

COOKING UP A **FRESH** BRAND

CHEF'S TABLE – MASTERCLASS 1

LEARN HOW TO **PREP, COOK, AND SERVE**
A BRAND THAT **WOWS** YOUR AUDIENCE.



 StellaPop



1

Prep

Nail Down the Details

2

Cook

Put it all together

3

Serve

The marketing mix

PREP

NAIL DOWN THE DETAILS



**WHO ARE YOU
COOKING FOR?**





Instagram Motivated Millennials



PREP

Early Bird Elders

Finger Food Families

PREP



WHAT CRAVINGS ARE YOU SATISFYING?



PREP

Sweet



PREP

Savory



PREP



Salty

WHAT MAKES YOUR RECIPE **SPECIAL?**



WHAT ARE YOUR DIFFERENTIATORS?



Cooking **method**



Locally sourced



Family recipe



SPECIFIC FLAVORS?

[PERSONALITY]



PREP

Modern



PREP

Zesty



PREP

Fresh



Gather all **Ingredients**



COOK



PUT IT ALL TOGETHER



“

Nonna's 8-Hour Sunday Sauce

Sounds more appealing and intriguing.

COOK

BRAND STORY



Messaging



Tagline



Positioning



Messaging



Tagline



Highlight your recipe **differentiator** and the tastebuds you're aiming to satisfy.

Positioning



Let's look at some real-world **egg**samples



STAKE A CLAIM

THE
WORLD'S
HOTTEST
HOT SAUCE



COOK

METAPHOR



“

RED BULL
GIVES YOU
WINGS

COOK

**ADOPT YOUR
CUSTOMERS'
ATTITUDE**

“

JUST DO IT



RHYME



“

THE BEST PART OF WAKING UP IS **FOLGERS** IN YOUR CUP

Finishing touches

Mix together a cohesive
brand identity –



A pinch of risk





A dash of **strategy**

A heaping serving of **creativity**





PLATE THEM

Your brand style guide - messaging, logo, font, colors, etc.

SERVE



SNEAK PEEK AT NEXT COURSE





**Collateral &
Marketing Mix**

Train your cooks

They are your
employee advocates



SERVE

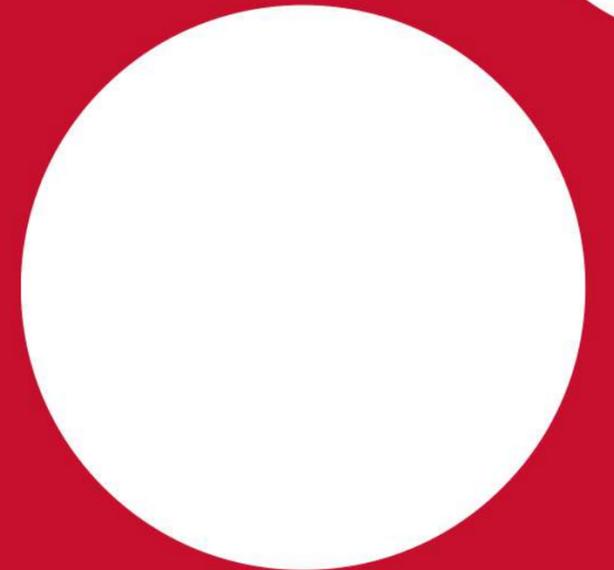
Be the **recipe** that people
ask their friends for.



Brand Attribute Excercise



stellapop.typeform.com/brand-scale



**THANK
YOU**

A close-up photograph of a person's hand, wearing a white dress shirt cuff, holding a white rectangular tray. On the tray are two white ceramic mugs. The background is blurred, showing more of the tray and possibly other items.

StellaPop

1893 Metro Center Drive, Ste 230

Reston, VA 20190

info@stellapop.com

703-956-3022