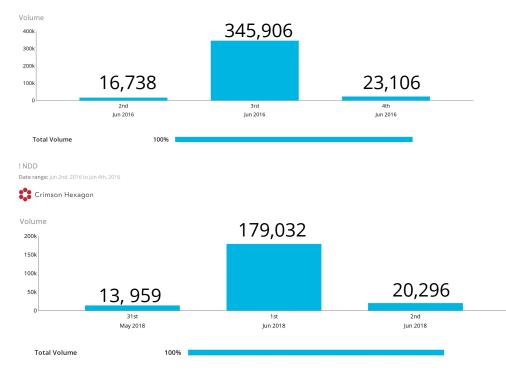
#### !NDD

Date range: Jan 1st, 2011 to Mar 2nd, 2020



Total volume is decreasing each year with the highest peak being in 2015. 2015 shows to be the first year where companies were holding free giveaways on social media. People were retweeting and sharing on social media to get free donuts, which wasn't really the case in 2014. Social media as a tool to spread the word began around 2015 giving it a higher peak.

### Benchmark Volume by Day



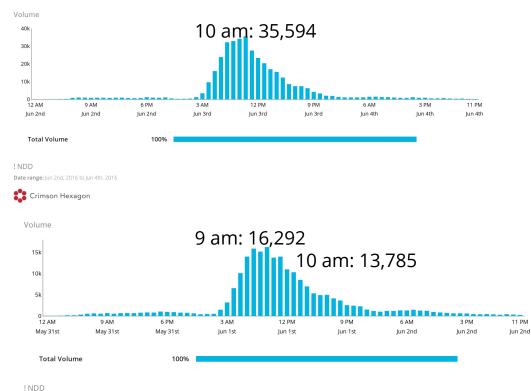
The overall trend for the day leading up to National Doughnut Day, day of and day after has been consistent. The day of has the highest volume which is expected, but 2016 had 345,906 as the total volume compared to 179,032 in 2018. The reason for this is that in 2016, Krispy Kreme and Dunkin Donuts had a giveaway/ special deals on social media. People were heavily retweeting and sharing these posts in 2016 to engage with the giveaway. These two donut places didn't do a giveaway in 2018 leading to a lower volume and engagement.

!NDD

Date range: May 31st, 2018 to Jun 2nd, 2018

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#### Benchmark Volume by Hour



NDD
Date range: May 31st, 2018 to Jun 2nd, 2018

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Both years show a similar trend of high volume in the morning. Donuts are often associated with breakfast, so the morning hours will have a heavier traffic. Because of Dunkin and Krispy Kreme's special offers, the volume was substantially higher at 10 am in 2016 with 35,594 while at the same time in 2018, there was only volume of 13,785. However, it was interesting to see in 2016, the volume decreased earlier in the day while in 2018, there were still conversations happening well into the next day. The reason for this is that people were only engaging in the morning for the donut offers which ended on 6/3 (National Doughnut Day). Once the day ended, people stopped engaging since the offers ended.

### Word Cloud

ekyle\_maclachlan\_exclusive @vgartandtidbits pirates @shaymitch sweepstakes ساعه استجابه# sellers #fridayfeeling @square apparently @connorfran #pridemonth Necessary #doughnuts doughnuts doughnuts doughnuts great shut month adunkindonuts celebrate #nationald Akfast want places best mer fans extrast #chatlove nuts breakfast want excited purchase hap #Image in the second seco celebrating @dunkindonuts world @krispykreme seriously celebrating everyone envited donutday @yummy\_world @originalfunko nationaldonutday @espnstatsinfo eusatoday coming @itsfoodsporn pe #instantwingame @realdonaldtrun

2016 and 2018 word clouds both show the donut emoji and the national doughnut hashtag to be the most prominent, which is expected. It was interesting to see #twinpeaks in 2018 since it's a TV show but many people were sharing a specific scene from the show where the character ate 15 donuts. In 2016, Funko also did a giveaway giving out a free toy. Even though, their brand is not specifically associated with donuts, they had a lot of traffic for their free toys. Overall, the emotions and the words used are positive and celebration themed for both years.

### Emoji Cloud





Both emoji clouds show positive and celebratory emotions showing that people enjoy this day and donuts. There are some interesting emojis present such as the Japan flag in 2016. When I clicked on this emoji, the post was taken down. There were numerous retweets for this particular post written in a various languages. In 2018, there was also another interesting that stuck out which was the pretzel emoji. Given that it is National Doughnut Day, it was odd to see a pretzel emoji. @FrugalFreeGal did a giveaway for \$0.50 pretzels. She was using the power of the hashtag to gather more traffic. She stayed relevent with the day by her caption that said "donuts? Have a pretzel instead."

