

# Content with Copy

## Brand Names and Concepts

[Concept 1]



### Whole-health<sup>1</sup>

**Our newest bread overflowing with  
even more of nature's goodness<sup>2</sup>**

*Visual: View from the back of a baker with a hat  
on kneading bread in a beautiful nature location,  
eg. in the mountains, at the beach or in a  
meadow. There is a "waterfall" of flour, grain,  
water and other ingredients pouring into the  
mixing bowl.*

**A wealth of nature in every grain<sup>3</sup>**

Visit [www.bakermill.com](http://www.bakermill.com) to learn about our enhanced bread recipe<sup>4</sup>

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<sup>1</sup> Bread name

<sup>2</sup> Headline

<sup>3</sup> Tag line

<sup>4</sup> Promotion text

[Concept 2]



*Visual: A cutaway view of the earth with the roots of 2 stalks of wheat. The stalks above ground are bending over at the top to form a heart shape around a family holding a loaf of bread. The tag line text rises upwards in an "S" shape.*

**Goodness from the ground up<sup>1</sup>**

**Multi Wheat<sup>2</sup>**

**A newer taste from Bakermill brings you  
more nutrition in every slice<sup>3</sup>**

Learn about the creation of our bread with a special visit to  
our historic mill at Bakermill Bakeries - [www.bakermill.com/visit](http://www.bakermill.com/visit)<sup>4</sup>

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<sup>1</sup> Tag line

<sup>2</sup> Bread name

<sup>3</sup> Headline

<sup>4</sup> Promotion text

[Concept 3]



## **Weekday Wheat<sup>1</sup> - Work at your best with Bakermill's even smarter bread<sup>2</sup>**

Receive money off your next loaf by texting NEW to 0800 778788<sup>3</sup>

*Visual: A man in a suit sitting back relaxed and grinning with his feet up at his work desk. On the desk is an empty "In" tray, and an "Out" tray full of a huge pile of completed paperwork and a few empty plates strewn in between. Breadcrumbs are scattered around.  
In the style of a realistic photo or a cartoon.*

**Get ahead with better bread<sup>4</sup>**

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<sup>1</sup> Bread name

<sup>2</sup> Headline

<sup>3</sup> Promotion text

<sup>4</sup> Tag line

## Fit-wheat<sup>1</sup>

**Bakermill's new bread loaded with energy for your day<sup>2</sup>**

**Breakfast bread for champions<sup>3</sup>**

Visual: Loaves of bread to replace items in sports, in cartoon style.

Series 1: A muscly weightlifter lifting a big overhead weight made of a breakfast knife with 2 loaves of bread either end as the weights. He is balancing on one foot on top of a perfect-looking slice of bread.

Series 2: A giant loaf of bread with a swimming pool carved out in the middle, olympic swimmers inside racing and diving in.



*Bakermill*  
*Bakeries*

Text FIT-WHEAT to 0800 777 now to receive your free loaf of bread<sup>4</sup>

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<sup>1</sup> Bread name

<sup>2</sup> Headline

<sup>3</sup> Tag line

<sup>4</sup> Promotion text



## Classic Wholewheat<sup>1</sup>

**We went back to the pure ingredients to make  
the best of bread<sup>2</sup>**

*Visual: A cutaway view of the front of a house in the shape of a slice of bread, where you can see the rooms inside. In the kitchen children are at the table happily eating bread, their mum is standing by wistfully reminiscing about her own childhood eating the same bread.  
Created in pencil-sketches style.*

**Taste that takes you back<sup>3</sup>**

**For your own Bakermill apron collect points on every pack<sup>4</sup>**

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<sup>1</sup> Bread name

<sup>2</sup> Headline

<sup>3</sup> Tag line

<sup>4</sup> Promotion text

## **Bakermill cuts no corners<sup>1</sup>**

*Visual: a bag of flour divided into four quarters  
– one quarter is slightly away from the rest  
and looks as if it is being put back in by a  
hand.  
In a simple computer graphics design.*

## **Nature Loaf<sup>2</sup>**



## **Bakermill's better flavour bread - a whole world of taste<sup>3</sup>**

Every pack has points towards your own unique Bakermill Bakeries bread bin<sup>4</sup>

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<sup>1</sup> Tag line

<sup>2</sup> Bread name

<sup>3</sup> Headline

<sup>4</sup> Promotion text

## Golden Wheat<sup>1</sup>

**We worked on our recipe so..**



**you can enjoy the best in life<sup>2</sup>**

*Visual: A couple in a golden open-top car driving across a desert towards mountains in the far distance. There are piles of loaves of bread in picnic hampers in the back of the car. In an 80s photo-like style.*

**A fuller taste by far<sup>3</sup>**

Enter our brand new competition to win a trip to the Scottish mountains!  
Visit [www.bakermill.com/winavisit](http://www.bakermill.com/winavisit)<sup>4</sup>

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<sup>1</sup> Bread name

<sup>2</sup> Headline

<sup>3</sup> Tag line

<sup>4</sup> Promotion text

[Concept 8]



*Visual: A giant loaf of bread with tiny farmers and tractors working away all over it. Lots of tiny people also dotted around shaking hands and with arms wrapped around each other.*

*Reminiscent of Gulliver's travels, and created in style of children's picture book illustrations.*

**Whole-hearted from the start<sup>1</sup>**

**Farm Loaf<sup>2</sup>**

**Caring for your health with our new additive-free loaf<sup>3</sup>**

Learn about our support work with local food kitchens  
at [www.bakermill.com/community](http://www.bakermill.com/community)<sup>4</sup>

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<sup>1</sup> Tag line

<sup>2</sup> Bread name

<sup>3</sup> Headline

<sup>4</sup> Promotion text



[Concept 9]



## Balance Grain<sup>1</sup>

**A perfectly balanced slice every time in Bakermill's new loaf<sup>2</sup>**

*Visual: A pair of hands kneading bread dough with chemistry lab type petri dishes and glass tubes dotted around. In the style of cartoon or photo with effects.*

**Bakermill baked to perfection<sup>3</sup>**

Receive money off your next jar of delicious Brambles Jam: text SLICE to 0800 777<sup>4</sup>

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<sup>1</sup> Bread name

<sup>2</sup> Headline

<sup>3</sup> Tag line

<sup>4</sup> Promotion text

## Ready-go Loaf<sup>1</sup>

Your favourite loaf now packed with even MORE energy!<sup>2</sup>



### For better bread-ventures<sup>3</sup>

*Visual: Loaves of bread replace objects in various scenarios of people having adventures.  
In a realistic photographic style.*

*Series 1: Loaves of bread replacing wheels on bicycles of a couple riding along through luscious fields.*

*Series 2: Small climbers scaling giant loaves of bread.*

*Series 3: A parachutist with a slice of bread as the canopy*

Complete our survey to win a book of great recipes, such as our Italian Garlic Bread.  
Go to [www.bakermill.com/yoursay](http://www.bakermill.com/yoursay)<sup>4</sup>

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<sup>1</sup> Bread name

<sup>2</sup> Headline

<sup>3</sup> Tag line

<sup>4</sup> Promotion text