**Social Media Star Logan Paul Signs Up With Dunkin' Donuts**

Dunkin' Donuts has tapped social media star Logan Paul for its marketing -- the first such move for the brand. Paul, who has 8.7 million Vine followers, will post about a new Logan Paul-themed Dunkin' Donuts gift card on the retailer's mobile application and will tout the brand's loyalty program.

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<http://adage.com/article/cmo-strategy/vine-star-logan-paul-runs-dunkin-social-campaign/301271/>