

*Ready.*  
*Steady.*  
**Bake!**



*We Are*

*a boutique, global  
brand strategy  
consultancy & training  
company with HQ in  
Atlanta & network  
members in Frankfurt,  
Istanbul & London.*



*In a World*

*full of disconnected counterparts,  
cookie cutter communication, and  
consumers that are increasingly  
indifferent to brands,*

*We Exist*

*to unite all parties around one  
table and enable them to be  
champions of the consumer and  
guardians of their brands.*



*We Bake*

*creative strategies  
with bespoke recipes*



*“Working with Idea Bakery has led our brand from strength to strength. The work has enabled us to shape our future, using the outcome absolutely everywhere! Purpose inspired the organization, drove our thinking for creative platform and guided us for new visual identity that is transformational.”*

**Heiko Petersen**

Global VP

Bayer Consumer Care AG



We Offer

*game-changing  
creative strategies  
for  
game-changing  
brand builders.*



*We offer creative strategy through*



# consultancy

We empower brand builders by being their right hand through our consultancy services.



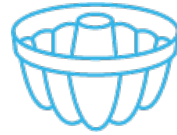
# training

We build the capabilities and confidence of marketing teams on best practices.

# What We Bake



## Business Strategy



## Brand Strategy



## Product Strategy



## Communication Strategy

Consultancy

Training

Consultancy

Training

Consultancy

Training

Consultancy

Training

- Business VOSM
  - Vision
  - Objectives
  - Strategies
  - Measures
- Company VMCV
  - Vision
  - Mission
  - Culture
  - Values
- Portfolio Management and Extension

- Brand Audit
- Brand & Consumer Research - From Analysis to Action
- Brand Purpose
  - Beliefs
  - Values
- Brand House
- Brand Strategic Matrix
- Brand Architecture

- Product Innovation
- Commercial Innovation
- Value Reframing
- Concept Development

- Brief and Briefing Excellence
- Pitch Process Management
- Integrated Marketing Communications Orchestration
- Creative Evaluation and Feedback
- Community Building



# *We Provide Consultancy*

by enabling our clients to craft clearer and more insightful strategies, faster, with higher ROI through:

## **w**rkshop

With a set of fundamental brand building principals and methodologies to follow.

## **Ad-hoc**

Consultancy sessions tailored to your specific strategy needs.

*“I highly recommend Idea Bakery. It is a pleasure to work with such talented and passionate brand gurus. They have extraordinary strategic minds, and an unparalleled ability to concisely and clearly develop a business strategy through the brand lens.*

*Their work has consistently delivered a step change in consumer engagement and business results.”*

## **Giannella Alvarez**

***Americas CEO Beanitos***

Former Global CEO Vitaminwater (The Coca-Cola Company)

Former Americas CEO Barilla



# *We Provide Training*

through future-proof sessions that are immediately actionable in daily business life.

## *For you:*

Designed to fit existing company academies

Tailor-made to your specific capability building needs

## *For everyone:*



Idea Bakery's online learning platform powered by LearnUpon

**4.8/5.0** Overall rating

**1500+** Marketers

**75+** Sessions

**15+** Countries

*“Idea Bakery has been the ideal partner for building top-notch capabilities in our marketing organization, across the world. The team co-developed our fundamental training materials under our 'lovebrand building' umbrella, and delivered multiple trainings across the world. Feedback from the organization has been outstanding. Kudos to Idea Bakery!”*

**Atilla Cansun**

**Global CMO**

Merck Consumer Health



# We Are Different Because We Are

## **Specialists**

*We only do strategy, that's why we're really good at it*

## **Former Brand Leaders**

*We've been in your shoes before with min. 15+ years experience in blue chip companies across geographies*