### Hashtag Cloud

eatingdisordersday magazing an unit or rldeatingdisordersday #freakindeaconfriday #zootopia-inspired #nationalbarefootday #wedoact2breakstigma #lamarsdonuts #fridayreads #wynonnaearp #hbdsmileyaunty #kamalamnuchin2020 #competition #iwantfeetweek #ownedtogethe #alfanous\_reemisland #september11 #illuminatebyashley #thesecretlifeofpets #freedonuts #mydunkinorlando #fakelove10onhot10 #sective #june1 #losingisfine #confirmwilkie #nationalsmileday #handicappe #ilovetaylorswiftbecause #foodiechats #sushidonut \*buttetweideren #follow #wearepeaceCellers #travel #prize \*positiv #arardonos \*budtetweid #livepd #instantwingame #maga #krispykreme #freefoodistife #snoopy #estwitterunaadiccion #toodiecnats #susmaonut #snoopy #estwitterunaadiccion #etsymntt #recipe #priorities #topstories #deals #meenchinalapiel #souhilabenlachhab 

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2016 showcased a lot hashtags in foreign languages but were all connected in the same post that has been removed. This was interesting to see, because the foreign hashtags are prominent. Along with that, it was also "hug your cat day" in 2016, where this hashtag was being paired up with donuts and cats to celebrate both occasions. Moving onto 2018, it was interesting to see Pride Month on there as well as National Smile Day. For both years, the main center hashtags were consistent with themes surrounding donuts. **Top Mentions** 

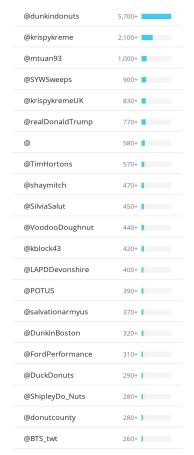
@dunkindonuts	5,600+
@krispykreme	4,200+
@	3,900+
@GQJAPAN	690+
@Entenmanns	660+
@SuhilaBnLachhab	620+
@littlebittyinthecity	580+
@wormstein	580+
@SalvationArmyUS	550+
@kimchi_chic	510+
@usatoday	480+
@AmazingPhil	470+
@AvaAddams	390+
@ArianaGrande	340+
@ShipleyDo_Nuts	340+
@TimHortons	340+
@MsAbigailMac	330+
@TheRock	330+
@NWDogRescue	320+
@DunkinPhilly	320+
@lamarsdonuts	310+

! NDD Date range: Jun 2nd, 2016 to Jun 4th, 2016

# Twitter Top Mentions

Both years, the top two mentions were the 2 largest donut shop chains: Dunkin Donuts and Krispy Kreme. However, it was super interesting to see how they were mentioned differed between the two years. In 2016, the posts were happy that they were giving out free donuts, but in 2018, majority of the posts were focused on why they weren't giving out free donuts. People were mentioning them in tweets to show that they want free donuts and that they were "disappointed" in not having a giveaway. The last few mentions were smaller donut chains which is expected to be seen. However it was odd to see BTS mentioned in 2018 at the very bottom given that there is no relationship between donuts.

Top Mentions



!NDD

Date range: May 31st, 2018 to Jun 2nd, 2018



#NationalDoughnu 15,000+	
#donuts 4,900+	
#donut 3,100+	
#FridayFeeling 2,500+	
#BuenViernes 2,200+	
#NiUnaMenos 2,000+	
<b>#DonutDay</b> 1,800+	
#Justmoji 1,400+	
#ILoveTaylorSwiftB 1,300+	
#TGIF 1,300+	
<b>#yum</b> 1,200+	
+1,100 ساعه_استجابه 100+	
#dunkindonuts 1,000+	
#Chat 880+	
#Wawrinka 880+	
#kikme 880+	
#doughnut 850+	
#glutenfree 790+	
#SouhilaBenLachhab 790+	
#vegan 760+	

! NDD Date range: Jun 2nd, 2016 to Jun 4th, 2016

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## Twitter Top Hashtags

2016 and 2018 both show the top 4 hashtags to be similar in regards to donuts. In 2016, there were more foreign hashtags with broken links to posts. But it was also intriguing to see that vegan made it onto the list in 2016 advocating for vegan options. In 2018, #wearorange stood out but when clicked on the link, the post was taken down. Twin Peaks was also mentioned due to the popular TV show reference to eating 15 donuts. Lastly, #familiesbelongtogether was listed in the middle of the list. The post was taken down but it was tied to #pridemonth and #fridayfeelings.

