
NOT
LIKE
THE
OTHER
GUYS
EINSTEIN BROS
BAGELS
CREATIVE ALLIANCE®

A CATEGORY-LEADING, UNIQUELY POSITIONED BAGEL BAKERY CAFE

AGENDA

BRAND BACKGROUND

WHAT IS BREAKFAST?

MARKETPLACE

BRAND STRATEGY

- Defining Our Audience
- Trends and Aesthetic Styles
- Creative Strategy
- Initial Concepts

APPENDIX

OBJECTIVE

- Elevating everyday breakfast to an art form.
- A better day, one bagel at a time.
- A better breakfast, crafted for you.

- Create a DISTINCTIVE breakfast experience with iconic products that people love.

UNIQUE EQUITIES

CORE ESSENCE

- “Always Fresh Baked”

BRAND POSITIONING

- Bagel and Cream Cheese breakfast innovation
- Best-in-class nutritional choices
- Strong specialty beverage lineup

KEY STRATEGIES

DRIVE SAME-STORE SALES growth through:

- Focus on everyday value & enhanced smart choices
- Building awareness through grass roots and mass media
- Accelerating bulk and catering growth
- Enhancing our in-store experience

MANAGE AND ENHANCE CORPORATE MARGINS

- Through supply chain, manufacturing and store-level efficiency

ACCELERATE UNIT GROWTH primarily through franchise and license expansion


BUT, WHAT IS
BREAKFAST?

BREAKFAST TRENDS

- The current domestic breakfast market is worth $65 billion. In 8 years, it is predicted to swell in value to $83 billion.
- Breakfast is the least expensive menu type; it is about half the price of lunch averaging $4.50 per menu item.
- The average price per item at QSRs has only increased by 4% in the last year while fast casual saw an 18% adjustment from a year ago.

http://www.mintel.com

BUT, WHAT IS BREAKFAST?

- Breakfast is the first meal taken after rising from a night's sleep, most often eaten in the early morning before undertaking the day's work.
- Among English speakers, "breakfast" can be used to refer to this meal or to refer to a meal composed of traditional breakfast foods (such as eggs, oatmeal and sausage) served at any time of day. The word literally refers to breaking the fasting period of the prior night.

http://en.wikipedia.org/wiki/Breakfast

BUT, WHAT IS BREAKFAST?

Breakfast foods vary widely from place to place, but often include a balanced mix of:

- Carbohydrates such as grains or cereals
- Fruits and/or vegetables
- Protein foods such as eggs, meat or fish
- Beverages such as tea, coffee, milk or fruit juice.

http://en.wikipedia.org/wiki/Breakfast

THE PROBLEM WITH BREAKFAST

IT IS AN ALREADY CROWDED MARKET


McCafé


TACO BELL
OPEN
7AM
OR EARLIER
FRESHLY BREWED
COFFEE
100% ARABICA
At participating locations. Hours may vary.


7AM OR EARLIER
ORNINGS
BE THE SAME
SYRUP


4 FILLED BAGELS
Bagel-fuls
ORIGINAL
KRAFT
Bagel-fuls
MADE WITH KRAFT PHILADELPHIA CREAM CHEESE
ORIGINAL
BAGEL FILLED WITH CREAM CHEESE
Sensible Solution
• Good Source of Calcium
• Good Source of 8 Vitamins and Minerals
4 -2.5 OZ FILLED BAGELS NET WT 10 OZ (283g)
U-D
Nutrition Facts
KRAFT

FOR OVER 70 YEARS, Kellogg's HAS SHOWN THAT SELLING BREAKFAST MEANS ACKNOWLEDGING THAT WE HAVE NO TIME TO EAT IT.

THE PROBLEM WITH BREAKFAST

The challenge for most any breakfast brand lies not so much in convincing consumers that the product is tasty, but that it's convenient and nutritious enough simply to make time for.

- 93 percent of us believe breakfast is the most important meal of the day.
- 56 percent of us skip it.
- Americans spend 13 minutes each day eating breakfast. (Another estimate puts that time at a mere six minutes.)

