

*Ready.
Steady.
Bake!*

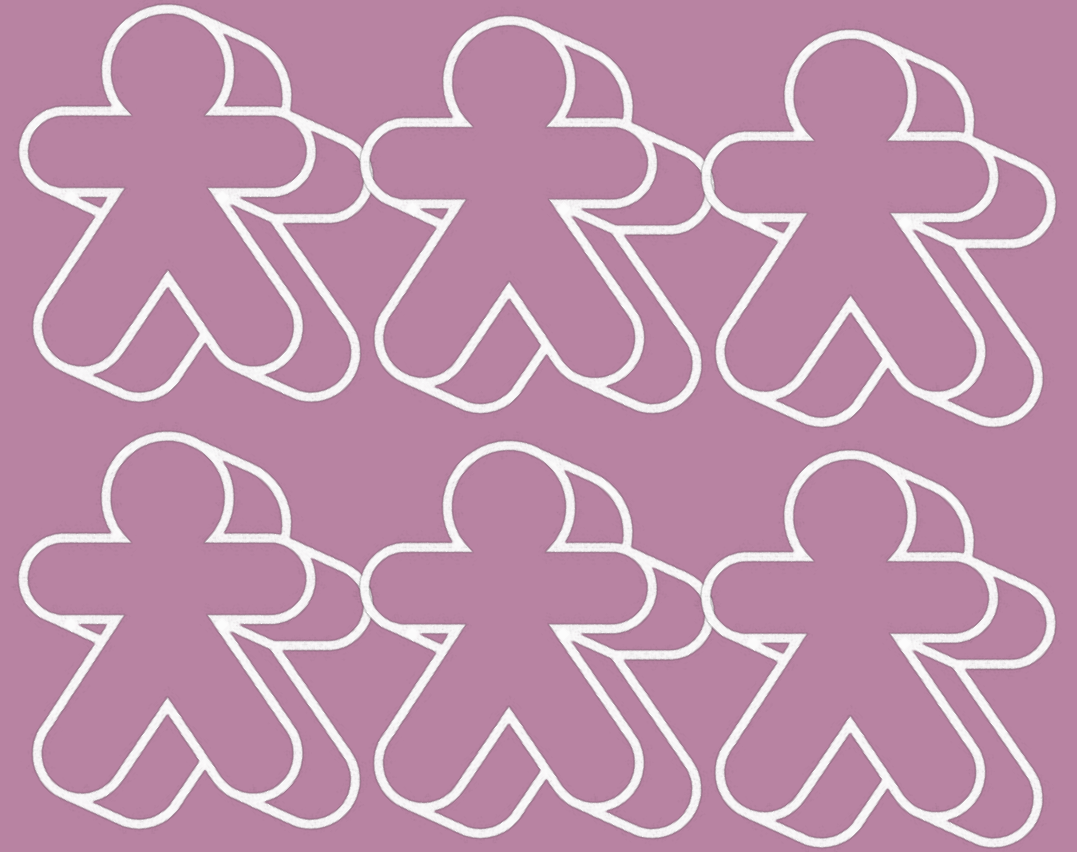


We Are

*a boutique, global brand
strategy consultancy &
training company with HQ in
Atlanta and network
members around the world.*



*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 you to be
the **champions** of
your consumers
and guardians of
your brand.*



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

Australia
Austria
Belgium
Brazil
Canada
China
Colombia
Egypt
Finland
France
Germany

Israel
Italy
Japan
Mexico
Netherlands
New Zealand
Poland
Romania
Russia
Saudi Arabia
Singapore

South Africa
South Korea
Spain
Switzerland
Turkey
UAE
UK
Ukraine
USA

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

We work with the world's leading brands



And MENAT's leading brands



Our **Master Chefs**

Will be your right hand!

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





Serfi

Dean – Cannes Lions Roger Hatchuel Academy
Founder, Global Executive Chef

Serfi is a passionate soul in love with communications!

She began her career more 30 years ago at Procter & Gamble Turkey. She joined the prestigious 'integrated brand building communications' department in P&G, a group of 'Yoda-s' who were hand picked, trained and given the responsibility of regional and global brands' strategy and communications development as internal consultants working hand in hand with VPs and Agency heads. She led brand strategy & communications for North America, Europe, Middle East and Africa for P&G's 8 billion-dollar brands (Ariel, Tide, Downy, Cascade, Dawn, Iams, Venus, Secret, Tampax, Duracell) to award-winning critical acclaim.

