



BAKINGTECH 2018

SUSTAINABILITY-SUCCESS THROUGH PEOPLE

PRODUCTS AND PRODUCTIVITY

Telling Your Brand Story

Rick Oleshak, VP – Marketing





Agenda

- My brand story
- The importance of storytelling
- Common ‘hooks’ & examples
- 5-minute work session
- Where to next?
- Q&A



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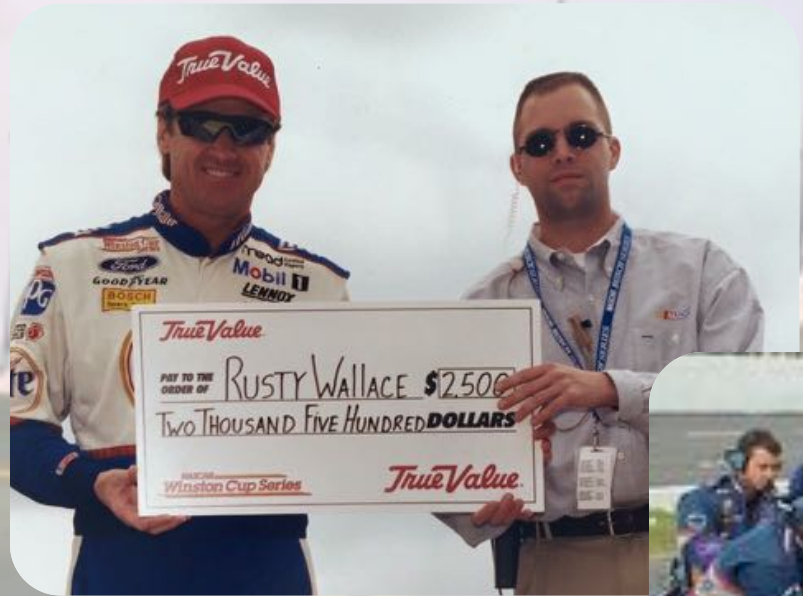
Agenda

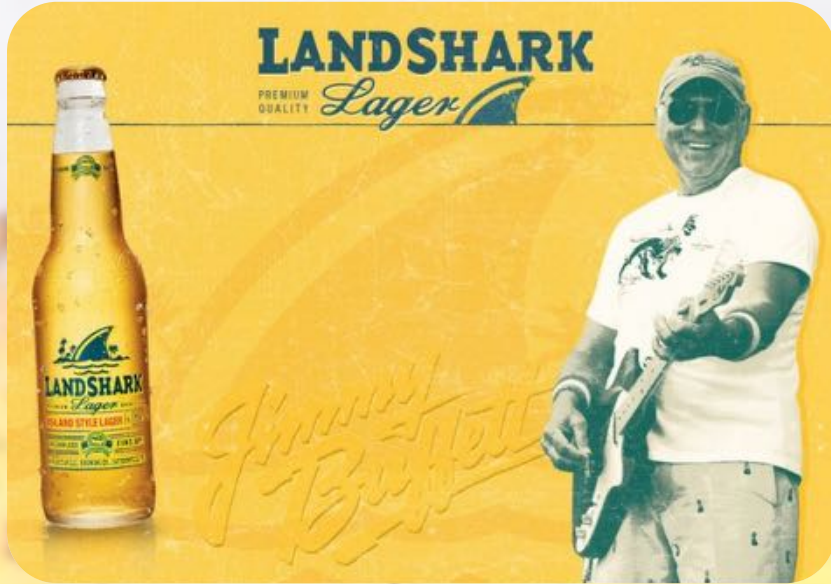
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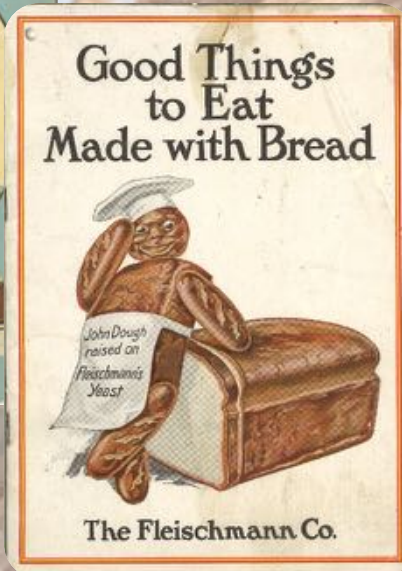
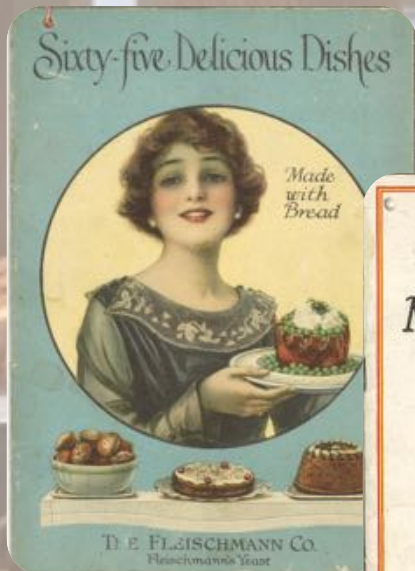












