

NOT
LIKE
THE
OTHER
GUYS



Darn good
Coffee

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.



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.



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.



THE PROBLEM WITH BREAKFAST



IT IS AN ALREADY CROWDED MARKET





OPEN
7AM
OR EARLIER

At participating locations. Hours may vary.





KRAFT

Bagel-fuls

MADE WITH  CREAM CHEESE

ORIGINAL
BAGEL FILLED WITH
CREAM CHEESE



4 -2.5 OZ FILLED BAGELS NET WT 10 OZ (283g) 


• Good Source of Calcium
• Good Source of 8
Vitamins and Minerals

Nutrition Facts
Serving Size: 1 Filled Bagel (1.5 oz)
Servings Per Container: 4

Amount Per Serving	
Calories 210	<small>Calories from Fat 100</small>
Total Fat 13g	<small>26% DV</small>
Saturated Fat 4g	<small>8% DV</small>
Trans Fat 0g	
Cholesterol 15mg	<small>30% DV</small>
Sodium 200mg	<small>40% DV</small>
Total Carbohydrate 27g	<small>54% DV</small>
Dietary Fiber 2g	<small>4% DV</small>
Sugars 4g	
Protein 7g	<small>14% DV</small>
Vitamin A 2%	<small>0% DV</small>
Calcium 10%	<small>20% DV</small>
Magnesium 10%	<small>20% DV</small>
Phosphorus 10%	<small>20% DV</small>
Thiamin 10%	<small>20% DV</small>
Iron 10%	<small>20% DV</small>
Folate 10%	<small>20% DV</small>

% Daily Values are based on a diet of other people's secrets.

RECIPE: 1/2 cup white whole wheat flour, 1/4 cup all-purpose flour, 1/2 cup water, 1/2 cup milk, 1/2 cup butter, 1/2 cup sugar, 1/2 cup cream cheese, 1/2 cup egg whites, 1/2 cup salt, 1/2 cup yeast, 1/2 cup oil. Bake at 350°F for 15 minutes. Cool and serve.

KRAFT Kraft Foods

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

The wartime breakfast that
"saves the day" for you!

SAVE TIME, WORK, FUEL! Kellogg's
Corn Flakes are the perfect breakfast for busy
people. They are quick to eat, easy to digest,
and full of energy. They are the perfect
breakfast for busy people. They are the
perfect breakfast for busy people. They are
the perfect breakfast for busy people.

STRETCH MEAT! Kellogg's Corn Flakes
are the perfect breakfast for busy people.
They are quick to eat, easy to digest, and
full of energy. They are the perfect
breakfast for busy people. They are the
perfect breakfast for busy people.

MAKE MILK GO FARTHER! Kellogg's
Corn Flakes are the perfect breakfast for
busy people. They are quick to eat, easy
to digest, and full of energy. They are
the perfect breakfast for busy people.

WHOLE GRAIN NUTRITIVE VALUES!
Kellogg's Corn Flakes are made from
whole grain wheat. They are full of
energy and are the perfect breakfast for
busy people.

YOU SAVE TIME * FUEL * WORK * OTHER
FOODS WHEN YOU SERVE THIS DELICIOUS
AND NOURISHING "3-FOOD MEAL"

THE "SELF-STARTER BREAKFAST"

1. Kellogg's Corn Flakes
2. Fruit
3. Milk

VITAMINS! MINERALS!
PROTEINS! FOOD ENERGY!

Kellogg's
CORN
FLAKES
The Original
Kellogg

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.)