## **Respected**

*We are teachers & preachers at the best brand festivals and forums*

## **Artisans**

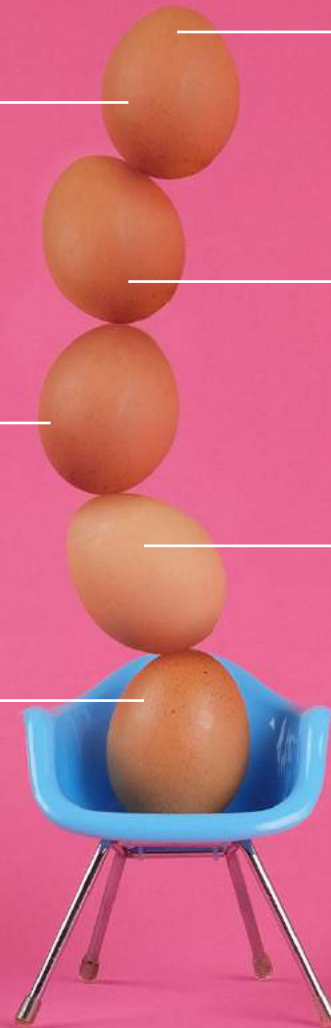
*We craft solutions with equal portions of creative and strategic thinking*

## **Impartial & Independent**

*We answer only to the consumer in service of your brand*

## **Actionable**

*We only serve what can be digested, no endless reports that get forgotten in the back of a cabinet*



*You Will Experience*

*a logical process  
with magical  
outcomes*



*You Will Feel*  
***excited about***  
***the future***

***Envisioned***

You'll know where you are going and what you want to achieve.

***Enabled***

You'll know exactly what you need to do.



***Empowered***

You'll have absolute belief and conviction that you'll get there.

***Energized***

You'll be fully charged and ready to get started.

*“I am sure there are other companies out there who are working to improve marketing skills and knowledge of brand people. However, I have so far only experienced the Idea Bakery team to ignite and re-ignite the love and passion for brand building in the hearts of their trainees in a long-lasting way. All you need is half an hour in an Idea Bakery training, and you become a believer!”*

**Levent Komur**

Turkey CEO  
DIAGEO





*We've been baking ideas  
all over the world*

|                  |                     |                     |
|------------------|---------------------|---------------------|
| <i>Australia</i> | <i>Israel</i>       | <i>South Africa</i> |
| <i>Austria</i>   | <i>Italy</i>        | <i>South Korea</i>  |
| <i>Belgium</i>   | <i>Japan</i>        | <i>Spain</i>        |
| <i>Brazil</i>    | <i>Mexico</i>       | <i>Switzerland</i>  |
| <i>Canada</i>    | <i>Netherlands</i>  | <i>Turkey</i>       |
| <i>China</i>     | <i>New Zealand</i>  | <i>UAE</i>          |
| <i>Colombia</i>  | <i>Poland</i>       | <i>UK</i>           |
| <i>Egypt</i>     | <i>Romania</i>      | <i>Ukraine</i>      |
| <i>Finland</i>   | <i>Russia</i>       | <i>USA</i>          |
| <i>France</i>    | <i>Saudi Arabia</i> |                     |
| <i>Germany</i>   | <i>Singapore</i>    |                     |

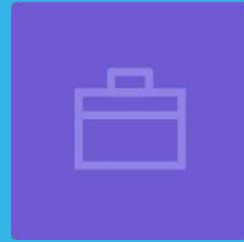
# *Across a wide range of categories*



Airlines



Automotive



B2B



Beauty



Construction



Education



Fashion



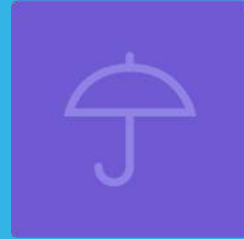
Finance



Food and  
Beverage



Consumer  
Health



Insurance



Luxury



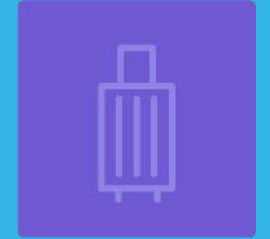
Pharma



Retail



Telecom



Tourism

# For the world's leading brands



*And for blue-chip academies*



*“Getting Idea Bakery to work with us on strategic branding and marketing communication projects were the best investments we’ve made in the last six years. It’s a partnership of challenges that has delivered unquestionable rewards for Goody brand. The team at Idea Bakery truly values its clients as they work hard to understand the brand and the business challenge. While building a deeper understanding of culture and the consumers, they work to ensure delivery of strong communications strategies and tactics that resonate with stakeholders, and they produce results. Idea Bakery for us is all about the creative magic, limitless energy and professional work ethic that helped us achieve our business goals.”*

***Khurram Jalaluddin***

Middle East Marketing Director  
Goody Company



*We Are Proud to Partner With*

TREND  
WATCHING 

eyeka!