Top Hashtags

#NationalDonutDay	140,000+
#NationalDoughnu	28,000+
#FridayFeeling	8,700+
#donuts	4,600+
#PrideMonth	4,100+
#donutday	2,900+
#donut	2,700+
#TwinPeaks	2,300+
#WearOrange	2,200+
#Doughnuts	1,800+
#doughnutday	1,600+
#Fallout4	1,600+
#win	1,600+
#giveaway	1,400+
#NationalDonutDa	1,400+
#FamiliesBelongTo	1,300+
#yum	1,300+
#coffee	1,300+
#QAnon	1,200+
#free	1,100+
#FlashbackFriday	1,100+

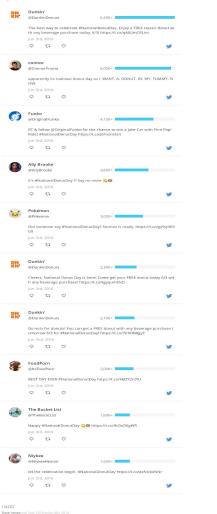
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Date range: May 31st, 2018 to Jun 2nd, 2018



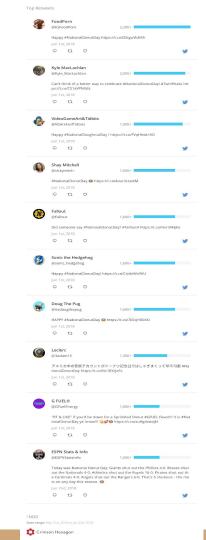
Top Retweets

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#### Top Retweets

As a given, Dunkin was the most retweeted because of their special donut giveaway. In 2016, Connor Franta was retweeted and was listed as the 2nd most retweeted. Being a YouTube influencer, it was interesting to see how much of a reach he had. His tweet was simple and relatable "apparently its national donut day so I. WANT. A. DONUT. IN. MY. TUMMY. NOW." Because anyone could relate to that and it was feeling related to donuts, people heavily retweeted it. In 2018, the top retweeted was @FoodPorn because of their donuts picture. Other than that, majority of the people retweeted were Twitter "famous" and not brands or influencers. Shay Mitchell was the only celebrity who endorsed this day and got lots of retweets. This made her stay relevant.



op 50 In	fluencers		_					
		The most influential author in this conversation is @DunkinDonuts.						
DN	Dunkin'		5.9	50.5k	1.08M	following 58k		
RN								
S.	FoodPorn OttoFoodPorn		1.9	11.9k	1.91M	249		
8	Krispy Krem Oktopicere	••	1.9	28.7k	247k	12k		
9	connor Bornerkarta	0	1.6	26.5k	9.37M	4.33k		
0	Funko Borgrafiano	•	1.1	58.9k	1.05M	3.43k		
y	e		1					
8	Ally Brooks Galybrooks	•	1	20.3k	2.8M	8.67k		
8	Pokémon Opokemon	•	0.8	91.7k	5.72M	22		
6	Niykee Officialities	•	0.7	16.2k	553k	1.11k		
	The Bucket . Othebuckelist		0.4	17.1k	1.41M	82.8k		
v	Vine Ovine	•	0.4	3.66k	17M	1		
GMA	Good Morni BGMA		0.3	125k	3.1M	2.11k		
пр	HDSailing T.		0.3	5.84k	15k	2.34k		
卢	jj Watt Ogwatt	0	0.3	10.6k	5.58M	478		
ø	Little Debbie Officiation	•	0.3	12.9k	203k	4.44k		
	NASA Grana	•	0.3	59k	34.9M	243		
4	Shay Mitche Oshoymitch	•	0.3	23.1k	3.31M	652		
4	The Simpson @Simpson_te	is cets	0.3	5.3k	97.6k	4.78k		
	PEANUTS	0	0.3	13k	994k	46		
Ø	Sonic the H.		0.3	4.03k	5.84M	70		
0	SuperheroF.	d	0.3	1	34	6		
HEA TOOAT	USA TODAY Busiteday	•	0.3	308k	3.97M	621		
SSOS	Ssos Daily Bloon_daily		0.2	158k	291k	22.1k		
8	Brent Rivera Obrentrivera	0	0.2	10.3k	2.28M	26.2k		
Bhary	Disney Octorey	0	0.2	16.2k	6.57M	77		
۲	Emergency . Demorgency of	ap.	0.2	5.8k	2.91M	37		
۲	El News Denevo	0	0.2	167k	10M	122k		
5	Hood Jesus Bhoodparago		0.2	1	0	0		
	Paint parn Bits/ootsporn		0.2	2	6	27		
Ģ	Kris Jenner	0	0.2	12.7k	10.8M	257		

