

OAKBERRY MASTER DOC.



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FIRST THINGS FIRST

Reading Manual

This material will provide a clear guide on the key elements to help you build the OAKBERRY brand in your market and clarify any potential questions around the brand's foundational elements.

SUB-CHAPTER AND CHAPTER



BRAND

COMMUNICATION

SUSTAINABILITY

PRODUCTS & PROCESS

OPERATIONS



Our Supply Chain



Ribeirinho's Project



Oakville

SUB TITLE

Page Title

Page Short Description

SESSIONS
(CLICK)

USEFUL LINKS
(CLICK)

CONTENT

Agenda

Brand

What we are as a brand

Our brand fundamentals and guidance on how to bring it to life in your market.

Communication

How we communicate

A clear guide on how to create outstanding and on-brand communications.

Sustainability

The importance of sustainability

A quick overview on our positive impact to the local communities and environment.

Product

Our main products

An overview of our strategic menu architecture and our key products.

Operations

The in-store experience

An important note on how a flawless in-store experience is crucial to build our brand.

CHAPTER 01

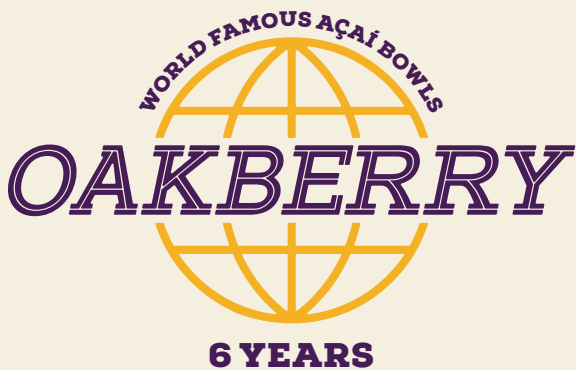
Brand



1. Our Journey



OAKBERRY has grown in a fast and consistent pace since its inception



Dec/16
1ST STORE

Dec/18
100 STORES BR



2019
START OF INTERNATIONAL EXPANSION

JAN/19 1ST STORE AUS
AGO/19 1ST STORE EUROPE
AGO/19 1ST STORE MIDDLE EAST
NOV/19 1ST STORE USA

Feb/20
200 STORES BR

Dec/21
100 INTERNATIONAL STORES

Jan/21
300 STORES BR

Jul/21
400 STORES AROUND THE GLOBE

2022
VERTICALLY INTEGRATED AND SUSTAINABLE PRODUCTION

600+
STORES GLOBALLY

FOUNDATION
2016

BRAZIL EXPANSION AND BEGINNING OF INTERNATIONAL EXPANSION
2017 - 2021

GLOBAL HYPERGROWTH
2022 - FWD

Nov/18
FIRST APPEARANCE
IN F1 INTERLAGOS



Mar/19
FIRST MIAMI OPEN,
OUR DEBUT IN A
TENNIS COURT



Feb/20
FIRST BRAZILIAN
BRAND TO BE AT THE
SUPER BOWL, THE MOST
IMPORTANT EVENT OF
THE UNITED STATES



Sept/21
FIRST TIME AT THE US
OPEN, ONE OF THE MOST
IMPORTANT TENNIS
COMPETITIONS IN THE
WORLD



Jan/22
AUSTRALIAN
OPEN

Mar/22
ADIDAS COLLAB



Mar/22
IRONMAN
BRASIL

Jun/22
WSL BRASIL



Oct/22
START OF THE
PARTNERSHIP
WITH THE HAAS
F1 TEAM



1.1 Conceptual





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OAKBERRY insight

GEORGIOS AND RENATO HAD A DREAM TO:

**Create a brand of
delicious and
healthy superfoods
for the fast food
market.**

Georgios

Renato





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Not Just Açaí, it's OAKBERRY

We made açaí known and appreciated all over the globe.
Our organic açaí bowls with unlimited toppings are now part of the
healthy lifestyle of millions of people in many countries.



Create Desire

Everything we do has to build on that feeling!



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Around Our Branding



About the Events We Participate



For Our Products



About Our Activations



By Our Merchandising



About Our Communication



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Our main goal

**WE ARE ON A JOURNEY TO MAKE AÇAÍ
KNOWN AND APPRECIATED ALL OVER THE GLOBE.**

WHAT WE WANT TO ACHIEVE?

**Become the synonym of
'FAST SUPERFOOD'
worldwide.**

HOW WE DO IT?

**We make it *EASIER*
and *SEXIER*
to be *HEALTHY*.**





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Why açai?

Because it is one the most well known fruits from Brazil and the Amazon forest.

Açai is a natural and abundant source of energy, it's 100% organic, natural antioxidant, and healthy... a true superfood.



OAKBERRY



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***It comes from the lungs of the planet,
the Brazilian Amazon Forest.***

***It was introduced to everyone in the mid 90s,
as extreme sports were gaining popularity.***

***It was quickly embraced by high-performing
athletes in their diets & routines.***

***It anchored its role within sports culture for its
health benefits and its rich taste & experience.***

***It has gone global and became
the hottest superfood out there.***

***It continues its journey to cement
its presence all over the globe.***

***It is not only the açaí journey,
but also the OAKBERRY journey.***



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Photos + Videos
Branding

The OAK bowl

WE LOVE THE WAY WE BUILD OUR BOWLS IN EACH LAYER.

***Our Bowl is the best representation of our Brand Experience.
We love to celebrate it in everything we do. So do our fans.***



Illustrations



Merchs



Social Media

1.2 Practical





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Our brand name

OAKBERRY

Why OAK?

OAK trees last centuries, are everywhere and despite being malleable, they are safe and stable.

Why Berry?

BERRY is our açai, which is healthy, rich in vitamins and minerals, and well-known as a superfood.



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And there's also a fun fact...

Georgios came up with OAKBERRY but Renato wasn't sure about it.

Then, he went home, and opened the bible in the verse Isaiah 6:13, it acts as a metaphor for the people of God:

"And though a tenth remains in the land, it will again be laid waste. But as the terebinth and oak leave stumps when they are cut down, so the holy seed will be the stump in the land."

With that 'divine' message they didn't have any more doubts:
It had to be OAKBERRY!

isaiah 6:13



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Our brand name

HOW TO WRITE IT?

IT IS NOT:

Oakberry



OAKberry



OakBERRY



OakBerry



Oak Berry





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Our brand name

HOW TO WRITE IT?

IT IS:

OAKBERRY

Always ALL CAPS. Because we are **BOLD**.





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Logo
Guide



Logos
for download

Our logos

WE HAVE 2 MAIN LOGOS (VERTICAL & HORIZONTAL):



PRIMARY LOGO

Best used in vertical applications

OAKBERRY

OAKBERRY AÇAÍ

SECONDARY LOGOS

Best used in horizontal applications



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Logo
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Logos
for download

Logos variations

WE HAVE 2 VARIATIONS OF OUR LOGO:



LOGO SUPERFOOD

Best used when we want to reinforce our commitment on being a superfood



LOGO VARIATION

Best used when we want to show the macaw, but don't have much vertical space



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Our brand icon

MACAWS ARE ONE OF THE MAIN AÇAÍ CONSUMERS, IN ADDITION, THEY HAVE THE ABILITY OF SEE EVERYTHING FROM ABOVE.



The Macaw

OAKBERRY



Macaws become partners for life.

1

We create long-lasting relations with our consumers and always look into each one of them.

Are always sighted with their partners or in huge groups.

2

We are always working to create pairs and groups, because we know the value of sharing positive experiences.

Macaws are known for displaying many colors and big tails.

3

We are colorful and diverse.

Are the biggest representative of the *Psittacidae* family, with individuals that can reach up to 1.5kg and more than 80cm in size.

4

We bring nutrition (superfood) to each meal, that's why we are the biggest of our kind.

Can communicate through sounds that reach long distances.

5

We have a clear and engaging communication style to reach everyone, everywhere in the world.

Can live up to 80 years.

6

We unite healthy food with sports, community, and energy, the perfect recipe for a long-lasting and happy life.



AND WELL, THEY SAW THE AÇAÍ BERRY FIRST.



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Our slogan

IT SETS US APART FROM EVERYONE AND EVERYTHING ELSE.

***Not just açai,
it's OAKBERRY***

It shows our organic point of difference against everyone else.

***THE SIGNATURE CAN NOT BE MODIFIED IN ANY OCCASION.
HAS TO BE APPLIED IN EVERY COMMUNICATION THAT CAPTURES CONSUMERS
ATTENTION (VIDEO, SITES, FLYERS), OR THAT IS AIMED TO BE MORE INSTITUTIONAL.***



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Our hashtag

**THE BEST USES OF OUR HASHTAG PRESENT OAKBERRY
IN A DISTINCTIVE AND UNIQUE MANNER.**

#RespectTheOAK



*“ This hashtag was created at the early stages of our brand.
When we had to make sure that everyone would look at us in the right way,
at that moment, we had to reassure what we were becoming as a Brand.”*

Georgios Frangulis, OAKBERRY founder



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Millions Campaign
Color Guide

Our main colors

In case you haven't noticed yet,

We are Purple

*And we love to be this way,
so **ALWAYS** prioritize this color.*



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Millions Campaign
Color Guide

Açaí purple variations

PRIMARY COLOR

Açaí Purple Light

C 50 M 80 Y 0 B 0
R 125 G 85 B 150
PANTONE 7401 C

Açaí Purple

C 80 M 100 Y 30 B 30
R 74 G 31 B 96
PANTONE 2617 C

Açaí Purple Dark

C 80 M 90 Y 40 B 60
R 40 G 5 B 50
PANTONE 7408 C



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Millions Campaign
Color Guide

Our main colors

PRIMARY COLOR

Açaí Purple

C 80 M 100 Y 30 K 30

R 74 G 31 B 96

PANTONE 2617 C

SECONDARY COLORS

Off White

C 3 M 5 Y 12 K 0

R 245 G 238 B 224

PANTONE 7401 C

Granola

C 7 M 39 Y 72 K 0

R 234 G 165 B 94

PANTONE 7411 C

ACCENT COLORS (USE WITH CAUTION)

Strawberry Red

C 0 M 93 Y 65 K 0

R 255 G 75 B 95

PANTONE 7417 C

Matcha Green

C 70 M 0 Y 40 K 0

R 70 G 195 B 175

PANTONE 3255 C

Blueberry Blue

C 70 M 30 Y 15 K 0

R 91 G 148 B 183

PANTONE 284 C



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Font
downloads

Our font

WE USE ONLY ONE FONT, FOR TITLES AND TEXTS:

We use the Nexa Slab font book in all of our communications:

Always use the 'bolder' ones to titles and subtitles, and the lighter ones for texts.

Nexa Slab Black

Nexa Slab Heavy

Nexa Slab Bold

Nexa Slab Regular

Nexa Slab Book

Italic + Oblique



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How we present ourselves

“I only have eyes for you”

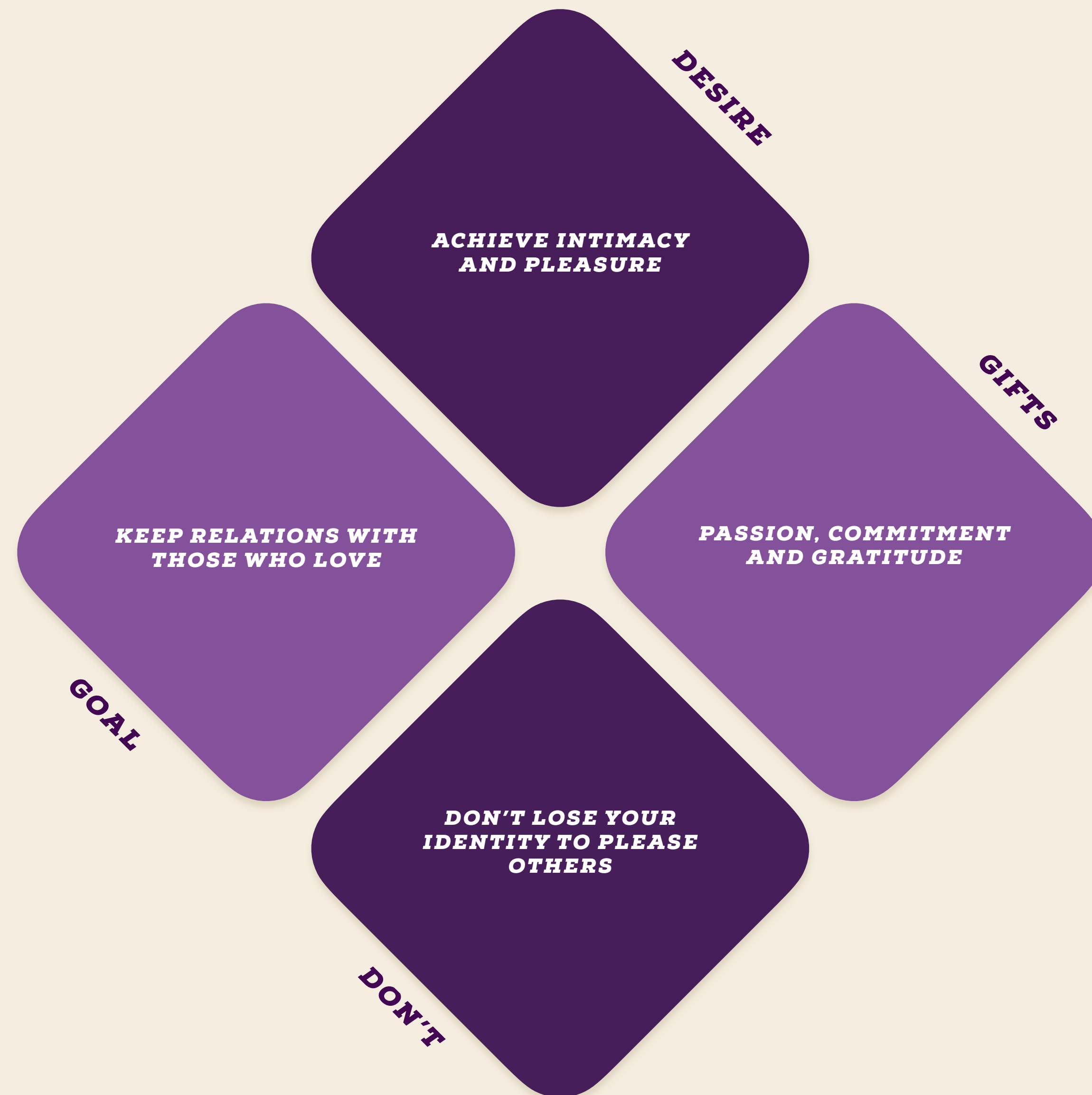
WE AMPLIFY THE INTIMACY BETWEEN PEOPLE.