EFS

WARC



 ideabakery

# *We Are Trusted*

*We have partnered with Cannes Lions International Festival of Creativity, training at The Brand Marketers Academy and CMO Accelerator Programme, for 4 years in a row with Jim Stengel, former CMO of P&G.*

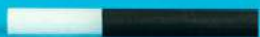
*We are proud to be keynote speakers and jury members at the most prestigious marketing events around the world from Euro Effies to Dubai Lynx to Spikes Asia.*



# *You'll Be Working With* **masterchefs**

*A diverse group of expert consultants from the world's leading brand building companies.*

*We have a cumulated 300+ years track record of brand turnarounds in multiple categories and geographical areas.*







**Serfi Altun**  
Founder, CEO &  
Executive Chef



**Jose**  
Partner, Global  
Executive Chef  
Growth Lead



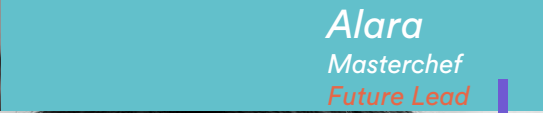
**Alex**  
Masterchef  
Megabrand Lead



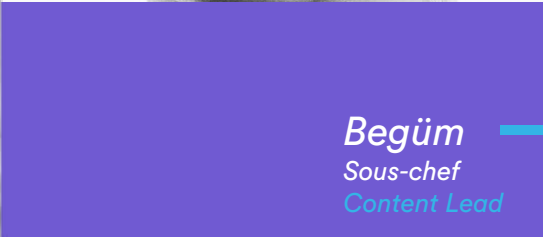
**Ömür**  
Masterchef  
Digital Lead



**Patricia**  
Masterchef  
Architecture Lead



**Alara**  
Masterchef  
Future Lead



**Begüm**  
Sous-chef  
Content Lead



**Sandy**  
Masterchef  
Training Lead



**Burak**  
Masterchef  
Venture Capital Lead



**Julian**  
Masterchef  
Incubation Lead





# ***Serfi Altun***

Founder, CEO & Executive Chef

*Serfi began her career **more than 25 years ago at Procter & Gamble** where she led brand strategy & communications for North America, Europe, Middle East and Africa for some of their billion-dollar brands to award-winning critical acclaim.*

*She's been a **teacher at Cannes Lions Young Marketers Academy 4 years in a row, head of training for P&G North America & CEEMEA for a total of 6 years, jury member for the Euro-Effies** amongst others and regular*

*speaker at some of the world's most respected brand-strategy forums and events.*

*She **founded Idea Bakery 12 years ago** in Atlanta, is married to Sinan and mother to Alara who make up the rest of this globe-trotting fun family.*