## Influencers

The top first influencer was Dunkin Donuts, but it was odd to see that Krispy Kreme was mentioned in 2018 and not in 2016. They did a giveaway in 2016 but not in 2018, so it was interesting to see that it was not included in 2016. However, in 2018, there was a high level of people tweeting at them to give out free donuts, so this traffic brought them recognition. Pokemon was listed high on the list for 2016. They posted a picture of Snorlax eating donuts that got high level of engagement and retweets. There were no donut shops mentioned on either list except for the two chains even though it is donut day.

	influences icore $\downarrow$	Tweets	Followers	Following
Dunkin' Odunindonus	5.9	76.3k	1.21M	56.8k
Chitopoere	2.5	44.7k	322k	18.3k
FeodPorn Phylodycen	1.5	118k	3.34M	928
Kyle MacLac Blyle_maclachian	1.1	8.78k	229k	394
Shay Mitchell 👩	1	23.1k	3.31M	652
WideoSame Begerundstebe	0.9	7.72k	69.6k	21
Fallout O	0.8	7.1k	1.46M	124
Doug The Pug . Bitsdoughtpug	0.8	6.05k	2.78M	950
Sonic the H O	0.8	4.03k	5.84M	70
Leclerc D3adorn13	0.6	11k	274	477
Tom Hall *	0.6	43.8k	608k	581k
ESPN Stats O Peoprolability	0.5	145k	1.73M	48
GRUEL® O	0.5	72.4k	1.2M	652
Courtney Tu	0.5	39.5k	36.3k	11k
Jeff Benjamin O	0.5	31.6k	90.2k	1.79k
Mark Tuan O	0.5	549	5.35M	6
Riverdale ecu,mendale	0.4	6.53k	1.73M	60
FRIENDS 0	0.4	1.33k	584k	41
Krispy Krem.	0.4	44.9k	73k	1.46k
Mindy Kaling O	0.4	17.2k	12.1M	841
Donald J. Tr O Breakbraidrurp	0.4	47.7k	68.8M	48
The Simpsons Brimpsons sweets	0.4	7.16k	143k	150
Sweeps Brywsweeps	0.4	15.7k	34.2k	187
<b>Y</b> •	0.3			
CarPlan D_CorPlan	0.3	1.57k	4.79k	198
Bizzard Ent 0 Oblizzard_em	0.3	7.27k	1.3M	192
Dodge O	0.3	11.3k	812k	15.6k
Feel Good C Briedgoodkontact	0.3	3.8k	25.1k	499
Joel Franco Bothcagoel	0.3	98.9k	49k	4.58k
Salvation Ar e BSalvationArray(IS	0.3	47.4k	62.9k	6.81k
I NDD Date range: May 31st, 2018 to Jun 2nd, 2018				

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The most influential authors in this conversation are @dunkindonuts and @krispykreme

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Most of the most popular content in this conversation is https://twitter.com/LAPDHQ/status/1002598752194949125 and Riverdale Video - Chapter Seventy-One: How to Get Away With Murder |...

Con	tens	Posts containing link to content	Percent	tage of Total
7	https://willer.com/LAPDHQ/status/1002598752194949125	1,393	10%	-
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	Nit pp/Visig pl/his pice was more marked and a second and second	497	3%	
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å	https://family.skiney.com/recipa/jack.jack.donuts/htmp=erech/7015680 79958 Warre Gushing Over These Adarable Jack-Jack Denuts They're SUPER yummy.	185	1%	
<b>8</b>	http://time.com/recercy/3205680/national-donut-day-2016-free-doughn envir National Denut Day 2018 Is Today! You Can Get Free Doughnuts at All ef Three Flees Here are the Dest deals	179	1%	
9	https://witter.com/donkinderuts/status/102268245226188888	173	1%	
9	https://twitter.com/CSININBA/status/1082386073221148673	161	1%	1
	https://www.com/accounter.com/ac			

### Reference Links

2016 didn't show any reference links. It was shocking to see that the first link associated with donuts was 6th on the list. The first link trending was the trailer to How to Get Away with Murder. This TV show doesn't have any references to donuts but it was the most shared. The most popular site was Twitter followed by Instagram. Although these platforms are used to share information, there was still not direct site leading to any donut shops or articles mentioning "places to get free donuts."

