

# HELMS

## BAKERY

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Vanessa De La O, Krisha Sarkar

# HELMS = AN LA ICON

Our vision for Helms Bakery is to position it as the *icon* that it is - a culturally rich and historical culinary experience in modern Los Angeles. It is one of the greats, like Grand Central Market, but they do not have as big of a mainstream following. We want to change this.

We aim to utilize nostalgic storytelling to immerse both **familiar** and **new** Angelenos to the Helms that they know and love.

Our work should cater to both affluent locals seeking high-quality, artisanal products and tourists seeking to experience a piece of old Los Angeles history.

## OUR TEAM

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**Robbie Andrews**  
*Strategist*

Brief development,  
strategic positioning,  
Scope of Work



**Krisha Sarkar**  
*Content Planner*

Storylines, Sample  
Feeds, TikTok Strategy



**Chelsea Uy**  
*Strategist and Director*

Strategy and Art Direction  
(photography, video,  
design)



**Vanessa**  
*Audience Insights and  
Engagement*

*Target audiences,  
platform  
recommendations*

## OUR 5 STORYLINES

### HERITAGE AT HELMS



### OUR CRAVINGS



### DESIGN DNA



### LA LIFESTYLE



### COMMUNITY



**KEY TAKEAWAY: WE WANT TO BRING A HOLISTIC PORTRAYAL OF HELMS THAT BRIDGES OLD AND NEW**



# DIVE INTO HELMS' RICH HISTORY

- Helms Bakery is credited with creating the first Olympic Bread in 1932.
- Share how it started, the journey of building the brand, and the passion that fuels the business today.
- Use old photos, anecdotes, and fun facts to give their followers a deeper connection to the brand

*EMPHASIS: CREATING NEW ASSETS FROM EXISTING ARCHIVAL PHOTOS. MORE IG*



# SHOWCASE THE BAKERY'S MOUTHWATERING MENU ITEMS

- We want to emphasize the features that make Helms' food irresistible.
- We plan to use the hashtag #OurCravings for highlighting customer favorites, new menu items, or seasonal cravings that people can't get enough of.

*EMPHASIS: PROFESSIONAL SHOTS OF BEST SELLERS, IPHONE CONTENT, HIGH QUALITY UGC FEATURES. PHOTO AND VIDEO. IG & TT*



## TRAVEL BACK IN TIME THROUGH HELMS' DESIGN

- We want to share the thought process behind the design, the inspiration, and how it enhances the customer experience.
- Sample hashtags include both **#PastandPlaster**: emphasizing the architectural heritage of the bakery building.
- Another is **#DesignThatFeedsYou**: Combine food with design by showcasing how the bakery's design enhances the overall dining experience, from the layout to the presentation of their delicious treats.

*EMPHASIS: PROFESSIONAL SHOTS OF INTERIORS  
AND EXTERIORS. IG & TT*





## A MAINSTAY IN LA: EMPHASIZE HELMS' IMPACT ON ANGELENO CULTURE

- We want to share community driven stories, and how Helms is a big part of the Culver City community (food, people, place).
- This includes emphasizing generational memories made too. Explore how the LA lifestyle has evolved over time, but how Helms is still a mainstay

*EMPHASIS: MIX OF ARCHIVAL PHOTOS,  
TESTIMONIALS, NEW UGC. IG & TT*





## FEATURE OUR HELMS FAMILY

- Share their stories, why they love the bakery, and how they incorporate your products into their special moments.
- A hashtag like **#HelmsLocalLove** can be used to celebrate the community around Helms Bakery by featuring local customers, partners, events, and stories.
- This hashtag can highlight how the bakery is an active, engaged part of the local area, and the relationships it fosters.