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





FRESH INGREDIENTS



CRAVEABLE FLAVORS



BEN & JERRY'S

**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

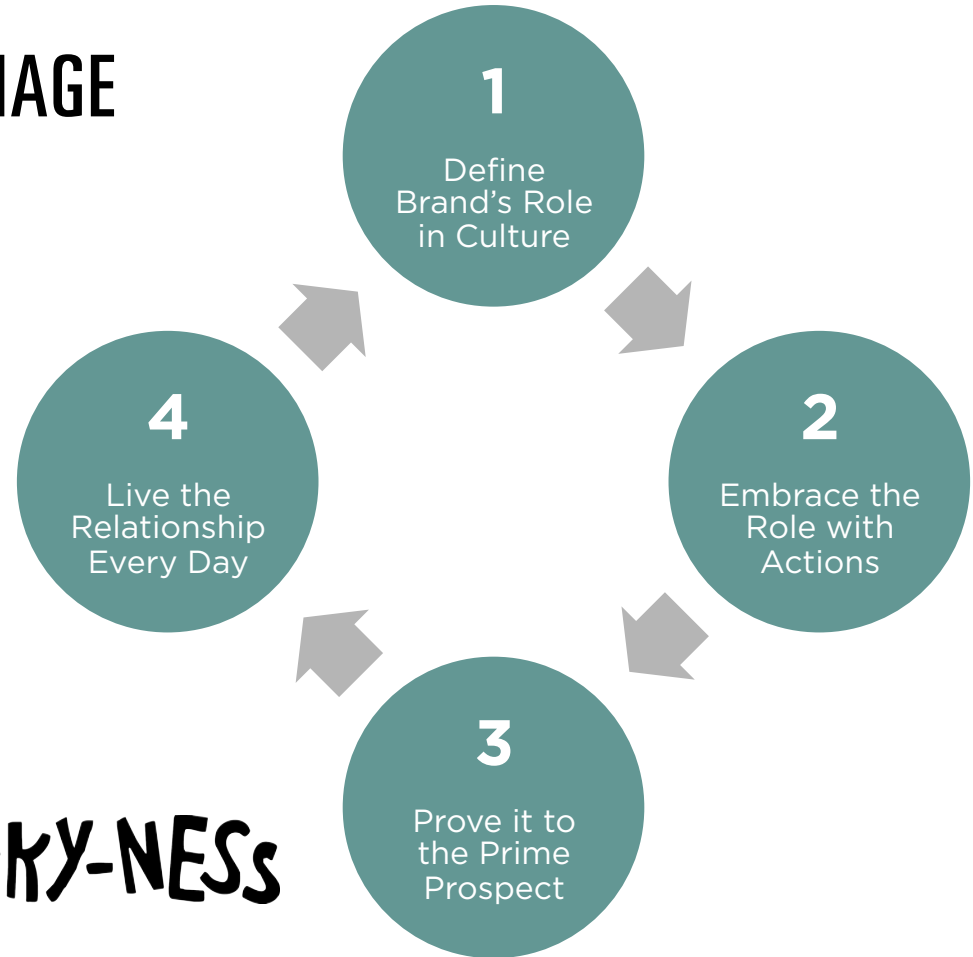
- Define the brand's position and voice

PROVE IT

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

LIVE IT EVERY DAY

- Focus communication and engage employees

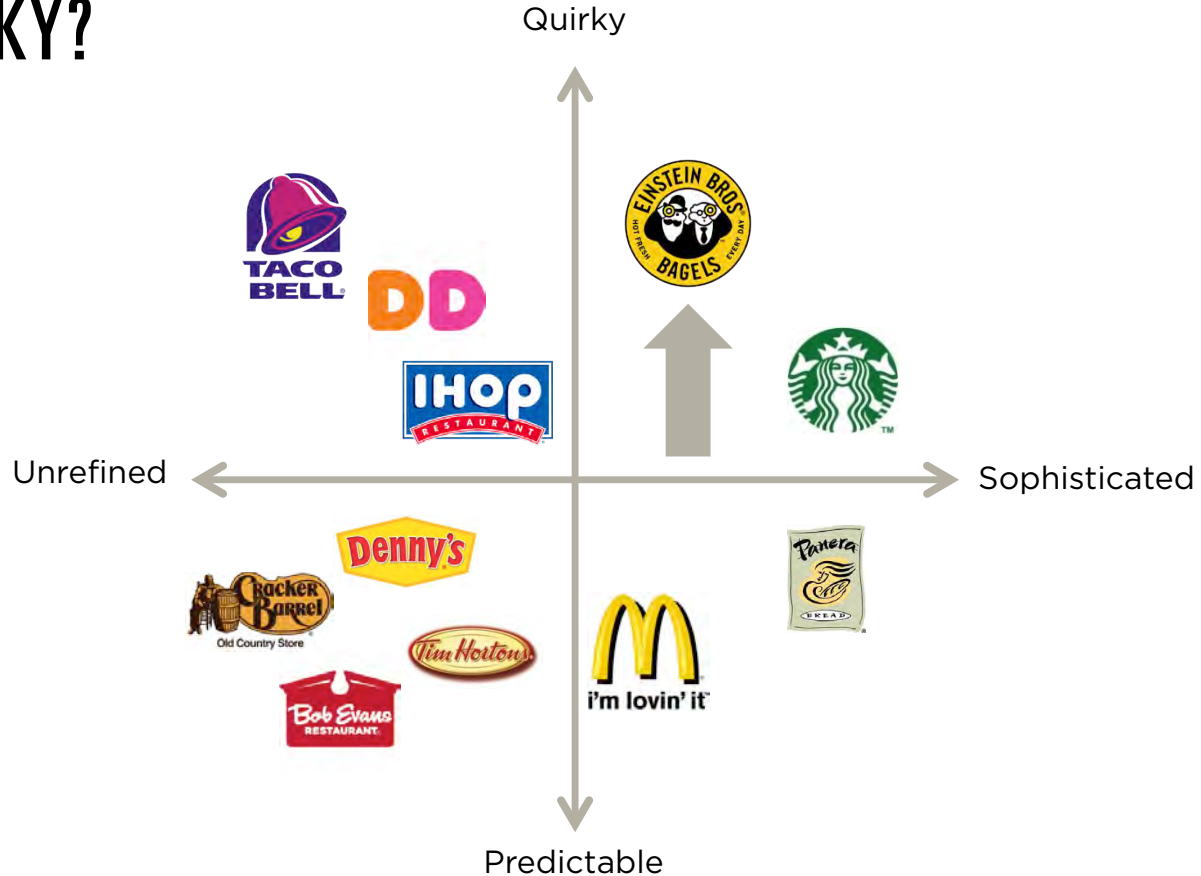


EMBRACE OUR UNIQUE **Quirky-Ness**

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

READING

COOKING

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

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?



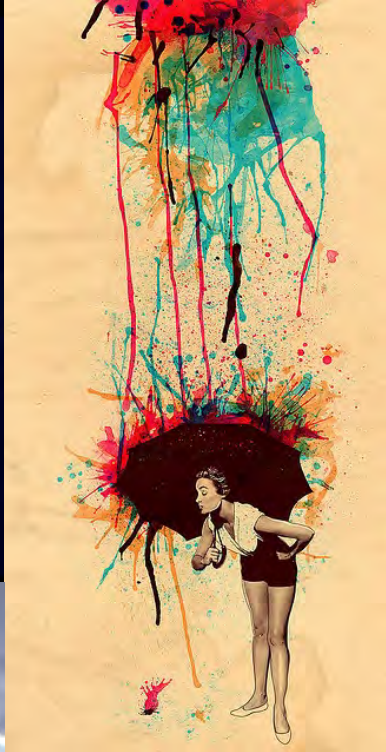
THEY ARE PASSIONATE

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





**THEY ARE
CREATIVE
INVENTIVE
IMAGINATIVE
ARTISTIC**



CRAFT SEEKERS VALUE WHAT'S
DIFFERENT IN THE WORLD.

THEY PRIZE THE QUIRKY





JONES



GRAPE BERRY SODA

JONES



FUFU BERRY SODA

JONES



ORANGE & CREAM SODA

JONES



GREEN APPLE SODA

JONES



BERRY LEMONADE SODA

JONES



CREAM SODA

JONES



ROOT BEER



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]

