

*Ready.  
Steady.  
Bake!*

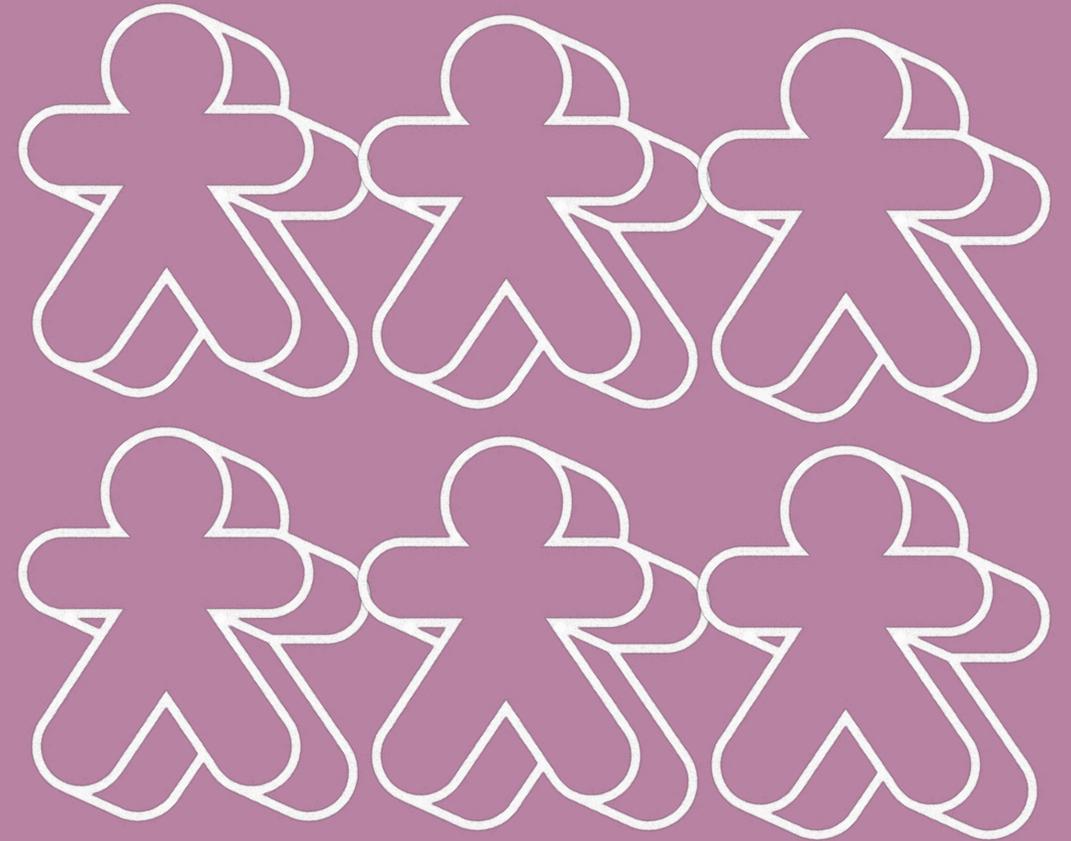


*We Are*

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



*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 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.



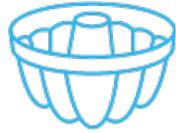
# training

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

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 Are Different

## **Specialists**

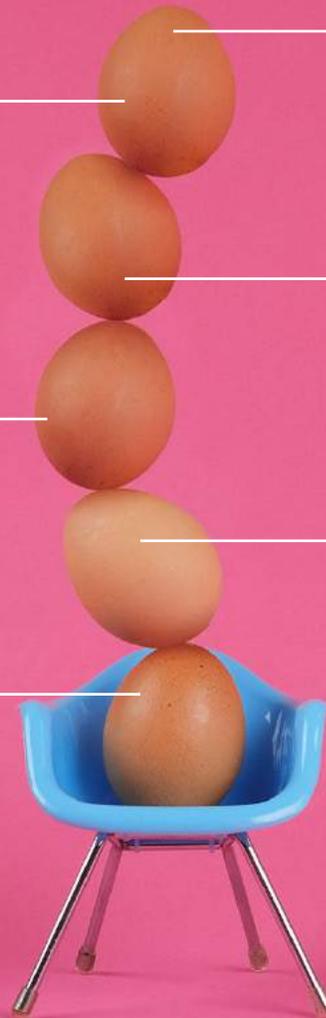
*We only do strategy, that's why we're really good at it*