AB MAURI

Passionate About Baking™



Sports



Beer



+ Bread





A Great Party?

A man with a beard is lying on his back on a light-colored sofa, napping. He is wearing a light blue t-shirt and large, dark-colored headphones. His hands are clasped together over his chest. The background is a bright, slightly blurred indoor setting. The text "An Awesome Nap?" is overlaid in the center of the image.

An Awesome Nap?



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**Storytelling is crucial
to building *your* brand**

Once upon a time...

A hand is shown with the index finger pointing upwards. A bright orange ribbon is tied around the index finger, forming a bow. The background is a soft, light blue gradient. At the top of the image, there is a horizontal strip showing green grass and a blue sky with a bright light source, possibly the sun, creating a lens flare effect.

**More *memorable* than
statistics by up to 22x**

Source: Jennifer Aaker, Stanford University, 2015

**Brand *differentiation*
is critical for success**



A field of yellow corn cobs, with one white pencil standing upright in the center. The background is a blurred field of yellow corn cobs. At the top, there is a banner with green grass on the left and a blue sky on the right. A green banner with white text is overlaid on the bottom left.

Challenge: don't be
like everyone else



This applies to *B2B* &
consumer marketing



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A man is wearing a large watermelon as a helmet. He is also wearing large, white, circular goggles. He has a slight smile on his face and is wearing a green shirt. The background is a soft-focus outdoor scene with green grass and a blue sky with light clouds.

Unique

Memorable

Emotional

Unique



Video

Unique

**BUD
LIGHT**

Video

Big Ben Dilly! Dilly!



Video



Memorable



Cadillac

Video



Memorable



Video

A woman in a dark sleeveless top is leaning over a kitchen counter, pouring liquid from a bottle into a white bowl. The background is a kitchen with wooden cabinets. The image is semi-transparent, serving as a background for the text and logo.

Emotional

Michelob
ULTRA


Video

Emotional



Video

A man is wearing a large watermelon as a helmet and a green hooded garment. He is also wearing large, white, circular goggles. He has a slight smile on his face. The background is a soft-focus outdoor scene with green grass and a blue sky with light clouds.

Unique

Memorable

Emotional



Easy to remember:

U + ME

Bonus



Video



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**In 1 minute, learn
your neighbor's story**



**Now, switch it up for
the next minute**



**We need 1 volunteer
to tell a story**

A group of people are sitting around a campfire at night. The fire is bright and glowing, illuminating the scene. The people are dressed in warm clothing, suggesting a cool environment. The background shows trees and a dark sky. A green banner with white text is overlaid on the right side of the image.

So, your story is...