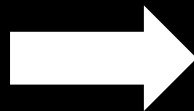
Adjective

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.)*



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?



EVERY DAY VALUES



\$3.99

VALUE BREAKFAST

Bagel* & Shmear + Medium Coffee



*Additional charge for gourmet bagels

\$5.99

VALUE LUNCH

Any Fresh Deli Sandwich,
Medium Fountain Drink
and a Side

Choose from:
Turkey • All-Natural Chicken Salad
Tuna Salad • Ham & Cheese • Veg Out*





We cater.
We deliver.
1.800.Bagel.Me
ebcatering.com

20% OFF
ANY PURCHASE



Special offer on any purchase over \$10.00. Excludes catering, gift cards, and other special offers. Offer good through 12/31/11. See store for details. © 2011 Einstein Bros Bagels, Inc. All rights reserved.

\$3 OFF
ANY DOZEN BUCKET
OR HATE TO WAIT?*



Special offer on any dozen bucket or Hate to Wait? promotion. Offer good through 12/31/11. See store for details. © 2011 Einstein Bros Bagels, Inc. All rights reserved.

\$2 OFF
ANY SANDWICH



Special offer on any sandwich. Offer good through 12/31/11. See store for details. © 2011 Einstein Bros Bagels, Inc. All rights reserved.