Kellogg's Call to Breakfast Skippers • Robert Klara • AdWeek • February 20, 2014

Florida Citrus Commission, 1951 artist Pete Hawley

MARKETPLACE

POSITIONING

No other restaurant brand offers the quality and freshness of a bakery café with the speed and convenience of a quick service restaurant

EINSTEIN

EVALUATION

- Einstein may be not well-defined to the consumer outside of its relationship to bagels
- Scored highest in food consistency, freshness, order preparation and taste, as well as brand trust
- Outscored by at least one competitor on every one of its strongest features

CREATE A MORE DISTINCTIVE EXPERIENCE

WHY COULDN'T BREAKFAST BE A PRIZED GIFT?

WHAT OTHER BRANDS ARE PRIZED?

CAN EINSTEIN BECOME MORE PRIZED?

HOW DO THESE BRANDS STAY PRIZED?

Brand Role	**Coffeehouse Experience**	**America's Diner**	**Swirly Goodness**	**Funky, Loving, Creative**	**Memories at the Breakfast Table**	**Food with Integrity**
Attributes	Premium Flavor Accessibility	Open 24 Hours Comfort Food	Upscale Cult Following	Premium Ingredients Charitable Giving	Affordable Prices Always delicious	Redefined fast food experience Responsibly sourced
Backstory	Named after Starbuck from Moby Dick	Always open, welcoming and serving up hearty diner food	The taste that launched 1,000 parking tickets	Vermont's Finest Ice Cream	Millions of people have made memories at IHOP	The dream of creating a court burrito
Reasons to Believe	Ambiance Consistently Convenient	The Grand Slam Breakfast	Groupie Corner	Euphoric Batches Fair Trade Non-GMO	Signature favorites and new flavors	High-quality, delicious food Exceptional experience


COMFORT


FAMILIAR
Denny's

FRESH INGREDIENTS

CRAVEABLE FLAVORS

ABUNDANT VALUE

BOLD CONFIDENCE

HOW DO WE GET PEOPLE TO BUY INTO THE BRAND?

