




# National Doughnut Day

Sravya Boppuri  
PR 478  
Midterm  
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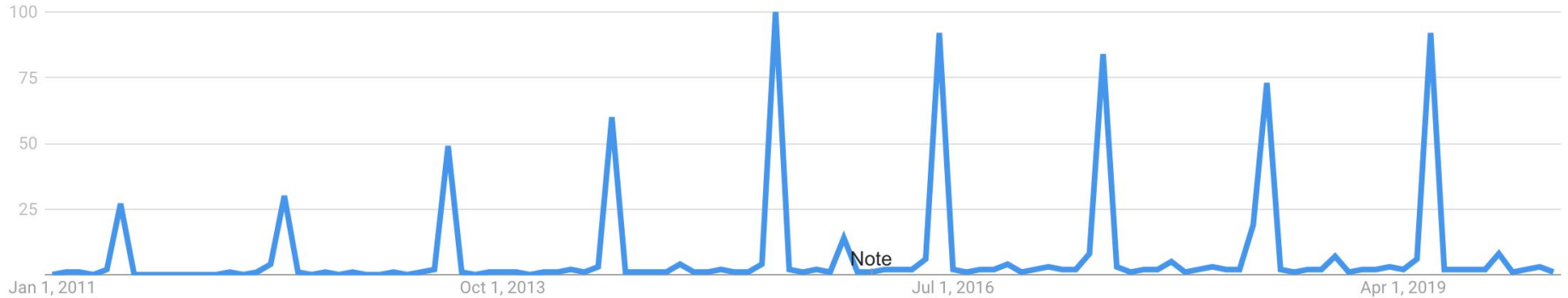
# Where did this data come from?

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.

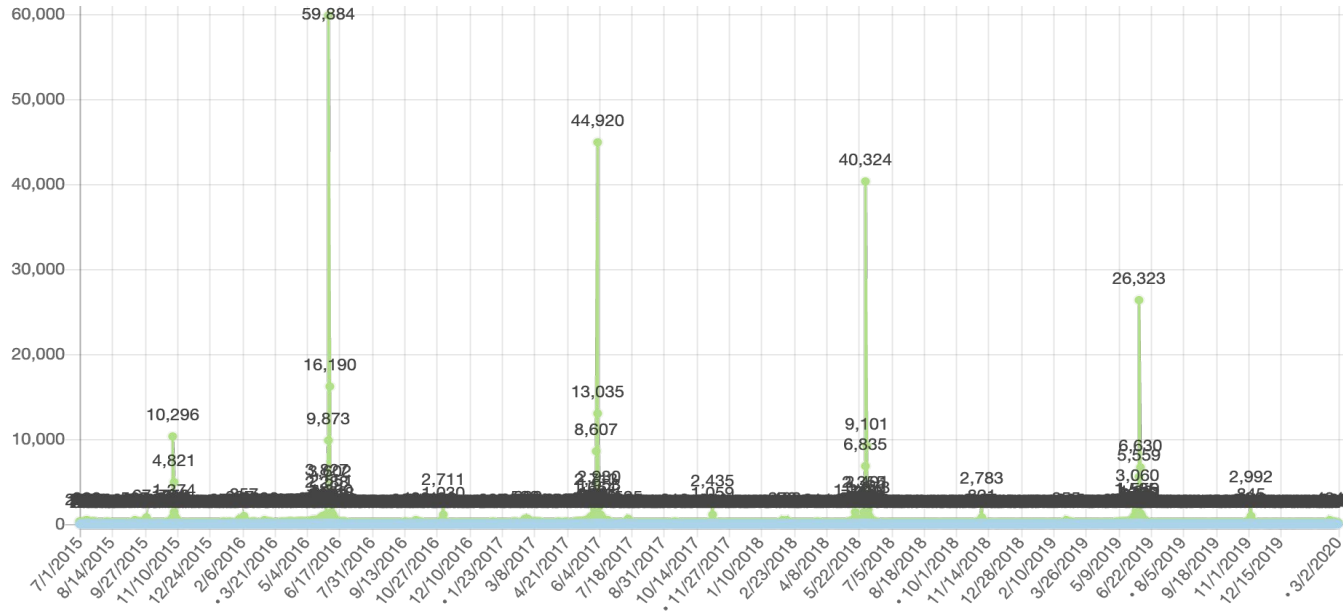
# Google Trends (1/1/11- indefinite)