WE CREATE ASSETS THAT GENERATE PASSION AND DESIRE SO EVERYONE “GOTTA HAVE IT”.

GENERATE AN AURA OF ELEGANCY AND SENSUALITY IN EVERYONE THAT USES OUR PRODUCTS.

WE DO NOT CREATE ANYTHING THAT IS TRIVIAL OR SIMPLE.

WE CREATE ICONS, PRODUCTS, AND EVENTS THAT BECOME OBJECTS OF DESIRE.



The OAKBERRY brand

OUR DIFFERENCE

***We create unique ways to communicate,
always inspiring and connecting***

IT HELPS US TO SHOW OUR CAPACITY TO BE UNIQUE

WE CREATE

Desire

ABOUT OURSELVES

WE ARE

Different

FROM THE OTHERS

WE LOVE TO

Collaborate

WITH BRANDS AND CELEBRITIES

The OAKBERRY product

LOVE AÇAÍ

***We offer an unique and unbeatable
product experience like no other***

IT'S ABOUT ALL THE CARE AND LOVE THAT GOES INTO OUR PRODUCT

OWN SOURCE OF

Açaí

***SO WE MAKE SURE ONLY
THE BEST ARE USED***

ASSURANCE OF THE

Benefits

***FOR EVERYONE TO ENJOY
ALL IT HAS TO OFFER***

UNLIMITED

Toppings

***FOR EVERYONE TO DISCOVER
THEIR OWN OAKBERRY***

MIXED

Textures

***SO EVERY SPOON OFFERS
ITS OWN EXPERIENCE***



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Our brand personality

We are *PROUD*, not snob

**We speak all languages,
but not as a local:**



USE LOCAL LANGUAGE

**We are straight
to the point:**



**BE STRAIGHT,
ELEGANT AND SMART**

**We use humor,
but in a smart way:**



**BE FUN, INSIGHTFUL,
BRING CONTEXT**



**BUT NOT INFORMAL OR
LOCAL EXPRESSIONS**



**BUT NOT RUDE, SELF-CENTERED
AND NEVER DISRESPECTFUL**



BUT NOT FUNNY, SILLY



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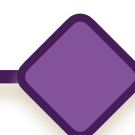
OPERATIONS

Our tone of voice

OUR WAY TO SPEAK, IN A FRAME.

Humor

HAPPY



SERIOUS

Formality

CASUAL



FORMAL

Respect

SASSY



RESPECTFUL

Enthusiasm

ENTHUSIASTIC



MATTER-OF-FACT



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How we speak

3rd PERSON

***We're fun,
but not bullies.***

***We're casual,
but not unprepared.***

***We're respectful,
but not rigorous.***

***We're enthusiastic,
but not overwhelming.***





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Our consumers

EVERYONE CAN BE AN OAKER, WE UNITE PEOPLE AROUND OUR BRAND.

isaiah b:13

The OAKERs

EVERYONE WHO BUYS OAKBERRY IS AN OAKER.

WE DO EVERYTHING TO MAKE THEM FALL IN LOVE WITH US.

SO WE CREATE EXHILARATE PASSION AND STYLE IN EVERY CONNECTION.



CHAPTER 02

Communication





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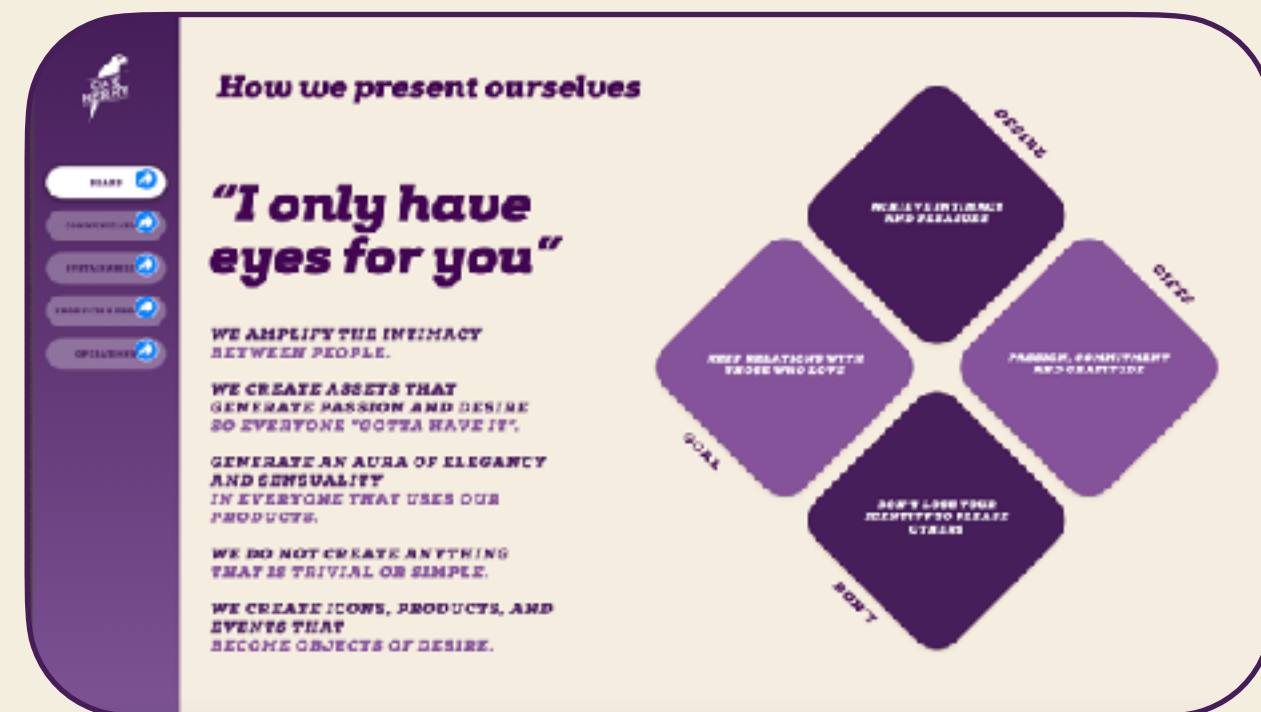
Logo Guide



Millions Campaign
Color Guide

Creative guidelines

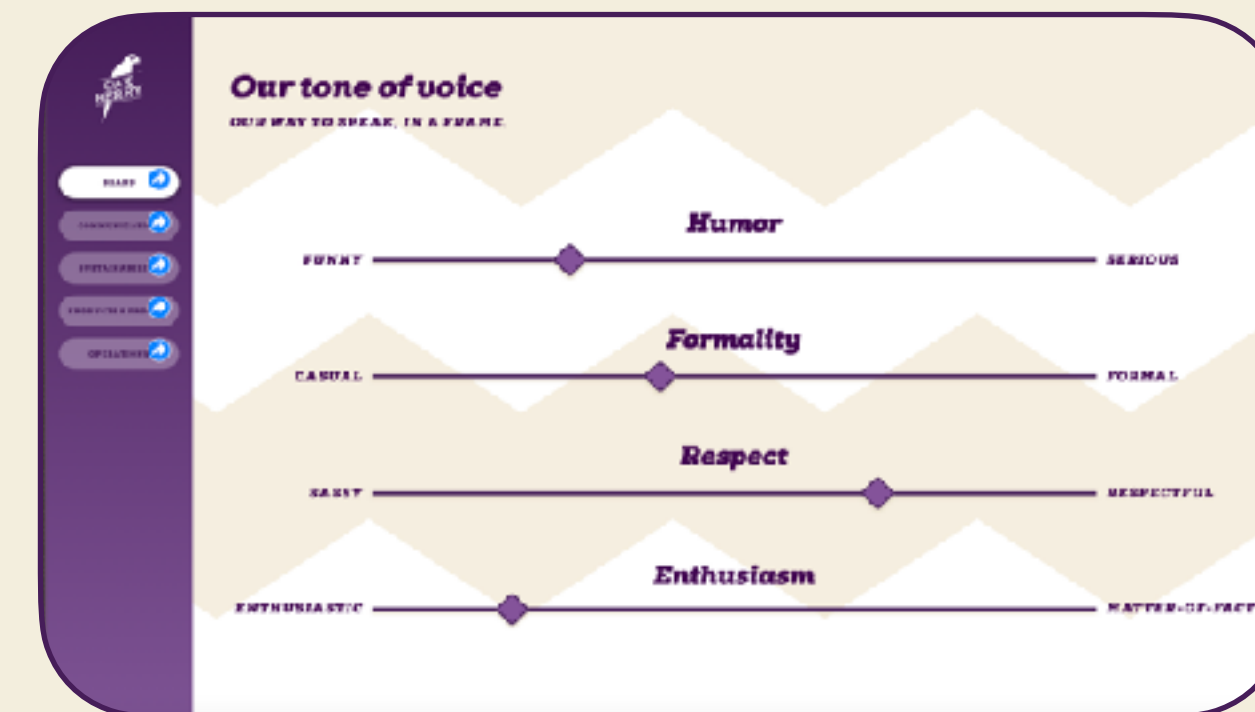
BEFORE YOU CONTINUE, MAKE SURE YOU REVIEW ALL THESE ASSETS (SIMPLY CLICK THE LINK). THESE ARE FUNDAMENTAL GUIDING PRINCIPLES TO KEEP HANDY AT ALL TIMES.



Archetype



Tone of Voice



Personality



Our Goal

Communication Strategy





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Key marketing objectives

Everything we do is always thinking and aiming to achieve these two macro marketing objectives:



Awareness

Build brand awareness through all initiatives: social media, events and in-store.

Trial

Trying is believing. It's imperative to get our product into everyone's hands and mouths. People love to share it.



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Local
Research
Link

Understanding your market development stage



When entering into a new market, it's fundamental to understand the market dynamics, mainly:

Category and Brand Awareness

THE NUMBER OF PEOPLE THAT HAVE EVER HEARD AND TRIED AÇAÍ AND OAKBERRY.



Understanding your market development stage

WHEN ENTERING A NEW MARKET, THE VERY FIRST STEP IS TO RUN A RESEARCH TO UNDERSTAND THE AWARENESS LEVEL OF AÇAÍ AND OUR BRAND. THE STUDY IS MADE THROUGH LOCAL RESEARCH ONLINE TOOLS AND GOOGLE TRENDS.

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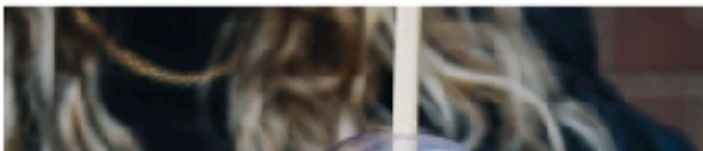
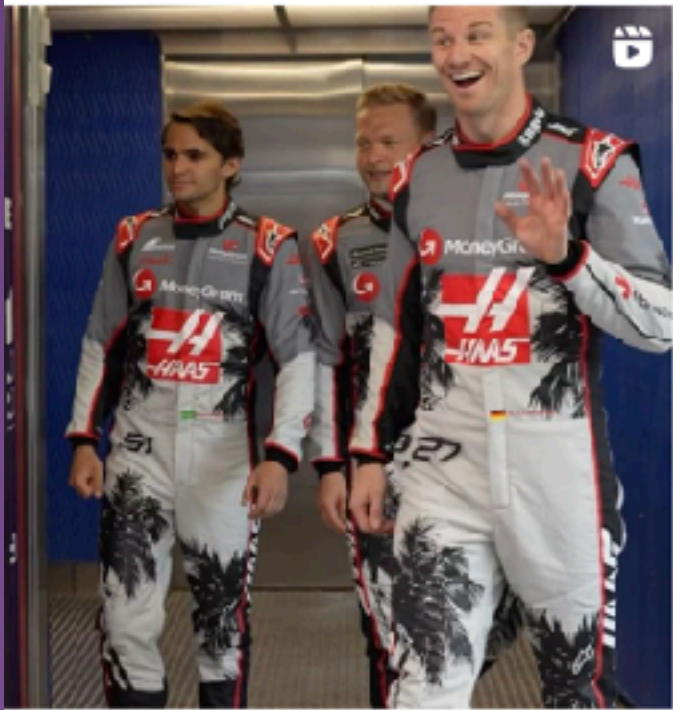
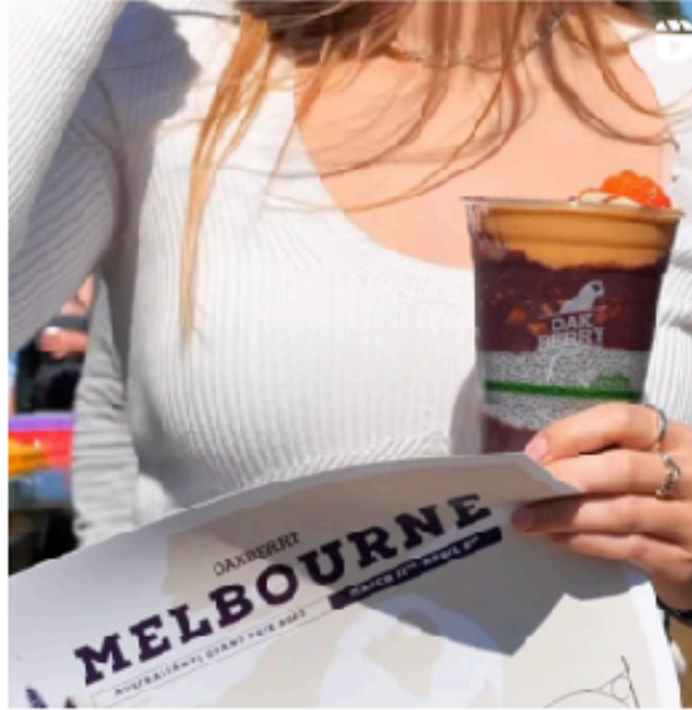
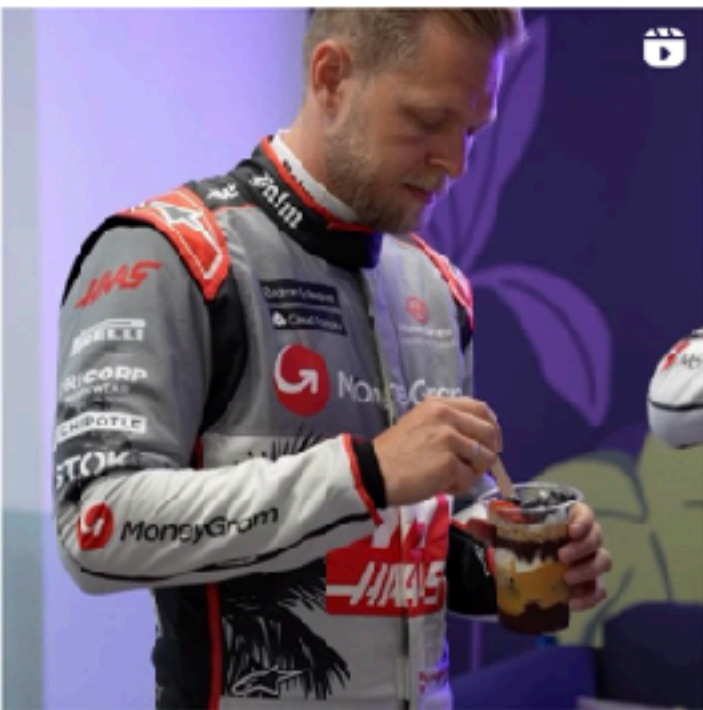