STEPS TO DEFINE BRAND IMAGE

ROLE IN CULTURE

- Explore consumer, category and company

EMBRACE WITH ACTIONS

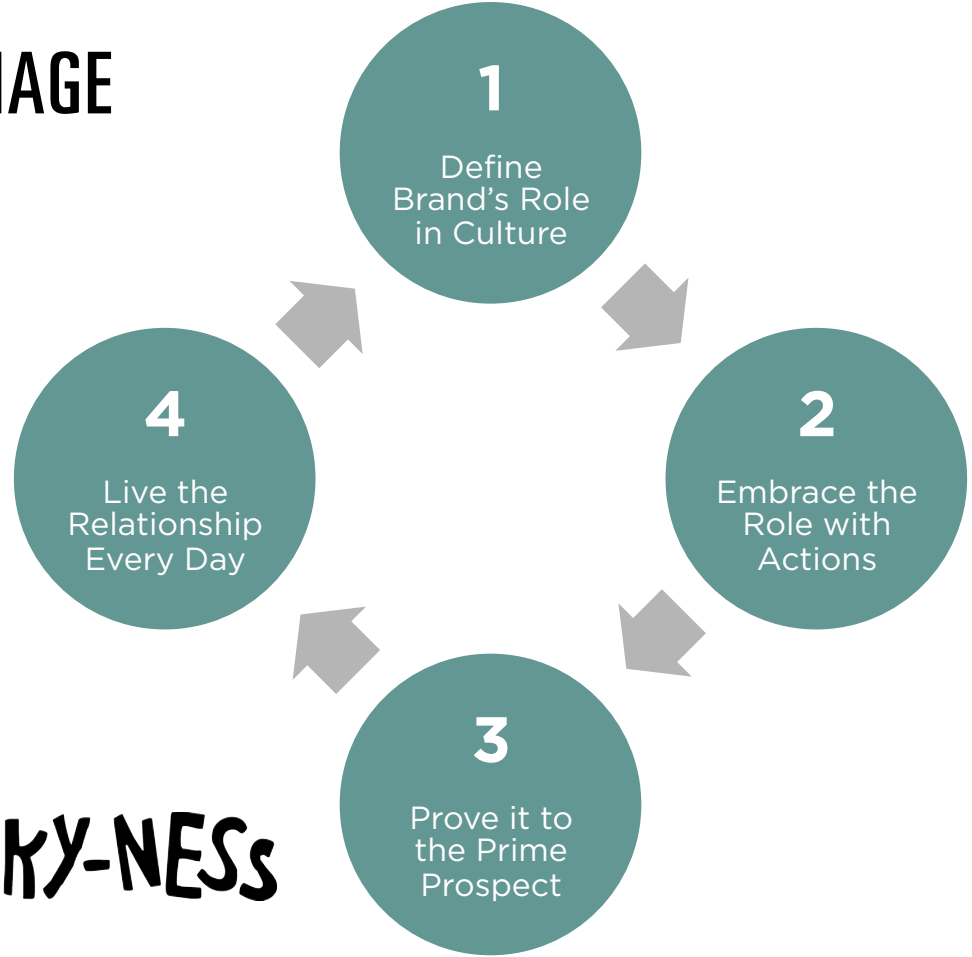
- Define the brand's position and voice

PROVE IT

- Explore innovative product offerings, content and differing types of stories

LIVE IT EVERY DAY

- Focus communication and engage employees

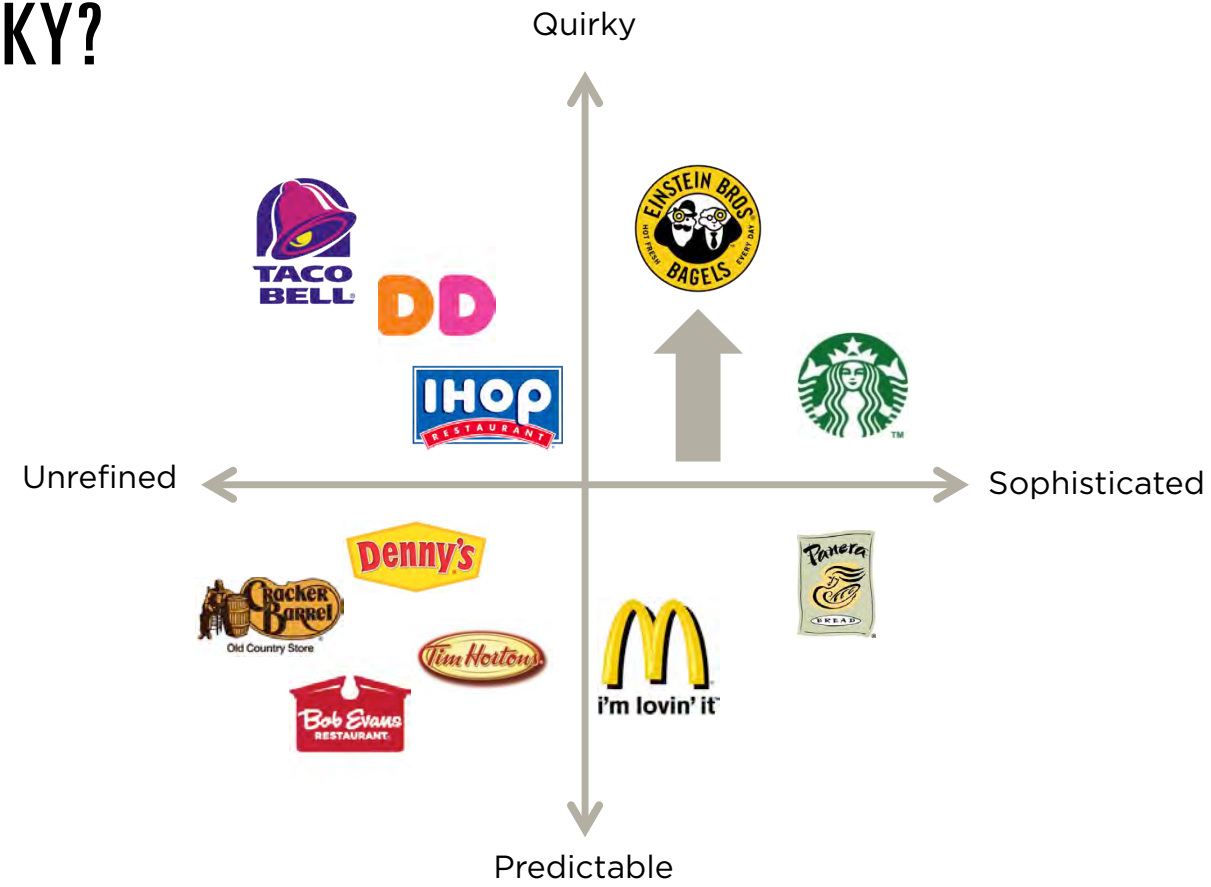


EMBRACE OUR UNIQUE Quirky-NESS

COULD WE OWN QUIRKY?

BREAKFAST POSITIONING

- Einstein is different, but do we have the confidence to appeal to the Craft Seeker?
- Can we embrace our inner quirky-ness?
- Can we own unique?



BRAND STRATEGY

DEFINING
OUR AUDIENCE

CRAFT SEEKERS

A mix of young professionals building their lives and established matriarchs moving their families forward.

They're equally challenged by the fast food landscape and finding tasty, hand-crafted, fresh baked food on the go in their community.

They are in a constant struggle to provide fresh and high-quality foods for their family but at a good price.

ART

HOME

FAMILY

COOKING

READING

FREE TIME

SHE CARES ABOUT MORE THAN JUST BREAKFAST

FITNESS

FRIENDS

CAREER

TRAVEL

MUSIC

FINANCES

THE FUTURE

MOVIES

CRAFT SEEKER PSYCHOGRAPHICS

Leaders	Friends look to me to organize activities; I am often chosen to be the spokesperson
