

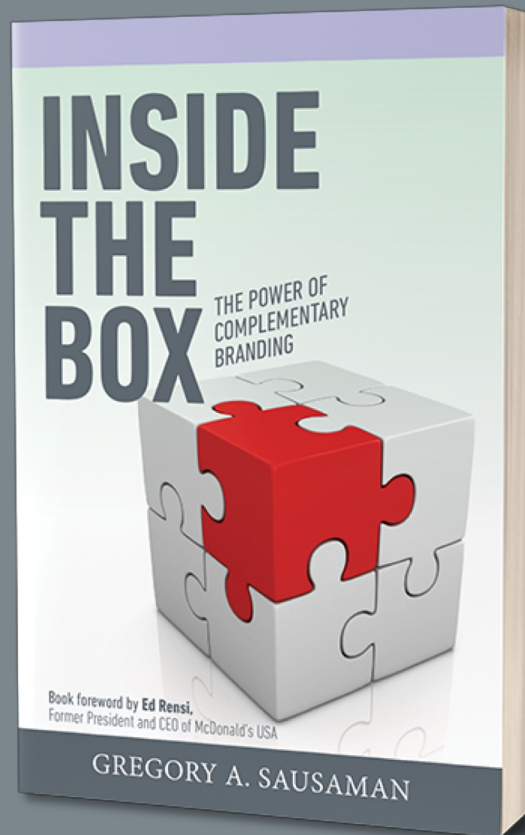


GREG SAUSAMAN

CFE, CEO TOPPER'S CRAFT CREAMERY®



Thought Leaders in
Complementary Branding



Published author and expert on
Complementary Day-Part Branding

“I found Greg’s work and understanding of complementary branding to be progressive and innovative.

Inside the Box: The Power of Complementary Branding[®] is an on-point modern-day manual for how to successfully add a complementary brand.”

*Book foreword by Ed Rensi;
Former President and CEO of McDonald’s[®] USA;
Chairman FAT Brands[®], Inc.*



“If I asked people what they wanted, they would have said “faster horses”.

– Henry Ford

INNOVATE OR STAGNATE

“One of the challenges of innovation is the challenging of a set model.

A traditional way to manufacture footwear existed for hundreds of years. Now we have a whole new way.”

– *Mark Parker, CEO Nike*

Nike uses the cold cement modern style of shoe construction; rather than the old high heat vulcanized shoe construction.

COMPLEMENTARY BRANDING

- Putting a single brand inside another brand to fill a complementary day part.
- The brands have a joint interest that sustains the relationship (both making more profit).
 - Co-branding = stacking blocks
 - Complementary branding = LEGO's

(The difference is integration.)

WHAT IS NEXT FOR ME?

“Discovery consists of seeing what everybody has seen and thinking what nobody has thought.”

– *Albert Szent-Gyorgyi,
Nobel Prize Winning Biochemist*

It's not **“What's next?”**

It's ***“What's next for me?”***

Discover what is right for **you.**

WHAT IS THE LEVEL OF DESPERATION

of your operators?

of your brand?

“Desperation sometimes drives innovation.”

– Dara Khosrowshahi, CEO Uber

Survival  PROSPERITY

CORE COMPETENCIES

Understand your
Core Competencies
so you build from them.

“Know your core competencies and focus on being great at them.”

– Mark Cuban, Entrepreneur, Shark

“Successful people ask better questions, and as a result, they get better answers.”

– Tony Robbins, Author, Speaker

3 CHALLENGES

1. **How do we do more with our staff to increase labor efficiency?**
2. **How do we add more top-line sales in our existing space that won't complicate things?**
3. **How can we minimize risk to add simple and profitable options for our operators?**

OUTSOURCE, OUTSOURCE, OUTSOURCE

“Do what you do best, outsource the rest.”

– Peter Drucker,
Management Consultant, Author

“Complementary branding is not a trend. It is an industry shift. Don't spend your time and money developing something when there is already a product on the market. Go with their expertise. Save yourself 100% of the costs of new product development.”

– Ed Rensi,
Former President and CEO
McDonald's USA

3 KEY FACTORS IN A PARTNER BRAND

1. **High brand name recognition**
(Halo effect)
2. **High product quality and
distinctiveness**
3. **High expertise in operation; and
master level execution of product**

Must be at least **TWO** in place.