Local
Research
Link



Local Research about OAKBERRY

Google Search +
Local Research





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Understanding your market development stage

WHEN ENTERING A NEW MARKET, THE VERY FIRST STEP IS TO RUN A RESEARCH TO UNDERSTAND THE AWARENESS LEVEL OF AÇAÍ AND OUR BRAND. THE STUDY IS MADE THROUGH LOCAL RESEARCH ONLINE TOOLS AND GOOGLE TRENDS.

With the data we collect we then define the stage of the market:

OAKBERRY Awareness

Stage 1



$\leq 10\%$ Awareness

Stage 2



$\geq 10-40\%$ Awareness

Stage 3



$\geq 40\%$ Awareness



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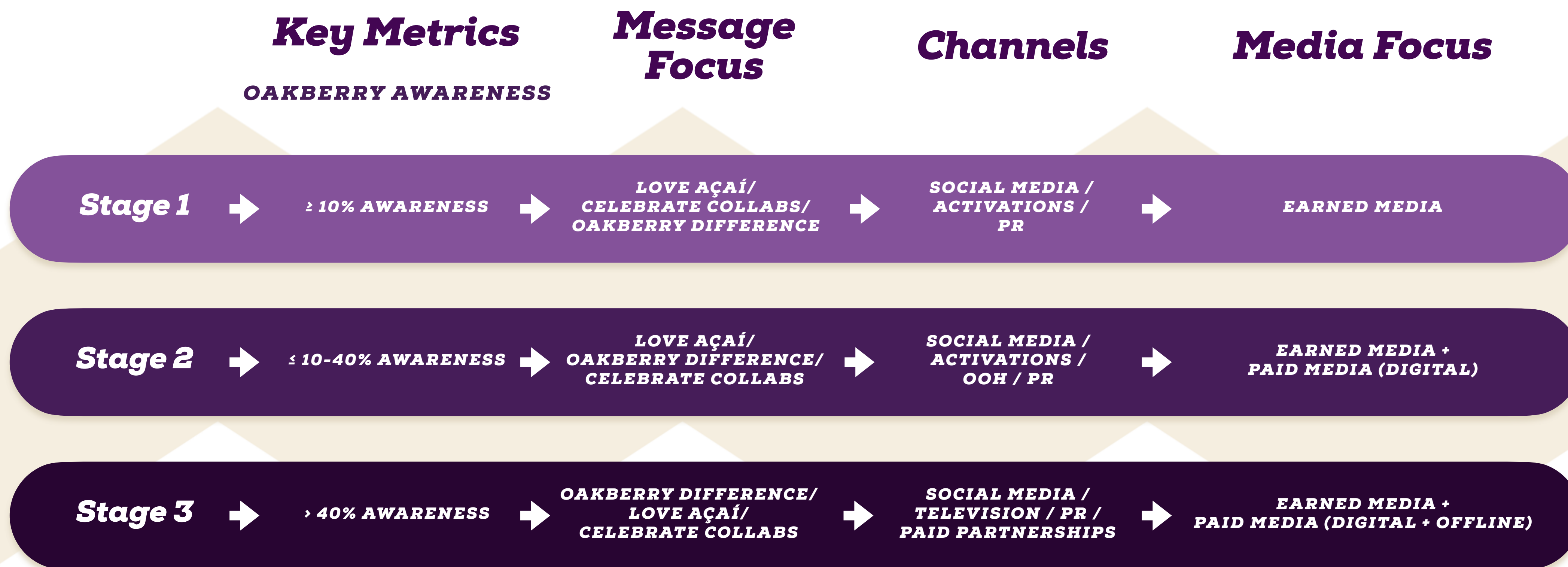
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How to act in different development stages

RESEARCH RESULTS WILL INFORM THE DEVELOPMENT STAGE OF YOUR MARKET.
EACH DEVELOPMENT STAGE REQUIRES SLIGHTLY DIFFERENT TACTICS AND FOCUS ACROSS
MESSAGING, MARKETING CHANNELS AND MEDIA INVESTMENTS, AS PER BELOW:





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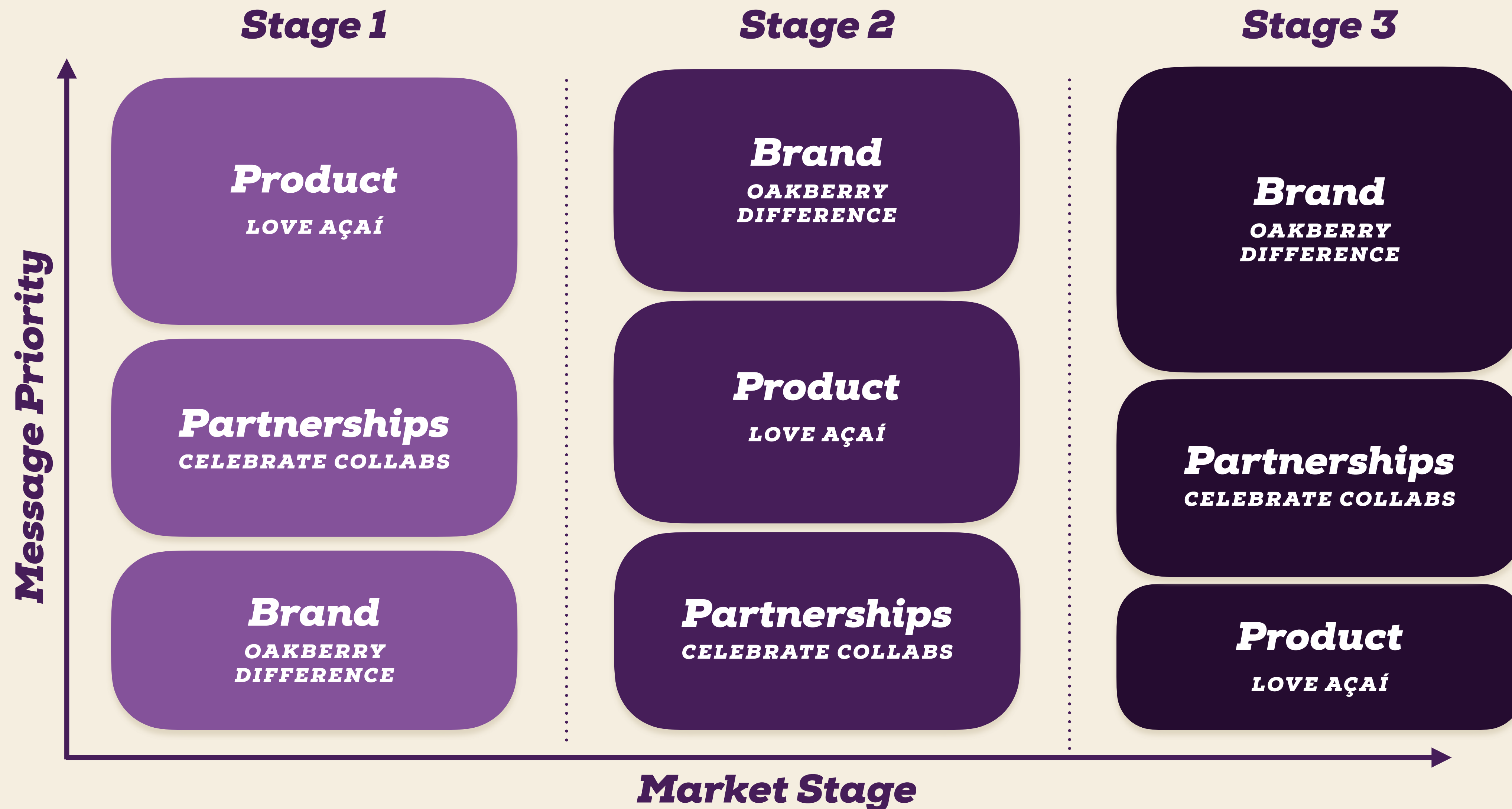
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Local
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How to act in different development stages

EACH DEVELOPMENT STAGE REQUIRES A DIFFERENT MIX OF MESSAGES, FOLLOWING THE PRIORITY BELOW:



Brand Repeatable Model



How to build the OAKBERRY brand?
Through Our Repeatable Model



REPEATABLE MODEL

Our Model is anchored on our ability to create unique experiences and stories



Events & Sponsorships

Participate in aspirational events that elevate our brand to that level, via brand sponsorship or by becoming a food vendor



Influencers

Select a few influencers and Invite them to have an OAKBERRY experience at the event, in exchange for content production and publication



Content Production

Create authentic and original content linking OAKBERRY with the event, reinforcing the link between the brand and the event



Social

Publish the content into our social media channels as well as via influencers, telling everyone about the brand experience



Public Relations

Utilize a local pr agency to push the brand presence in any given event to reinforce and amplify our presence and brand experience





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Our Brand Repeatable Model



WHY IS THIS MODEL SO IMPORTANT?

Because it elevates our brand to the events' level of recognition and exposure, and generates earned media, which is a very effective way to build our brand without having to heavily invest in media from the get-go.





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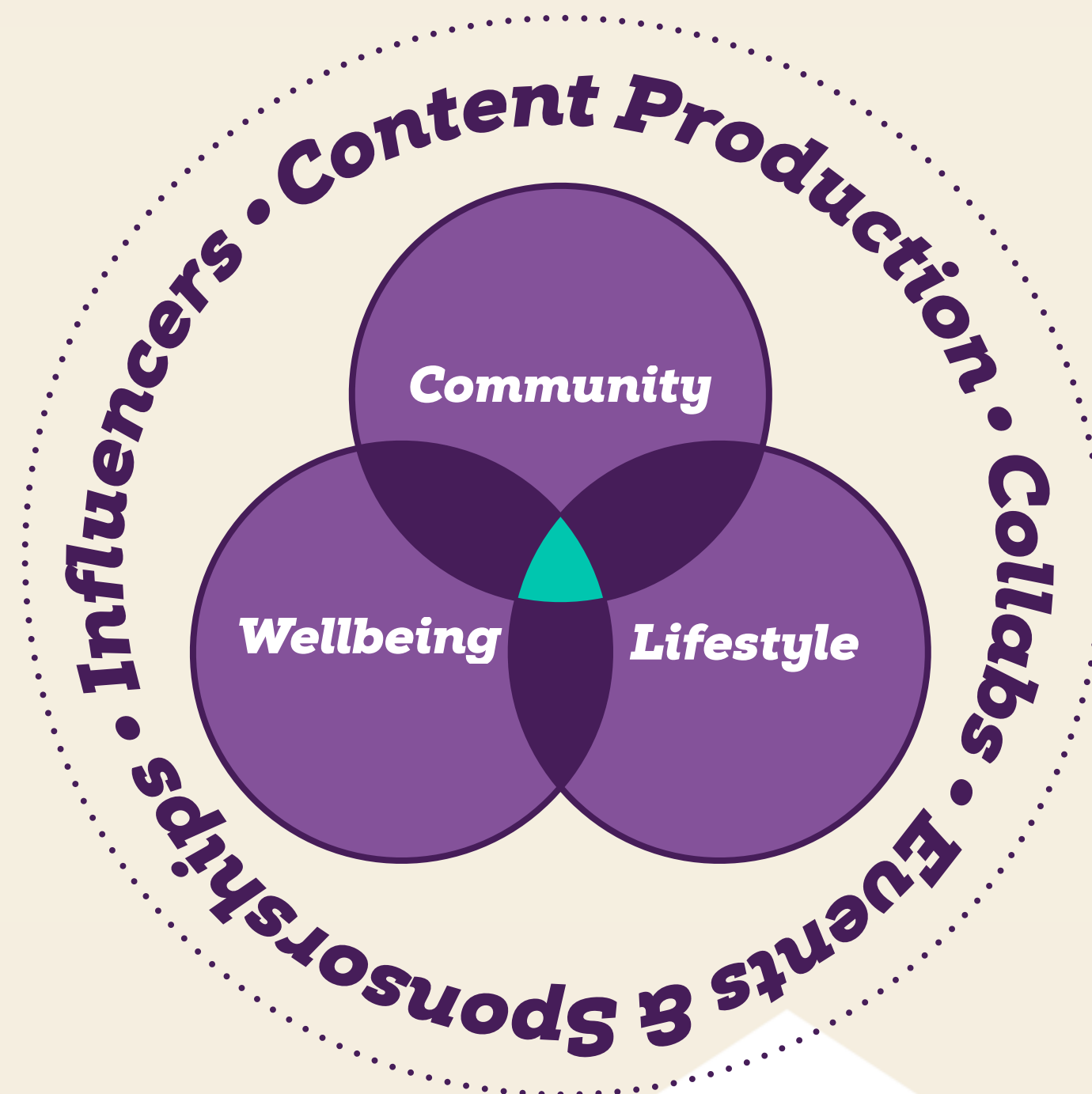
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How it works?

