

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 hands 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.*

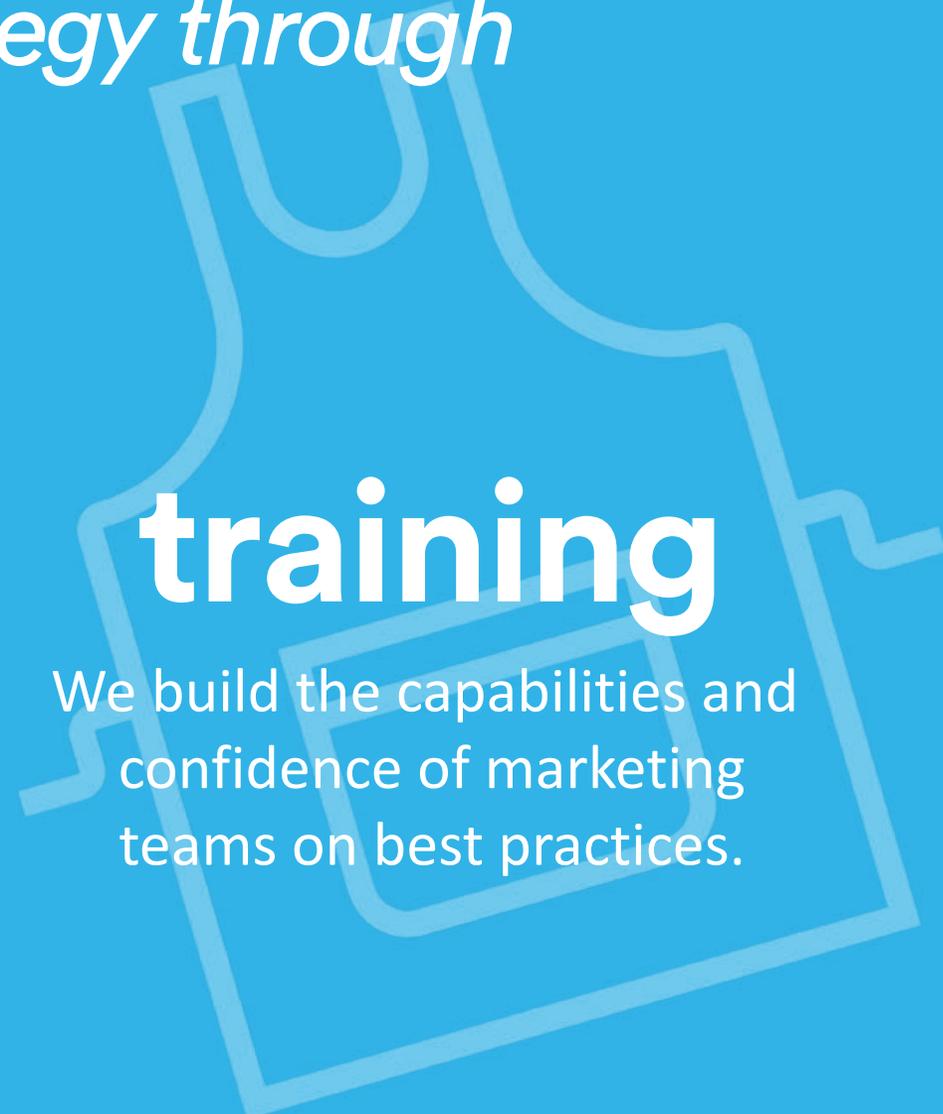


We offer creative strategy through



consultancy

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



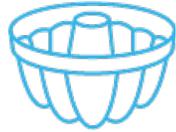
training

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:

wrkshop

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

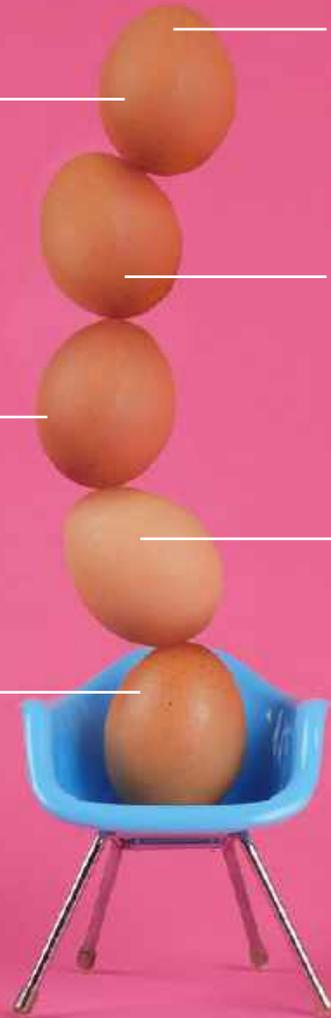
We only do strategy, that's why we're really good at it

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



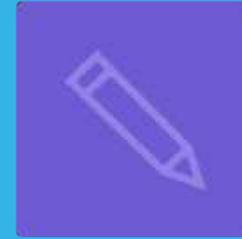
B2B



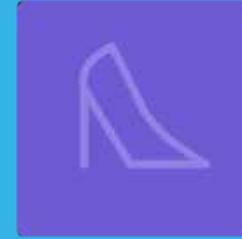
Beauty



Construction



Education



Fashion



Finance



Food and
Beverage



Consumer
Health



Insurance



Luxury



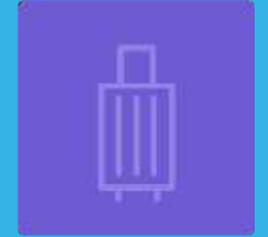
Pharma



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**

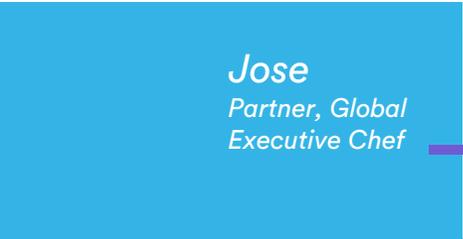
A diverse group of expert consultants from the world's leading brand building companies.