## **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*

Our  
*masterchefs*

*Will be your right hand!*

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



# A diverse global team

**Jose**  
Istanbul



**Serfi**  
Atlanta



**Patricia**  
Cincinnati



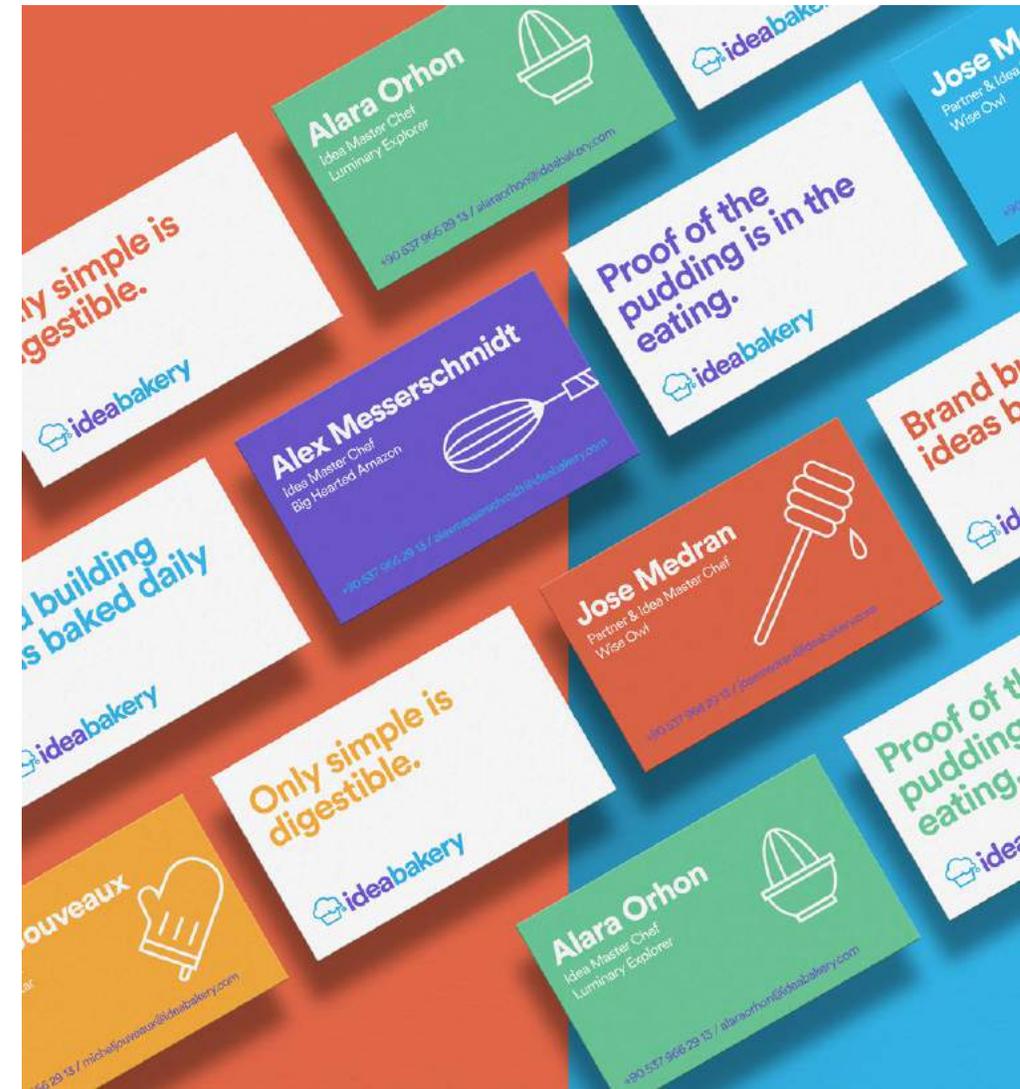
**Alara**  
Istanbul



**Merve**  
Istanbul



**Omur**  
Istanbul





# Serfi Altun

Founder, Chief Idea Officer

Serfi is the Founder & CEO of Idea Bakery, a boutique global consultancy and training company with HQ in Atlanta and network members around the World. At Idea Bakery, she has been baking creative strategies with bespoke recipes for her blue chip global and regional clients for 13 years.

Serfi began her career almost 30 years ago at Procter & Gamble Turkey. She led brand strategy & communications for North America, Europe, Middle East and Africa for P&G's 8 billion-dollar brands to award-winning critical acclaim.

She became 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.