*Serfi loves to bake her mum's apple pie with Alara.*



# Jose

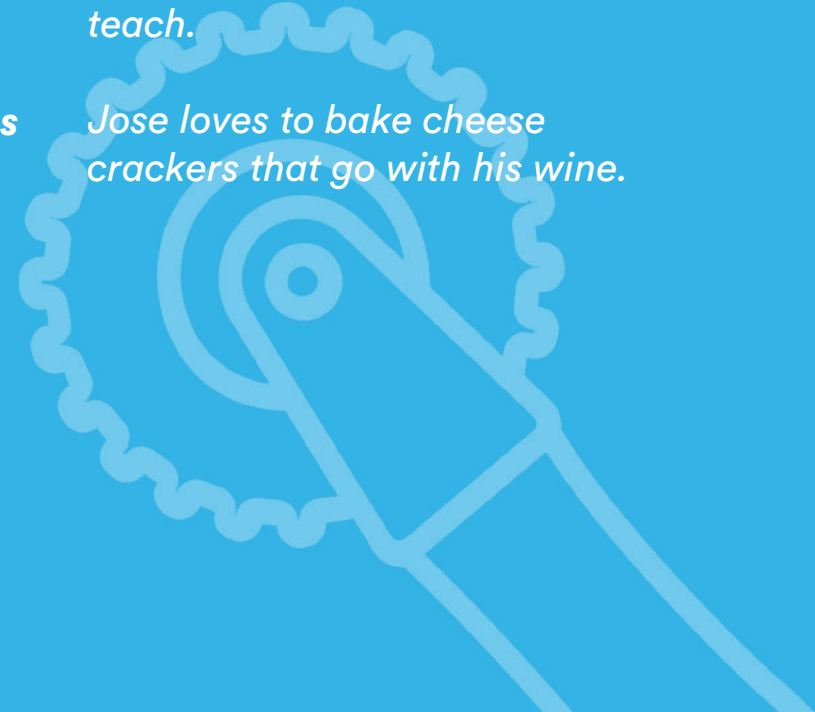
Partner & Global Executive Chef  
Growth Lead

*Our connoisseur with over **30 years of leadership experience**, Jose's love of building businesses and brands is second only to his love of fine wine. Jose spent most of his career at **Procter & Gamble**, where he oversaw **regional & global businesses as a vice-president**.*

***A graduate of the esteemed HEC school in Paris**, Jose is responsible for our company's growth strategy, taking us into*

*new regions and categories. Being a bon-viveur, in his spare time Jose can be found in his vineyard next to the hills of Assos where Aristotle used to teach.*

*Jose loves to bake cheese crackers that go with his wine.*





# Alex

Masterchef, Europe  
Megabrand Lead

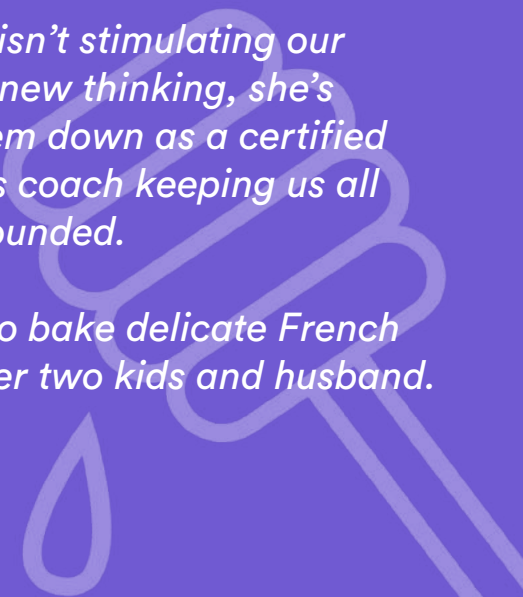
*Creating cutting-edge knowledge & helping brand builders raise their game is what gets Alex out of bed every day.*

*She's been up-skilling generations of brand leaders for the last **25 years** starting at Procter & Gamble as a member of their select group of in-house brand building experts. More recently, for the last 5 years she has been at Idea Bakery specializing in*

***mega-brand equity, architecture and communications for brands such as Merck, Bayer & Colgate.***

*When Alex isn't stimulating our minds with new thinking, she's calming them down as a certified mindfulness coach keeping us all zen and grounded.*

*Alex loves to bake delicate French tartes for her two kids and husband.*





# Sandy

Masterchef, Middle East  
Training Lead

*Building brands from an agency perspective is what Sandy spent over **12 years doing at Lowe Worldwide & Euro RSCG**. She's spent the last 6 years at Idea Bakery working with some of our biggest clients **like Unilever, Danone, Mercedes & Vodafone** and is the curriculum leader of School by Idea Bakery.*

*A passionate supporter of young talent, Sandy is the mastermind behind the Next Powerbrands Festival Markathon and the*

*keynote speaker at several young-marketer symposiums and events.*

*With a heart as big as her smile, she is the proud mom to 3 rescue dogs Scarlett, Pasha & Bijoux.*