BETTER BREAKFAST BETTER DAY!




NEW
Santa Fe
Turkey-Sausage

Spicy Salsa Pick

NEW
Applewood
Bacon & Cheddar

15% Thicker Bacon

10% OFF
ANY PURCHASE



Special offer on any purchase over \$10.00. Excludes catering, gift cards, and other special offers. Offer good through 12/31/11. See store for details. © 2011 Einstein Bros Bagels, Inc. All rights reserved.

\$1 OFF
ANY SANDWICH



Special offer on any sandwich. Offer good through 12/31/11. See store for details. © 2011 Einstein Bros Bagels, Inc. All rights reserved.

\$1 OFF
BAKER'S DOZEN BOX



Special offer on any Baker's Dozen Box. Offer good through 12/31/11. See store for details. © 2011 Einstein Bros Bagels, Inc. All rights reserved.

\$1 OFF
ANY BEVERAGE



Special offer on any beverage. Offer good through 12/31/11. See store for details. © 2011 Einstein Bros Bagels, Inc. All rights reserved.

ARE WE TRULY DIFFERENTIATED?

Special K **BETTER BREAKFAST BETTER DAY!**

NEW Santa Fe Turkey-Sausage *Spicy Salsa Pick*

NEW Applewood Bacon & Cheddar *15% Thicker Bacon*

<p>10% OFF ANY PURCHASE</p> <p><small>Includes all items sold at participating locations. Excludes all alcohol, tobacco, and other restricted items. Offer good through 12/31/11. ©2011 Dunkin' Donuts. All rights reserved.</small></p>	<p>\$1 OFF ANY SANDWICH</p> <p><small>Includes all sandwiches sold at participating locations. Excludes all alcohol, tobacco, and other restricted items. Offer good through 12/31/11. ©2011 Dunkin' Donuts. All rights reserved.</small></p>	<p>\$1 OFF BAKER'S DOZEN BOX</p> <p><small>Includes all Baker's Dozen Boxes sold at participating locations. Excludes all alcohol, tobacco, and other restricted items. Offer good through 12/31/11. ©2011 Dunkin' Donuts. All rights reserved.</small></p>	<p>\$1 OFF ANY BEVERAGE</p> <p><small>Includes all beverages sold at participating locations. Excludes all alcohol, tobacco, and other restricted items. Offer good through 12/31/11. ©2011 Dunkin' Donuts. All rights reserved.</small></p>
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Speedway **BETTER BREAKFAST BETTER DAY!**

NEW Santa Fe Turkey-Sausage *Spicy Salsa Pick*

NEW Applewood Bacon & Cheddar *15% Thicker Bacon*

<p>10% OFF ANY PURCHASE</p> <p><small>Includes all items sold at participating locations. Excludes all alcohol, tobacco, and other restricted items. Offer good through 12/31/11. ©2011 Speedway. All rights reserved.</small></p>	<p>\$1 OFF ANY SANDWICH</p> <p><small>Includes all sandwiches sold at participating locations. Excludes all alcohol, tobacco, and other restricted items. Offer good through 12/31/11. ©2011 Speedway. All rights reserved.</small></p>	<p>\$1 OFF BAKER'S DOZEN BOX</p> <p><small>Includes all Baker's Dozen Boxes sold at participating locations. Excludes all alcohol, tobacco, and other restricted items. Offer good through 12/31/11. ©2011 Speedway. All rights reserved.</small></p>	<p>\$1 OFF ANY BEVERAGE</p> <p><small>Includes all beverages sold at participating locations. Excludes all alcohol, tobacco, and other restricted items. Offer good through 12/31/11. ©2011 Speedway. All rights reserved.</small></p>
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EINSTEIN BROS. BAGELS **BETTER BREAKFAST BETTER DAY!**

