

BRAND AUDIT

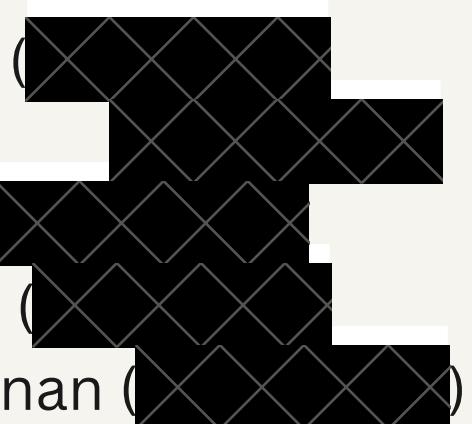
PRESENTATION

DAIRY QUEEN



Presented By:

Akanksha Vora (



Kushneet Marj

Keith D'souza (

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Simmi Mathivanan (



EXECUTIVE SUMMARY

Dairy Queen stands as a global name in the Quick Service Restaurant Industry (QSR).

Main target audience comprises of 18-35 year old Food Enthusiasts, who use Social Media actively.

Employs a multifaceted digital marketing approach, utilizing various social media platforms, and monthly newsletters, to share different media based content to engage with the audience.



BUSINESS OVERVIEW

Dairy Queen, a global QSR leader, generates revenue through diverse food and frozen treat sales, featuring soft-serve ice cream, burgers, hot dogs, and a franchise model empowering entrepreneurs worldwide.

Operating in the fast-food and dessert segments, Dairy Queen excels in providing affordable and accessible food options globally.



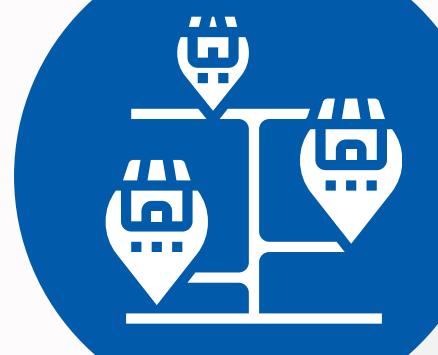


HISTORY



Inception in Canada

Canada's first DQ store emerged in 1953.



Franchise business

Since 1940, Dairy Queen has expanded worldwide using a franchise system



Global Presence

6000+ locations in US, Canada, and 19 other countries



Unique and popular product

The famed Blizzard, blending soft-serve with toppings

BUSINESS MODEL

Dairy Queen's **global success hinges on franchising** since 1940, featuring build-out models like **DQ Grill & Chill Core 46, Core 60, and End Cap**. Independently owned establishments worldwide are dedicated to delivering "**Fan Food, not Fast Food.**"

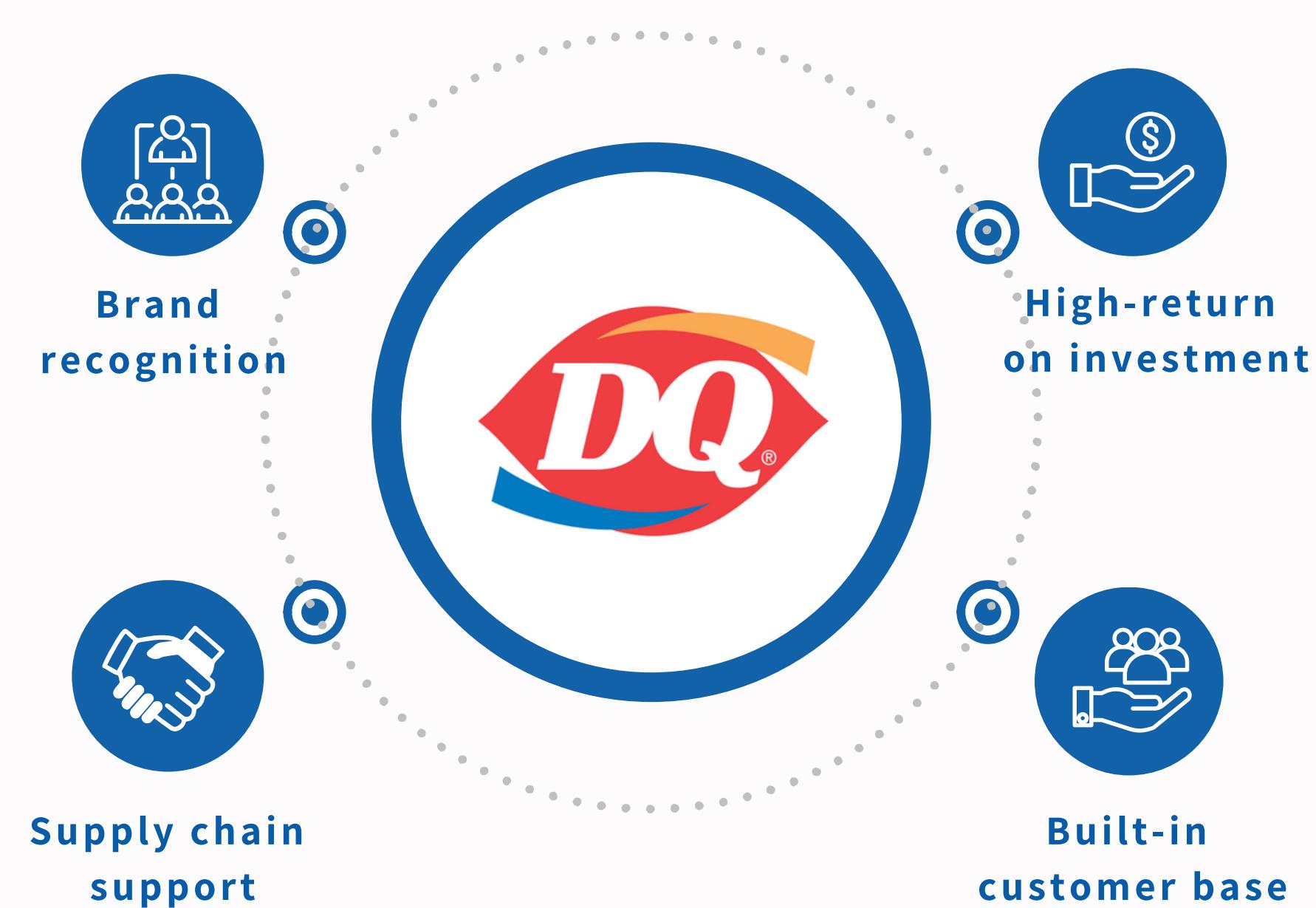
REVENUE GENERATION

Dairy Queen peak revenue was \$3.6B in 2022 as per Zippia.

FRANCHISE CHARGES

Franchise Fee:	\$45,000
Royalty Fee:	4%
Marketing Fee:	5 - 6%
Term:	20 years
Investment Range:	\$914,500 - \$3 million or more
Liquid Capital Requirement:	\$540,000
Net Worth Requirement:	\$1 million (for a single unit)
Certified DQ Managers:	3

BENEFITS FOR FRANCHISE OWNERS





COMPETITOR ANALYSIS

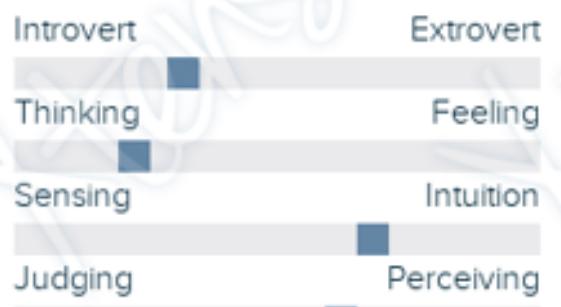
CONTENT PILLARS	Highlights the quality of ice cream	Highlights customer experiences around the world.
BRAND VOICE	It is community oriented Friendly Family Presence	Global Presence Fun and energetic atmosphere
GLOBAL PRESENCE	Less global presence	Recognized all over (Global)
TARGET AUDIENCE	Desserts enthusiast	Young adults, Families, who prefer fast food
NETWORK	Social Media: Instagram, Facebook, X , LinkedIN, Threads, Tiktok	Social Media: Instagram, Facebook, X , LinkedIN, Threads, Tiktok
CREATIVE ELEMENTS	Classic & Simple Emotional storytelling	Happy Meals Modern Playful culture



Convenience without compromising the thrill of exploration.

Age: **28**
Work: **Marketing Professional**
Family: **Married**
Location: **Urban**
Character: **Modern/Explorer.**

Personality



Tech-Savvy Adventurous Food Enthusiast
Busy Lifestyle Socially Active

Goals

- Quick and satisfying meals during busy workdays.
- Healthy meal options.

Frustrations

- Limited time for cooking or lengthy dining

Bio

Alex is a young professional working in the marketing industry, living in a bustling urban area. With a hectic schedule, Alex values convenience and is often on the lookout for quick and accessible food options.

Motivations expanded:

- Motivated by the need for convenience without compromising on quality.
- Enjoys trying new food trends and experiences.