She realized her dream of being a teacher as a kid by being the first Training Head for Central Eastern Europe Middle East Africa for P&G and later the Training Head for North America where she led training curriculum, content and delivery for all Marketers for a total of 6 years.

After she left P&G, she continued her passion at the Young Marketers Academy of Cannes Lions Festival of Creativity as a Tutor working with Jim Stengel four years in a row, introducing many young talent from Turkey and Middle East to the world of creativity. Serfi has been the Dean of Cannes Lions Roger Hatchuel Academy for 3 years now.

Serfi has taken on many jury member roles like the Euro-Effies and Crystal Apple. She is a regular speaker at some of the world's most respected brand-strategy forums, universities and events.

Serfi founded Idea Bakery, a boutique yet global brand building consultancy and training company, 14 years ago in Atlanta. Idea Bakery grew to take on Global clients from all over the World from Google, to the Coca-Cola Company, to Bayer to regional gems like the MAF Group of UAE, Vodafone of Turkey and the Saudia Group of Saudi Arabia.

Serfi is a contemporary art collector. She loves to bake her mom's apple pie with her daughter Alara, and enjoy it with some Turkish coffee, when she is not baking ideas for her clients.

Globally Recognized

Our Founder has been the *Dean of the Roger Hatchuel Student Academy* at Cannes Lions, training hand-picked young minds from all over the world with best-in-class guest speakers

Previously we tutored CMOs and young marketers for 4 years at the *Cannes Lions CMO Accelerator & Young Lions* academies



Malala, UN Ambassador



Amani, MuslimGirl Founder



Jonathan Mildenhall, 21st Century Brands Co-Founder



UNDP CCO Boaz Paldi



Digital Prophet David Shing



CCOs, GUT, Agency of the Year





Sinan

Managing Partner, Growth Co-Lead

Sinan witnessed the birth of Idea Bakery, even influenced its name choice and contributed to its early growth around the World.

A passionate, visionary and results-oriented people's leader, he began his professional career almost 30yrs ago at Kraft Turkey. He then joined The Coca-Cola Company where he spent 17yrs in senior management roles and general management at local, regional and global levels.

For the past 6 yrs he was the CEO of Ajinomoto Turkey and led the market entry to Turkey by acquiring and merging two companies. His responsibility included Turkey, Middle East and building a hub for surrounding country expansions.



Sinan brings diverse functional and geographical experience from around the globe as well as extensive entrepreneurial experience in food and beverage company startups and exits.

He has taken on board memberships at industry organizations and is a founding member / board member of Yanındayız (We Are With You) Association on gender equality.

He is an investor with a passion for technology, and a lifelong learner @ MIT Sloan School, HBS, Wharton.

He loves to travel the world, enjoy a gourmet lifestyle with a special focus on Japanese cuisine. He likes to bake chocolate chip cookies with his daughter.



Jose

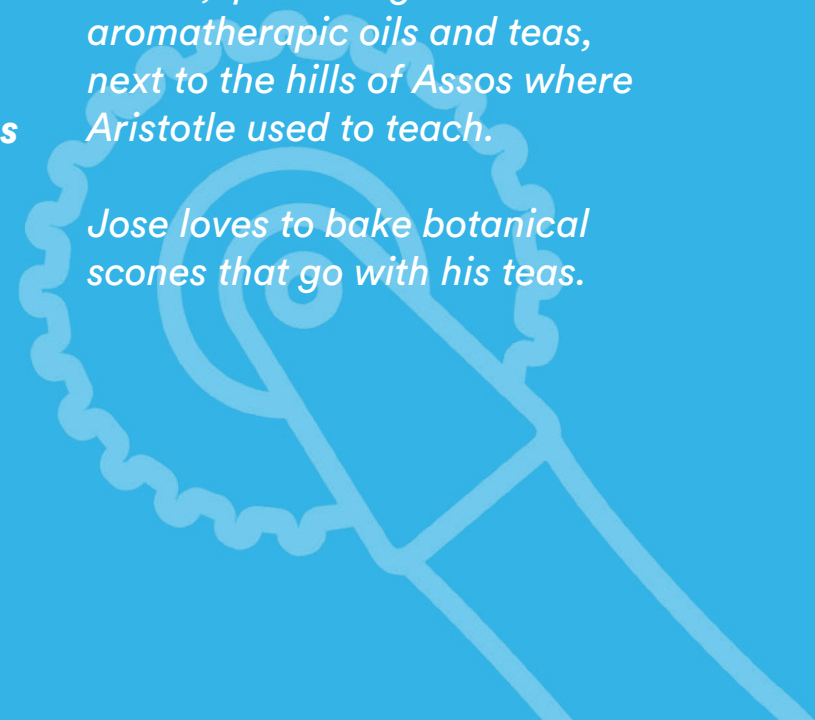
Partner,
Growth Co-Lead

*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 eco-tourism haven, a landmark to visit, producing aromatherapeutic oils and teas, next to the hills of Assos where Aristotle used to teach.