Visit Local Attractions	State Fair; Aquarium; Zoo; Museum
Participate in Physical Activities	Backpack/Hike; Bicycling; Fitness Walking; Bowling; Golf; Jog/Run; Swimming
Members of Organizations	Church Groups; PTA; Civic Groups
Self-Expression	I enjoy taking risks; I like to stand out in a crowd; Self Concept—Creative, Inventive, Imaginative, Artistic; I consider myself a creative person
Spread the Word	I am first among friends to try new styles; I like to share my knowledge with others
High Quality	Worth paying extra for quality goods
Quality Food	I like to try out new food products; I try to eat healthier food these days; I try to eat healthy food/balanced diet
Fast Food	Eating fast food helps me stay in budget; Fast food fits my busy lifestyle; I like the trend toward healthier fast food

THEY ARE PASSIONATE

Psychology Today

GENERATION	ATTRIBUTES & TRAITS	VALUES
BABY BOOMERS (born 1946–1964)	Wisdom Experience Commitment	Don't take the path of least resistance. Go after your passion first.
GENERATION X (born 1965–1979)	Independent Skeptical Creativity	Do what you love and always do it exceptionally well.
MILLENNIALS (born 1980–2000)	Optimistic Impatience Collaboration	There is no happiness without meaning.

BUT, WHO IS THE CRAFT SEEKER?

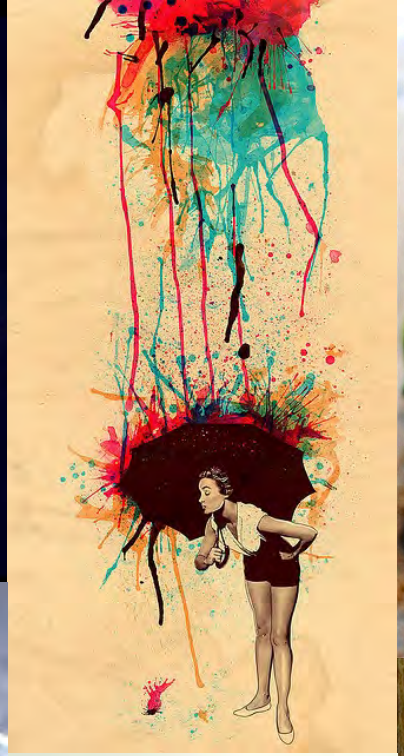
AND WHAT DO THEY PRIZE?