Interest over time 



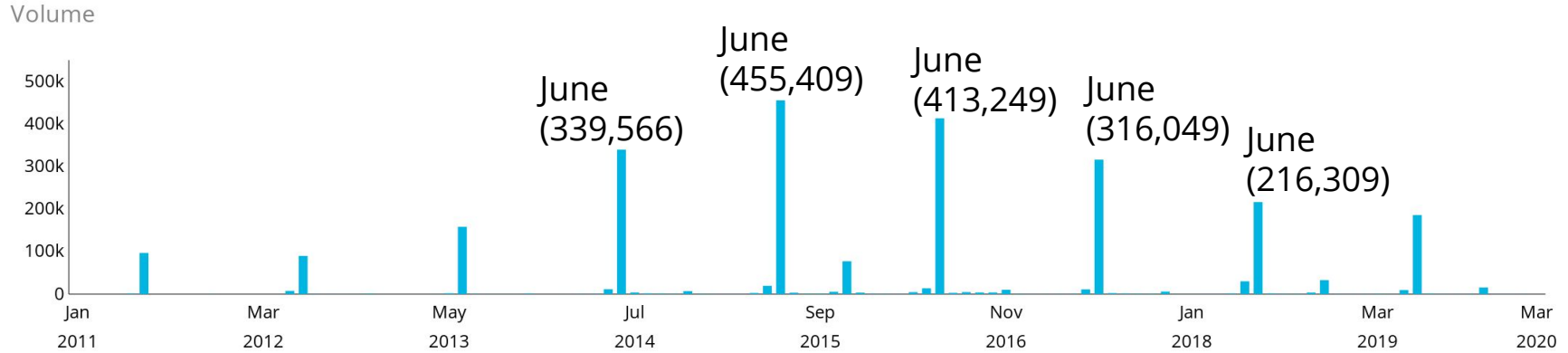
The number of searches peaked in 2015 when Dunkin' Donut did a free giveaway along with 6 other donut shops. This led to more searches, but there was a gradual decline post 2015. There was a sharp increase in 2019, which was interesting because there were articles posted on "where to get free donuts 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)



Total Volume

100%



! NDD

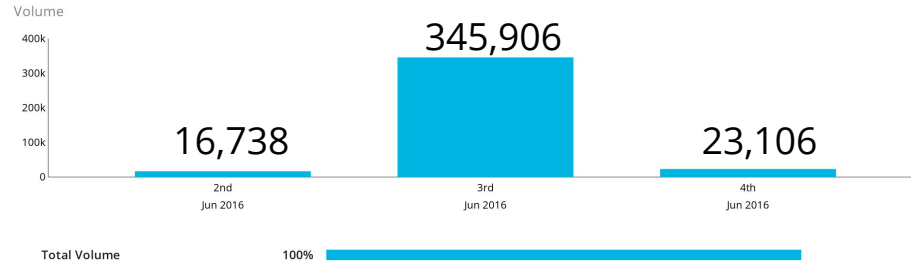
Date range: Jan 1st, 2011 to Mar 2nd, 2020



Crimson Hexagon

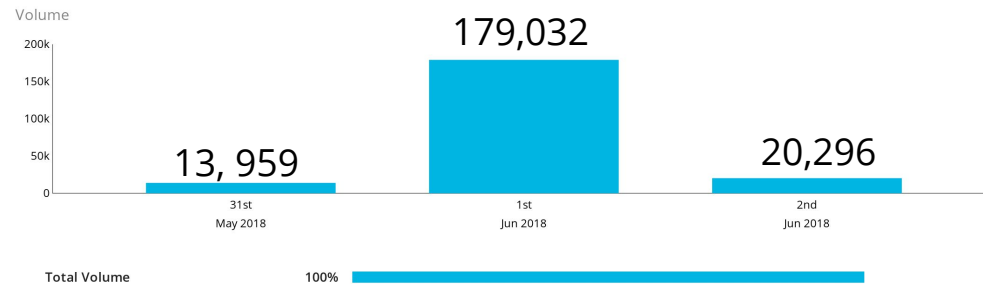
Total volume is decreasing each year with the highest peak being in 2015. 2015 shows to be the first year where companies were holding free giveaways on social media. People were retweeting and sharing on social media to get free donuts, which wasn't really the case in 2014. Social media as a tool to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