Jose loves to bake botanical scones that go with his teas.





Alara

*Masterchef,
Brand House 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 over 20 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

Master Chef, Integrated Eco-system & Design Lead

An agency leader (RGA) and strategic planner (DDB) Ömür has over 18 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 as the president of the Advertising Foundation of Turkey for 2 years. She is a World Fellow at the Maurice Greenberg World Fellowship Programme at the Yale University.

Ömür loves to bake perfectly designed biscuits with his lovely son, Ali Atlas.



Patricia

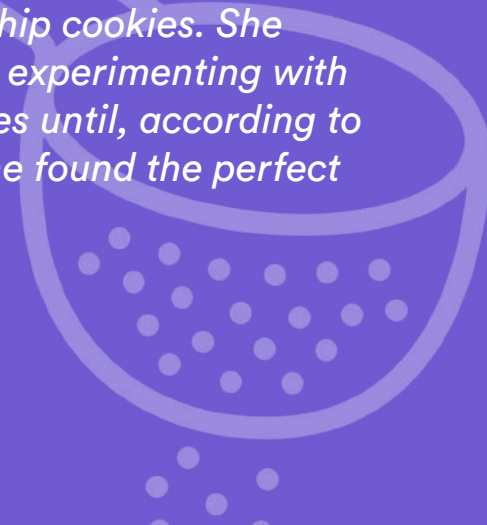
*Master Chef,
Architecture Lead*

*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.



We Are Different

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

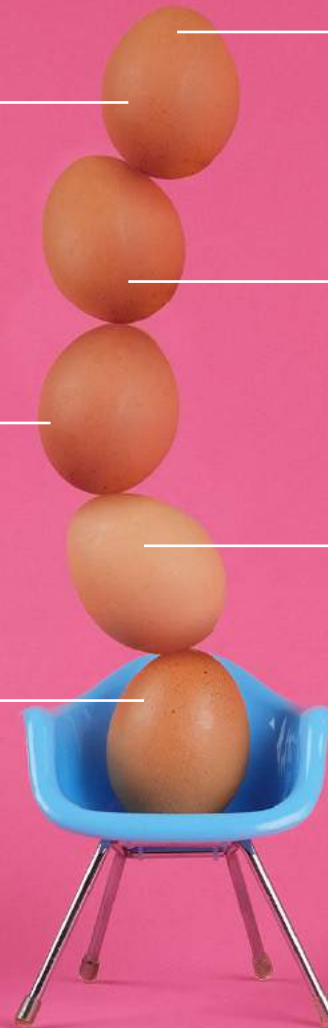
We craft solutions with equal portions of creative and strategic thinking

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



We Bake

*creative strategies
with bespoke recipes.*



We offer creative strategy through



consultancy

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



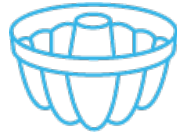
training

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

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

Consultancy

Training

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

Consultancy

Training

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

Consultancy

Training

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

We Provide Training
*through future-proof sessions that are
immediately actionable in daily business life.*



For you:

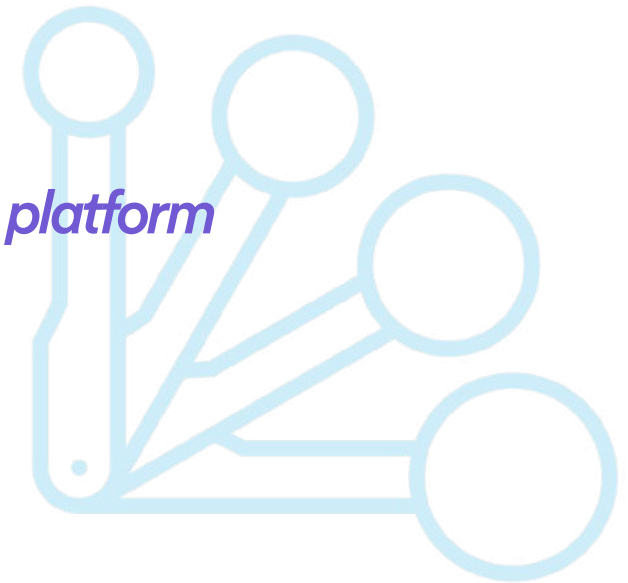
*Designed to fit existing
company academies*

