

BAKERY BACKGROUNDER

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ABOUT THE BAKERY

Using alternative marketing strategies, **conceptbakery** specializes in developing custom solutions for our clients. Founded in Sept. 2002, we are the one-stop shop for our clients and combine creative potential and tailor-made marketing goodies with technical know-how.

Each day, bakers wake up before everyone else to ensure that their clientele receives the freshest goods possible. Similarly, we at **conceptbakery** are constantly scouting the latest trends to guarantee our clients the freshest marketing strategies available.

We work in two locations (Denver, Colorado and Cologne, Germany) to provide exceptional service around the clock. As a result, our customers can stay in touch with everything that's happening throughout the day—on both sides of the Atlantic.

conceptbakery targets your desired demographic using only the finest ingredients in modern marketing strategy. Our areas of expertise include **guerilla**, **viral**, **social media**, **digital** and **cross media** and **cause marketing**.

WHAT WE DO

- We initiate and participate in conversations about your brand, product or service.
- We build and manage communities covering multiple platforms and networks.
- We provide discussion material such as relevant news, trends and developments, as well as videos, sweepstakes, games and digital/mobile apps.
- We change the perception of your brand. You get to demonstrate that you are forward-thinking and caring. We build relationships with people that care about you and that you should care about.

INGREDIENTS

The social media revolution has shifted the focus of today's communication recipe by eliminating

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yesterday's cookie cutter procedures and requiring a unique approach with individual concepts and strategies. On our enticing menu:

Guerilla Marketing

Guerilla marketing predicts future trends and promotes them using resourceful and innovative methods. **conceptbakery** meticulously plans and monitors customized campaigns, focusing on relevance and quality to deliver the largest impact with limited necessary resources.

Viral Marketing

Viral marketing encourages customers to talk amongst themselves, via email or other social media. **conceptbakery** encourages consumer word-of-mouth with attention-getting campaigns which help clients stand out in the crowd.

Social Media Marketing

Social media marketing allows companies to initiate and participate in conversations with their target audiences. **conceptbakery** allows for an almost instant access to the world of social media via bundle kits derived from our web 2.0 expertise, which exploits the latest marketing methods.

Mobile/Digital Marketing

The Internet and Mobile devices are triggering a massive shift in when, where and how users communicate. Traditional banner ads and e-newsletters also remain useful staples.

conceptbakery expertly manages client communication on any platform and builds a strong presence in phone application choice and search engine rankings.

Cross Media Marketing

Cross media marketing focuses on moving customers from product coupons, print ads, or TV commercials to a client's various Internet-based interactive platforms, such as Facebook or WordPress blogs. **conceptbakery** helps clients use micro sites to initiate conversation and directly engage with their customers.

Cause Marketing

Cause marketing is a cooperative effort between a non-profit organization and a commercial company to make a difference in an important issue without extra marketing costs.

conceptbakery assists clients in implementing campaigns that increase market awareness and encourage consumer loyalty while supporting significant causes.

CLIENTS

conceptbakery clients have enjoyed our sweet expertise for many years. Notable clients include:

Microsoft

Founded in 1975, Microsoft is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

conceptbakery services:

- Web video production to promote the DreamSpark platform
- Consulting, set-up and management of a Facebook fan page

Carbona

Carbona has been synonymous with stain removal for over a century. From the 1870s to the 1990s, many people relied on Carbona Cleaning Fluid for spot removal and dry cleaning at home. In 1994, Delta Carbona L.P. was founded when the Carbona Products Company was bought by Delta Pronatura, a privately held German company that makes leading-edge stain removal products in Europe.

conceptbakery services:

- Revitalize website and digital company branding
- Develop social media presence
- Implement awareness campaigns
- Build cause marketing presence

EMI Music Germany (EMI Group)

EMI is one of the world's leading music companies, home to some of the most successful and best known recording artists, songwriters and music catalogues. In 2007 EMI was acquired by leading private equity partnership Terra Firma, making EMI the only privately-owned major music company.

conceptbakery services:

- Supported musical band Sunrise Avenue's album *PopGasm* via viral videos
- Utilize **moviebakery** to manage video production
- Seed viral videos
- Monitor results of the campaign

CURRENT VENTURES

In addition to client projects, we at **conceptbakery** are passionate about our speciality gourmet bites:

Ubuntu Now (<http://www.ubuntunow.org>)

Ubuntu Now is a registered 501©3 Colorado nonprofit founded by **conceptbakery** and comprised of international marketing and social media experts.

The South Africa Project (<http://www.southafricaproject.org>)

Ubuntu Now supports the development of South Africa into a peaceful, non-violent nation. We provide stability by curbing violence through rape prevention programs, supporting the healing of rape victims and orphans and by assisting in the creation of economic opportunities for the underprivileged.

moviebakery (<http://www.moviebakery.com>)

moviebakery breaks down traditional barriers and works with international creative talent during the idea development phase to present our clients on an original and positive way.

Get Social Media Now (<http://www.getsocialmedianow.com>)

A service of **conceptbakery** it explains social media in straightforward terms and aids in quickly building a powerful social media presence with all-inclusive packages.

ADDITIONAL GARNISHES

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conceptbakery's previous nonprofit work further showcases our ingenuity and, most importantly, has helped raise money and awareness for various causes.

Send A Player - World Cup 2006 project

We created a witty e-card generator which dressed up famous soccer players and allowed users to add custom quotes. The success of the campaign enabled **moviebakery** to team with sponsors and donate more than \$30,000 to the Salus Foundation (<http://www.salusfoundation.org>). The money was used for meals and education for students of the Sulaxmi School for Girls in the villages of Gomti Nagar, Lucknow, India.

Global Warming Web Video Award

In spring 2007, **moviebakery** invited web video makers to raise awareness of global warming. The end of each video showed the logo of stopglobalwarming.org. See the winning videos at <http://www.moviebakery.com/blog>.

Xmas With the Bakery - December 2007

Using a multi-video advent calendar, **moviebakery** paired with sponsors and encouraged viewers to recall the spirit of generosity during the holiday season.

ABOUT **conceptbakery**

conceptbakery llc and **conceptbakery GmbH & Co. KG** specialize in developing alternative marketing strategies for companies in Germany and the United States. The agency concentrates in various forms of social marketing, including guerilla, viral, social media, mobile/digital, cross media and cause. Clients include Microsoft, Carbona, EMI Music Group, Swiss International Air, The TÜV Rheinland Group and Sharp.

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