# Benchmark Volume by Day



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

 Crimson Hexagon

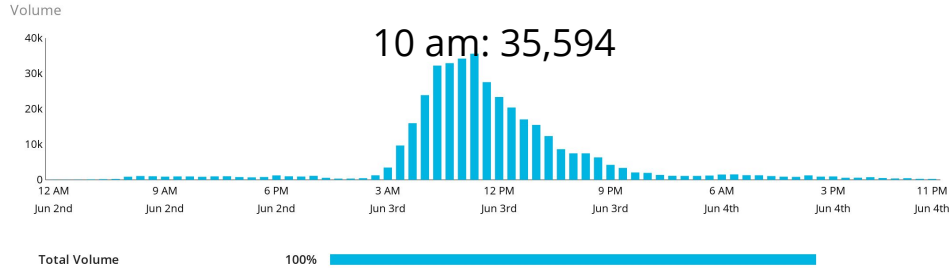


! NDD  
Date range: May 31st, 2018 to Jun 2nd, 2018

 Crimson Hexagon

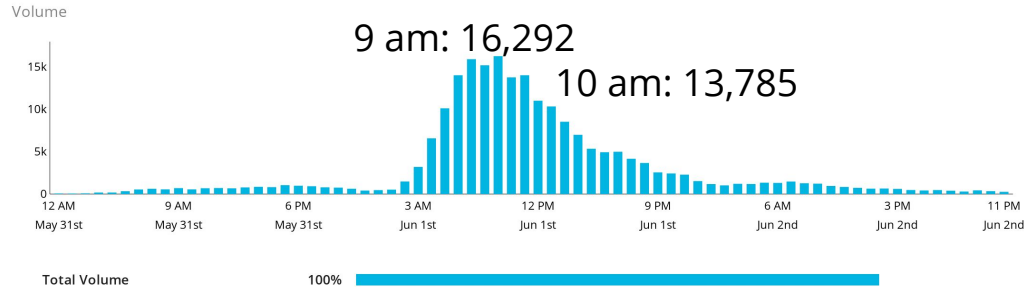
The overall trend for the day leading up to National Doughnut Day, day of and day after has been consistent. The day of has the highest volume which is expected, but 2016 had 345,906 as the total volume compared to 179,032 in 2018. The reason for this is that in 2016, Krispy Kreme and Dunkin Donuts had 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.

# Benchmark Volume by Hour



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

 Crimson Hexagon



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

 Crimson Hexagon

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



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.



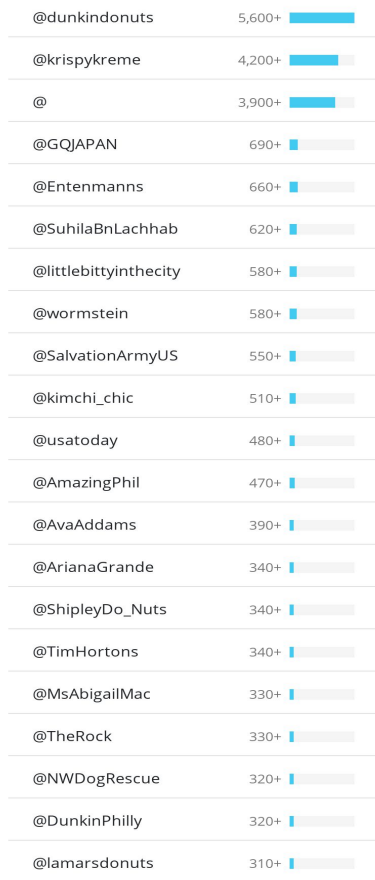
# Emoji Cloud



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 relevant with the day by her caption that said “donuts? Have a pretzel instead.”