Behavioral Characteristics:

- Purchasing Behavior: Regular consumers of quick-service restaurant (QSR) offerings
- Brand Loyalty: Open to trying new trends, but brand loyalty based on positive experiences
- Technology Adoption: Tech-savvy, comfortable with mobile apps for convenience

Motivation

Convenience

Exploration

Quality

Healthy Choice

Brands &



Preferred Channels

Active on Instagram, Facebook, and Twitter.

Regularly uses food delivery apps and appreciates loyalty programs.

TARGET AUDIENCE OVERVIEW:

Demographic Information:

Age: 18-35 years

Gender: Both male and female

Income: Middle to upper-middle class

Education: College-educated

Geographic Location: Urban and suburban areas

Psychographic Traits:

Lifestyle: Active and social

Interests: Food enthusiasts, social events, outdoor activities

Values: Convenience, quality, experience

Online Behavior: Heavy social media users, online shoppers

Behavioral Characteristics:

Purchasing Behavior: Regular consumers of quick-service restaurant (QSR) offerings

Brand Loyalty: Open to trying new trends, but brand loyalty based on positive experiences



Alex

Scenario

Alex, a 28-year-old marketing professional living in a bustling urban area, has a busy and dynamic lifestyle. Balancing work, social engagements, and personal interests, Alex seeks convenient culinary experiences that align with a modern, tech-savvy, and adventurous mindset.

Goals and Expectations

Seamless and enjoyable culinary experience

Convenience

Personalization and Innovation

Stages



Customer Actions

List everything the user does during each phase.

Discovering new food trends

Seeing promotions and reviews

Visiting the brand's website

Reading blog posts or articles about the brand

Subscribing to the brand's promotions.

Engaging with user-generated content

Placing orders through the brand's mobile app

Participating in loyalty programs

Sharing positive experiences

Referring friends to the brand's loyalty program.

Touch Points

Add the moments a customer will directly, or indirectly, come into contact with your product or service.

Ads

Channel

Social Media

Website

Blogs

Social Media

Email

Social Media

Apps

Messages

App

Website

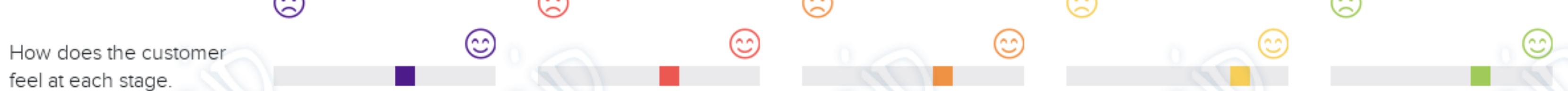
Messages/WhatsApp

App

Social Media

Personal Blogs

Emotions



Pain Points

What are the pain points and obstacles for this customer?

Information Overload

Trust and Authenticity

Complex Navigation

Lack of Information

Email Overload

Social Media Noise

Complex Ordering Process
Loyalty Program
Perceived as Unrewarding

Negative Feedback Ignored

Loyalty Program Complexity

Solutions & Opportunities

How do you intend to help the customer overcome the pain points and obstacles?

- Content Curation
- Influencer Partnerships
- Viral Content Potential
- Community Building

- User-Friendly Website
- Compelling Content
- Interactive Elements
- Storytelling

- Targeted Email Campaigns
- Segmented Social Media Engagement
- Personalized Engagement
- Gamification

- Intuitive Mobile App Design
- Attractive Loyalty Rewards
- Mobile App Exclusives
- Ordering Convenience

- Social Media Monitoring
- Turning Negative Experiences Around
- Simplified Referral Process
- Word-of-Mouth Amplification

Meeting these expectations aligns with Alex's lifestyle and preferences, fostering a positive and long-lasting relationship with the brand.



CONTENT STRATEGY

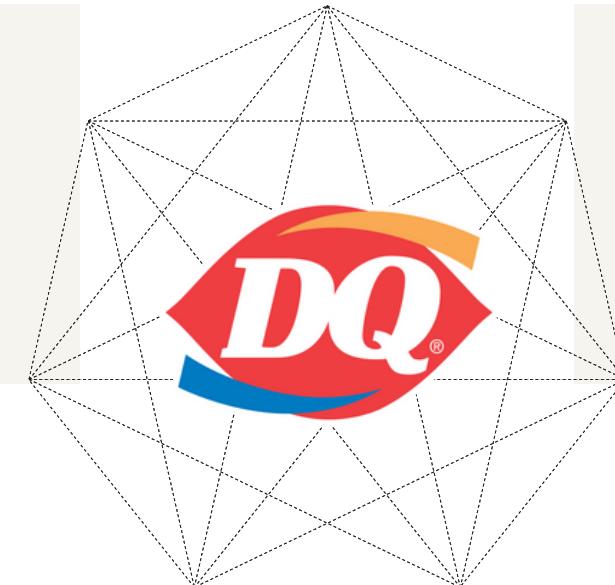
TYPES

Promotional Images, Gifs, Videos, Memes.
Fundraisers, **Blizzards**, Monthly
Newsletter/Fanclub



QUALITY

High. Relevance, engagement rate, alignment with brand image.



STANDOUT FACTORS

Vibrant elements, nostalgic: **Blizzards**, effective emotional connection, seasonal updates, interactive and cheerful

FREQUENCY

Newsletter: monthly
Social Media Posts: once/twice a week
Email Marketing: Rewards based

PILLARS

Product Promotions, Seasonal offerings, community engagement (Social Media) and...Blizzard.



The sweetest club in the solar system

Join the million of fans and sign up to get *Blizzard®* of the Month announcements. *DQ®* promotions and news delivered right to your inbox.



Monthly Newsletter

Year-end wrap up yearbook



If a BLIZZARD® Treat wore a toque would it wear it
like this or like this?

A)

B)

Memes





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Fundraiser Campaign Video

Akanksha,
You have 0 Points
Start Earning Points

DQ REWARDS

\$5 OFF AN ORDER OF \$10 OR MORE

MOUTHWATERING DEALS & SMILE-MAKING SAVINGS.

Akanksha,

GET \$5 OFF AN ORDER OF \$10 OR MORE!

Enjoy this latest deal from DQ® Rewards, served with a side of savings! Just log in to your account on DQ.ca, go to the Deals tab, order and enjoy. Offer valid for 7 days from email delivery.

ORDER NOW

Offer may vary.
Offer valid for 7 days from email delivery. See app for details.

Your Favourite Location:
1040 Broadview Ave

DQ Cakes Gift Cards

Reward Program



Free Giveaway Contest Video



CONTENT STRATEGY

TYPES

Promotional Images, Gifs, Videos, Memes.
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Newsletter/Fanclub



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FREQUENCY

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Email Marketing: Rewards/purchase based



STANDOUT FACTORS

Vibrant elements, nostalgic: **Blizzards**, effective emotional connection, seasonal updates, interactive and cheerful

PILLARS

Product Promotions, Seasonal offerings, community engagement (Social Media) and...Blizzard.



CONTENT MARKETING FUNNEL

01

Awareness

Monthly newsletter (DQ Fan Club), Social Media Contests, Giveaways and Fundraisers, loyalty program

02

Consideration

Participation in the online events, signing up for the monthly newsletter, email updates

03

Conversion

Contest winners, participants in the fundraisers, regular customers- loyalty programs

04

Retention

Repeat customers- share their favorite product stories, actively, engage on social media, loyalty program members



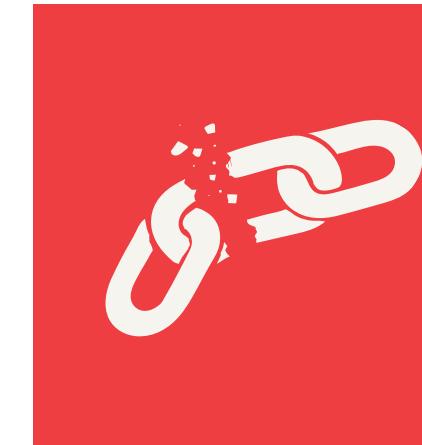
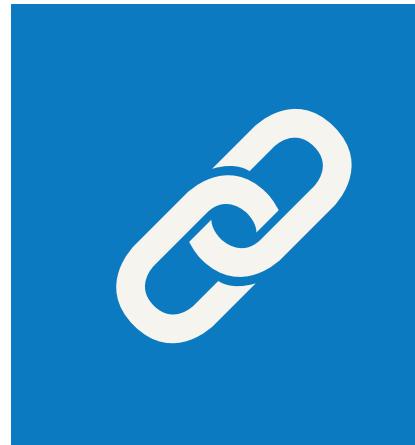


SWOT ANALYSIS



STRENGTHS

Established brand identity.
Engaging visual content.
Active community participation.