NEW Santa Fe Turkey-Sausage *Spicy Salsa Pick*

NEW Applewood Bacon & Cheddar *15% Thicker Bacon*

<p>10% OFF ANY PURCHASE</p> <p><small>Includes all items sold at participating locations. Excludes all alcohol, tobacco, and other restricted items. Offer good through 12/31/11. ©2011 Einstein Bros. Bagels. All rights reserved.</small></p>	<p>\$1 OFF ANY SANDWICH</p> <p><small>Includes all sandwiches sold at participating locations. Excludes all alcohol, tobacco, and other restricted items. Offer good through 12/31/11. ©2011 Einstein Bros. Bagels. All rights reserved.</small></p>	<p>\$1 OFF BAKER'S DOZEN BOX</p> <p><small>Includes all Baker's Dozen Boxes sold at participating locations. Excludes all alcohol, tobacco, and other restricted items. Offer good through 12/31/11. ©2011 Einstein Bros. Bagels. All rights reserved.</small></p>	<p>\$1 OFF ANY BEVERAGE</p> <p><small>Includes all beverages sold at participating locations. Excludes all alcohol, tobacco, and other restricted items. Offer good through 12/31/11. ©2011 Einstein Bros. Bagels. All rights reserved.</small></p>
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PERSONALITY AND STYLE

CANDID

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

CASUAL

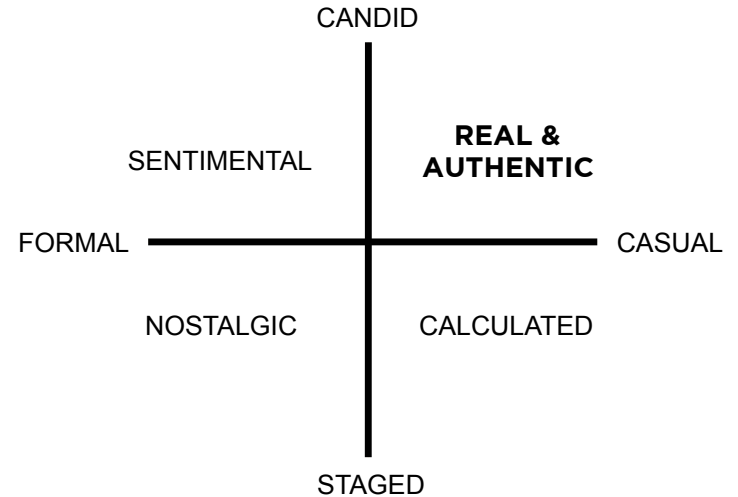
happening by chance; without
definite or serious intention

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

- 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.

Quirky-NESs



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



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

Surprise to the Occasion!

Your day can wait.

it's shmeat genius!
with einstein bros.

\$2 OFF
Any Dozen Basket
or "Hole to Wait!"

15% OFF
Any Purchase

\$2 OFF
Any Sandwich

\$1 OFF
Any Beverage

EINSTEIN BROS.

PLU 1001 Expires 8/10/2017
©2017 Einstein Bros. Bakery, Inc.

**Your 10 a.m.
just got Tasty!**

Whip up some
Awesome!

Let us handle it.
ebcatering.com

it's shmeat genius!
with einstein bros.

EINSTEIN BROS.

CATERING

**Breakfast
comes
full circle!**

Grab Breakfast
with Both hands!

it's shmeat genius!
with einstein bros.

EINSTEIN BROS.



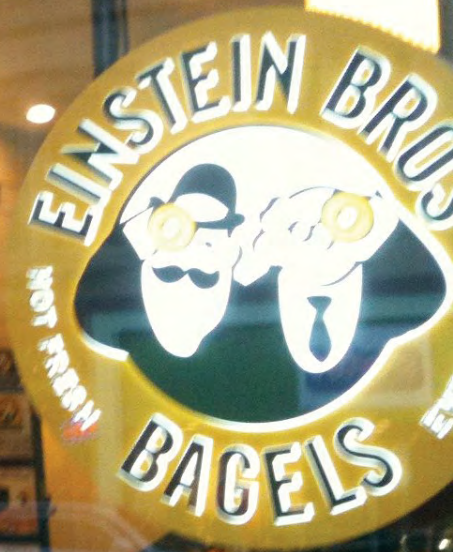
Breakfabulous!

Make new friends





EINSTEIN



PRESSED
for time?

spinach
& bacon
with scrambled eggs
BAGELini

It's about getting
the whole bagel.

55¢

100% FRESH

Open





Breakfast
comes
full circle!



Grab Breakfast
with Both hands!

It's shmeat getus!
with ehman hot.





it's shmeat genius!
with einstein bros.



it's shmeat genius!
with einstein bros.

EMBRACING QUIRKY, A BETTER WAY



EVERY DAY VALUES



\$3.99
VALUE BREAKFAST
Bagel + Shmear + Medium Coffee

Additional charge for gourmet bagels

20% OFF ANY PURCHASE

Expires 9/15/2012

\$3 OFF ANY DOZEN BUCKET OR HATE TO WAIT?