## Top Mentions



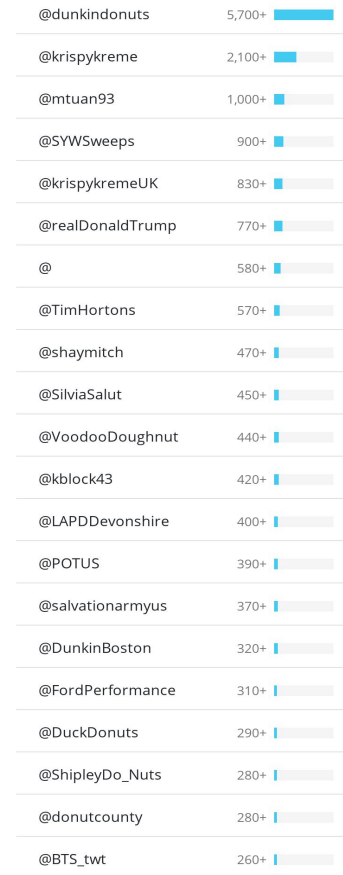
! NDD

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.

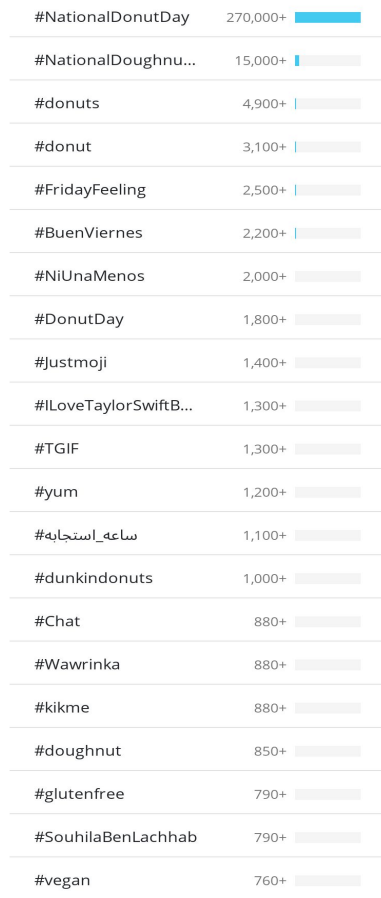
## Top Mentions



! NDD

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

### Top Hashtags



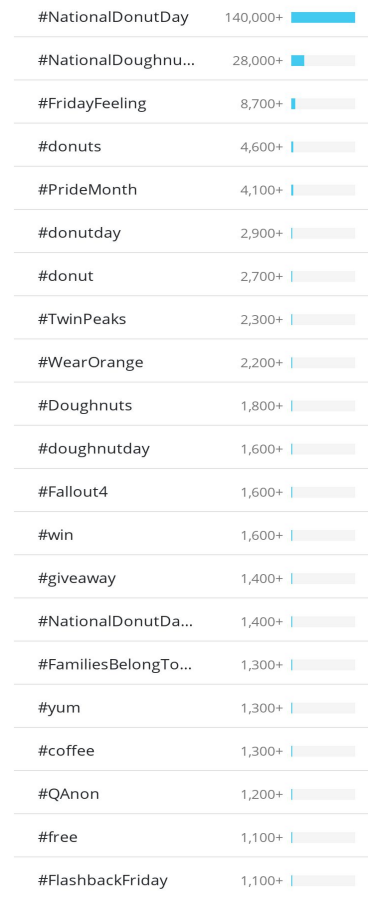
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Date range: Jun 2nd, 2016 to Jun 4th, 2016

# Twitter Top Hashtags

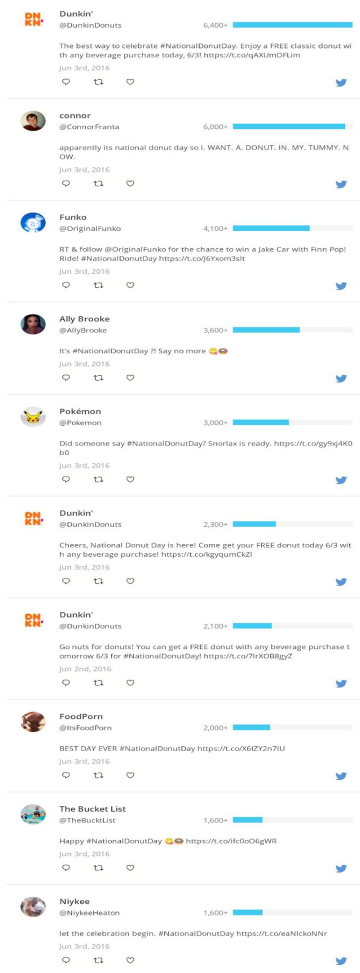
2016 and 2018 both show the top 4 hashtags to be similar in regards to donuts. In 2016, there were more foreign hashtags with broken links to posts. But it was also intriguing to see that vegan made it onto the list in 2016 advocating for vegan options. In 2018, #wearorange stood out but when clicked 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