WHAT IS YOUR “DIFFERENT?”

“Here’s to the crazy ones. The rebels. The troublemakers. The ones who see things differently. While some may see them as crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.”

– Apple, “Think Different” ad copy

RISK vs. REWARD

- Quantify your risk vs. reward
 - What are investment costs, projected sales, projected operating costs, ROI, EBITDA?
 - Use a proforma to project your business model.
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“The biggest risk is not taking any risk ... In a world that is changing really quickly, the only strategy that is guaranteed to fail is not taking risks.”

– Mark Zuckerberg, Facebook

NUTS AND BOLTS OF COMPLEMENTARY BRANDING: 7 CONSIDERATION FACTORS

1. **Brand Equality**
2. **Simplicity**
3. **Physical Plant**
4. **Culture**
5. **Benefit**
6. **Legal and Financial**
7. **Site Matching**

BRAND EQUALITY: 2 PARTS

Name Recognition

- How strong is your brand's name?
- How strong is your brand's reputation?
- Will adding this brand be well perceived by our customers?

Product Quality and Distinctiveness

- How high is the brand's quality?
- How distinctive is the product from similar products available?
- Do the brands' quality level complement one another?

SIMPLICITY

1. **Operations**

Execution

- Process similarities
- Prep time
- Cook time
- Assembly time

2. **Supply Chain**

One stop shopping

3. **Day-Part Synergy**

PHYSICAL PLANT FACILITY

1. **Location**

- Where can it go?
- Where should it go?

2. **Site Infrastructure**

- Electrical service, water, gas, plumbing and waste

3. **Operating infrastructure**

- Prep area, dry storage, cooler or freezer space, sink space to clean
- Unique needs of new product?

CULTURE

Is there an on-site champion for the new branded product?

Does the team embrace new things, or consider it more work and BS?

Would the new product be used just for customers, or as an employee benefit?

Will the team operate this with the diligence and passion they operate your brand?

Answer “WIIFM” for the employees. Will there be rewards for success?

BENEFIT

- Increase current average ticket with a unique product that will not cannibalize your current menu offering.
- Increase customers' trips to your venue at other times of the day for a unique product.
- To increase the value of your brand through addition of a simple and unique high quality new product.

LEGAL AND FINANCIAL

- Is there a Master Agreement with the two franchisor brands?
- How would the details work?
 - Term, transfer, termination, renewal, support?
- How would the fees work?
 - Is there room for both brand's fees?
- Is there supply chain rebate money?
- Be transparent and flexible with all involved.
- How can a win-win scenario be created?

FRACTIONAL FRANCHISE

“To qualify, the franchisee must have been in the type of business represented by the proposed fractional franchise license relationship for more than two years, and the parties must anticipate, at the time the agreement is signed, that the relationship will represent no more than 20 percent of the dollar volume of the franchisee. If the exemption elements are met, the licensor need not prepare or provide a Franchise Disclosure Document before entering into the transaction. This exemption eliminates costly and time-consuming barriers that would otherwise be applicable, allowing rapid expansion through the co-brand relationship structure.”

*Lane Fisher, Fisher Zucker;
from Inside the Box: the Power of Complementary Branding*

RUBBING TOGETHER NICKELS

A fractional franchise might only add 5 - 10% to your top line sales; but at remarkably high margins from efficiencies inside the box.

“My business was \$4 million my first year . . .
Off of one \$20 item.”

– Sara Blakely,
billionaire founder of Spanx

SITE MATCHING

What demographic does this Host venue target?

What are the key elements of this site that make it successful?

What complementary brand product would best complete the day-part opportunity?

Are there lease restrictions to adding the selected complementary brand?

WHAT ARE YOUR OPPORTUNITIES
TODAY AND IN THE COMING YEARS?
WHERE THE PUCK ARE YOU GOING?

“I don’t go to where the puck is, I go to where the puck is going.”

– Wayne Gretzky,
Hall of Fame hockey legend

“It is easy to come up with new ideas: the hard part is letting go of what worked for you two years ago, but it will soon be out of date.”

– Roger von Oech,
PhD, speaker, author; inventor

CONTACT

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Topper's Craft Creamery,[®] or speaking?

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