Expires 9/15/2012

\$2 OFF ANY SANDWICH

Expires 9/15/2012

\$5.99 VALUE LUNCH

Any Fresh Deli Sandwich, Medium Fountain Drink and a Side



Choose from:
Turkey • All-Natural Chicken Salad
Tuna Salad • Ham & Cheese • Veg Out

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CATERING

We cater - We deliver!
1.800.Bagel.Me
ebcatering.com



BETTER BREAKFAST BETTER DAY!



NEW Santa Fe Turkey-Sausage *Sassy Salsa Kick*

NEW Applewood Bacon & Cheddar *15% Thicker Bacon*

10% OFF ANY PURCHASE

Expires 9/15/2012

\$1 OFF ANY SANDWICH

Expires 9/15/2012

\$1 OFF BAKER'S DOZEN BOX

Expires 9/15/2012

\$1 OFF ANY BEVERAGE

Expires 9/15/2012

Surprise to the Occasion!

\$2 OFF Any Dozen Bucket or Hate to Wait!

Expires 9/15/2012

15% OFF Any Purchase

Expires 9/15/2012

\$2 OFF Any Sandwich

Expires 9/15/2012

\$2 OFF Any Beverage

Expires 9/15/2012



Your day can wait.

it's shmear genius!
with children bro.

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EMBRACING QUIRKY, A BETTER WAY

Einstein Bros Bagels
www.facebook.com/einsteinbros

FREE APPLEWOOD BACON & CHEDDAR SANDWICH when you buy one at regular price
Einstein Bros. Friend Appreciation Day, April 30!

Get Your Coupon Now at einsteinbros.com

Einstein Bros Bagels
773,776 likes · 7,013 talking about this · 259,234 were here

Company
A Neighborhood Café with fresh-baked bagels, Darn Good Coffee® & Espresso, made-to-order sandwiches, and fresh salads.

773k Likes

Job Openings

Highlights

Einstein Bros Bagels
21 hours ago

Why not treat your friend to a mid-week pick-me-up tomorrow? Get a perfectly delicious and FREE Applewood Bacon & Cheddar Sandwich for yourself when you buy one for a friend on April 30th! Your friend will wonder how they got so lucky. Get the offer at einsteinbros.com/offer

APRIL 30, 2014
FREE TOMORROW!
WHEN YOU BUY ONE

8 Friends
Like Einstein Bros Bagels

Invite Your Friends to Like This Page

Type a friend's name...

Invite

Invite

Einstein Bros Bagels
www.facebook.com/einsteinbros

Einstein Bros Bagels
773,776 likes · 7,013 talking about this · 259,234 were here

Company
A Neighborhood Café with fresh-baked bagels, Darn Good Coffee® & Espresso, made-to-order sandwiches, and fresh salads.

773k Likes

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8 Friends
Like Einstein Bros Bagels

Invite Your Friends to Like This Page

Type a friend's name...

Invite

Invite

SO, LET'S GET STARTED!

C R E A T I V E A L L I A N C E .



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)

C R E A T I V E A L L I A N C E .