OPPORTUNITIES

Collaborations with Influencers
Leveraging User-Generated Content
More frequent interactive marketing



WEAKNESSES

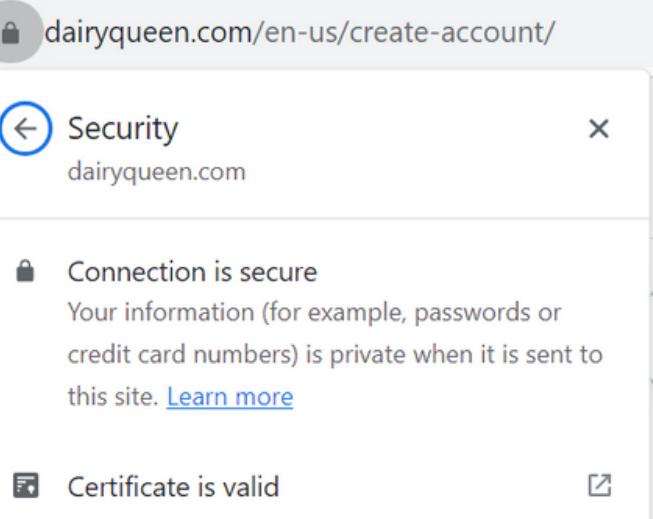
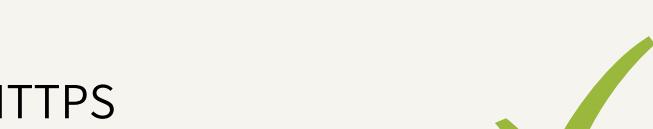
Limited Use of Content Formats
Potential for Content Saturation

THREATS

Competitor campaigns
Evolving consumption trends



Current state of the DQ's website against each Criteria

Performance	SEO	Mobile	Security
PAGE SIZE: 7.5MB Heavy/Slow	PERMISSION TO INDEX: Granted. In order for a page to appear in search results, DQ has enabled search engines to store it in their index.	LEGIBLE FONT SIZE: Easy on the eyes.	
PAGE REQUESTS: 76 Better but there is room for improvement.	META DESCRIPTION: Meta descriptions tell people what your page is about in search results.	TAP TARGETS: Where do I click?	
BROWSER CACHING	CONTENT PLUGINS: Less or minimal	RESPONSIVE: Responsive design gives you a bump in search rankings for searches on mobile devices.	HTTPS Secured. HTTPS protects websites from attacks and gives visitors confidence that your site is authentic and trustworthy.
PAGE SPEED: 30.8SEC, Best-in-class webpages should become interactive within 5.3 seconds.	DESCRIPTIVE LINK TEXT: Generic, Descriptive link text helps visitors know what they'll see if they click the link. "Click here" doesn't cut it.	IMAGE SIZE: Images can take a long time to load.	SECURE JAVASCRIPT LIBRARIES Protected! Intruders can exploit outdated JavaScript libraries.
MINIMAL PAGE REDIRECTS: Too many hoops. Multiple redirects can make your site load slower.			
IMAGE SIZE: Images can take a long time to load.			

✓ *Best Practices used by Dairy Queen



MENU

LOCATIONS

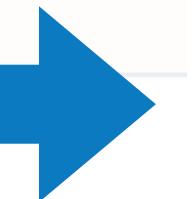
DQ® CAKES

DQ® DELIVERS

FRANCHISING

or

I agree to the [Privacy Policy](#), [Visitor Agreement](#), and [Accessibility Statement](#).

CONTINUE

Signing a consent form, checking a box in the DQ's website indicating agreement to terms and conditions, or verbally confirming consent are all examples of express consent.



MENU

LOCATIONS

DQ® CAKES

DQ® DELIVERS

FRANCHISING

Snow

Must contain: at least 8 characters, at least 1 number, at least 1 letter, no spaces, and 1 of the following symbols: #?!@\$%^&*-



Enter your City, Province, or Postal Code to select your favorite location for local offers and more

Birthday must be formatted as mm/dd

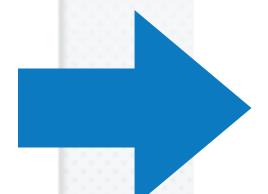
Enter your birthdate to receive special deals.

Notifications

I consent to receive promotional electronic communications about the DQ® brand from Dairy Queen Canada Inc., 1111 International Blvd., Suite 601, Ontario L7L 6W1, DQFanRelations@marketforce.com. You can withdraw your consent at any time.

CREATE ACCOUNT

The screenshot shows the 'My Account' section of the Dairy Queen website. It displays two main sections: 'Cookies and site data' and 'From other sites'. Under 'Cookies and site data', it explains that the site saves data on the user's device for the same domain. It lists three domains: dairyqueen.com, www.dairyqueen.com, and www.google-analytics.com. Each entry has a trash bin icon and a three-dot menu icon to its right. Under 'From other sites', it explains that embedded content from other sites can save data on the user's device. It lists www.google-analytics.com with a trash bin icon and a three-dot menu icon to its right.



Visiting DQ's website and continue to use it without actively opting out of cookies or terms of service, the continued use is implied consent.

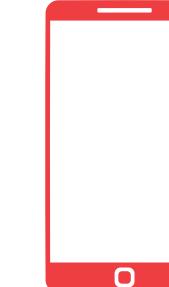
Performance Optimization Recommendations



PERFORMANCE	CURRENT		RECOMMENDATION
Page size	7.5MB	< 3MB	Lighten your pages by removing or compressing heavy content such as images and video.
Page requests	76	< 30	Reduce the number of HTTP requests your site makes. Remove any unnecessary images, scripts, or files, and consider lazy loading your images.
Page speed	30.8Sec	< 5.3Sec	Speed up sites by lightening up your site pages, compressing images and video where possible.
Minimal page redirects	No	Yes	Aim for no more than one redirect.
Image Size	No	Yes	Use responsive images or SVGs to optimize your images for different screen sizes.

Current SEO strategy / efforts

- Local SEO Optimization
- Social Media Integration
- Mobile Optimization
- Keyword Strategy
- Local Reviews



SEO & Mobile Optimization Recommendations



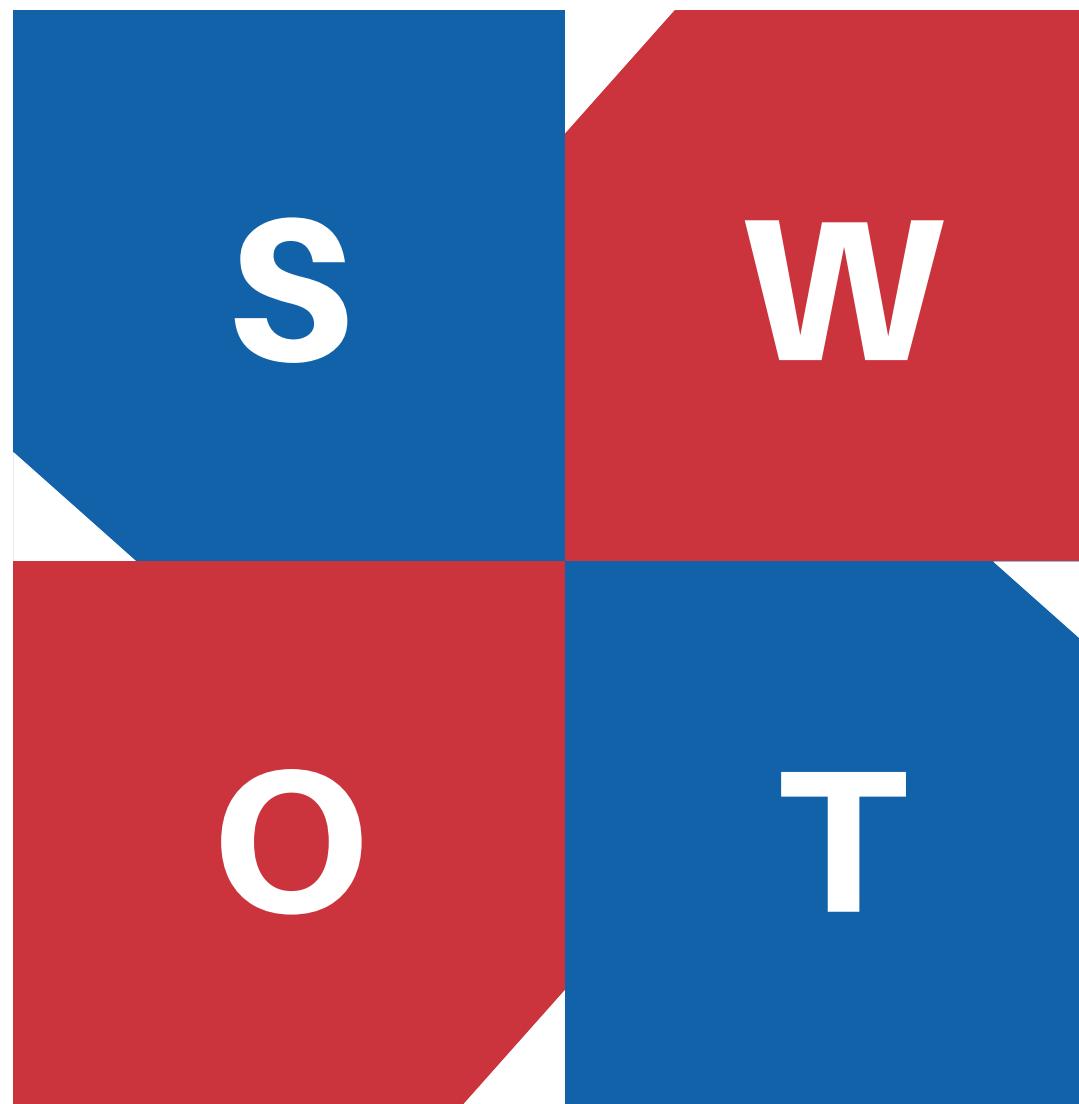
Performance	Current	Recommendation
Descriptive Link Text	No	Yes
Tap Targets	No	Yes