THEY ARE PASSIONATE

INDIVIDUAL EXPRESSION

Expression of one's own personality, feelings or ideas, as through speech or art; assertion of one's individual traits


LIFE IS FOR
DEEP KISSES,
STRANGE
ADVENTURES,
MIDNIGHT
SWIMS & RAMBLING
CONVERSATIONS




where
you invest
your love,
you invest
your Life.
-MUMFORD
& SONS


LET.
THEM.
STAY.
ASYLUM SEEKERS WELCOME HERE


FARM


THEY ARE
CREATIVE
INVENTIVE
IMAGINATIVE
ARTISTIC


CRAFT SEEKERS VALUE WHAT'S
DIFFERENT IN THE WORLD.
THEY PRIZE THE QUIRKY
456
hartpak


JONES
GRAPE
JONES
FUFU
BERRY SODA
JONES
ORANGE
& CREAM SODA
JONES
GREEN
APPLE SODA
JONES
BERRY
LEMONADE SODA
JONES
CREAM
SODA
JONE
ROOT
BEER


MADE IN U.S.A.
McILHENNY CO.
AVERY ISLAND
LA.
TABASCO®
BRAND
PEPPER SAUCE

DEFINING THE TARGET AUDIENCE

STRATEGIC TARGET

- Group of consumers who are the focus of your marketing and R&D efforts over time

PRIME PROSPECT

- Subset within your strategic target from whom most near term growth will come

CRAFT SEEKERS ARE UNIQUE

JUST LIKE THESE GUYS

WHAT IS UNIQUE?

u·nique [yoo-neek]

Adjective

1. existing as the only one or as the sole example; single; solitary in type or characteristics: *(a unique copy of an ancient manuscript.)*
2. having no like or equal; unparalleled; incomparable: *(Bach was unique in his handling of counterpoint.)*
3. not typical; unusual: *(She has a very unique smile.)*

http://dictionary.reference.com/browse/unique

HAVING NO LIKE OR EQUAL

JUST LIKE THESE GUYS

CREATIVE STRATEGY

MARKETING CONSIDERATIONS

TRENDS & AESTHETIC STYLES

- Relevant Food and Drink Trends
- Recent Creative
- Real and Authentic Personality
- Typeface and Color
- Tone of Voice

INITIAL CONCEPTS

MARKETING CONSIDERATIONS

- Expand Media and Awareness
- Bagel and Cream Cheese Innovation

- Promote Innovative Everyday Value
- Leverage Seasonal Successes in Innovation
- Improve Value on Bulk Offering
- Focus on Specialty Beverage
- Enhance Variety of Healthy Options
- Continue Catering Drive

RELEVANT FOOD AND DRINK TRENDS

TREND	DESCRIPTION
EXPERIENCE IS ALL	Retailers' over-emphasis on speed, convenience and price has led consumers to crave experience more than ever.
THE REAL THING	Consumers are craving products and experiences that come with a stamp of authenticity.
MAKE IT MINE	Personalization is a right, not a privilege.
MOOD TO ORDER	You feel what you eat. Consumers are turning to ingredients that provide emotional, not just nutritional, benefits.
SLOW IT ALL DOWN	The faster life's pace, the greater the need to slow it all down (at least once in a while).
LOCAVORE	The local movement is about more than just food – it's a seismic shift in why, where and how we consume.
SENSE OF THE INTENSE	Intense physical and sensory experiences give life, brands and products deeper meaning.

TREND IMPLICATIONS

TREND	RESTAURANT	BENEFIT
EXPERIENCE IS ALL	Emphasize Customer Service	Service with a Name, not a Number
THE REAL THING	Authentic Experience	Traditional and Fusion Flavors with a Story/Heritage
MAKE IT MINE	Embrace Individualism	Base Products with Opportunity for Customization
MOOD TO ORDER	Background Description	Romance Language and Emotive Descriptions
SLOW IT ALL DOWN	Quality Time Takes Time	Ready Now or Ready Soon Time-Based Menu Selections
LOCAVORE	Transparency in Sourcing	Name the Location and Supplier of Ingredients
SENSE OF THE INTENSE	Promote Bold Flavors	Flavors and Menu Items Expressed as Destinations

RECENT CREATIVE

Are we:

- Elevating everyday breakfast to an art form?
- Creating a better day, one bagel at a time?
- Providing a better breakfast, crafted for you?