*Sandy loves to bake delicious doggy bites for her babies.*





# **Burak**

Masterchef, Europe  
Venture Capital Lead

*A Masterchef for brand growth, Burak has spent his career **turning around companies and expanding businesses across categories and geographies.***

*A commercially driven strategist he spent 10 years growing Godiva into a global mega-brand, and a further 15 years **orchestrating joint venture & M&A deals for companies like Kellogg's, Hero, & McCormicks.** Burak is an expert in channel management strategies across B2B, B2C & D2C.*

*Burak is not only a big-hitter in business but in the sports world, too, as board member at Galatasaray SK, the world-famous soccer team.*

*Burak loves to bake red and yellow colored Galatasaray team cookies.*





# Alara

## Masterchef, Middle East Future Lead

*Alara was employee number 1 at Idea Bakery so she holds a special place in our hearts.*

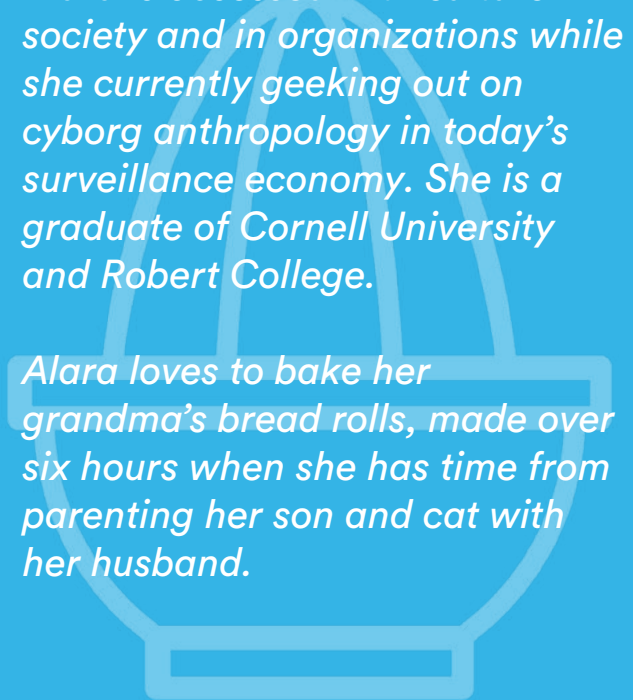
*Being an advertising and media veteran with 15 years of experience, she was strategy director at **Grey Worldwide** and most recently Chief Strategy & Culture Officer as well as Marketing Director, growing international lifestyle and luxury conglomerate **Dogus Group's** culture & entertainment brands.*

*An expert in content strategy, storytelling and branded experiences, she is skilled at helping transform consumers into*

*connected communities of fans with partners such as **Coca-Cola, Red Bull and BBVA.***

*Alara is obsessed with culture in society and in organizations while she currently geeking out on cyborg anthropology in today's surveillance economy. She is a graduate of Cornell University and Robert College.*

*Alara loves to bake her grandma's bread rolls, made over six hours when she has time from parenting her son and cat with her husband.*





# Patricia

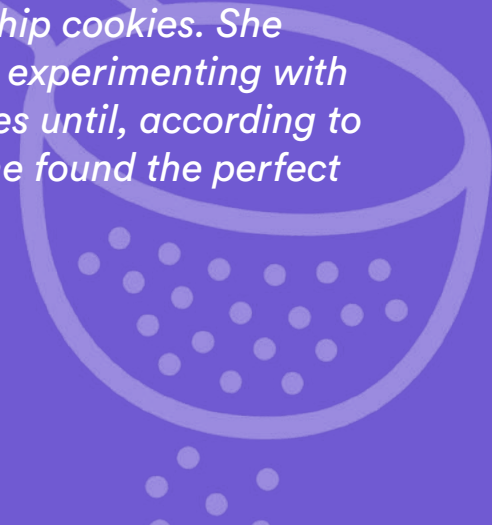
Masterchef, North America  
Architecture Lead

*Patricia began her career more than 33 years ago at Procter & Gamble where she led both strategic and executional aspects of brand building for Fabric Care brands including the “big orange” - Tide.*