STRENGTHS

- SEO & Security
- User - Friendly interface
- Menu Variety

OPPORTUNITIES

- Ecommerce expansion
- Health conscious trends



WEAKNESSES

- Website Performance
- Dependence on location

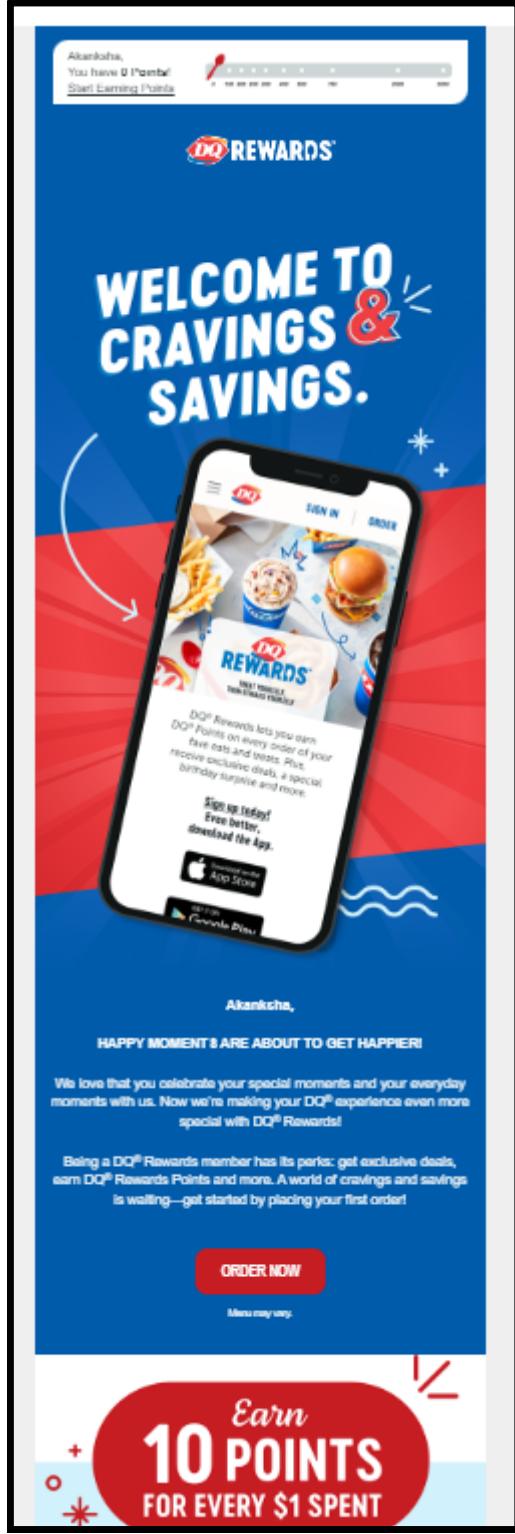
THREATS

- Competitor Websites
- Online security concerns

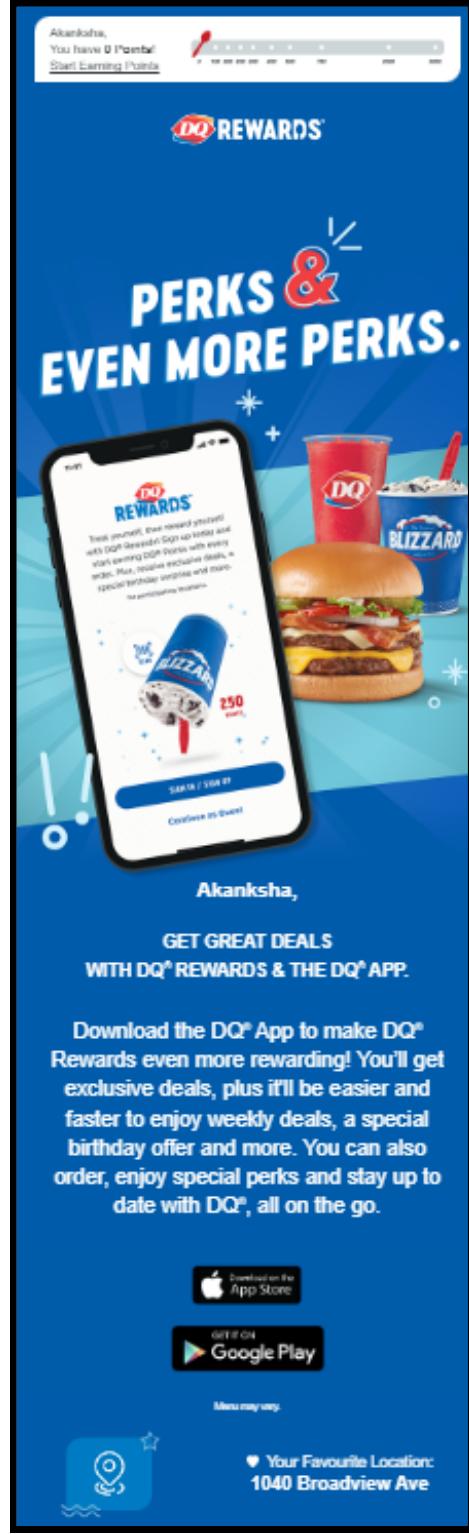


Email marketing strategy

WELCOME EMAIL



NURTURING : CUSTOMER LOYALTY PROGRAM



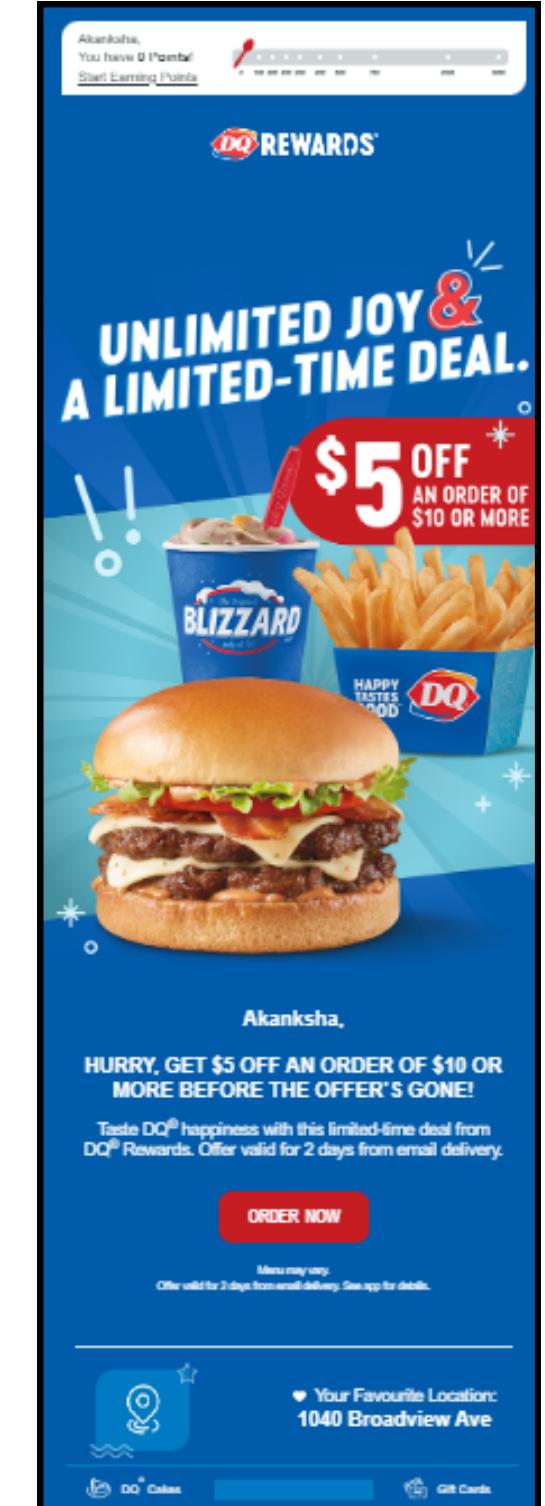
PROMOTION: OFFER 1



PROMOTION: OFFER 2



RETARGETED : OFFER 1





INSIGHTS

POSITIVES

Personalized and seasonally targeted content captures attention

Regularly highlighting the brand loyalty program reinforces customer commitment.

Multi-Channel Approach, including social links and app redirections offers a comprehensive brand experience.