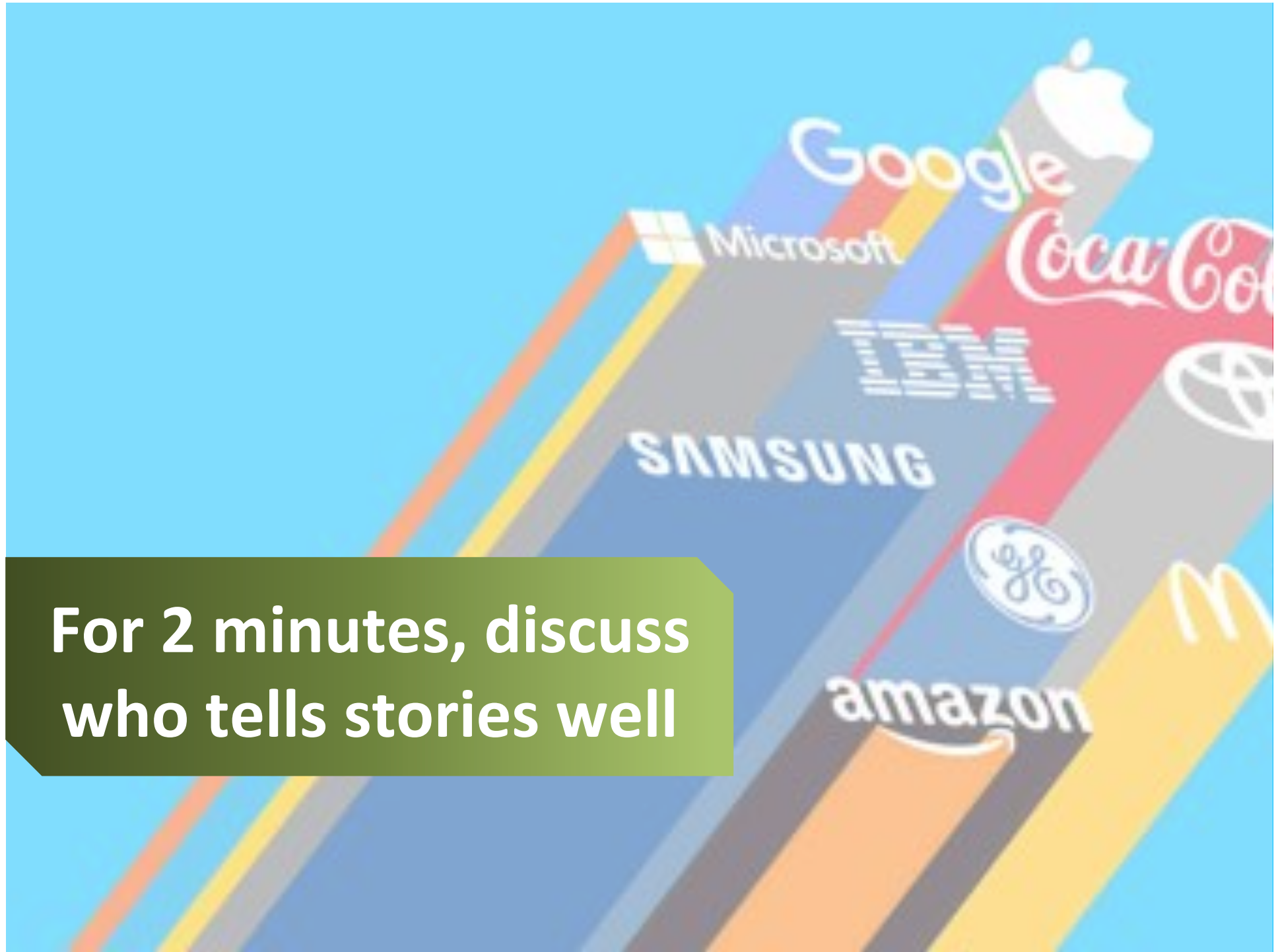


Our volunteer receives this FY150 neon!