TERRITORIES



MEDIA



Owned, Earned, Paid

*Social media, Press Release,
Website, OOH, Television*

PILLARS

Love Açaí

**IT'S ABOUT THE LOVE THAT WE
HAVE FOR OUR PRODUCT.**

OAKBERRY Difference

**HELP US TO SHOW OUR
UNIQUENESS IN ALL WE DO.**

Celebrate Partners

**TO SHOW HOW WE LOVE TO
COLLABORATE AND CREATE
NEW BONDS.**

***To better understand our model,
here's a little bit about its guiding principles:***

1. Territories

2. Media

3. Content Pillars





Understanding our Territories



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Our main territories

THESE ARE THE FOUNDATIONS OF EVERYTHING WE DO, IT IS AN EASY AND HELPFUL TOOL TO DEFINE WHERE TO INSERT THE OAKBERRY BRAND ACROSS EVERY TOUCH POINT. USE THEM TO MAKE ALL BRAND CONTENT DECISION.



Wellbeing

It represents our will to give to our consumers products, services and experiences that make everyone more healthy (physically e mentally) and boost their energy (movement, action, attitude and commitment).



Community

Everyone that engages with us is already part of our community. We love to create our own groups but we are also part of any community that engages with us.



Lifestyle

Lifestyle to us is to be present in any type of event (experience or store) always in an elegant and unique way.



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Our main territories

Use the criteria below to guide and prioritize your actions:

One Territory 1

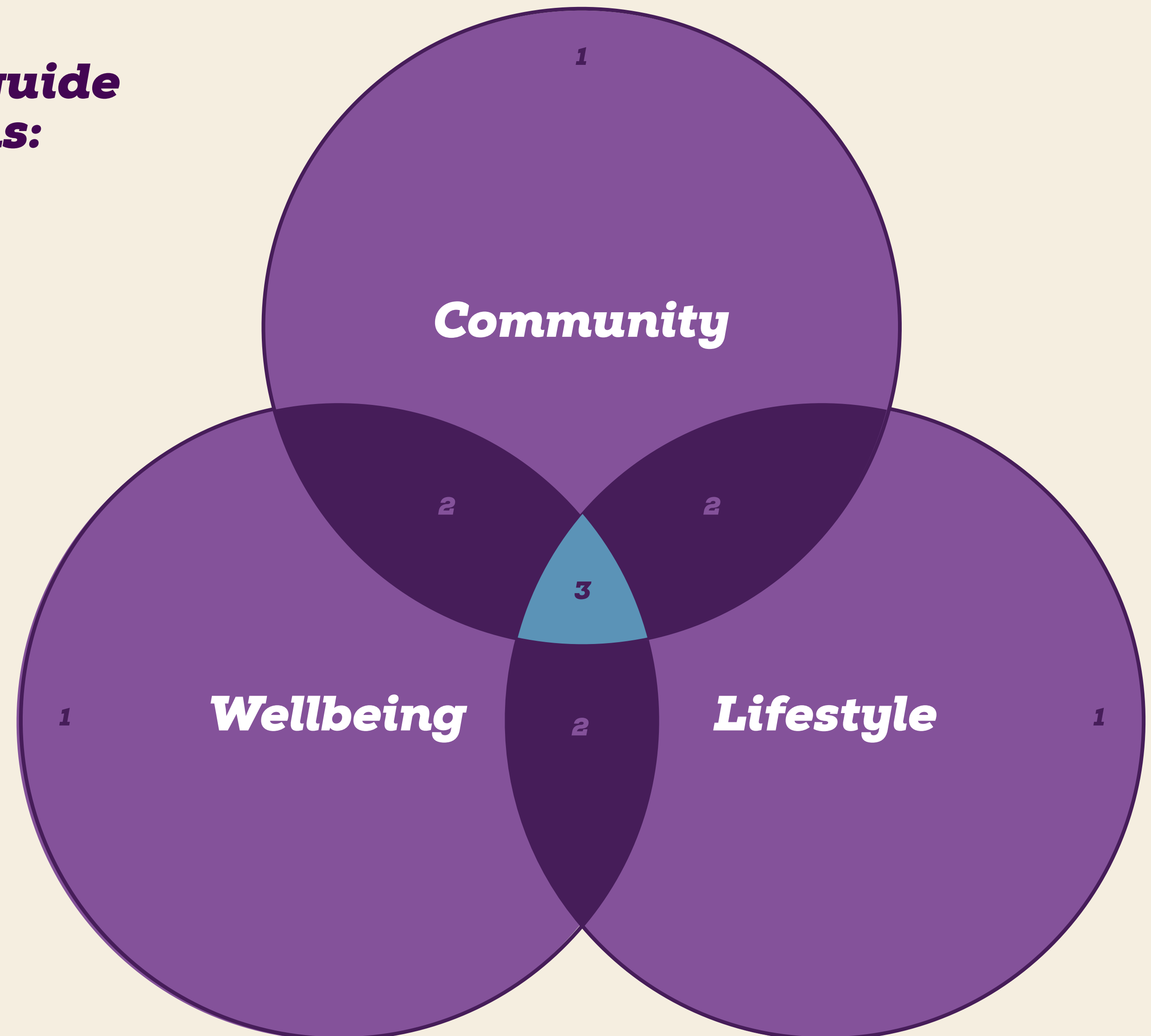
The opportunity makes sense to our brand and can be executed, but not with too much effort.

Two Territories 2

The opportunity is aligned with our brand and must be chosen over the ones in one territory.

Three Territories 3

The opportunity is the best representation of what we are as a brand, and it should be prioritized above all.





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Using the territories to select events and influencers

**EACH EVENT/INFLUENCER HAS ITS OWN AUDIENCE, POTENTIAL AND RELEVANCE.
USE THIS GUIDE TO MAKE SURE THEY HAVE A STRONG FIT WITH OUR BRAND:**



1

HOW MANY TERRITORIES?

The best events/partners are the ones who are relevant in **all of our territories** and help us to create even more desire for OAKBERRY.



2

ARE THEY A GOOD OPPORTUNITY TO CREATE AWARENESS?

The events/partners are one of the essential to create **awareness and trial.**

So, to choose an event/partner always ask: it has the potential to create real awareness?

3

DOES IT HAVE A GREAT RELEVANCE WITHIN THE CATEGORY?

We prefer to have events/partners that are the peak of their category, if you have any questions: always choose the ones that are **more global and have more relevance.**

4

WITH THOSE DEFINITIONS WE CLASSIFY THE EVENTS/PARTNERS IN 3 TIERS:

TERRITORIES 3

High importance and emphasis, are the events/partners that we prefer, because they represent the essence of our brand.

TERRITORIES 2

Medium importance and emphasis, are the events/partners that help us, but we do not necessarily bring much synergy.

TERRITORIES 1

Low importance and emphasis, events/partners that we can relate to, without much effort or focus.



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Using the territories to select events and influencers

EACH EVENT/INFLUENCER HAS ITS OWN AUDIENCE, POTENTIAL AND RELEVANCE.
USE THIS GUIDE TO MAKE SURE THEY HAVE A STRONG FIT WITH OUR BRAND:

USING THE TERRITORIES TO FIND THE PERFECT PRODUCT TO FOCUS

Formula 1 - Territories 3

3 Territories

WELLBEING + COMMUNITY+ LIFESTYLE



Main Product

OAKBERRY BOWL



RECOMMENDED CONTENT PACK BY DIFFERENT TIER

(NOT MANDATORY):

TERRITORIES 3

ILLUSTRATION PACK	YES
MERCHS	YES
VIDEO	5
PHOTOS	30
INFLUENCERS	YES

TERRITORIES 2

ILLUSTRATION PACK	MAYBE
MERCHS	NO
VIDEO	3
PHOTOS	20
INFLUENCERS	YES

TERRITORIES 1

ILLUSTRATION PACK	NO
MERCHS	NO
VIDEO	NO
PHOTOS	NO
INFLUENCERS	NO

***Some of the
greatest examples***





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Our type of events

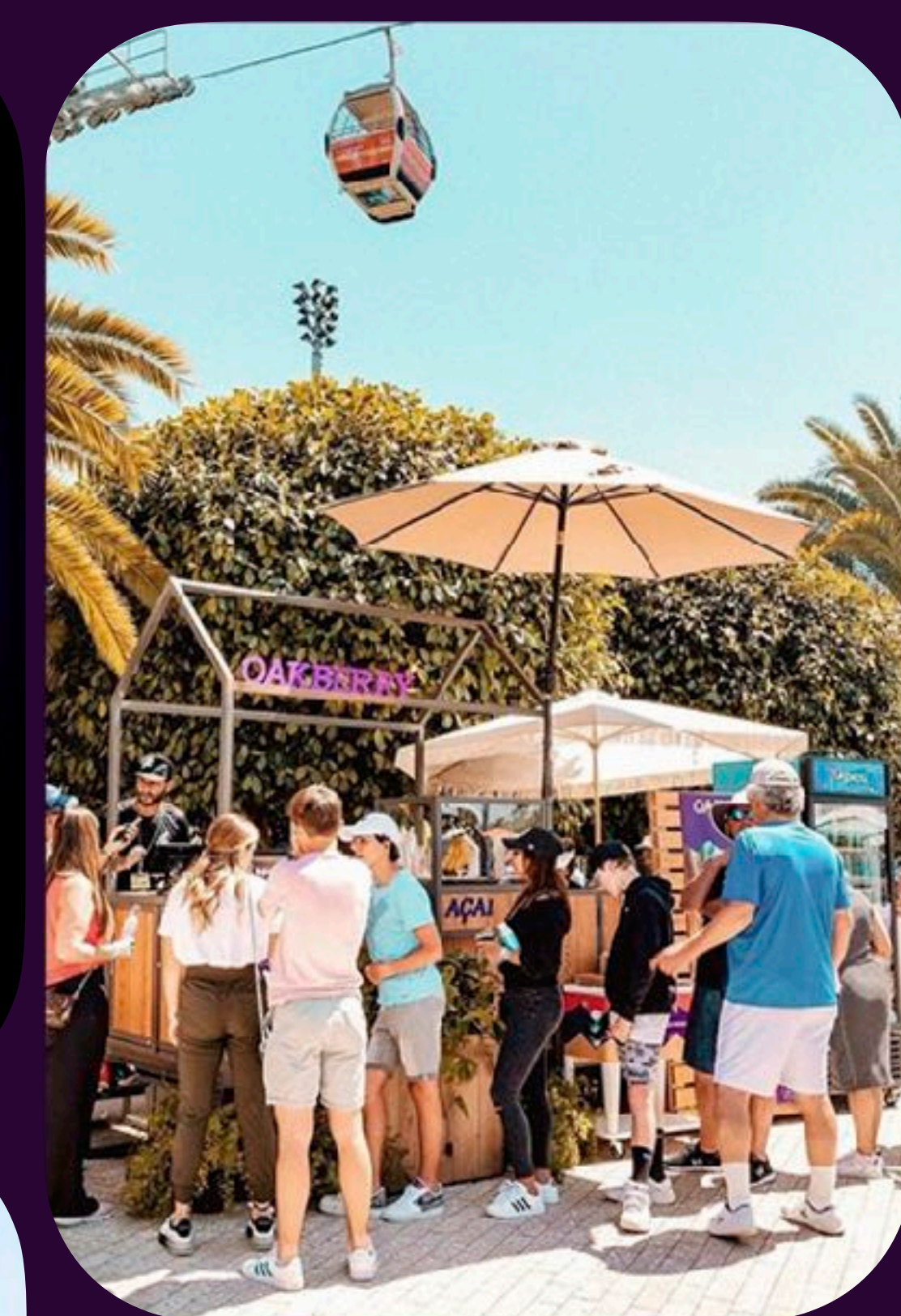
THEY REPRESENT WHAT WE ARE, THAT'S WHY WE PREFER THE ONES THAT ARE WORLDWIDE, BECAUSE THEY DRIVE REGIONAL (OR GLOBAL) AWARENESS AND ARE ASPIRATIONAL/DESIRED.

These best represent what we think and are as a brand.



WHY THESE ARE GOOD EXAMPLES?

Wellbeing + Community + Lifestyle





BRAND

COMMUNICATION

SUSTAINABILITY

PRODUCTS & PROCESS

OPERATIONS

Collabs & Sponsorships

WE LOVE TO MAKE COLLABORATIONS BECAUSE IT'S A GREAT WAY FOR US TO BORROW FROM OUR PARTNERS' CREDENTIALS INTO OUR BRAND AND HELP ESTABLISH THEM AS OUR OWN.

Brands people love, combining their forces to create the coolest and unique products. Our brand grows stronger when partnering with brands that share the same mindset.