*EMPHASIS: UGC, IG AND TT*

**TARGET AUDIENCE**

### CURRENT AUDIENCE

Adults 35+,  
professionals, local  
families, retirees



### TARGET AUDIENCE

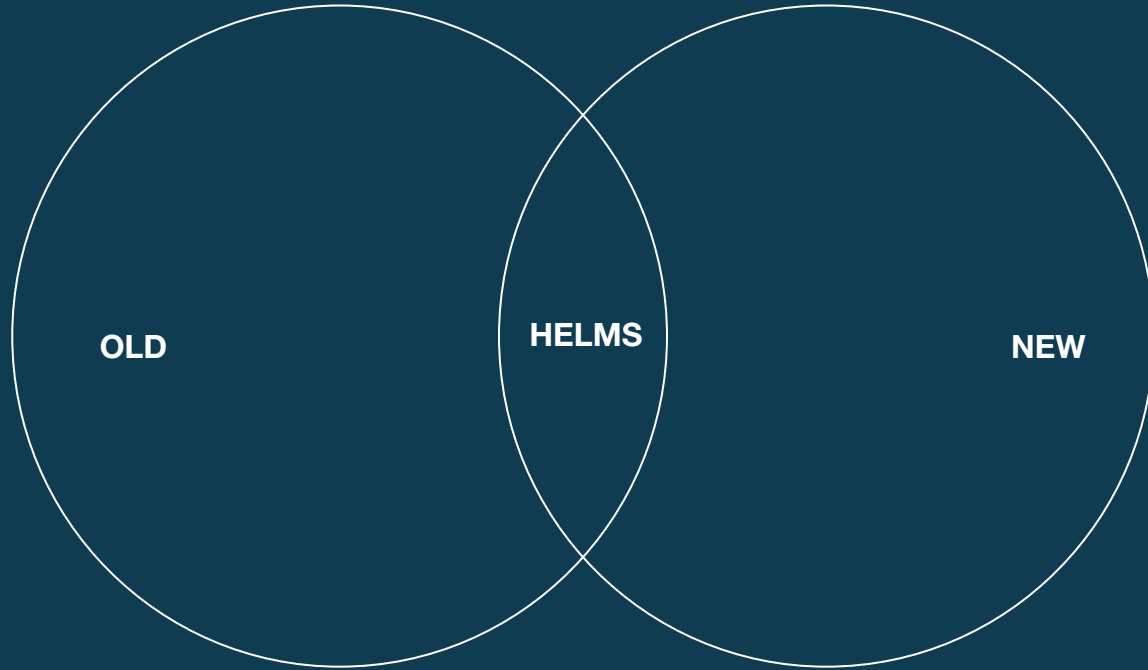
**Millenials and  
Gen Z  
College students  
and young  
professionals**

### OUR IDEAL CUSTOMER'S INTERESTS

- Passion for history, design, and architecture
- Need for aesthetically pleasing, functional spaces to work/study
- Community and collaboration-focused values with good food and vibes
- Interest in curated, Instagrammable experiences
- Enthusiasm for niche cultural knowledge and vintage/local flair
- Higher willingness to pay, embraces nice culinary and everyday experiences

## TARGET AUDIENCE

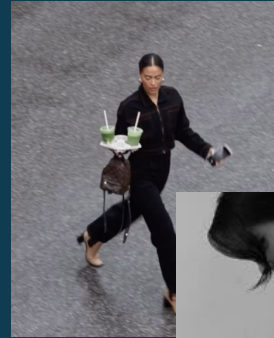
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**KEY TAKEAWAY: WE AIM TO BRING HELMS BAKERY TO A NEW GENERATION**

# MELISSA: THE ENTERTAINMENT PROFESSIONAL

- Age: 32
- Occupation: Accountant at Sony Pictures Entertainment
- Interests: Film, photography, food, history, sweet treats
- Why Helms?: Always looking for a place to work from home or to catch lunch near work. She loves the deli section and coffee available in one space.
- Use to hear fond stories about Helms from her grandmother.



# JORDAN: THE ARTSY COLLEGE STUDENT

- Age: 21
- Occupation: Art History major at UCLA
- Interests: Architecture, photography, espresso, matcha, lo-fi, jazzy house music
- Why Helms?: Loves that it is not your typical cafe, and that it is steeped in history. Likes the diverse menu offerings, minimalist working environment and atmosphere of the arts district.