NEGATIVES

Optimize Email Length, it is necessary to shorten emails , have short and concise content to improve readability

Email landing, implement strategies to ensure emails are directed to primary folders for increased visibility.

Minimize repetitive content by introducing diverse elements to maintain engagement.

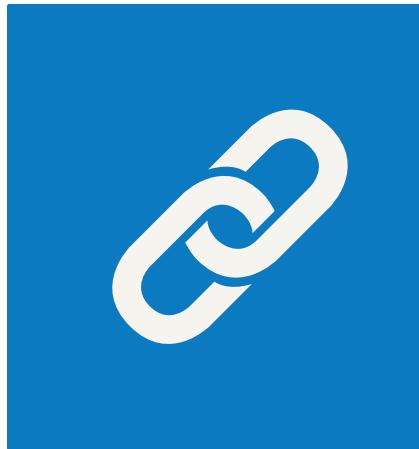


SWOT ANALYSIS



STRENGTHS

Customized email content
Seasonal targeting in email campaigns.
Consistent promotion of the loyalty program.
Multi-channel redirections.



OPPORTUNITIES

Integration of interactive elements
Optimize content for email deliverability
Implementation of automated lifecycle journeys.



WEAKNESSES

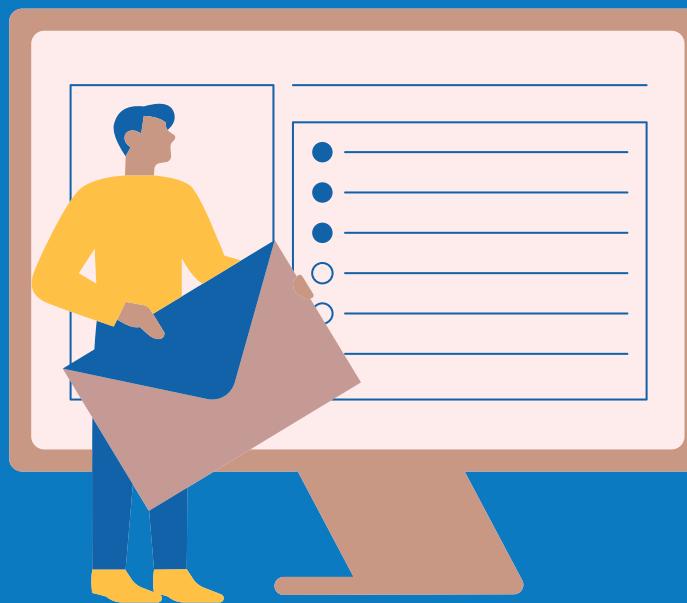
Excessive length of emails
Email landing in the promotions tab
Repetitive content and high loading time

THREATS

Shifting consumer preferences and behaviors
Ease of unsubscribing, leading to potential loss of subscribers.
Intense competition within the market



RECOMMENDATIONS



IMPLEMENT INTERACTIVE ELEMENTS

ENHANCE AUTOMATION

REGULARLY REVIEW AND UPDATE STRATEGIES



DQ'S CURRENT SOCIAL MEDIA PRESENCE



SIGN IN | **ORDER**

WHAT'S NEW AT YOUR LOCAL DQ® RESTAURANT?

Candy Cane Chill Blizzard® Treat

BLIZZARD

8:19

dqcanada Follow

CHESSEBURGER LOVERS DEAL \$6 \$9

THANKS FOR MAKING MIRACLES!

MIRACLE TREAT DAY BUY A BLIZZARD TO HELP KIDS LIKE KEIRA TODAY!

MIRACLE TREAT DAY WHICH BLIZZARD TREAT SHOULD YOU GET TODAY? USE YOUR BIRTH MONTH TO DECIDE!

MIRACLE TREAT DAY AUGUST 10

ON AUGUST 10, EVERY BLIZZARD HELPS KIDS LIKE ME

FEELIN' TRENDY?

OREO FUDGE BLIZZARD

DQ uses these platforms to engage with their audience, share promotions, showcase new menu items, and run contests or giveaways.



Dairy Queen
4d ·

That's a wrap on 2023! 🎉 Thanks to all our amazing fans for another great year. Sign our yearbook and tell us your fave 2023 DQ memory.
#HappyTastesGood