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



Alex
Masterchef
Megabrand Lead



Merve
Masterchef
Training Co-Lead



Julian
Masterchef
Incubation Lead



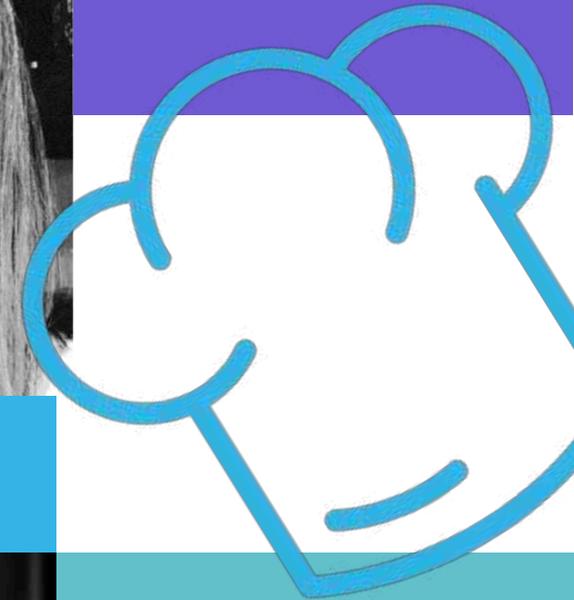
Patricia
Masterchef
Architecture Lead



Ömür
Masterchef
Digital Lead



Alara
Masterchef
Future and Training Co-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.





Alara

Masterchef, Global
Future and Training Co-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.





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.



Merve

Masterchef, Global
Training Co-Lead

*Merve brings her **25 years of local and international Mar-Comms and Brand Building experience**, from both sides of the table.*

*13 years on the creative agency side responsible for account management as well as brand strategy in **Grey and Leo Burnett** handling several multinational and local major accounts such as **P&G, Unilever, Coca-Cola, Vodafone, Samsung and Ülker**.*

*2 years in Leo Burnett HQ in UK as the Regional Director for P&G's billion dollar brands in CEEMEA region where she gained extensive **Brand Building and Marketing Strategy** experience in Emerging Markets.*

*10 years of automotive experience as Marketing Manager in **Peugeot Turkey and Citroen Turkey** she expanded her marketing know-how with a full grasp on 360° of Communications.*

Proud mother of a National Alpine Skier, she loves following her daughter to competition slopes and supporting her at the finish lines.

Merve loves inventing gluten-free recipes to bake.



Patricia

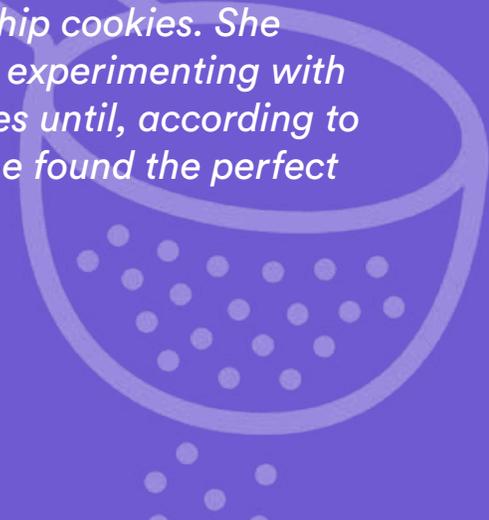
Masterchef, North America
Architecture Lead

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.

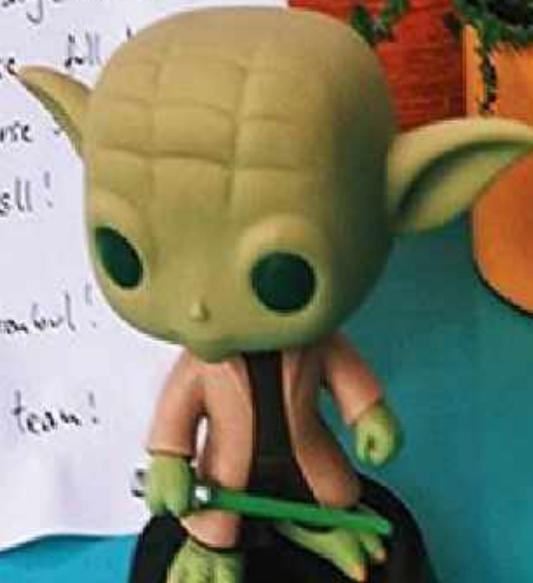
Julian loves to bake cheese gougeres.

“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
...reaction between us the
...brilliant training sessions
...de in transforming the
...by Workshops have seen
...brand equities that will
...take 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!
...x the full Ontex team!



Find Out More

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