*Tailor-made to your
specific capability
building needs*

For everyone:



An online learning platform

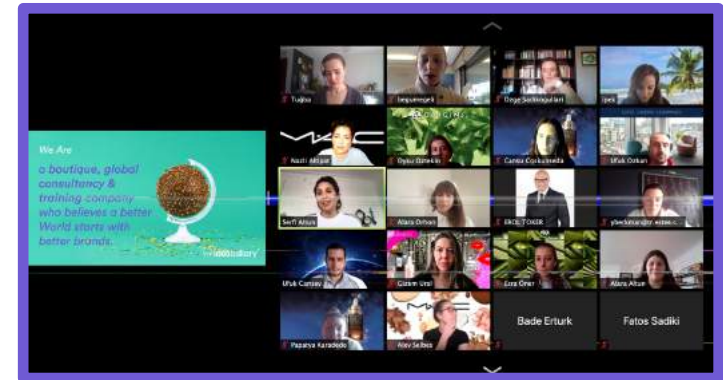


Through any context

Face To Face

Hybrid Online

Self-Administered
Online



The Training Teams

We've been giving trainings around the globe.

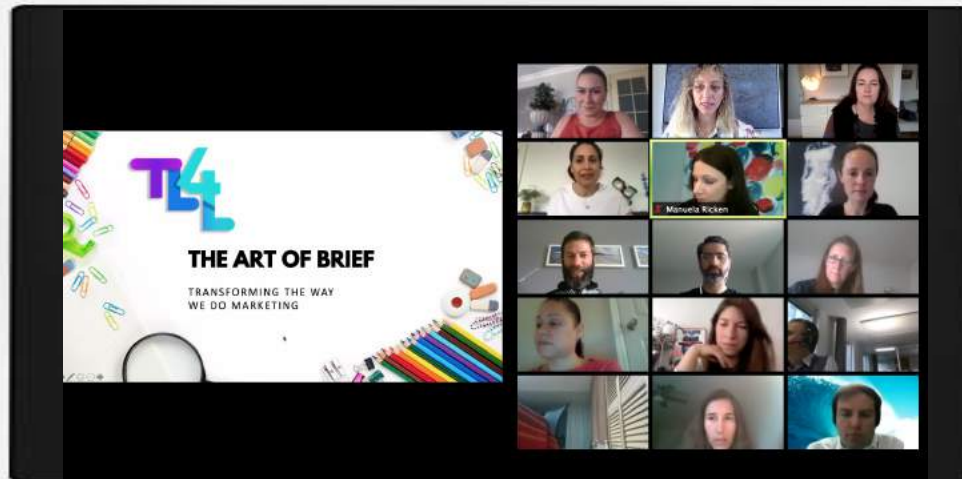


Google Academy, Google HQ

GE Academy, GE HQ USA



Coty Academy, Geneva HQ



Bayer, Online Global Training



Next Markathon, MBS University Saudi Arabia



Zespri, Tokyo

Academies where we train:

 ideabakery |  school

Google



GE APPLIANCES

Roche



DANONE

MERCK

Allergan

DIAGEO



ESTÉE
LAUDER
COMPANIES



The Proof of the Pudding is in the Eating!

*“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.”*

*Global Brand Director,
Bayer*



*“Idea Bakery is all about the **creative magic, limitless energy and professional work ethic!** Best investment we’ve made in the **last six years.**”*

*Middle East Marketing Director,
Goody*

*“Idea Bakery’s work has **consistently** delivered a **step change in consumer engagement and business results.**”*

*CEO of Beanitos, Former CEO of
Global Vitaminwater and Barilla
Americas*



*“Idea Bakery has been the **ideal partner** for building **top-notch capabilities** in our marketing organization, across the world. Feedback from the organization has been **outstanding**. Kudos to Idea Bakery!”*

Global CMO
Merck Consumer Health



*“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.”*

Global Marketing Director,
Ontex





*We are excited to work
with you
and bake **delicious**
ideas for you to drive
your **growth!***

Find Out More

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