APPENDIX

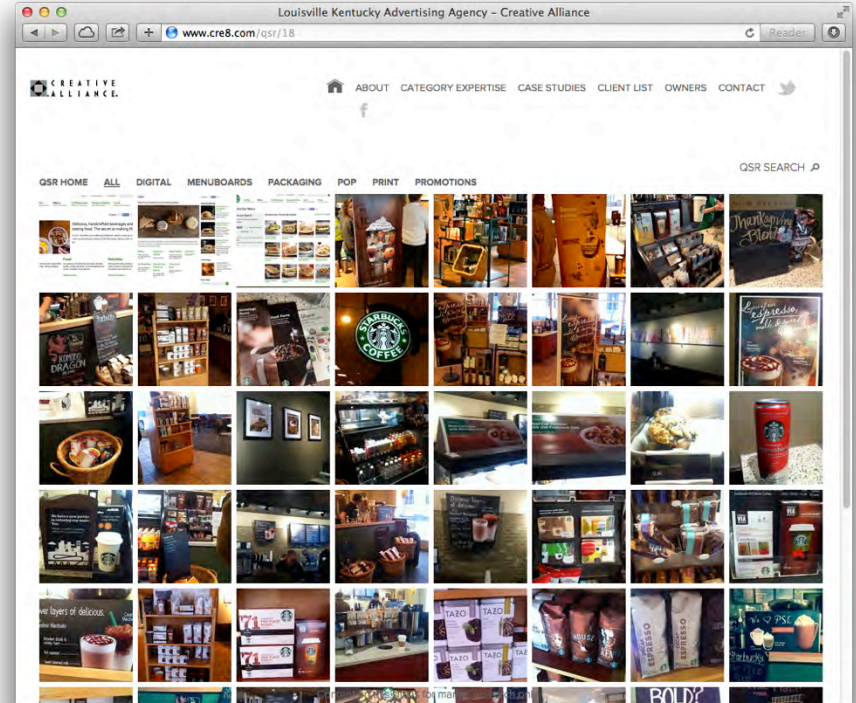
MARKETPLACE

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



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



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



extra value meals

include medium fries and soft drink

large fries and soft drink +, add 120-230 Cal.

 <p>1 Big Mac 0.00 0.00 meat</p> <p>550 Cal. 930-1170 Cal.</p>	 <p>2 Quarter Pounder[®] with cheese 0.00 0.00 meat</p> <p>520 Cal. 900-1140 Cal.</p>	 <p>3 Double Quarter Pounder[®] with cheese 0.00 0.00 meat</p> <p>750 Cal. 1130-1370 Cal.</p>
 <p>8 Southern Style Chicken 0.00 0.00 meat</p> <p>420 Cal. 800-1040 Cal.</p>	 <p>9 Chicken Selects[®] 0.00 0.00 meat</p> <p>380 Cal. 760-1000 Cal.</p>	 <p>10 10 Pc. Chicken McNuggets 0.00 0.00 meat</p> <p>470 Cal. 850-1090 Cal.</p>

A 2,000 calorie daily diet is used as the basis for general nutrition advice; however, individual calorie needs may vary. Additional nutritional information available upon request.

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



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

NEW! **\$2** WHEN YOU BUY ANY BEVERAGE
JAN 4-10
AT PARTICIPATING STORES

VEGGIE, EGGS & MONTESANTO 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



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



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



**BREAKFAST, LUNCH OR DINNER
— DUNKIN' HAS IT COVERED**

A promotional advertisement for Dunkin' Donuts. It features a Dunkin' Donuts coffee cup, a Strawberry Coolatta, a sandwich, a slice of pizza, and a salad. Below the main image are smaller images of various menu items.

**OPEN 8AM - 10PM 7 DAYS A WEEK AT 4 CONVENIENT LOCATIONS
OR CALL FOR FREE DELIVERY. *LIMITED TIME OFFER**

BEVERLY HILLS BRANCH 310-960-2273
DESCRIBER TOWN 818-460-8888
ROCKWOOD TOWN 310-960-1000
EAST PINE 310-960-1000

GETAWAY FROM US DUNKIN'
sunkindonuts-ky.com



**YOU CAN'T PUT A PRICE ON
HAPPINESS**

A billboard advertisement for Dunkin' Donuts. The central image is a donut shaped like a US quarter coin, with the words 'UNITED STATES OF AMERICA' and 'LIBERTY' visible. Below the donut, the text reads 'BUT 25 CENT DONUTS HELP.' and 'We know there are tough. So let's put a little change back in your pocket. See us on October 21st for 25 cent donuts.'

BUT 25 CENT DONUTS HELP.
We know there are tough. So let's put a little change back in your pocket. See us on October 21st for 25 cent donuts.

**ANGUS FOR BREAKFAST.
AND THE CROWD GOES WILD.**

A promotional advertisement for Dunkin' Donuts featuring the Angus Steak and Egg Sandwich. The sandwich is shown on a donut-shaped bun. Below the image, the text reads 'NEW ANGUS STEAK AND EGG SANDWICH Breakfast goes pro. Grab the new Angus Steak and Egg Sandwich from Dunkin' Donuts.'

NEW ANGUS STEAK AND EGG SANDWICH
Breakfast goes pro. Grab the new Angus Steak and Egg Sandwich from Dunkin' Donuts.

DUNKIN' DONUTS

DUNKIN' DONUTS
AMERICA RUNS ON DUNKIN'

dunkinathome.com

A promotional advertisement for Dunkin' Donuts featuring a Jelly Donut. The donut is shown in a cup, surrounded by coffee beans. The text 'Bakery FRESH!' and 'Jelly' are visible on the packaging.



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)





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