- Are we creating a DISTINCTIVE breakfast experience with iconic products that people love?

ARE WE TRULY DIFFERENTIATED?

PERSONALITY AND STYLE

CANDID

frank; outspoken; open and sincere; free from reservation or disguise; straightforward; informal

CASUAL

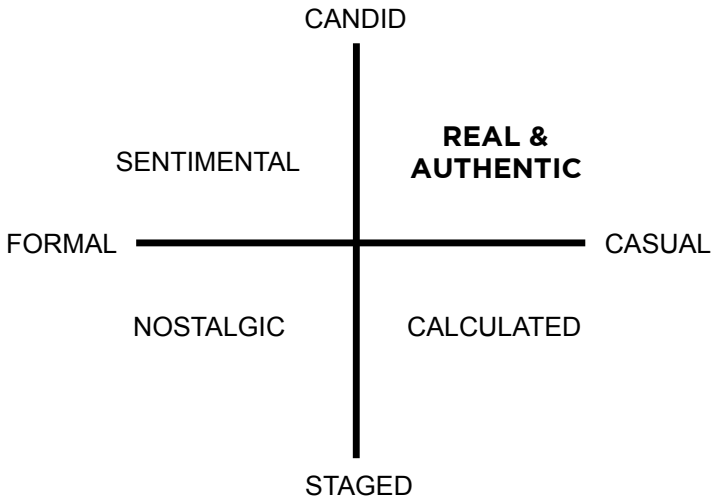
happening by chance; without definite or serious intention

FORMAL

being in accordance with the usual requirements, customs, etc.; conventional

STAGED

contrived for a desired impression



LIFE IS CANDID CASUAL

CANDID IS

- Anything that looks spontaneous, unplanned
- Sometimes out of focus or even blurry
- A genuine moment, captured and shared
- First-person perspective

CANDID IS NOT

- Staged, contrived or perfect
- Stock photography

SLIGHTLY UNKEMPT, IMPERFECT

UP CLOSE AND PERSONAL

TYPEFACE AND COLOR

Quirky-NESS

- Einstein has a unique opportunity to leverage subtle, visual cues that will reinforce visual equity through typeface and color choices.
- Color should be balanced with all elements of a layout, including photography and typography, wherever possible.
- Transitioning to quirky, handwritten typography for headlines and select additional elements will update the look and feel of the brand without losing legibility and focus.

TONE OF VOICE

- Einstein is a recognized brand that is trusted by consumers.
- The brand has a unique opportunity to embrace its positioning and strategic target, as well as evolve its overall brand image and the specific tone of voice it uses—consistently across all consumer touch points.
- Einstein should speak in a voice the Craft Seeker understands.


CONCEPTS
PRESSED for time?
BAGELini

PRIMARY CONCEPT

EMBRACING QUIRKY

- Real and authentic
- Candid casual
- Slightly unkempt, imperfect
- Up close and personal
- Subtle, visual cues
- Leverage tone of voice

PRIMARY CONCEPTS


Breakfabulous!
Make new friends
it's shmeab
lus!
bros.
EINSTEIN BRO


shmear genius!
with einstein bros.
Home
Gallery
Menu
Location
More
Your 10a.m.
just got Tasty!
EINSTEIN BROS
Catering
Let us handle it.
MacBook Pro


PRESSED for time?
spinach & bacon
BAGELini
Open
EINSTEIN BROS
HOT FRESH
BAGELS


BreakFast comes full circle!
Grab Breakfast with Both hands!
It's shmear genius!
with einstein bros.


it's shmear genius!
with einstein bros
it's shmear genius!
with einstein bros.
BAGELS

EMBRACING QUIRKY, A BETTER WAY

EMBRACING QUIRKY, A BETTER WAY

SO, LET'S GET STARTED!

CREATIVE ALLIANCE®

SO, LET'S GET STARTED!