Referenced Links

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The sites with the most popular content in this conversation are **twitter.com** and www.instagram.com

Sites		Posts containing link from site	Percen	tage of Total
9	twitter.com	8,574	25%	_
Ø	www.instagram.com Instagram Create an accourt or log in to Instagram - A simple, fun & creative way to capture, edit & share photos, videos & messages with friends & family.	3,491	10%	-
f	www.facebook.com Facebook.tog In er Sign Up Crease an account or log into Facebook.Connect with friends, family and other people you know.Share photos and videos, send messages and get updates.	2,188	6%	-
	www.ywutube.com Yes/Tube Enjoy the videos and music you leve, upload original content, and share it all with friends, family, and the world on YouTube.	2,153	6%	-
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NDD ate range	e May 31st, 2018 to Jun 2nd, 2018			



#	Country	Posts ↓	% of total	#	Country	Posts↓	% of total
1	United States of America	208509	79.30%	1	United States of America	107520	76.91%
2	Canada	9474	3.60%	2	Canada	6804	4.87%
3	United Kingdom	8848	3.37%	3	United Kingdom	5077	3.63%
4	Indonesia	3030	1.15%	4	Japan	2343	1.68%
5	Mexico	2846	1.08%	5	Mexico	1377	0.98%
6	Japan	2697	1.03%	6	Bangladesh	1314	0.94%
7	Brazil	2550	0.97%	7	Brazil	1282	0.92%
8	Philippines	1856	0.71%	8	Australia	1126	0.81%
9	Australia	1824	0.69%	9	France	880	0.63%
10	France	1751	0.67%	10	Philippines	863	0.62%

The top 3 countries that were highly engaged were from the same 3 English speaking countries: USA, Canada, UK. Indonesia and Mexico were in the top 5 for 2016. Mexico is close to the US making it relevant to similar holidays, but Indonesia was interesting to see traffic coming from there. In 2018, Japan was listed even though the Japan flag was highly used in 2016. Most of the traffic came from the 3 main English speaking countries.

# Geography- Per Capita

% of total
76.91%
0.01%
4.87%
0.01%
0.02%
0.03%
0.00%
3.63%
0.02%
0.01%

Antarctica was the top country with highest amount of engagement and traffic in 2016. Given that a lot of researchers from the US go to this country, there might have been engagement from those people. In 2018, the US still remained to be the top country with engagement per capita- beating Bermuda. Since it is celebrated in the US, it shows that given the large population of the US, there was still a higher percentage of the population engaged on this day.

# Question #1

- Is the day you choose something non-related brands should participate in? Why?
  - Yes, non-related brands could participate in this day, because it takes place on Friday. The day of the week gives it a bonus for higher engagement and traffic as people are more likely to be on social media before the weekend starts to see what is happening/trending. There have been real life examples in 2016 and 2018, where non-donut related brands were successful in getting recognition and engagement. Funko dolls were able to give away free toys along with the free pretzel giveaway, who followed a similar game plan. As long as the posts and captions are relevant, non-related brands can participate.

# Question #2

- Is it a good day for celebrities and entertainment IPs to participate?
  - For National Doughnut Day, it is a good day to participate if their posts are simple and relatable. This was seen by Connor Franta in 2016 where he shared his love for donuts. This gave me a lot of retweets, because anyone could relate and it just showed that he was aware of popular trends. This also applies to entertainment IPs. The show Twin Peaks was made relevant again by tweets referring back to a specific scene where the character ate 15 donuts. This comedic reference brought attention to an old show that was forgotten.

# Bonus Question

Dunkin Donuts could also participate in National Beer Day if they decided to release a new flavored donut such as a "beer donut." They could also pair up with a popular beer brand and create a donut based on that flavor like "heineken donut." This will create curiosity within people and they will want to see what the donut tastes like so they will start to share the new flavor on social media. The Dunkin social media team can tease this flavor days leading up to National Beer Day. They can have people on social media guess the "mystery beer flavor" and those who guess it right could get a free donut of their choice along with the mystery flavor donut. The key is building up curiosity within people to push them to share.