*During her last 15 years with P&G she was one of an in-house team of brand-building experts responsible for training and consulting with the company’s leadership and agency partners on key elements on brand building including brand equity/positioning, brand architecture as well as.*

*communication strategy and execution. In this role she worked on many beloved brands including Always, Olay, Febreze, Pampers, Folgers, Iams and Charmin.*

*Patricia loves to bake anything with chocolate but especially chocolate chip cookies. She spent years experimenting with many recipes until, according to her sons, she found the perfect one.*







# Julian

Masterchef, Europe & North America  
Incubation Lead

**Brand-builder, entrepreneur and start-up incubator,** Julian is a hybrid of a hybrid having started his career 23 years ago at P&G, then migrated to the agency side as strategy director at beauty&luxury agency **SelectWorld & chief strategy officer at WPP.**

Most recently he was vice-president of global brand building at COTY, leading their brand-building strategy, capability and new brand incubation programs.

*He's passionate about helping organizations achieve exponential growth by inventing highly disruptive, purpose inspired, problem solving, tech enabled & people powered new brands & business models.*

*He divides his time between London where he indulges in his love of theatre and the rural calm of a medieval village in Burgundy, France.*

*Julian loves to bake cheese gougeres.*



# Ömür

Masterchef, Middle East  
Digital Lead

*An agency leader (RGA) and strategic planner (DDB) Ömür has over **15 years of experience in designing future-proof brand identities and cutting edge UX for brands. She created enpara.com, Turkey's first digital only bank**, being responsible for product, service, experience and brand design to critical acclaim.*

*Ömür is a designer at heart with a masters in visual communication design, and also runs her own design firm.*

*She is a passionate advocate of education, holding board positions on several education-based NGO's. She's been elected **president of the Advertising Foundation of Turkey** for the 2-year term ahead. Ömür is married with a lovely son, Ali Atlas.*

*Ömür loves to bake perfectly designed biscuits.*



# Begüm

Sous-chef,  
Content Lead

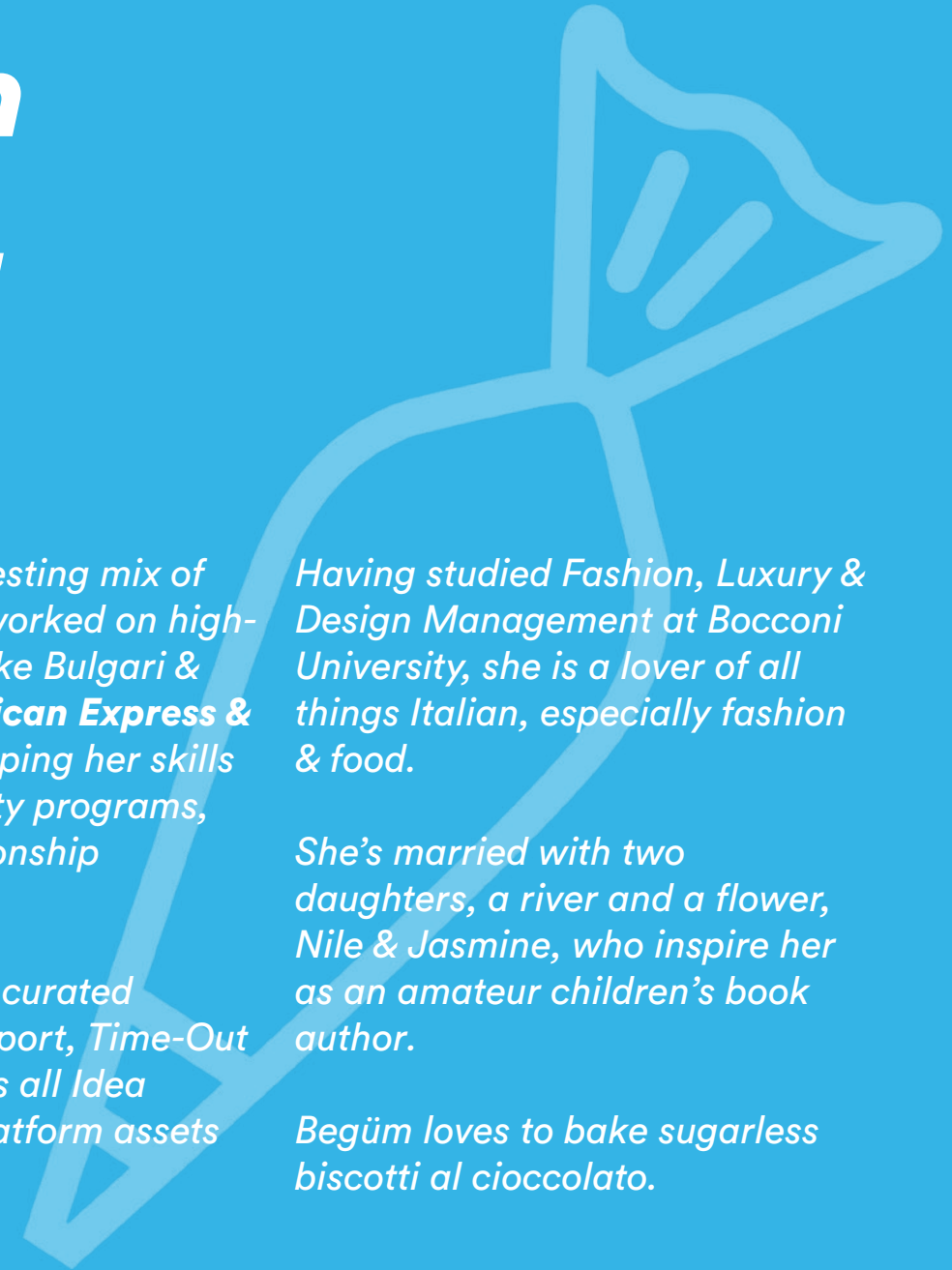
*Begüm has an interesting mix of experience having worked on high-end luxury brands like Bulgari & B2B ones like **American Express & Mastercard**, developing her skills in storytelling, loyalty programs, and customer relationship management.*