NEXT STEPS

- Assign Brand Image AOR to Creative Alliance
- Assume Creative Leadership (as early as July 27th Print Drop)
- Assume Media Leadership (as early as Q3)

CREATIVE ALLIANCE®

APPENDIX

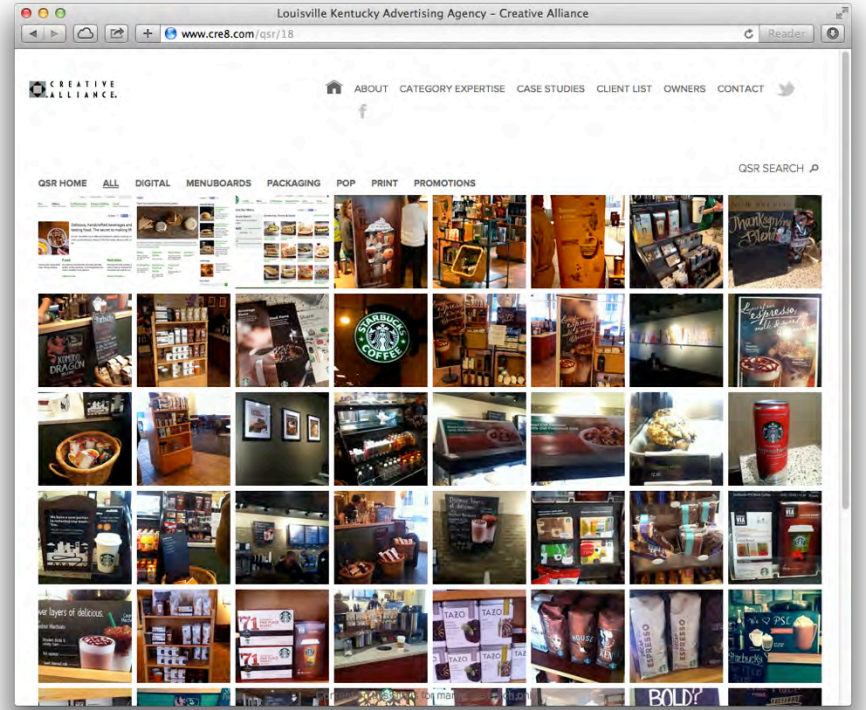
MARKETPLACE

COMPETITIVE AUDIT

Review of select competitors' communications typically focused on branded promotional efforts including in-store, print, packaging and digital materials.

Primary and secondary research included reviews of:

- RRA Customer Segment Research
- Competitive issues and strategies
- Initial aesthetic audit



PANERA

KEY STRENGTHS

- Baked on-premise
- Trustworthy
- Nice-looking
- Consistent
- Freshly Prepared
- Fresh ingredients
- Clean

PANERA


Baking Spirits Bright


BAKED BEFORE SUNRISE
DONATED AFTER SUNSET
LIVE CONSCIOUSLY
Panera BREAD
EAT DELICIOUSLY


EXPLORE
LIVE CONSCIOUSLY
Panera BREAD
EAT DELICIOUSLY


PANERA BREAD
BAGELS & Spreads

PANERA

ISSUES AND STRATEGIES

- Panera Bread is working to fix its chaotic ordering system
- Sales growth has slowed as customers go elsewhere
- Plan to let customers order online or with mobile devices to have their food ready by a set time
- In-store touchscreens are in the works for more easily customized orders

Business Insider • 4/29/2014 • http://www.businessinsider.com/panera-bread-ceos-strategy-2014-4

McDONALD'S

KEY STRENGTHS

- Drive-thru
- Dollar or value menu
- Convenient
- Combo meals
- Fast service
- Low price
- Kids like it
- Good value
- Easy to eat in the car

McDONALD'S

i'm lovin' it

McDONALD'S

ISSUES AND STRATEGIES

- Plans a marketing push to emphasize its fresh-cooked breakfasts
- Struggling to maintain relevance among younger consumers
- Kitchens have grown overwhelmed with number of menu items and can no longer fill orders quickly
- Increased competition is forcing them to focus even more on being aggressive in breakfast

Wall Street Journal • 4/22/2014 • http://online.wsj.com/news/articles/SB10001424052702303825604579515802238919732

STARBUCKS

KEY STRENGTHS

- Serves breakfast later
- Fast service
- Smoothies or fruit blended drinks
- Cares about conservation and environment
- Easy to eat in the car
- Has comfortable seating
- Cares about family and community
- Upbeat and energetic atmosphere

