

# Johnny Cupcakes

Founder and CEO of Johnny Cupcakes

**Building Brand Loyalty & Memorable Experiences.** With each new launch the hysteria around the 'Johnny Cupcakes' brand continues to conquer the globe. The reaction goes from 10 block queues as anxious fans await for the shop to open to Cupcake tattoos, yes, permanent ones.

In this awe-inducing presentation, Johnny will educate you on how you too can create a wave of loyalty and obsession around your products, your business, and within your teams through the power of social media and experiential branding.

## **Inspiring Team & Customer Culture.**

We talk about 'word of mouth' advertising as the holy grail of brand expansion, but countless businesses forget the word of mouth generated internally and by their team of millennials.

There is no one that understands the mindsets of the customer than Johnny Cupcakes. In this dynamic presentation, he will inspire leaders to create a culture of 'brand obsessives', team members who will shout about the company values and engage with the brand on a deep level, resulting in loyal teams and bowled-over customers.

**Finding A Way.** So many ideas, so little resources! Some of the biggest business success stories were the product of dollar coffees and a loving parent's garage—including Johnny Cupcakes. So if you have the drive then this presentation will show you and your audience how to get behind the wheel and steer your organization into new territories and gently away from old way

With utter conviction and complete passion Johnny will talk leaders, entrepreneurs, marketers, and sales teams through the lessons he has learned on his journey to global domination—and arm them with easy to apply strategies for making their dreams a reality. Johnny shares dozens of ingredients to success, including the power of details, collaboration, and the art of rolling with the punches while learning to adapt.

**Be Your Own Brand—The Ultimate Branding Tool Box.** If you were a product, what box would you come in? If you were a business, what uniform would your staff wear? In a world where millionaires are made on blogs, and a website review can break a billion-dollar business, what are you doing as a person in business to grow your brand?

Nobody understands the power of a brand more than Johnny Cupcakes and in this passion fueled presentation, he talks to employees, CEO's, and business owners about how they can generate a world-class reputation that is impossible to ignore.

Key takeaways include:

- Shiny Packages—The simple tricks that you or your team can use to stand out
- Disruptive Marketing—The ways to create a buzz that people share
- First Up—How to take a 'great' first impression and make it unforgettable
- Cut Through—The messaging you can use to ensure you are remembered

