

## The Brief

Bakermill Bakeries wanted to launch a new bread. It tasted better than existing loaves, and was healthier because the new process didn't destroy the goodness of the wheat, as the normal Chorleywood process does. The bread contained less water and air than normal, so the texture was also more granular. In short, it was a better bread. The bread was wholemeal and sliced, and came in a standard 800g pack.

The media schedule had not yet been decided, by my task was to:

1. Devise a set of possible brand names for the product.
2. Produce a set of 5-10 concepts for the product.

## Process

1. I whittled an initial list of 96 brand names down to short-list of 17. Those listed in **green** and **bold** appear in my final recommendations.
2. Each concept is on a separate page and explores different styles and themes, with a headline and description of what the visual would be.

## 1. Brand Names

### Keywords to search

Based on the brief:

- Baker (s)
- Mill
- Bakery
- Bakeries
- Bread
- Loaf
- Loaves
- Goodness
- Wheat
- Texture
- Granular
- Wholemeal

Based on my own ideas:

- Fresh
- Wholesome
- Natural
- Country

## Bakermill Bread - Shortlist

### **Baker**

- 1. Artisan**
2. Bakermill's
3. Baker's Treat
- 4. Baker's Secret**

### **Bakery**

5. Bakehouse
6. The Bakehouse

### **Bread**

7. Crumb
8. Bread life
- 9. Self-raising**

### **Wheat**

- 10. Make It Grain**
- 11. Wheatland (s)**

### **Granular**

12. Nature's Trail

## **Nature**

13. Nature's Harvest

## **Countryside**

14. Farmland's

15. Cottage Loaf

16. Field Grown

17. Meadow Loaf

## Bakermill Bread - Recommendations

1. Artisan
2. Baker's Secret
3. Self-Raiser
4. Make it Grain
5. Wheatland

## 2. Concepts

**Logo:** Bakermill Bakeries

**Bread name:** Artisan

**Visual:** A close-up on a pair of floured hands needing the dough into the shape of a loaf.

**Tagline:** Made with care.

**Offer:** Sign up to our newsletter @ [www.bakermillbakeries.com](http://www.bakermillbakeries.com) to get your free loaf.

**Visual:** A man/woman admires the loaf, rather than eating it.

**Bread name:** Artisan

**Tagline:** Almost too good to eat.

**Offer:** Text 'Artisan' to 0800 432 432 for your free loaf.

**Logo:** Bakermill Bakeries

**Bread name:** Baker's Secret

**Visual:** The loaf sits enigmatically on a bread board.

**Tagline:** Taste it and find out.

**Offer:** Sign up to our newsletter @ [www.bakermillbakeries.com](http://www.bakermillbakeries.com) to get your free loaf.

**Logo:** Bakermill Bakeries

**Bread name:** Baker's Secret

**Visual:** A close-up on a man/woman holding the packaged loaf under their arm.

**Tagline:** For those who know.

**Offer:** Text 'Artisan' to 0800 432 432 for your free loaf.

**Logo:** Bakermill Bakeries



**Visual:** A boy/girl taking a bite of the bread then transitioning into young men and women.

**Bread name:** Self-Raiser

**Tagline:** Look after yourself.

**Offer:** Sign up to our newsletter @ [www.bakermillbakeries.com](http://www.bakermillbakeries.com) to get your free loaf.

**Logo:** Bakermill Bakeries

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**Bread Name:** Self-Raiser

**Visual:** A series of animations showing the evolution from a grain of wheat to a freshly-cooked loaf.

**Tagline:** Takes care of itself.

**Offer:** Text 'Artisan' to 0800 432 432 for your free loaf.

**Visual:** A man/woman stood in a field, looking up to the skies as wheat rains down on them.

**Bread Name:** Make It Grain

**Tagline:** A gift from the heavens.

**Logo:** Bakermill Bakeries

**Offer:** Sign up to our newsletter @ [www.bakermillbakeries.com](http://www.bakermillbakeries.com) to get your free loaf.

**Bread Name:** Make It Grain

**Visual:** A busy city street flooded with grain rather than water.

**Tagline:** Less water, more air

**Offer:** Text 'Artisan' to 0800 432 432 for your free loaf.

**Logo:** Bakermill Bakeries

**Logo:** Bakermill Bakeries

**Bread Name:** Wheatland

**Visual:** A shot of a man/woman with their arms outstretched walking through a field of wheat as far as the eye can see.

**Tagline:** Lose yourself in our loaf.

**Offer:** Sign up to our newsletter @ [www.bakermillbakeries.com](http://www.bakermillbakeries.com) to get your free loaf.

**Bread Name:** Wheatland

**Visual:** A field of wheat replaced with loaves of bread.

**Tagline:** Fresh from the field.

**Logo:** Bakermill Bakeries

**Offer:** Text 'Artisan' to 0800 432 432 for your free loaf.