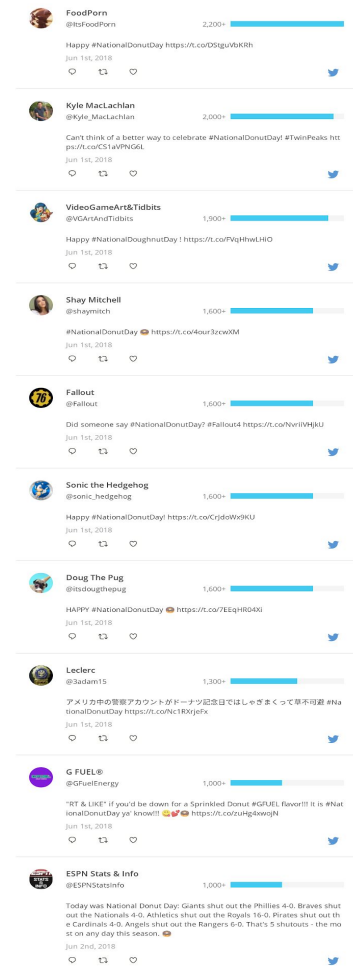
! NDD

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



# 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.



The most influential author in this conversation is [@DunkinDonuts](#).

	influence score	followers	retweets	replies
<a href="#">Dunkin'</a>	5.9	50.5k	1,08M	58k
<a href="#">FoodPorn</a>	1.9	11.9k	1,91M	249
<a href="#">Krispy Kreme</a>	1.9	28.7k	247k	12k
<a href="#">Lester</a>	1.6	26.5k	9.37M	4.33k
<a href="#">Tania</a>	1.1	58.9k	1,05M	3.43k
<a href="#">@</a>	1			
<a href="#">Jody Bravley</a>	1	20.3k	2.8M	8.67k
<a href="#">Paddison</a>	0.8	91.7k	5.72M	22
<a href="#">Naylor</a>	0.7	16.2k	553k	1,11k
<a href="#">The Bucket List</a>	0.4	17.1k	1,41M	82.8k
<a href="#">Vine</a>	0.4	3,66k	17M	1
<a href="#">Good Morning</a>	0.3	125k	3.1M	2,11k
<a href="#">iDQing T...</a>	0.3	5,84k	15k	2,34k
<a href="#">I Want</a>	0.3	10.6k	5.58M	478
<a href="#">Little Debbie</a>	0.3	12.9k	203k	4,44k
<a href="#">NASA</a>	0.3	59k	34.9M	243
<a href="#">Shay Mitchell</a>	0.3	23.1k	3,31M	652
<a href="#">The Simpsons</a>	0.3	5.3k	97.6k	4,78k
<a href="#">PEANUTS</a>	0.3	13k	994k	46
<a href="#">Song the H...</a>	0.3	4,03k	5,84M	70
<a href="#">Superhero...</a>	0.3	1	34	6
<a href="#">USA TODAY</a>	0.3	308k	3,97M	621
<a href="#">Sass Daily</a>	0.2	158k	291k	22,1k
<a href="#">Isaac Rivera</a>	0.2	10.3k	2,28M	26,2k
<a href="#">Money</a>	0.2	16,2k	6,57M	77
<a href="#">Emergency...</a>	0.2	5.8k	2,91M	37
<a href="#">H News</a>	0.2	167k	10M	122k
<a href="#">Hood Jinx</a>	0.2	1	0	0
<a href="#">Pant gear</a>	0.2	2	6	27
<a href="#">Kris Jenner</a>	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.