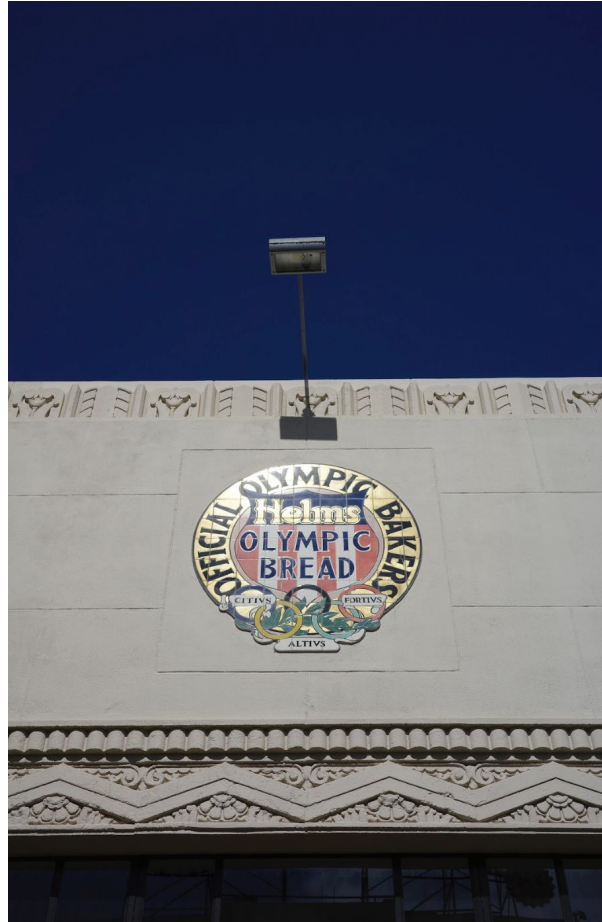


**VISUAL DIRECTION**  
**PHOTOGRAPHY**  
**GRAPHICS**  
**VIDEO**



## VISUAL DIRECTION - PHOTOGRAPHY (TIMELESS AND ELEGANT)

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**VISUAL DIRECTION - PHOTOGRAPHY (MIX OF EDITORIAL AND FILM)**





**VISUAL DIRECTION - PHOTOGRAPHY (MIX OF EDITORIAL AND FILM)**





## VISUAL DIRECTION - PHOTOGRAPHY (UGC)

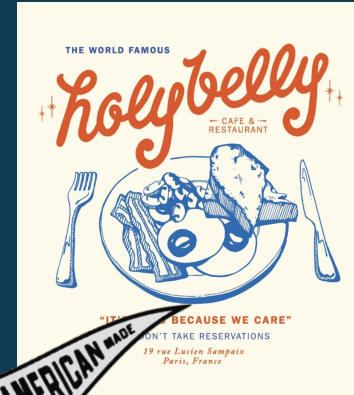


VISUAL DIRECTION - GRAPHIC DESIGN (clean lines, mid century meets nostalgic and contemporary americana, monochrome)