Understanding Media





BRAND

COMMUNICATION

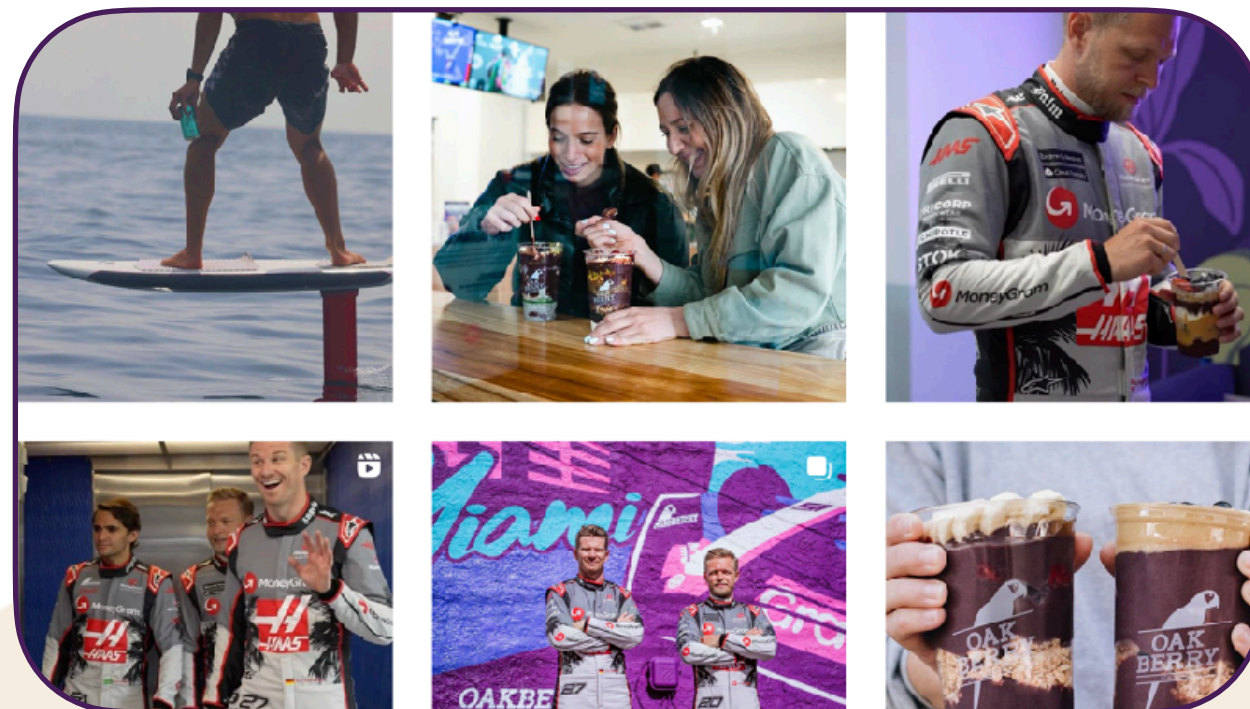
SUSTAINABILITY

PRODUCTS & PROCESS

OPERATIONS

Types of media

THERE ARE 3 TYPES OF MEDIA:



Owned Media

Are the channels that we own, usually our social media channels, YouTube and websites.

Earned Media

Is the kind of media that we earn organically, with access or through connections. Usually considered earned medias: consumers, PR, articles, etc.

Paid Media

As the name suggest is the media that we paid for, online or offline.



TYPES OF MEDIA

Owned media

MOSTLY SOCIAL MEDIA AND WEBSITES.

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SUSTAINABILITY

PRODUCTS & PROCESS

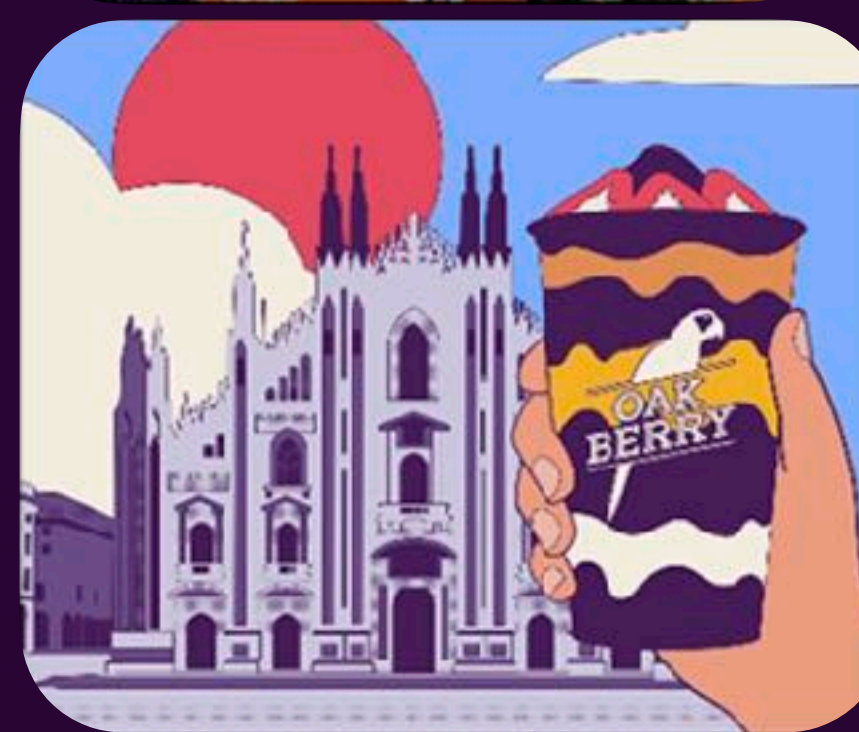
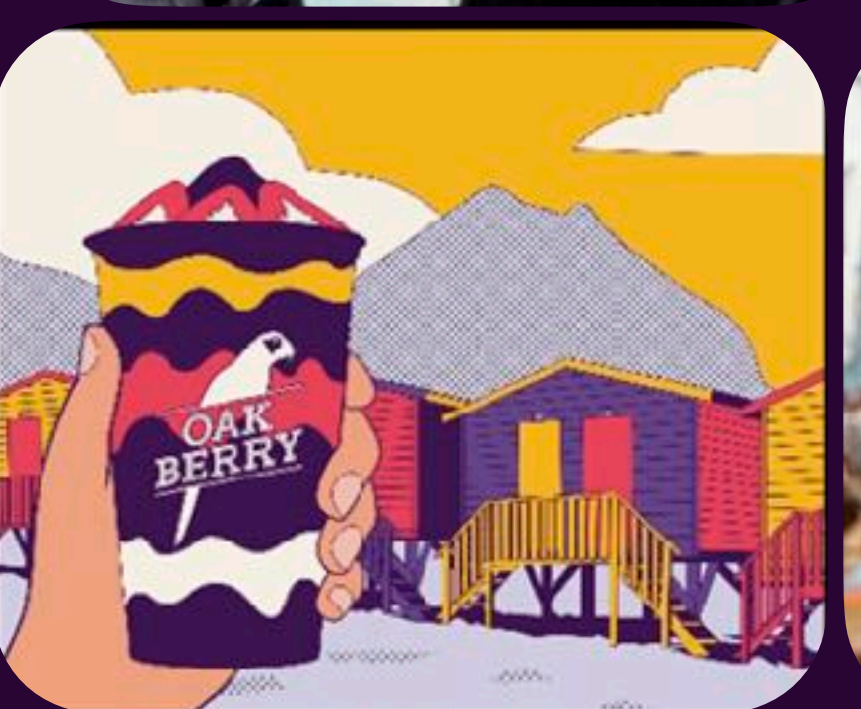
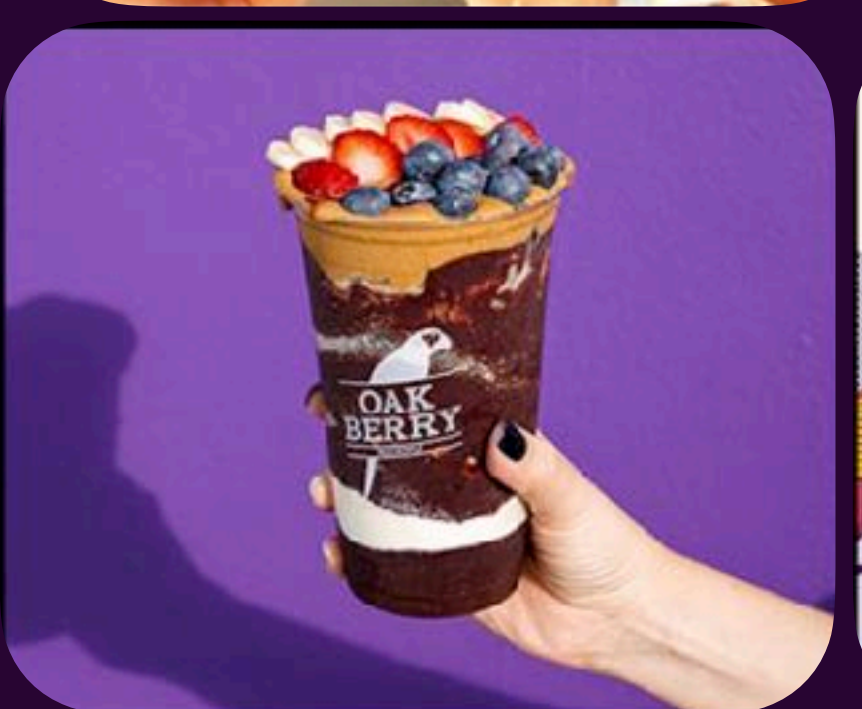
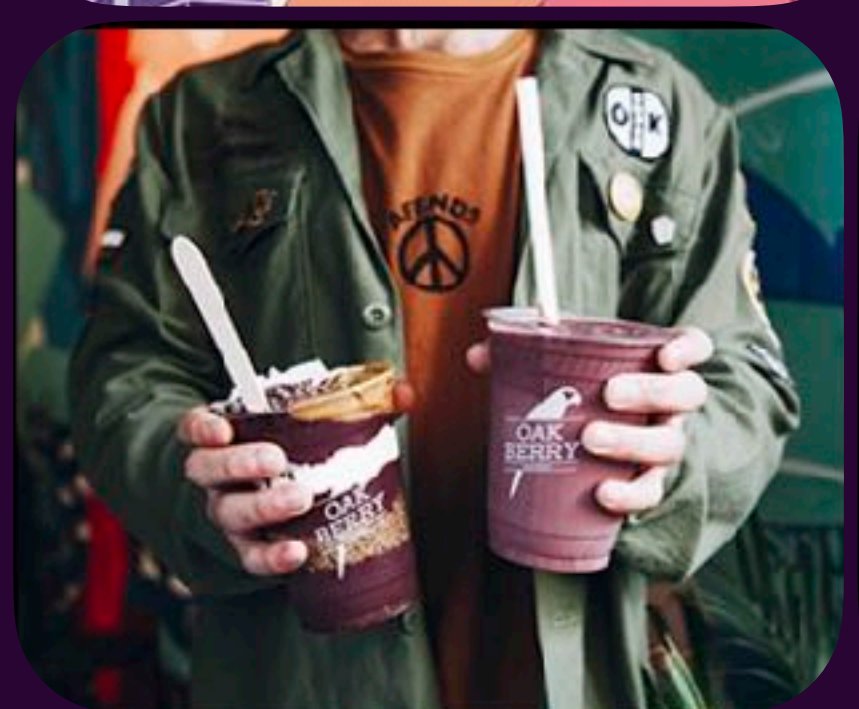
OPERATIONS

Its importance for OAKBERRY is paramount to bring to life

the essence of our brand

in our own words, pictures and videos.







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OPERATIONS



Social Media
Guide



Photography
Guide



Stories
Backgrounds

OWNED MEDIA

In which platforms you should act

WE HAVE LOCAL AND GLOBAL SOCIAL MEDIA CHANNELS, EACH ONE HAVE ITS OWN PURPOSE.

Our main social media channels:



Instagram

LOCAL

More æsthetic

Best uses of communications



**Instagram
Link**



Facebook

LOCAL

Groups interactions

Interconnected exchanges



**Facebook
Link**



TikTok

GLOBAL

Irreverent Videos

More variated content types



**TikTok
Link**



Twitter

GLOBAL

Quick conversations

Informational exchange



**Twitter
Link**



YouTube

GLOBAL

Content depository

More business focused



**Youtube
Link**

OWNED MEDIA

How to act in social media

YOU ALREADY KNOW THE IMPORTANCE OF SOCIAL MEDIA FOR US,
SO HOW TO PERFORM WITHOUT GETTING IT WRONG.

Always consider this *TRIAD*

RELEVANT PRODUCTIONS

There's no content if there's no production, so in every opportunity that you have (events, consumers, launches) remember to create new assets.

CONTENT TYPE

We have 5 types of content, always use those as a structure to create strategies.

INFLUENCERS REVERBERATION

One of the best ways to engage with consumers nowadays, build connections with local influencers and explore collab. posts when possible and relevant.





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Social Media
Guide



Photography
Guide



Stories
Backgrounds

OWNED MEDIA

Content approval

DEPENDING ON THE CONTENT THAT YOU CREATE YOU HAVE TO FOLLOW THE APPROVAL PROCESS BELOW:

Which situations you need to request approval?

Go On

**NO NEED TO APPROVE
WITH THE FRANCHISOR**

Pre-approved photos and videos
Pre-approved assets and designs
New simple assets and designs

Check!

**COMMUNICATE THAT
YOU ARE WORKING ON IT**

New photos and videos

NO!

Request

**SHARE AND WAIT FOR
APPROVAL FROM FRANCHISOR**

New complex assets and designs
Any type of illustrations





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COMMUNICATION

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TYPES OF MEDIA

Earned media

That's why we love to use it:

It's free

It's a reverberation media.
The key to unlock this is great,
excepcional and unique content.
When done right, each:

It's believable

People always believe more in other
people (influencers, friends,
podcasters) than in brands.

It's long lasting

Contents like articles, news, podcasts
and reviews never go away (for the
good and the bad), and are easily
found in research engines.



U\$ 1 = **U\$ 6**
INVESTED **RETURN**

58%

Trust more in products that they
discover through:

INFLUENCERS (11%)

**SOCIAL POSTS FROM FRIENDS
AND FAMILY (17%)**

ARTICLES & NEWS (30%)

42%

Trust more in products that they discover
through:

DIGITAL ADS (29%)

BRANDED CONTENT (13%)



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TYPES OF MEDIA

Paid media

**PAID MEDIA A GREAT WAY TO SHOW OUR BRAND,
IT IS EASIER TO REACH YOUR AUDIENCE BUT COMES WITH COSTS.**

When to use it?

The best moment to use is when you want to make a new statement to the market/city/neighborhood you enter. We recommend to start small with focus on Meta (FB/IG) and Google mostly.

What's great about it?

It is a great way to show ourselves with a total control about the message.
It is one of the best ways to 'break the bubble' making it great for awareness.
It is more easy to follow up the results.

Use our guide to do it!

If you want to invest in any paid channel, you should follow our guide about markets and communications.





NEVER FORGET

***As important as any media investment
is the work you do within your community,
your Local Store Marketing***





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OPERATIONS

TYPES OF MEDIA

Local Store Marketing (LSM)

ONE OF THE MOST POWERFUL TOOLS TO MEANINGFULLY BUILD OAKBERRY WITHIN THE COMMUNITIES THAT WE ARE PART OF.