*Having created and curated content for Robb Report, Time-Out and Luxos, she leads all Idea Bakery content & platform assets development.*

*Having studied Fashion, Luxury & Design Management at Bocconi University, she is a lover of all things Italian, especially fashion & food.*

*She's married with two daughters, a river and a flower, Nile & Jasmine, who inspire her as an amateur children's book author.*

*Begüm loves to bake sugarless biscotti al cioccolato.*

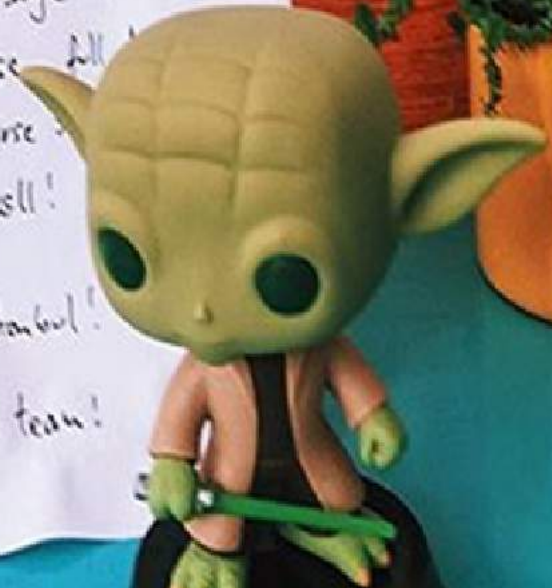


“We see Idea Bakery as our own little green Yoda - our secret and sage mentor. Challenging yet warm, humble but wise, full of knowledge of all things in the universe but as full of surprise and mischief as well.”

## Tim Vandenbulcke

Global MD  
Ontex

...the full Idea Bakery Team,  
...little who with a big  
...between us the  
...brilliant training session  
...in transposing the  
...by Workshops have been  
...brand equities that will  
...for sure!  
...look forward to many  
...a little gift. It  
...see you. Our own  
...our secret and sage mentor!  
...warm, humble but wise. All  
...all things in the universe  
...not mischief as well!  
...and see you in Istanbul!  
...the full Ontex team!



# Find Out More

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