*Always  
Tired*

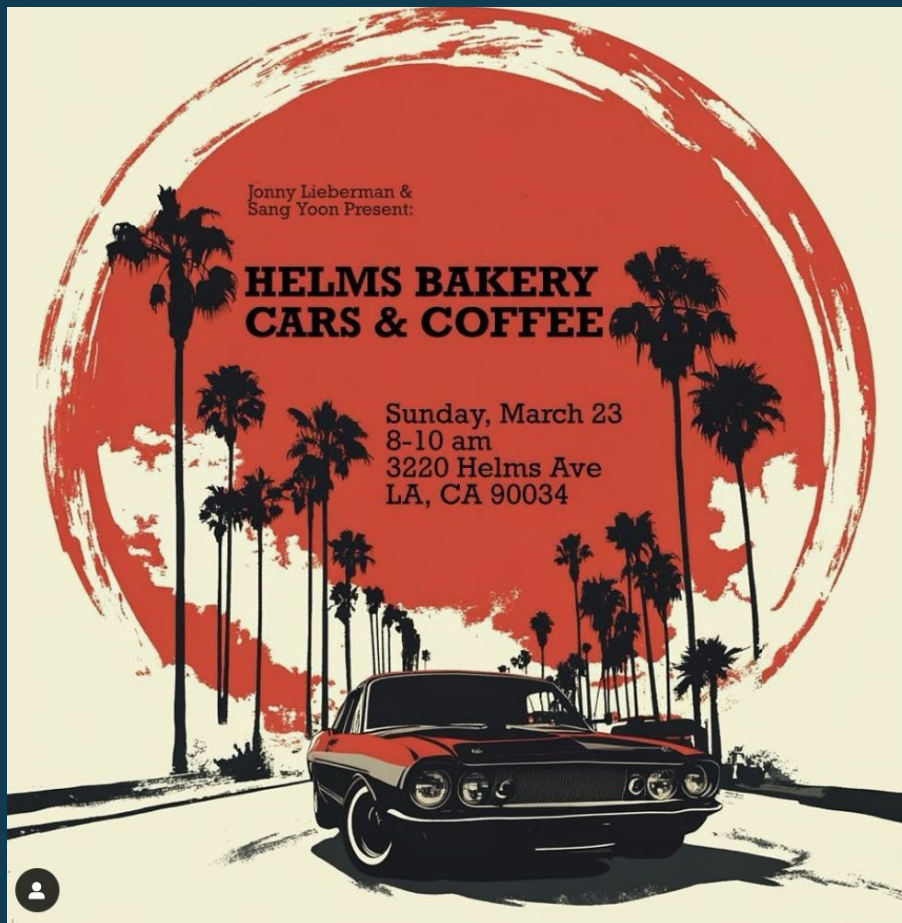
*Always  
Tired*

*Always  
Tired*





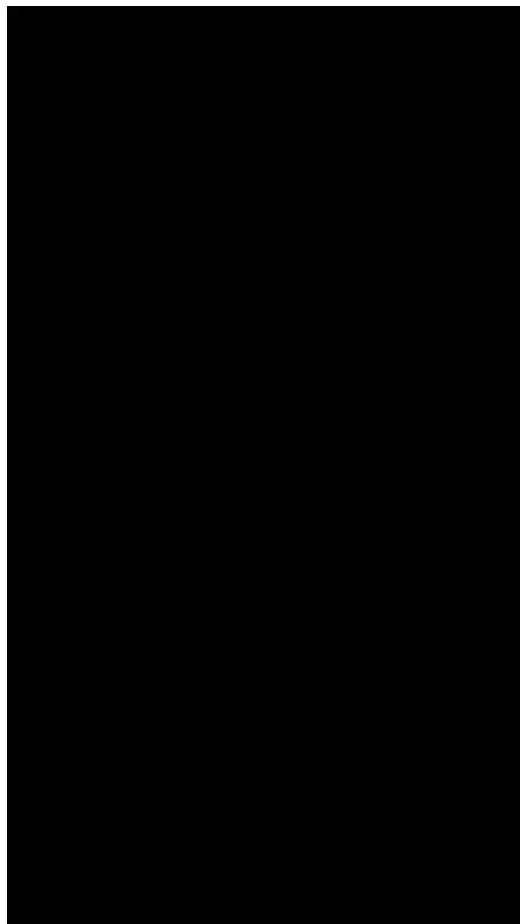
EXISTING POSTER



NEW POSTER







**SHORT,  
SNAPPY AND  
CLEAN**

**RETROPOP  
ELEMENTS**

**TIMELESS**

# **SAMPLE FEEDS**



### HELMS = DREAMY RETRO NOSTALGIA

- Emphasizing retro references and linking to the idea of cyclical trends - early 2000's dreamy and sophisticated
- Positioning Helms as an everyday little luxury, something that is of value and aspirational

### 5 SENSES:

- Emphasis on ethereal yet attainable imagery
- Soft and unfocused, heavier use of film
- Floral and fresh, cozy knit
- Feels like listening to Jorja Smith, H.E.R



## HELMS = A BAKERY ROOTED IN TRADITION, MOODY MODERN

- Mix of UGC and Editorial content, with a soft sepia vibe
- Feels elegant and timeless to attract both younger and older consumers
- Feels warm, fresh, inviting and calm

### 5 SENSES:

- Rustic, natural materials (wood, concrete, wheat etc)
- Heavier contrast and darker color palettes
- Oud and woody
- Feels like listening to jazzy sophisticated house, Amy Winehouse, retro funky pop

## RECOMMENDED PLATFORMS AND POST FREQUENCY

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### INSTAGRAM

Millennials, GenZ  
Quality editorial posts  
and UGC

EMPHASIS ON  
DETAILS AND WORLD  
BUILDING

5-10 STORIES/WEEK  
3-5 POSTS/WEEK

### TIKTOK

Younger Millennials,  
GenZ

EMPHASIS ON  
PHOTO CAROUSELS,  
EXPERIENTIAL  
CONTENT

4-6 POSTS/WEEK

### FACEBOOK

Adults 35+,  
professionals, local  
families, retirees

EMPHASIS ON  
PROMOTIONS,  
EVENTS AND  
GENERAL WORLD  
BUILDING

1-2 POSTS/WEEK

# **CAMPAIGN CONCEPTS**



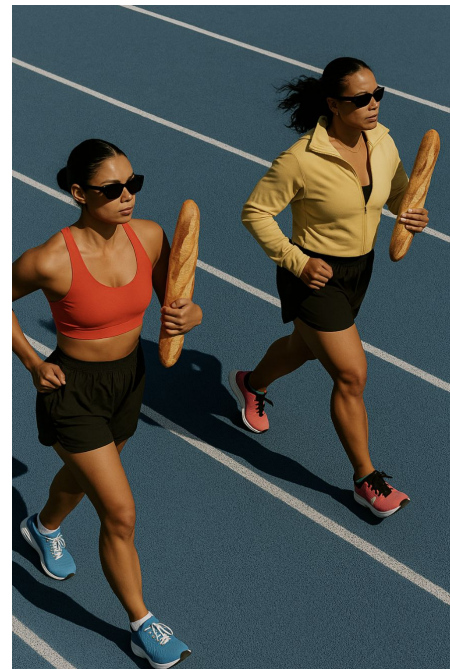
## PARTNERSHIP WITH 2028 LA OLYMPICS HELMS = BREAD OF CHAMPIONS

This partnership is historical yet modern with a twist! It ties back to Helms' roots and pays homage in a unique and genuine way. This would also yield broader reach to non-Angelenos, educate consumers, and cement Helms into legend status.



## LA 2028 OLYMPICS EDITORIAL SHOOT (runner holding baguette, shotput, javelin etc, coliseum)

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## LA2028 OLYMPICS- GIANT AI ACTIVATIONS AROUND LA

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AI videos/photos (chatgpt or why.ai) to generate buzz and virality, and aim for broader reach

**THANK YOU**