2 must do initiatives to engage with the audience around your store:

1. Google My Business (GMB)

A solid and well managed google my business account drives local relevance and boosts interest. It helps to:

Be seen (because everyone search on Google).

Be found (because everyone use Google Maps).

Be relevant (because everyone check the reviews).

2. Engage with local partners

Local partners build presence and relevance:

Build presence with employees and members of local gyms, yoga, running clubs, events.

Build relationship with community magazines, newspapers, newsletter.

Leverage the power of a global brand arriving to your community.





TYPES OF MEDIA

Store opening guide

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Pre-Opening



Start to tell and show your community that OAKBERRY is coming soon. Start mapping potential local partners and build excitement and anticipation for the store opening.

Soft Opening



Practice and fine-tune different elements of the store operation. Welcome those you've reached during the pre-opening phase – they are normally the first ones to come.

Go-Time



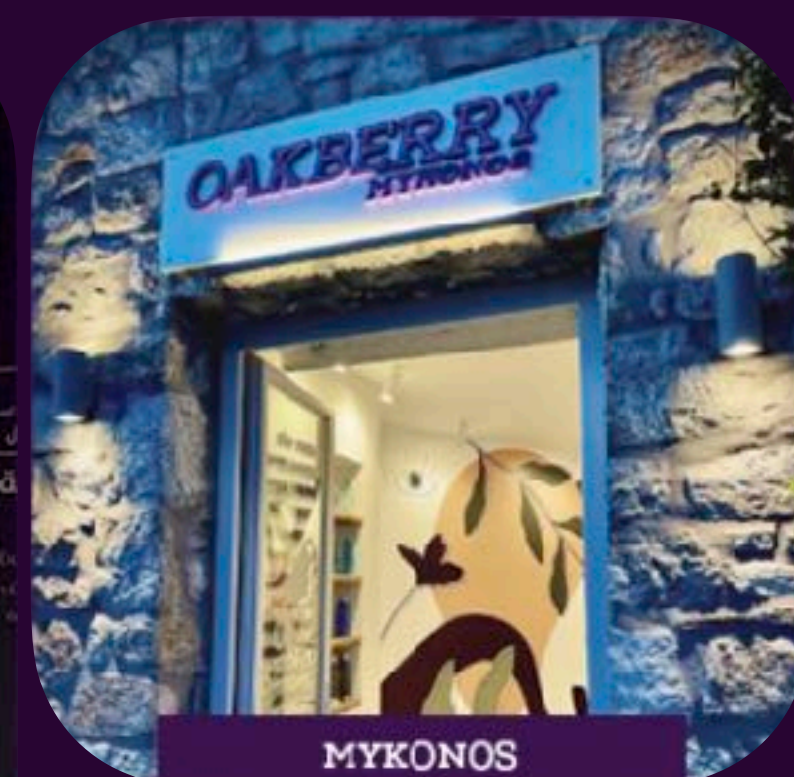
Focus on activating the brand locally, driving brand awareness and product trial with your local community. Trying is believing. The more people try the product, the more they talk about and the more your store grows.



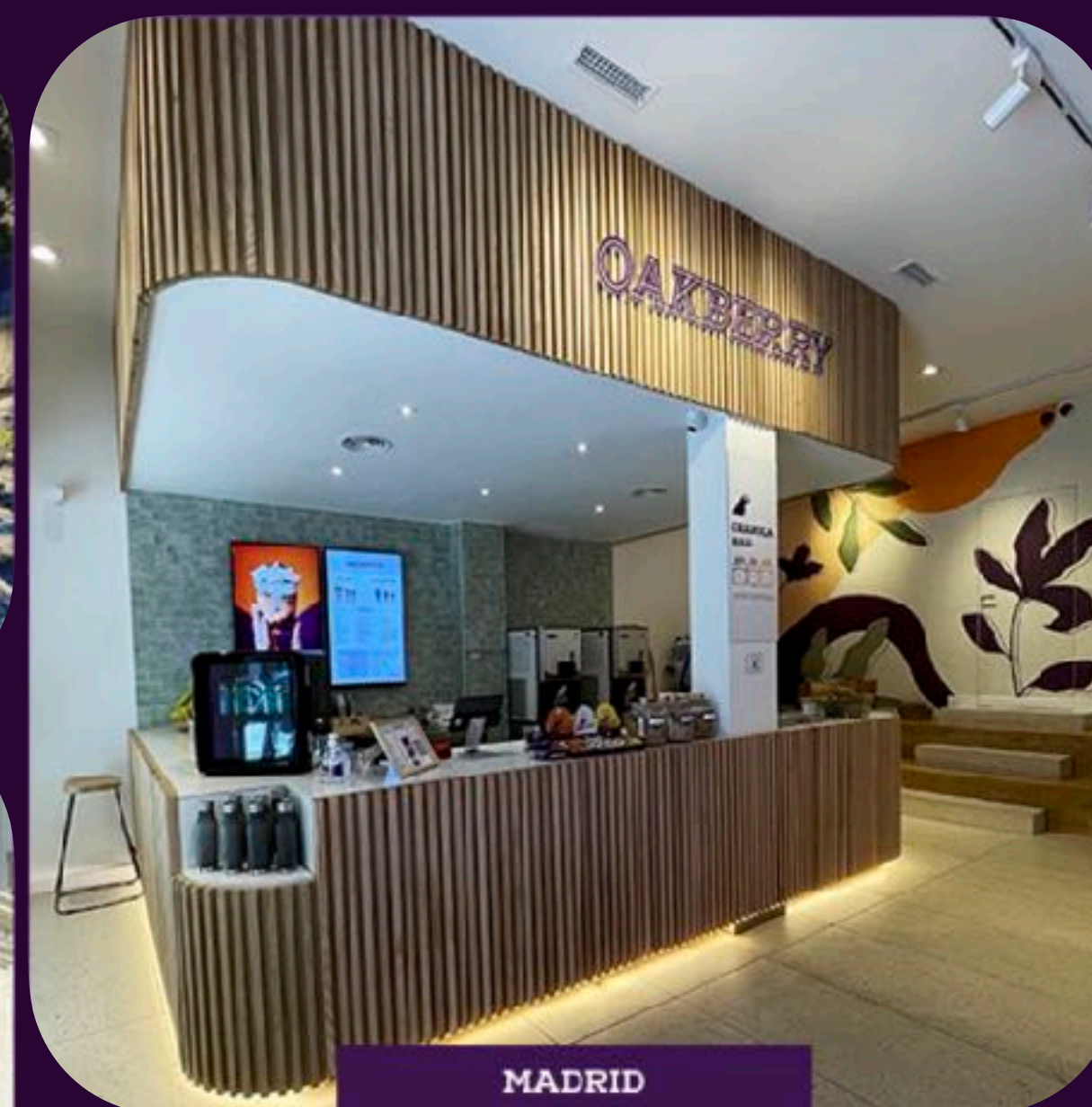
LOS ANGELES



JEDDAH



MYKONOS



MADRID



MIAMI



DUBAI



LISBON



MILAN



DUBAI



BARCELONA



SAO PAULO



RIO DE JANEIRO



BRUSSELS



SANTA BARBARA

Understanding Pillars of Content Production





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OPERATIONS



Photography
Guide



Photos + Videos
Branding

PRODUCTION

Pillars of content production



3 TYPES



Love Açai

CELEBRATE EVERYTHING ABOUT AÇAÍ.
ITS BENEFITS AND ITS PROVENANCE



OAKBERRY Difference

CELEBRATE AND BRING OUR
BRAND AND OUR UNBEATABLE
PRODUCT EXPERIENCE TO LIFE



Celebrate Partners

CELEBRATE THE COMMUNITIES
WE'RE PART OF AND THE PARTNERS
WE COLLABORATE WITH.





BRAND

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Photography
Guide



Photos + Videos
Branding

PRODUCTION

Contents by type and variations

WE DIVIDE OUR CONTENTS IN 5 TYPES AND USE THEM TO CLASSIFY ALL OF OUR ASSETS.

When producing content, photos or videos, always make sure they are building onto these topics:



Institucional

Celebrate and showcase our core brand values



Educational

Clearly explains our brand and products



Products

Celebrate our product and its provenance



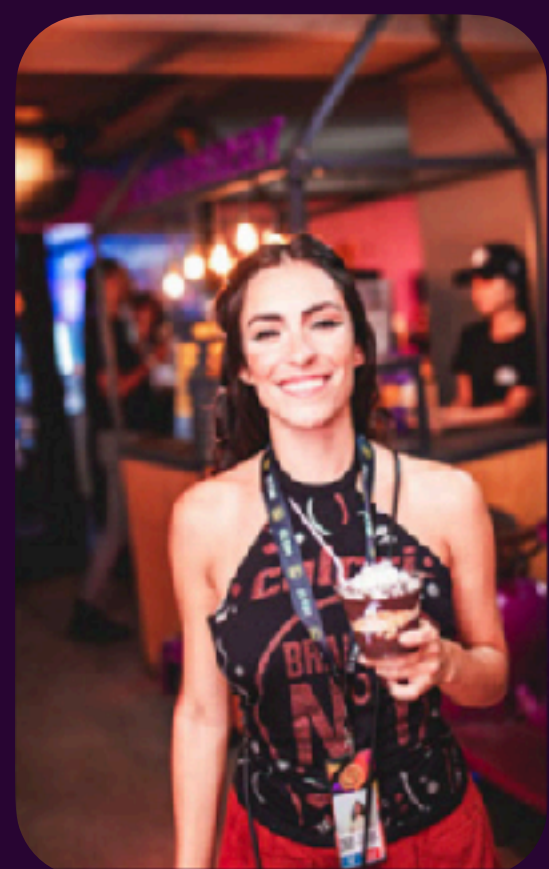
OAKERS

Celebrate and showcase consumption occasions



Events

Celebrate the events we participate



Communication Guide



HOW TO USE ***our brand assets?***

- 1. Brand Guide***
- 2. Illustrations***
- 3. Slogans and Titles***





BRAND

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Logo Guide

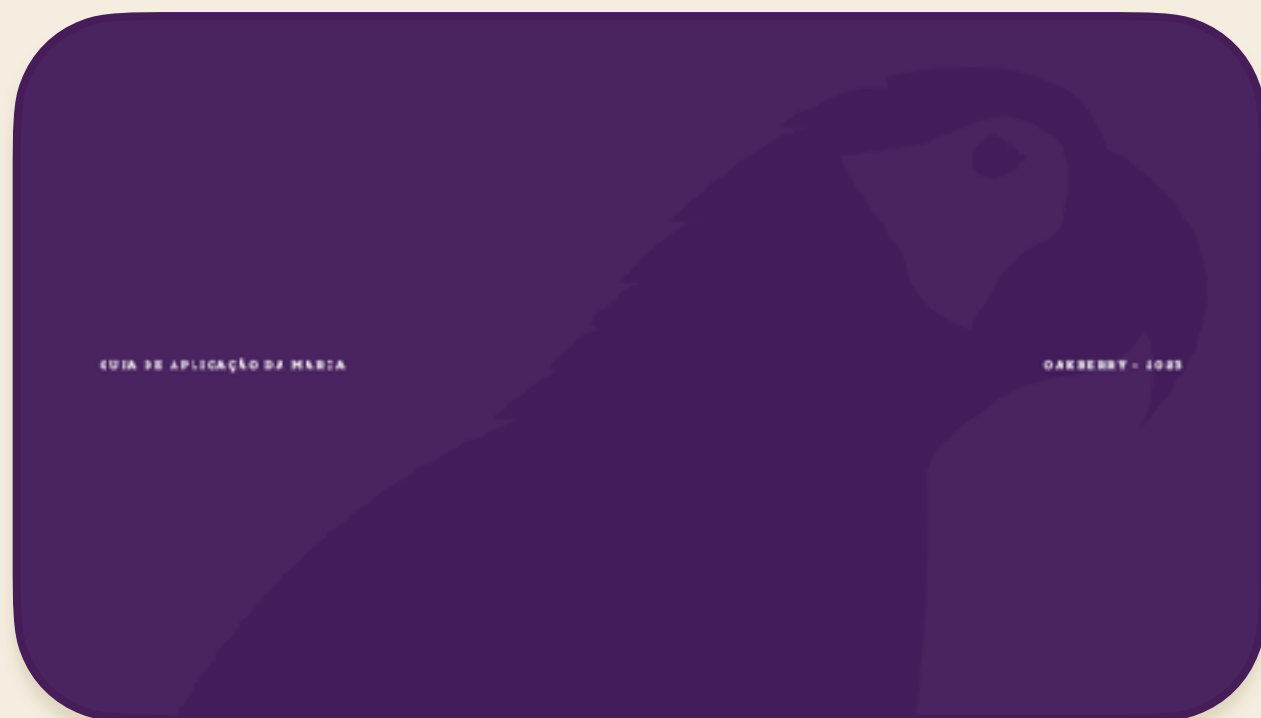


Millions Campaign
Color Guide

GUIDELINES

Creative guidelines

TO ALL AND ANY TYPE OF COMMUNICATION, ALWAYS KEEP THESE PRINCIPLES IN MIND:

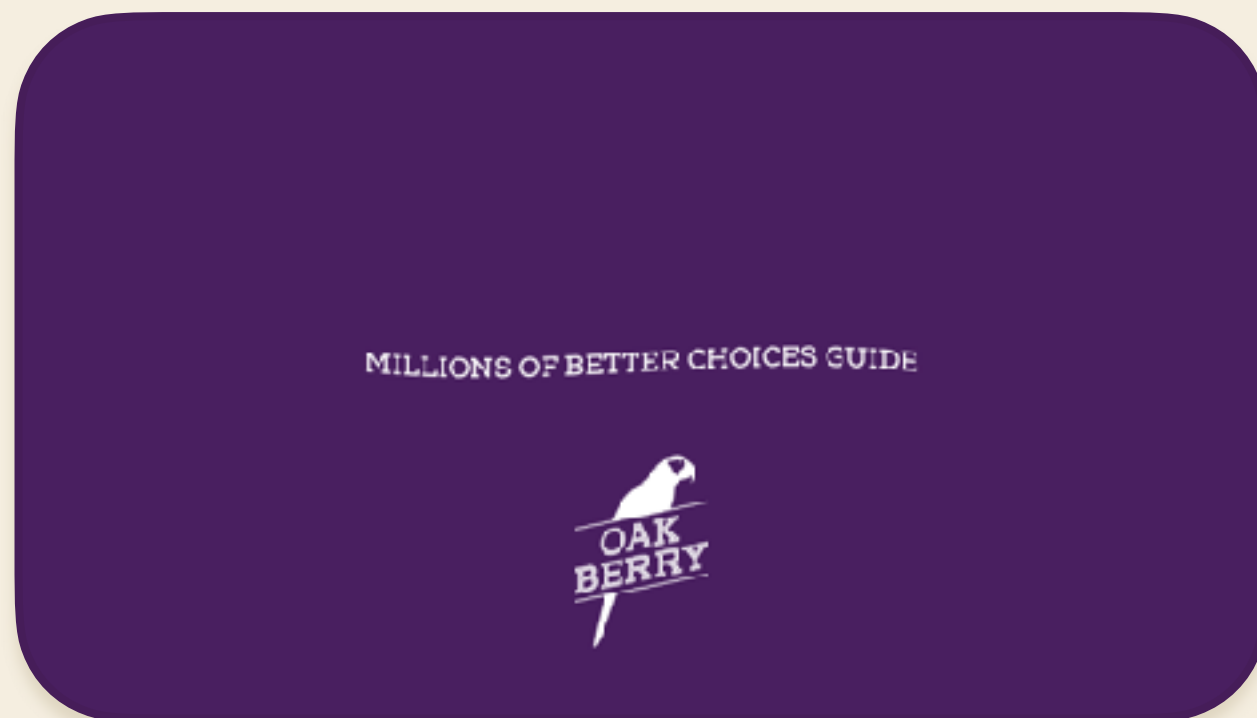


Brand Guide

LOGO - MAIN USES AND RULES

Here you will understand how to use our:

Logos
Applications
Composition
Examples

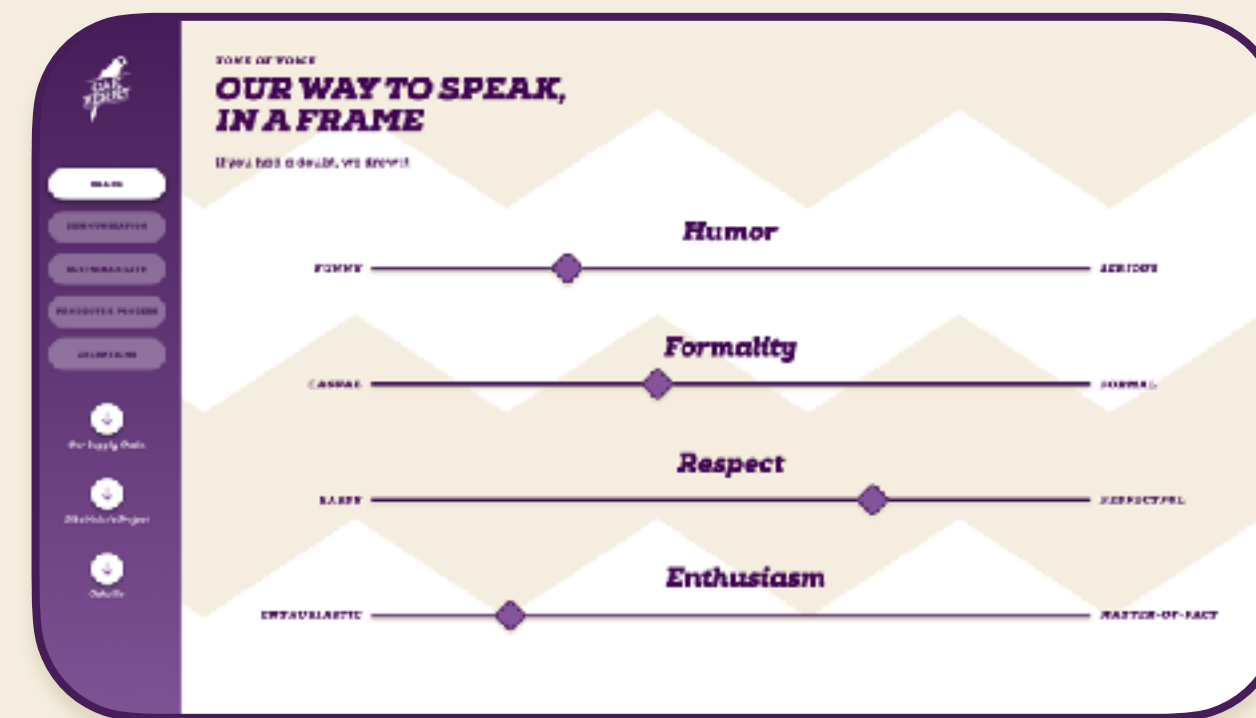


Assets + Color Guide

COLOR - MAIN USES AND RULES

Here you will understand how to use our:

Colors
Applications
Composition
Best examples



Tone of Voice





GUIDELINES

When to use illustrations

OUR ILLUSTRATIONS REPRESENT OUR BRAND IN A "PERFECT WORLD", THEY ACT AS A WAY TO REINFORCE OUR UNIQUENESS IN A WAY THAT SOME IMAGES AND VIDEOS CAN'T.

BRAND

COMMUNICATION

SUSTAINABILITY

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Events

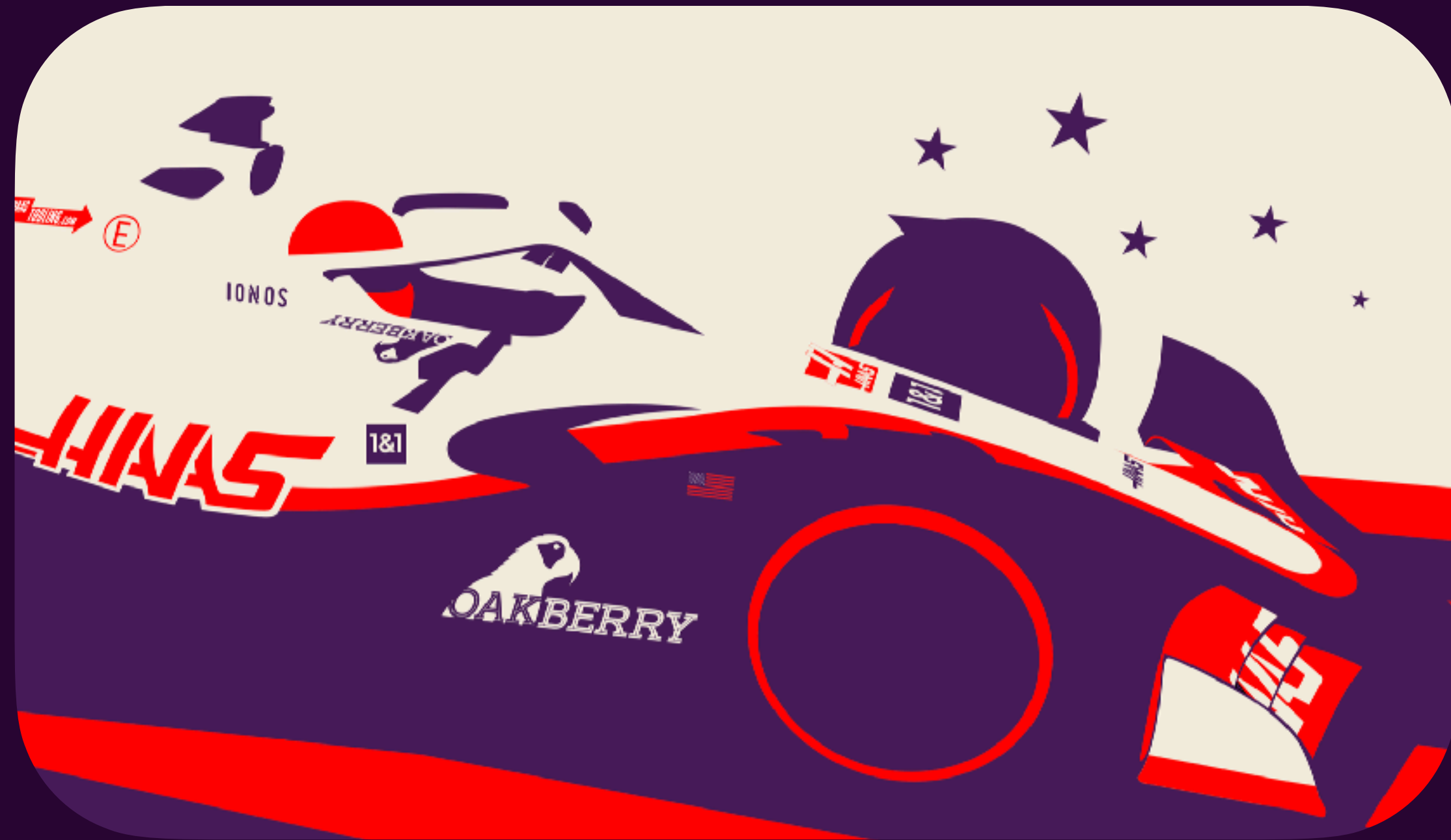
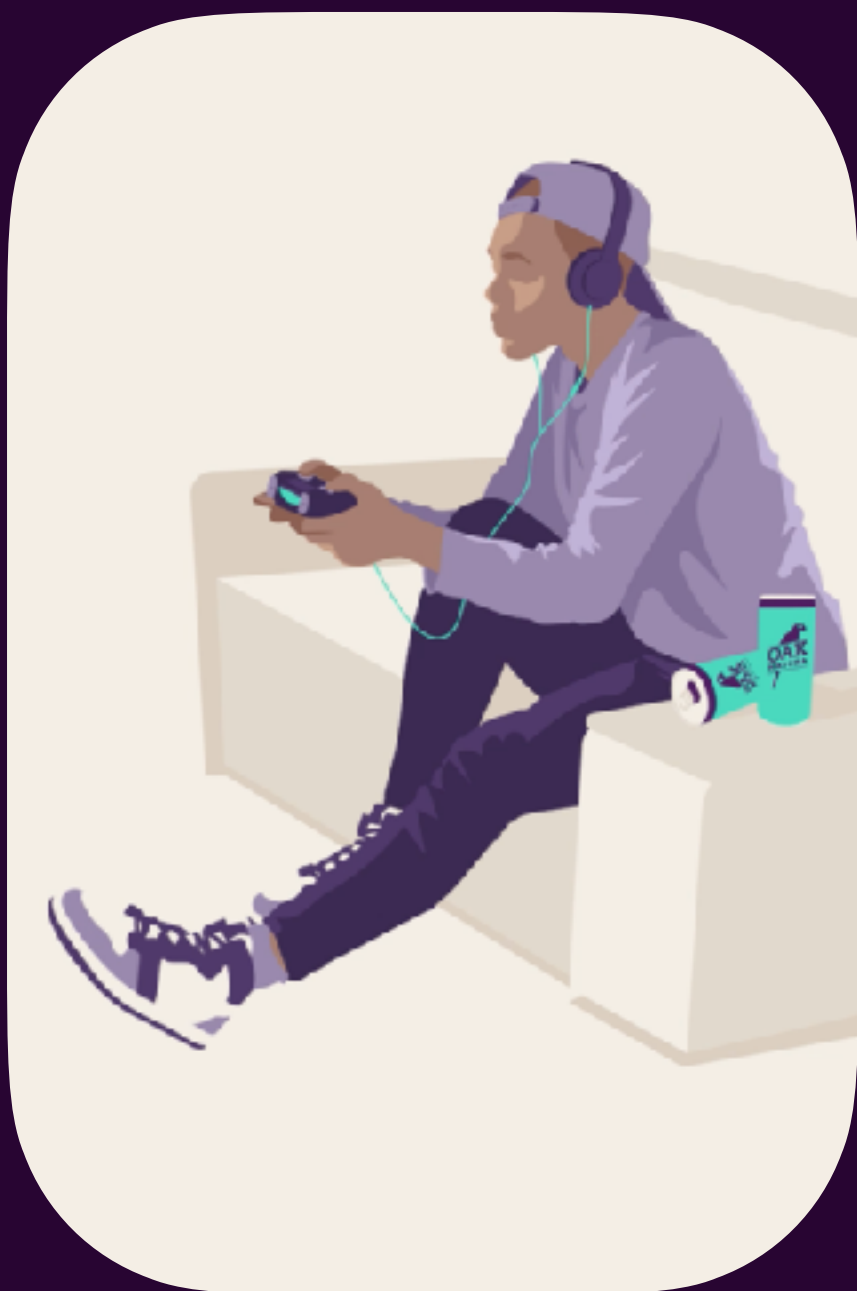


Lifestyle



City Merch

**IT'S FORBIDDEN TO CREATE ILLUSTRATIONS.
ALL ILLUSTRATIONS MUST BE CREATED BY THE FRANCHISOR.**





BRAND

COMMUNICATION

SUSTAINABILITY

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GUIDELINES

When to use our slogan and hashtag

1 **Not just açai, it's OAKBERRY**

Best used when we want to demonstrate that we go way beyond the traditional açai products and shops that exist.

2 **#RespectTheOAK**

Best used when we want to demonstrate the extra care and love we have for açai and for everything we do as a brand.



CHAPTER 03

Sustainability



OAKVILLE

OAKVILLE is our factory, where we make the sustainable production process of the best açai in the world. From the harvesting to the transportation, every step of **OAKBERRY's Açai** production is clean, guaranteed the remarkable quality of our product and a greater economical potential and wellbeing to the local community.



1

Oakville is an oasis of sustainability and opportunity for the local community. At the Oak Factory the whole process is clean guaranteeing a 100% natural product!