STARBUCKS


A DELICIOUS WAY
TO START YOUR DAY
ARTISAN BREAKFAST SANDWICHES
$2
WHEN YOU BUY ANY BEVERAGE
JAN 4–10
AT PARTICIPATING STORES
NEW!
VEGGIE, EGG & MONTEREY JACK CHEESE
APPLEWOOD SMOKED BACON, EGG & GOUDA CHEESE


Sausage & Cheddar
Bacon & Gouda
Any Starbucks
Breakfast Sandwich or Wrap
Just
$2
when you buy any handcrafted beverage.
Jan 30 – Feb 4
At participating U.S. stores.
Chicken Sausage & Veggie


STARBUCKS
COFFEE

STARBUCKS

ISSUES AND STRATEGIES

- Customers liked the food better before adding cakes and doughnuts
- Bringing back some old favorites that were kicked off the menu as a result of acquisition of La Boulange, a gourmet baking company
- Trying to encourage more customers to add a pastry or croissant to their beverage orders
- Faces fierce breakfast competition from fast food chains McDonald's, Taco Bell and Burger King

NBC News • 4/1/2014 • http://www.nbcnews.com/business/consumer/starbucks-food-menu-out-new-old-n68911

DUNKIN' DONUTS

KEY STRENGTHS

- Has great fresh-brewed coffee
- Is open earlier than other places
- Breakfast items are easy to eat in the car
- Fast service at breakfast
- Food is consistent on every visit
- Breakfast items still taste good after I get to where I'm going
- Is a brand I trust
- Offers cold & ice-blended coffee drinks
- Serves breakfast items later than other places

DUNKIN' DONUTS

DUNKIN' DONUTS

ISSUES AND STRATEGIES

- U.S. expansion is still dominated by the East; they have a 3,000 store opportunity east of the Mississippi River
- The introduction of new cafe restaurant formats encourages longer visits outside of breakfast hours
- Non-breakfast menu innovation intends to add incremental revenue for franchisees
- Global expansion includes high GDP countries with more opportunities for greater weekly revenue (may or may not include emerging-market economies)

The Motley Fool • 4/8/2014 • http://www.fool.com/investing/general/2014/04/08/3-cornerstones-of-dunkin-brands-2014-game-plan.aspx

WHO IS CREATIVE ALLIANCE?

CREATIVE ALLIANCE AT A GLANCE

Founded in 1987 by current CEO Debbie Scoppechio and partners

100% employee-owned since 2009

One of the largest independent agencies in the U.S. with billings exceeding $180 million annually

Experts in Multi-Unit Retail

Dedicated division for Multicultural and Hispanic Marketing

Media presence in all 210 U.S. markets

MULTI-UNIT RETAIL EXPERTISE

BROADCAST

Creative Development/Production, Media Planning and Placement

PRINT/DIRECT MAIL PLANNING

Trade Area Analysis, Development, Fulfillment and Tracking

MERCHANDISING DEVELOPMENT

Point-of-Sale Design, Zone Merchandising, Packaging, Menu Boards, Creative Production and Deployment

COMMUNICATION MANAGEMENT

Brand Guides, Style Guides, Newsletters

DIGITAL MARKETING

Media Placement, Website Design, Banner Ads, Social Media, Promotions, Analytics.

LOCAL MARKETING

Grassroots, Trade Area/Market Analysis, Vendor Relations, Customized Programs

SELECT CLIENTS

WHO ARE WE?

AN AGENCY

- An organization, company, or bureau that provides some service for another
- We are AGENTS of our clients

A CREATIVE LEADER

- Distinct from the other agencies in our industry
- Our experience makes us different

A COMMUNITY

- A collection of close to 160 quirky individuals sharing a passion for creating great advertising

OUR MISSION

TO ENERGIZE OUR CLIENT'S BUSINESS AND BUILD LASTING RELATIONSHIPS THROUGH INNOVATIVE IDEAS THAT INSPIRE, MOTIVATE, UNITE, BRAND AND SELL.

EINSTEIN IS ALSO QUIRKY.

JUST LOOK AT THESE TWO GUYS