The most influential authors in this conversation are [@dunkindonuts](#) and [@krispykreme](#).

	influence score	followers	retweets	replies
<a href="#">Dunkin'</a>	5.9	76.3k	1,21M	56.8k
<a href="#">Krispy Kreme</a>	2.5	44.7k	322k	18.3k
<a href="#">FoodPorn</a>	1.5	118k	3,34M	928
<a href="#">Yifei MacL...</a>	1.1	8,78k	229k	394
<a href="#">Shay Mitchell</a>	1	23.1k	3,31M	652
<a href="#">VideoGame...</a>	0.9	7,72k	69.6k	21
<a href="#">Yifan</a>	0.8	7.1k	1,46M	124
<a href="#">Dang The Frog</a>	0.8	6,05k	2,78M	950
<a href="#">Doris the H...</a>	0.8	4,03k	5,84M	70
<a href="#">Lester</a>	0.6	11k	274	477
<a href="#">Tom Hall</a>	0.6	43.8k	608k	581k
<a href="#">DPM Stats...</a>	0.5	145k	1,73M	48
<a href="#">o PEEB...</a>	0.5	72.4k	1,2M	652
<a href="#">Courtney T...</a>	0.5	39.5k	36.3k	11k
<a href="#">Jeff Benjamin</a>	0.5	31.6k	90.2k	1,79k
<a href="#">Mark Tuan</a>	0.5	540	5,35M	6
<a href="#">Riverdale</a>	0.4	6,53k	1,73M	60
<a href="#">FRIENDS</a>	0.4	1,33k	584k	41
<a href="#">Krispy Krem...</a>	0.4	44.9k	73k	1,46k
<a href="#">Mindy Kaling</a>	0.4	17,2k	12,1M	841
<a href="#">Donald J. Tr...</a>	0.4	47,7k	68.8M	48
<a href="#">The Simpsons</a>	0.4	7,16k	143k	150
<a href="#">Smeagol</a>	0.4	15,7k	34,2k	187
<a href="#">@</a>	0.3			
<a href="#">CarPlan</a>	0.3	1,57k	4,79k	198
<a href="#">Wizard Ent...</a>	0.3	7,27k	1.3M	192
<a href="#">Dodge</a>	0.3	11,3k	812k	15,6k
<a href="#">Pet Great C...</a>	0.3	3.8k	25.1k	499
<a href="#">Jeri Franco</a>	0.3	98.9k	49k	4,58k
<a href="#">Salvation Ar...</a>	0.3	47,4k	62.9k	6,81k





# Geography

#	Country	Posts ↓	% of total
1	United States of America	208509	79.30%
2	Canada	9474	3.60%
3	United Kingdom	8848	3.37%
4	Indonesia	3030	1.15%
5	Mexico	2846	1.08%
6	Japan	2697	1.03%
7	Brazil	2550	0.97%
8	Philippines	1856	0.71%
9	Australia	1824	0.69%
10	France	1751	0.67%

#	Country	Posts ↓	% of total
1	United States of America	107520	76.91%
2	Canada	6804	4.87%
3	United Kingdom	5077	3.63%
4	Japan	2343	1.68%
5	Mexico	1377	0.98%
6	Bangladesh	1314	0.94%
7	Brazil	1282	0.92%
8	Australia	1126	0.81%
9	France	880	0.63%
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

#	Country	Posts Per Million ↓	% of total
1	Antarctica	8942.66	0.01%
2	United States of America	664.1	79.30%
3	Guam	409.12	0.03%
4	Aruba	329.89	0.01%
5	Canada	282.91	3.60%
6	Samoa	154.55	0.01%
7	United Kingdom	142.11	3.37%
8	Puerto Rico	128.93	0.19%
9	Singapore	91.89	0.16%
10	Maldives	85.79	0.01%

#	Country	Posts Per Million ↓	% of total
1	United States of America	342.45	76.91%
2	Bermuda	250.6	0.01%
3	Canada	203.18	4.87%
4	Grenada	187.35	0.01%
5	Guam	123.3	0.02%
6	Maldives	100.92	0.03%
7	Palau	96.17	0.00%
8	United Kingdom	81.54	3.63%
9	Barbados	77.3	0.02%
10	Northern Cyprus	64.13	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.