BEST IN CLASS DQ 2023 YEARBOOK

COOL SWIPE TO OPEN

BEST IN CLASS DQ 2023 YEARBOOK

Best-Selling BLIZZARD

Best-Selling Signature Stackburger

FAN LOVE

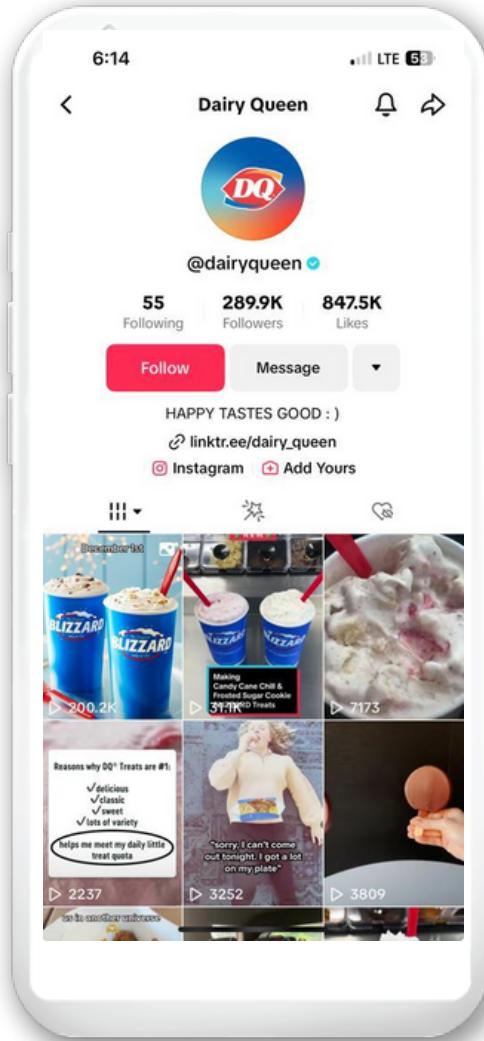
MEMORABLE QUOTES

MOST LIKELY TO COMMENT

44 comments 15 shares

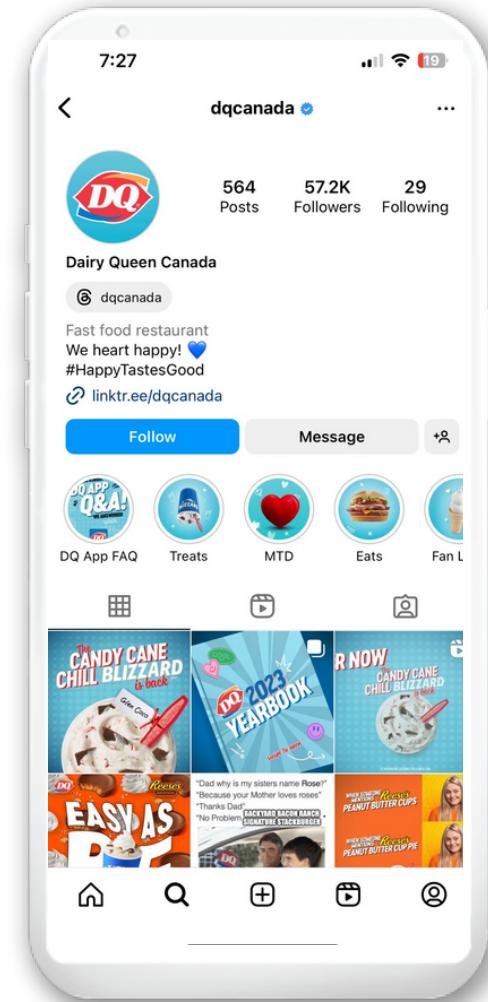


SOCIAL MEDIA ACCOUNTS OF DAIRY QUEEN CANADA



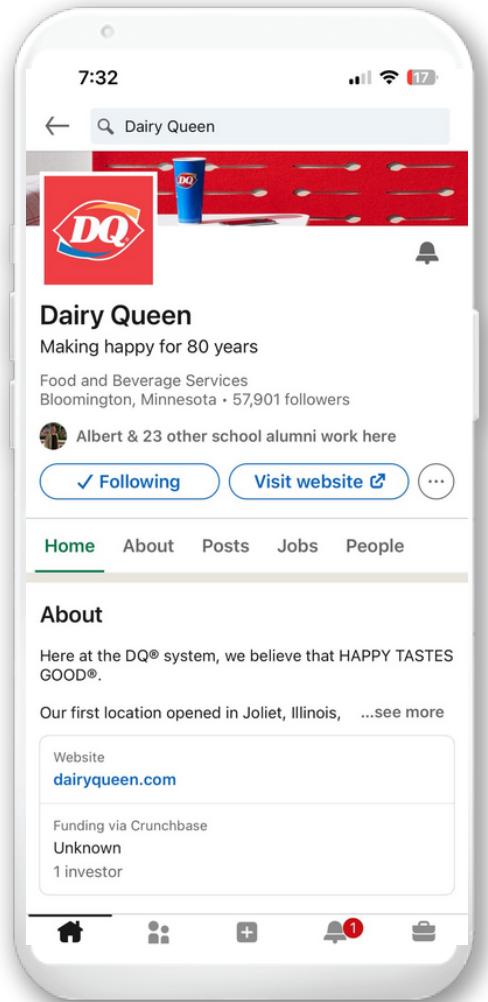
TIKTOK

Followers: 290k
Post Frequency:
Every 4 days



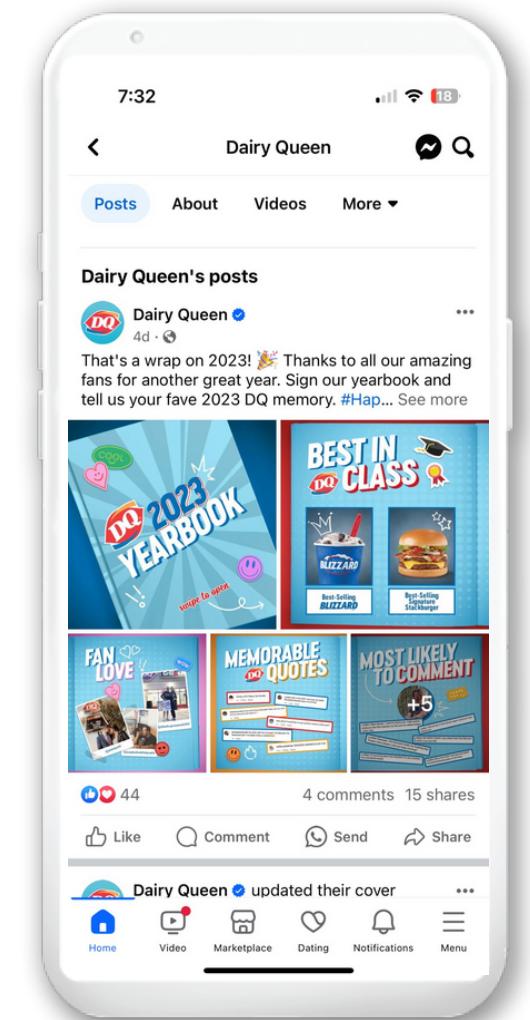
INSTAGRAM

Followers: 57.2k
Post Frequency:
Twice a week



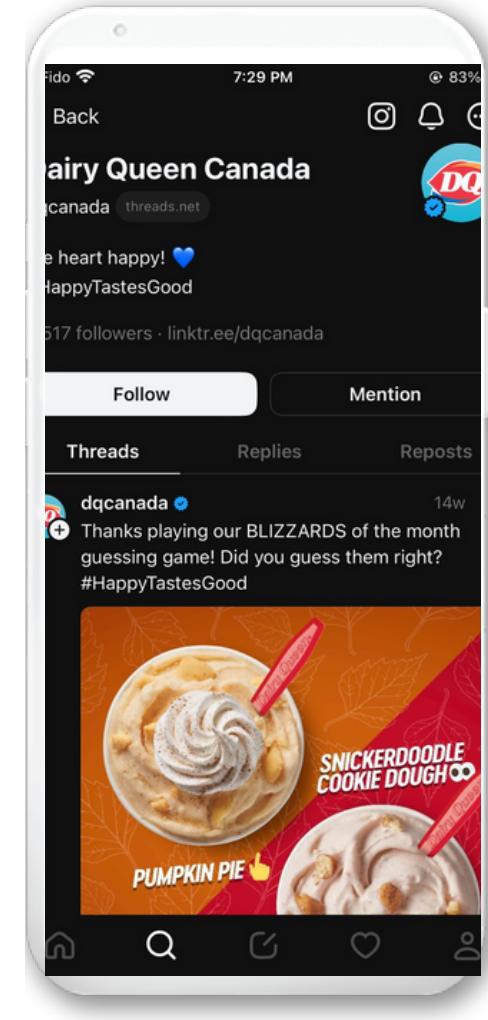
LINKEDIN

Followers: 58k
Post Frequency:
Once a week



FACEBOOK

Followers: 12M
Post Frequency:
Every 4 days



THREADS

Followers: Around 5.5k
Post Frequency:
Not active much



X

Followers: 546k
Post Frequency:
Twice a week



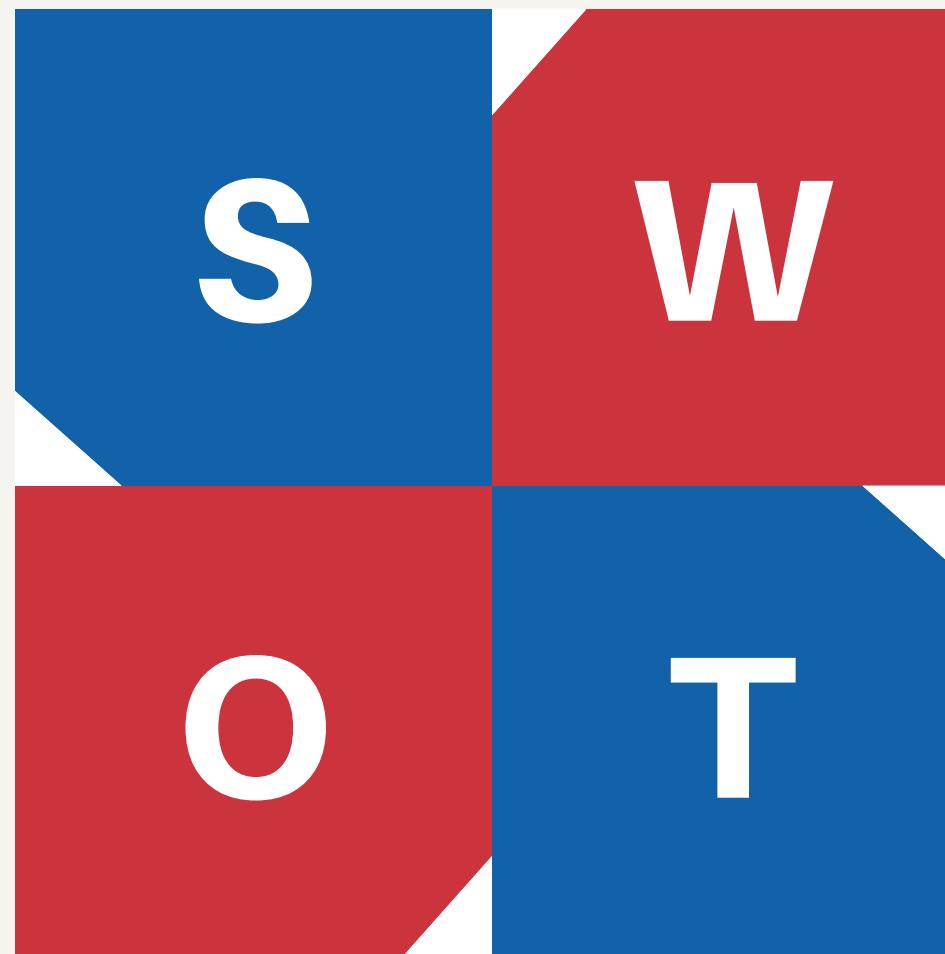
SWOT ANALYSIS OF SOCIAL MEDIA MARKETING

STRENGTHS

- Engaging Content
- Brand Awareness

OPPORTUNITIES

- Collaborations with Influencers
- Introduce ChatBots



WEAKNESSES

- Lacks Innovation
- Insufficient Post

THREATS

- Increased Competition
- Consumer Preferences



RECOMMENDATIONS



**IMPLEMENT ACTIVE
ENGAGEMENT ON SOCIAL
MEDIA PLATFORMS**

**COLLABORATE WITH BRANDS
AND INFLUENCERS**

**TARGET MORE SOCIAL
MEDIA POSTS**



PAID ADVERTISING



Delighting the World's Most Devoted Fans.

WillowTree Teamed up with American Dairy Queen Corporation (ADQ) to recreate the DQ® brand's flagship digital products and eCommerce capabilities.

Stacking up success.