150 years is quite a story...for another day

**For 2 minutes, discuss
who tells stories well**

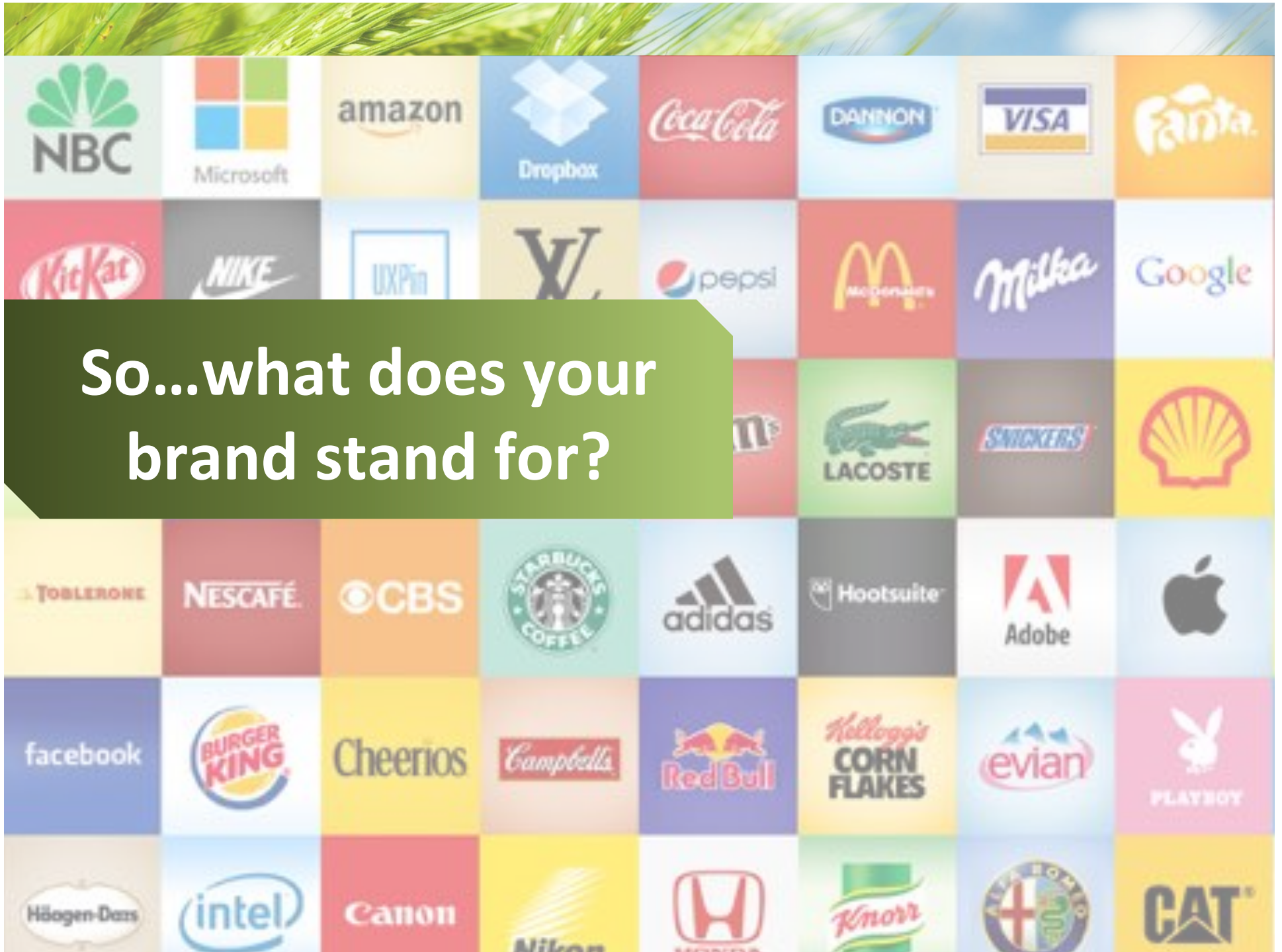




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So...what does your brand stand for?



*Tradition? Service?
Technology? Other?*



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-  A One last TV spot

Just Because



stinger

Video



Thank you.

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