

NETBRIEF: End of the \$4 Cup of Coffee?
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How long it's taken for companies like Dunkin' Donuts to come up with premium coffees to compete with Starbucks. Maybe the fact that premium coffee is now a \$10 billion business has something to do with it. Starbucks is said to be overbuilt with more than 10,000 stores, while Dunkin' Donuts has half that number. But Starbucks has been forced to take to the air waves for the first time ever to promote its "Starbucks experience," -- ambience, baristas, comfortable seating, and electrical outlets.

On the other hand, cheeky Dunkin' Donuts celebrity spokesperson, Rachel Ray is forever chatty and in your face. Now Dunkin' Donuts has a really clever page on YouTube (see [www.youtube.com/dunkindonuts.com](http://www.youtube.com/dunkindonuts)) where subscribers can submit videos on "what keeps America going." This under-the-radar approach has generated some really spontaneous, delightful clips from people like plumbers who you never suspected were creative, let alone downright funny. Guess who's going to win the coffee wars?

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