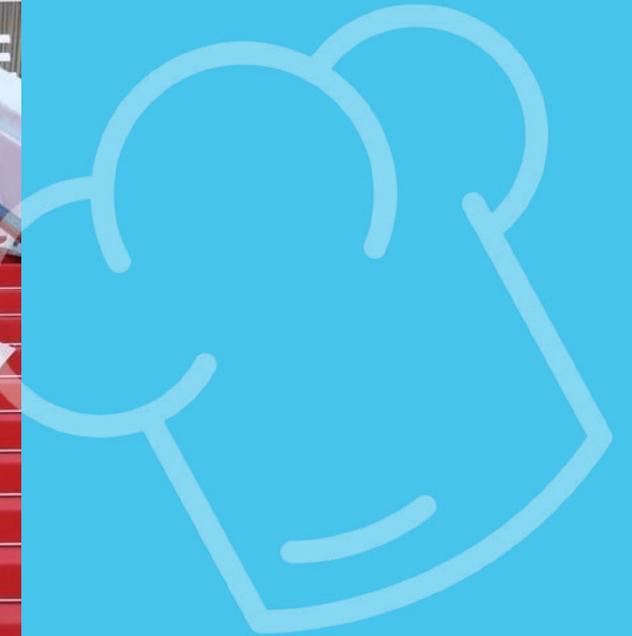
After she left P&G, she continued her passion at the Young Marketers Academy of Cannes Lions as a Tutor four years in a row and this year as the Dean of the Roger Hatchuel Creative Academy.

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

Serfi is a contemporary art collector who is recently into crypto art. 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 global brands and local gems.



# The Cannes Lions Roger Hatchuel Academy Class of 2022 with their Dean, Serfi!





# Jose

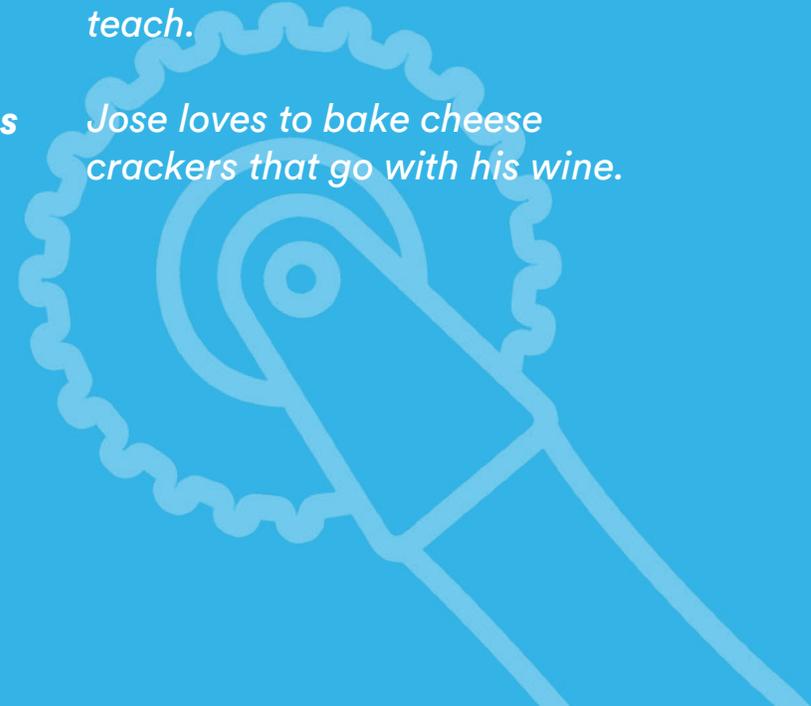
Partner & Global Executive Chef

*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.*





# Alara

*Masterchef,  
Middle East, Africa, Turkey  
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 over 17 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

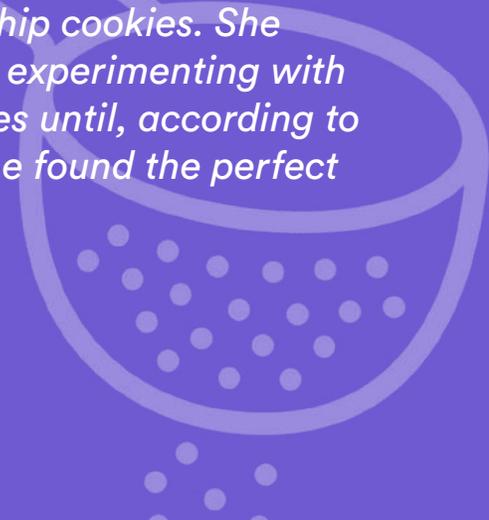
*Masterchef, North America  
Architecture Lead*

*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.*





# Ömür

*Masterchef,  
Europe, Middle East, Africa, Turkey  
Integrated Eco-system & Design 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,  
Middle East, Africa, Turkey  
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; e.g. 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 \$ 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.*