2.1M

Loyalty accounts created

46%

Increase in purchase conversion rate

5M

Increase in organic search

99.9%

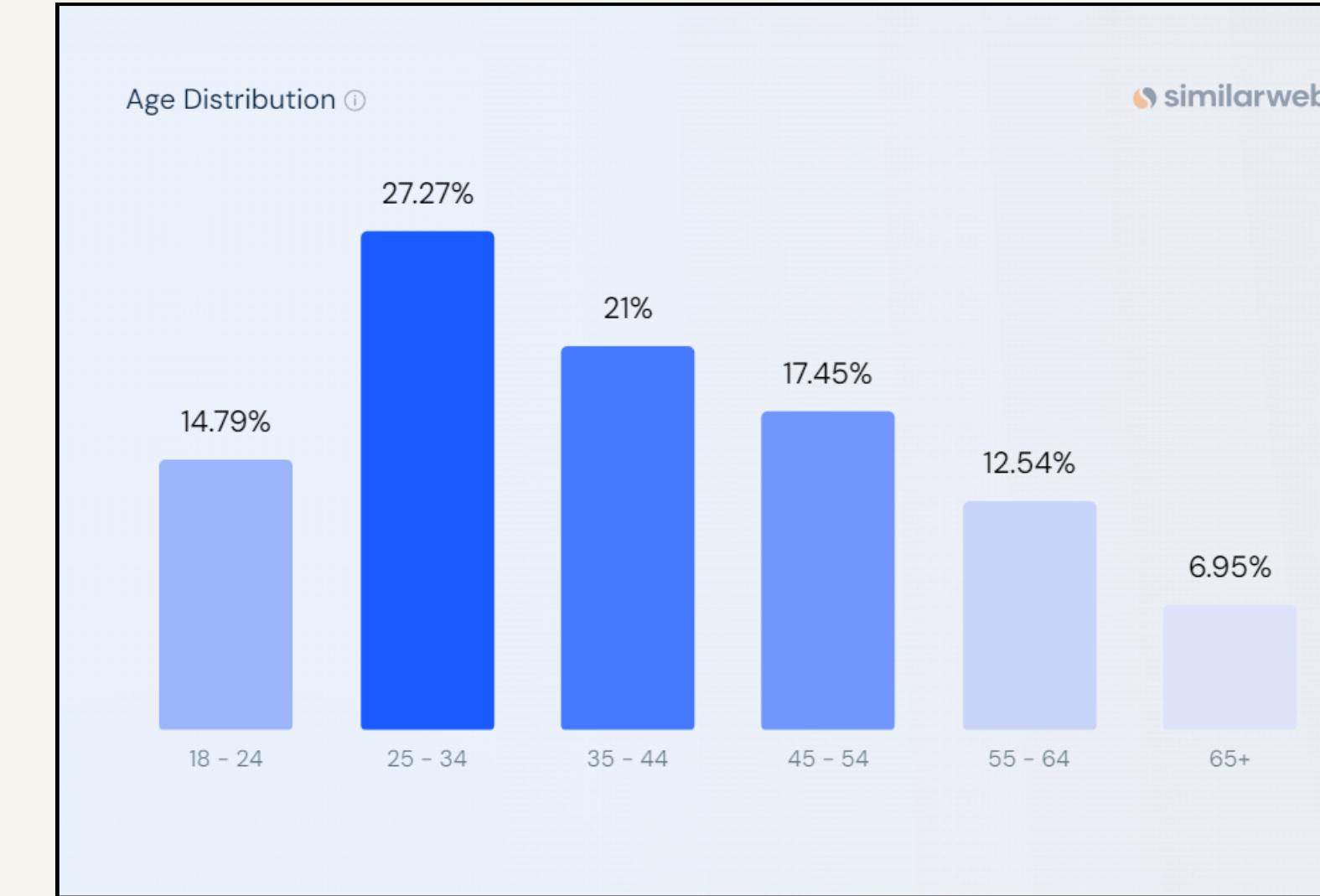
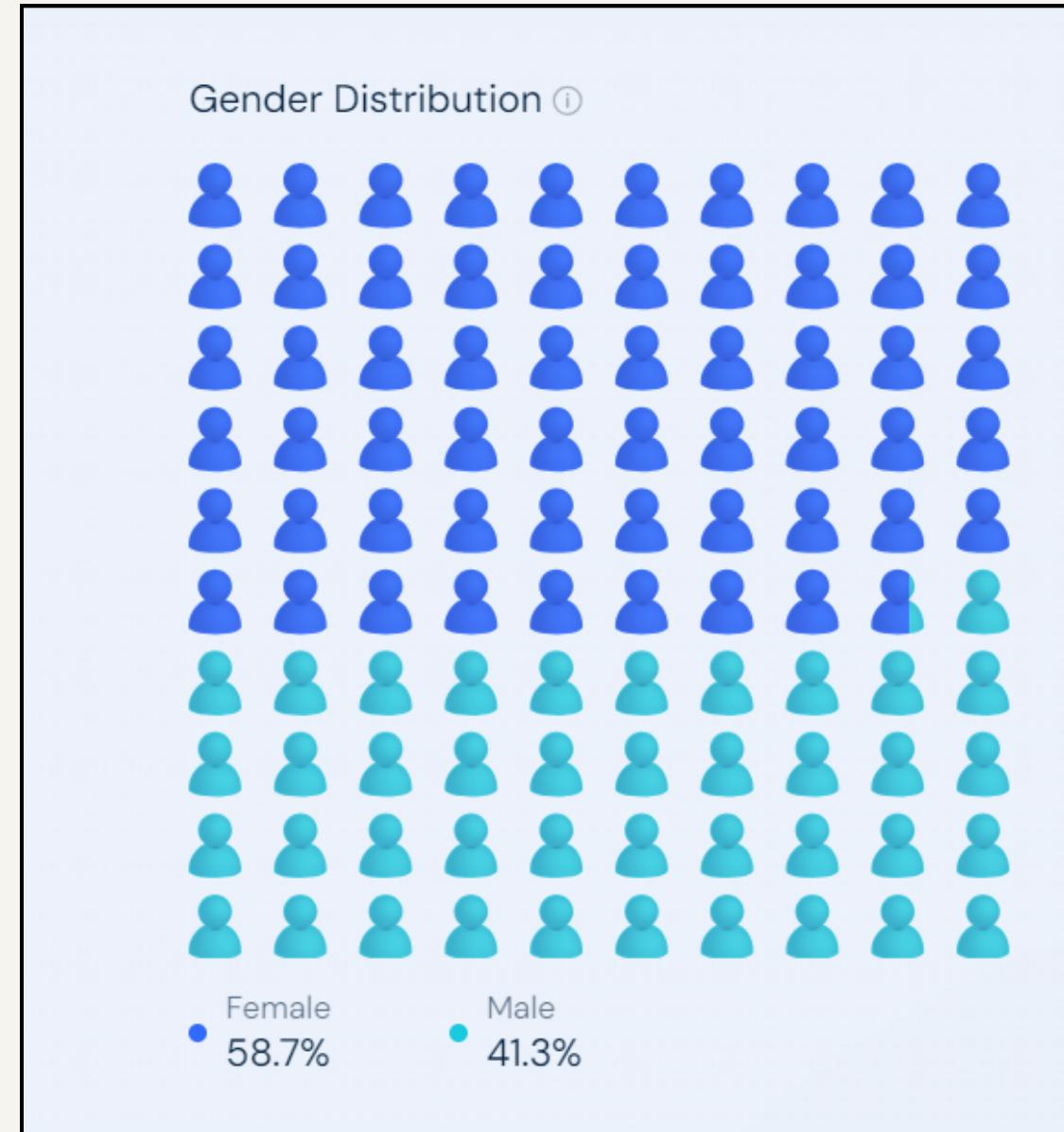
Average mobile availability and

Top Keywords ⓘ

dairy queen	100.8K
VOL: 1,892,770	\$0.27
dairy queen menu	18.7K
VOL: 485,680	\$0.25
dq	14.3K
VOL: 310,430	\$0.27
dq menu	7.3K
VOL: 53,030	\$0.25
dairyqueen	3.8K
VOL: 12,870	\$0.31
3.2K Others	
See more →	