*Loves inventing gluten-free recipes to bake.*

*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



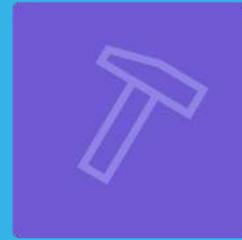
Automotive



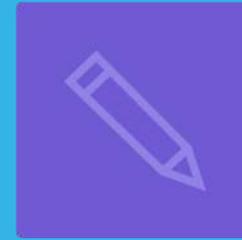
B2B



Beauty



Construction



Education



Fashion



Finance



Food and  
Beverage



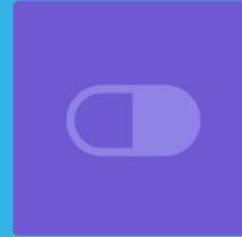
Consumer  
Health



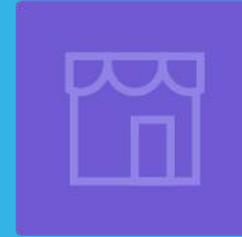
Insurance



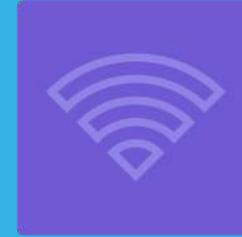
Luxury



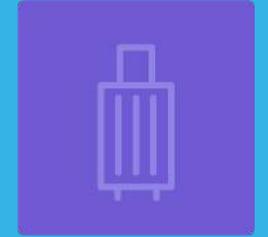
Pharma



Retail



Telecom



Tourism

# For the world's leading brands



# For MENAT's leading brands



*We transform our clients' brands through long-term partnerships.*

*Average partnership period: 6 years!*



8 years



8 years



8 years

# *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!”*

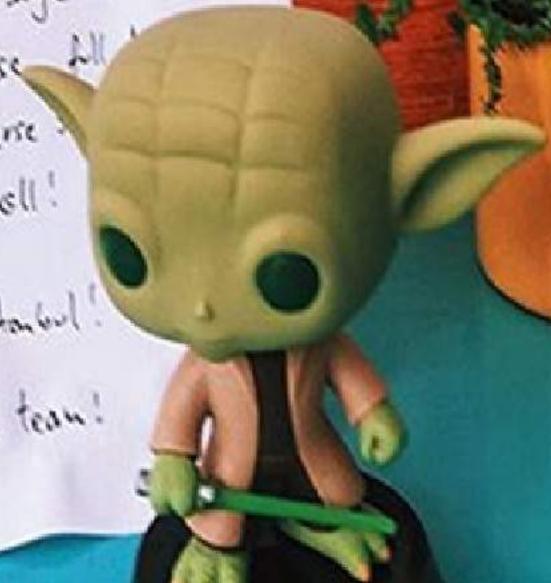
*Global CMO*  
Merck Consumer Health



*“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

...the full Idea Bakery Team,  
...little who with a big  
...between us the  
...brilliant training session  
...in transforming 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!



 **ideabakery** | **scho****l**

# *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:*

**school** 

*Idea Bakery's on-line learning platform powered by LearnUpon*

 **ideabakery**

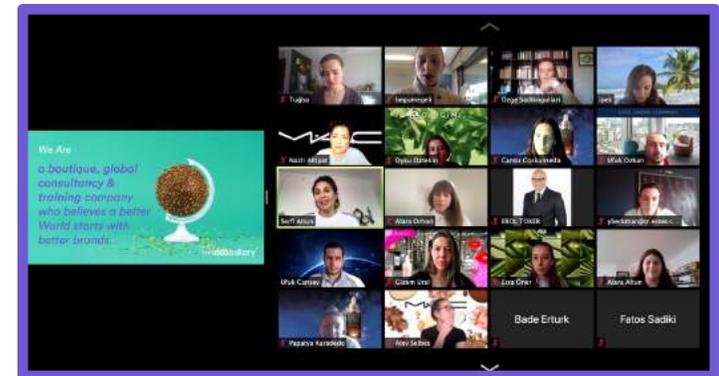
**school** 

# Through any context

Face To Face

Hybrid Online

Self-Administered  
Online



# *Training Recap of the Past Three Years*

*4.8/5.0 Overall Rating*

*1500+ Marketers*

*75+ Sessions*

*15+ Countries*

*(from Sao Paolo to Tokyo)*



*Academies where we train:*





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

# Find Out More

ideabakery.com  
info@ideabakery.com

**f** /ideabakery  
**in** /ideabakery

**@** /ideabakery



For Americas & Asia Pacific contact  
Serfi at +1 4049929678  
serfialtun@ideabakery.com

For Europe & MENA contact  
alaraorhon@ideabakery.com