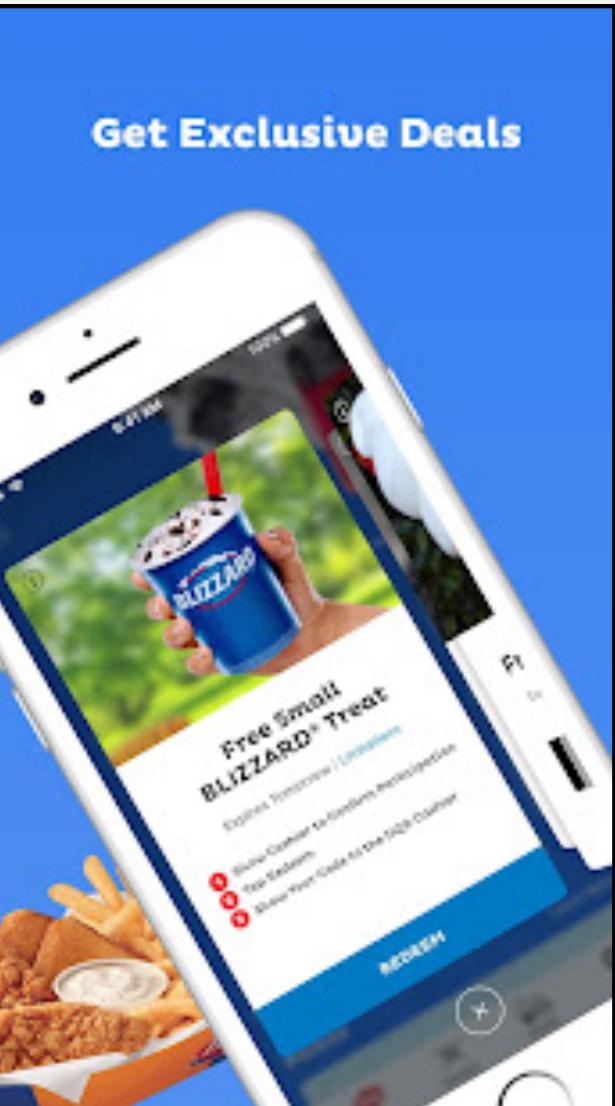
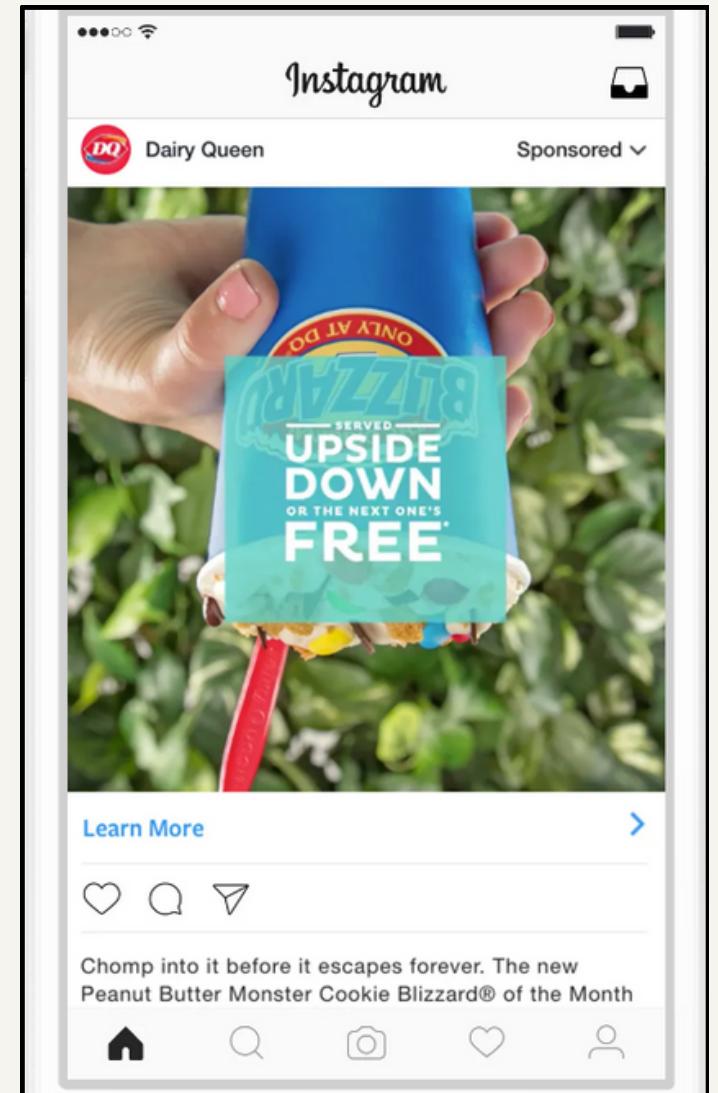
ANALYTICS



The top traffic source to dairyqueen.com is Organic Search traffic, driving **61.54%** of desktop visits last month, and Direct is the 2nd with **19.03%** of traffic. The most underutilized channel is Social. Drill down into the main traffic drivers in each channel below



Paid Creatives



META | Google | SEO



SWOT ANALYSIS

Strength

- Established Brand Presence
- Offline-to-Online Integration
- Iconic Product Offerings

Opportunities

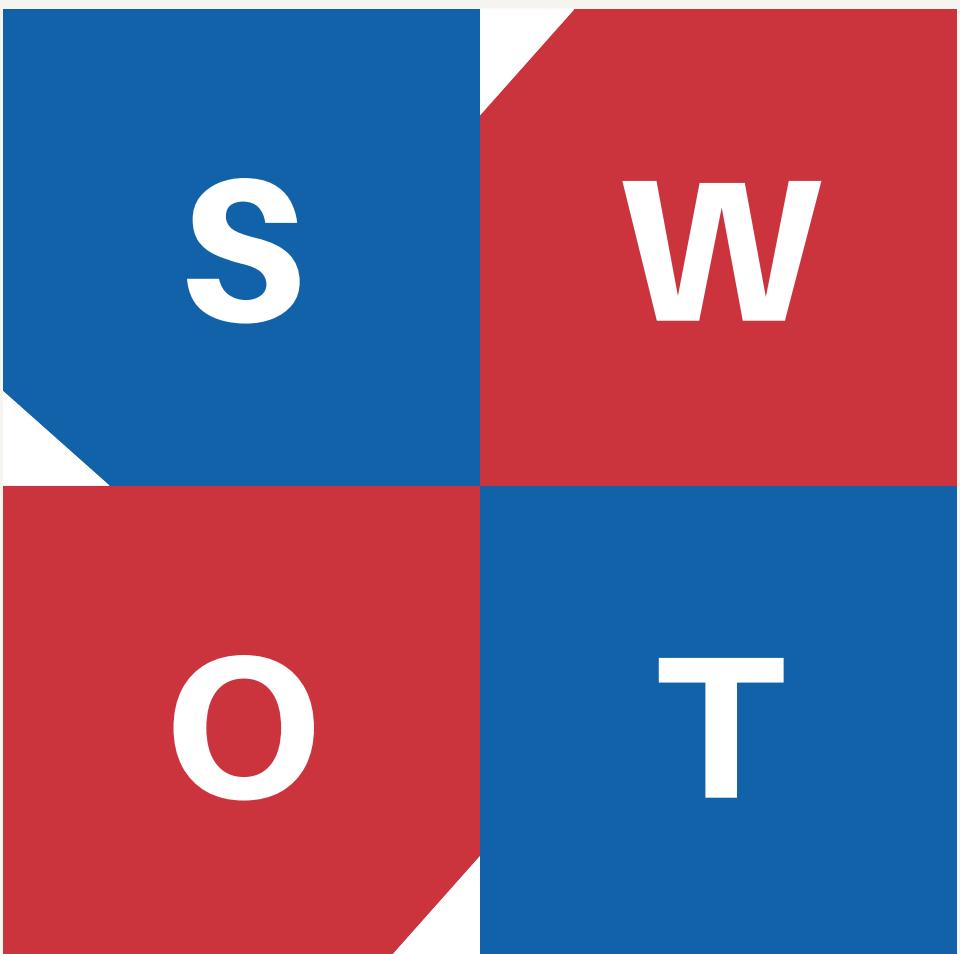
- Digital Expansion
- Collaborations and Partnerships

Weakness

- Adaptation Challenges
- Regional Targeting Limitations

Threats

- Intense Industry Competition
- Online Reputation Management





RECOMMENDATIONS



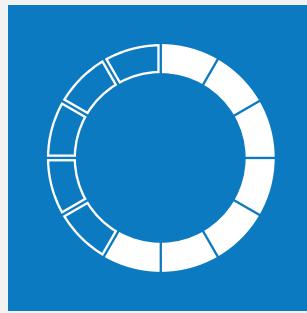
**PRECISION IN TARGETING
STRATEGIES**

**ONGOING AD COPY
OPTIMIZATION**

**STRATEGIC EVALUATION OF
AD PLACEMENTS**

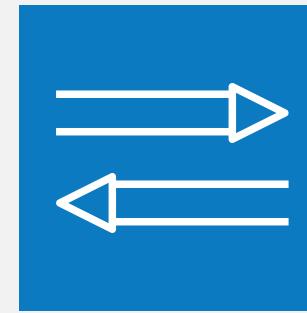


FINAL RECOMMENDATIONS



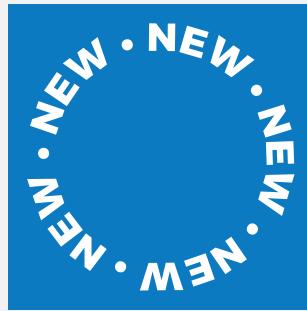
CONTINUE

Leverage personalized and seasonally targeted content for effective audience engagement.



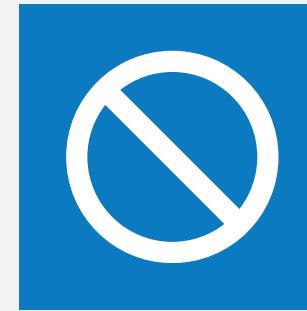
CHANGE

Enhance automation to streamline marketing processes and boost overall efficiency.



START

Implement active social media engagement and explore collaborations with influencers to expand reach and generate buzz.



STOP

Minimize or discontinue repetitive content to prevent audience fatigue and maintain engagement.



CONCLUSION

Dairy Queen's commitment to **delivering a positive customer experience** shines through its diverse menu, affordable pricing, and global presence, particularly resonating with dessert enthusiasts, young adults, and families who prefer fast food. The brand's success is underpinned by its dedication to providing **affordable** and **accessible** food globally, complemented by a **thriving franchise model** and personalized digital marketing strategies, all contributing to a favorable overall customer experience for the identified target audience.





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