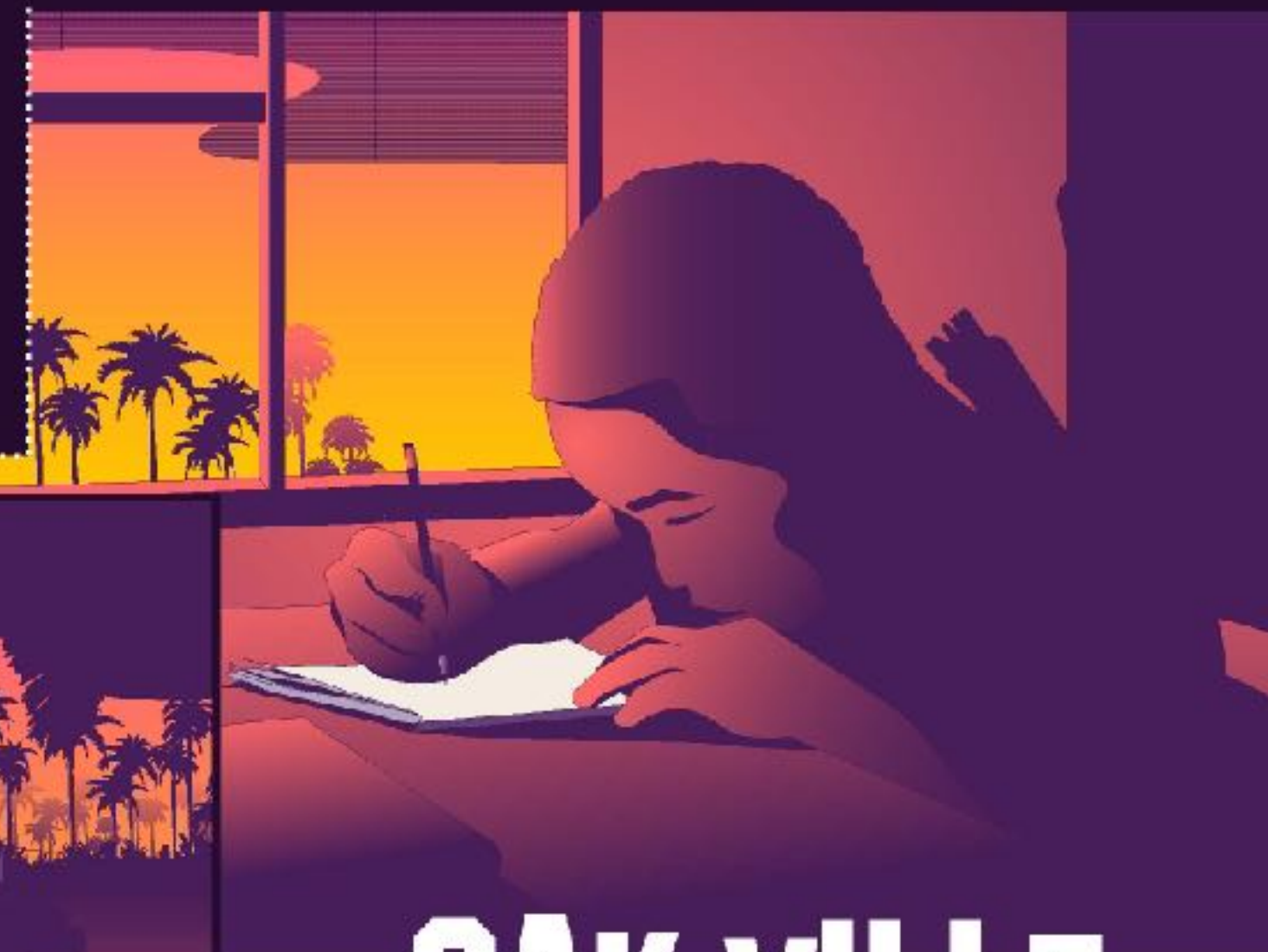
2

The açai goes through several selection and sanitation treatments, such as pulping, pasteurization, and freezing.



4

The sustainable cycle of açai production keeps the Amazon forest standing and is responsible for 90% of the local economy. Giving more opportunities to the riverside families and the exuberant nature of the Amazon.



3

From there, the sorbet is ready to be transported to Oakberry stores in Brazil and around the world.



OAK VILLE



BRAND

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We have plenty of external certifications:



THAT WE ARE ORGANIC

WE FOLLOW ALL THE REGULATIONS AND PROCESSES

***THAT WE ARE RESPONSIBLE AND
RECYCLE THE SAME AMOUNT OF
TRASH THAT WE PRODUCE***



BRAND

COMMUNICATION

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Our numbers speak a ton about our efforts:

***In 2022, we have recycled
more than
12 tons
of plastic from our buckets***

***+ 52.000
buckets***





BRAND

COMMUNICATION

SUSTAINABILITY

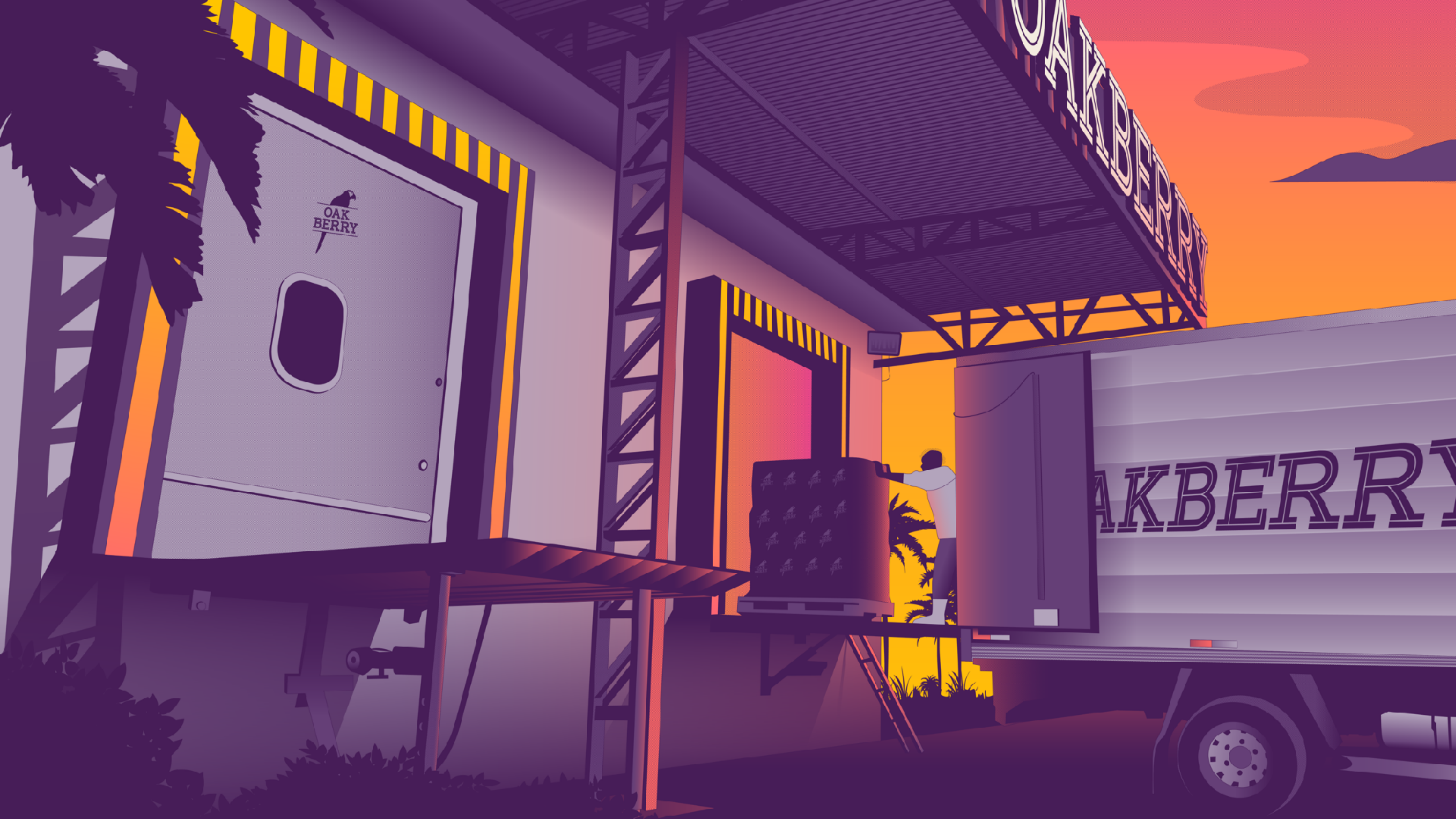
PRODUCTS & PROCESS

OPERATIONS

***And here's an example of how
we repurpose the recyclable plastic:***



****IMAGES FROM WSL BRASIL 2022***



CHAPTER 04

Product





BRAND

COMMUNICATION

SUSTAINABILITY

PRODUCTS & PROCESS

OPERATIONS

Product overview

Our Products



Bowl

Our hero product, the most well known way to consume our OAK and it's perfect for any occasion.



Smoothie

Our second most remarkable product, it's a convenient way to eat your OAK and it's perfect for any occasion.



BRAND

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Product overview

Our Products



The Matcha

It's our energy drink, made of natural ingredients, with low sugar and calories.



OAKkombucha

The OAKkombucha is made with organic and natural ingredients mixed with naturally nutritious kombucha culture into a flavorful and healthy OAKkombucha.

Available only in the USA.



OAKOFFEE

Our exclusive and special Brazilian coffee blend certified by the SCA (Specialty Coffee Association) as a special quality coffee.

The OAKOFFEE has a strong flavor with caramel and chocolate notes, mid citric acidity and medium body.



BRAND

COMMUNICATION

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OPERATIONS

Product overview

Our Products



The OAKBAR

Our type of protein bar, good to maintain a well balanced diet. Helps to accelerate muscular growth and brings energy.



The PAÇ.OAK

A traditional Brazilian snack reinvented, ideal to be consumed as a healthy replacement for processed sweets.





Product overview

Our Products



The Merchs

T-shirts, jackets, hoods.



The Merchs

Acrylic Cups





The OAKBERRY Macro Platform

HEALTHY FOOD ECOSYSTEM. THE INDULGENT SUPERFOOD.



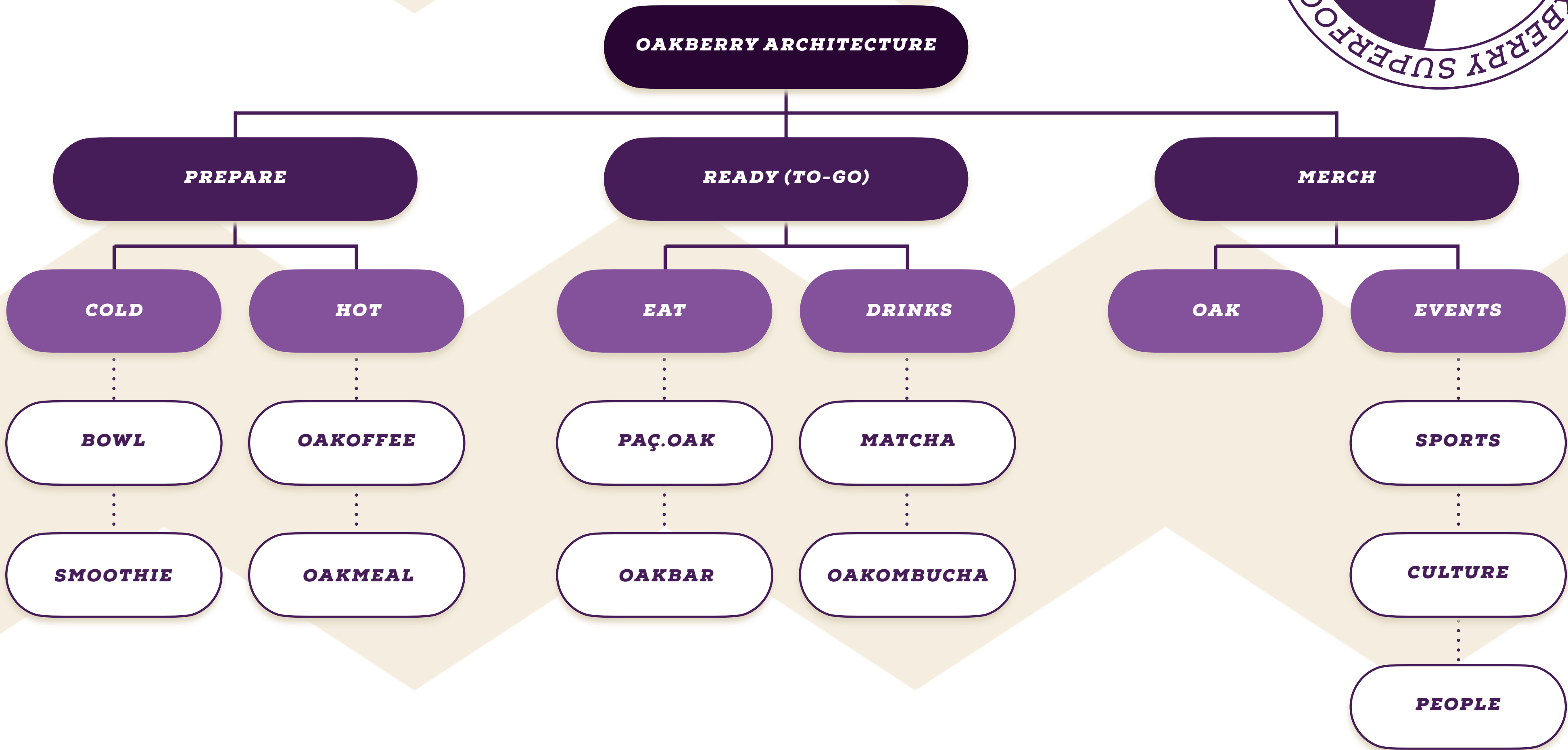
BRAND

COMMUNICATION

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BRAND

COMMUNICATION

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PRODUCTS & PROCESS

OPERATIONS

OAKBERRY: The Indulgent Superfood

OUR PRODUCTS OFFER AN OPTIMAL BALANCE OF NUTRITIOUS BENEFITS IN AN INDULGENT EXPERIENCE. WE USE THIS CRITERIA TO GUIDE EVERY PRODUCT DEVELOPMENT TO ENSURE THAT WE ARE ALWAYS STAYING TRUE TO OUR PROMISE.

OAKBERRY PRODUCTS



Sweet Spot



Nutritional Benefits



Indulgent



We use this graphic to understand if we should launch or not the product.



BRAND

COMMUNICATION

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The **OAKBERRY** products

WE USE THE STRUCTURE BELLOW TO CLASSIFY OUR PRODUCTS:

How do we segment our **INDULGENT SUPERFOODS**





BRAND

COMMUNICATION

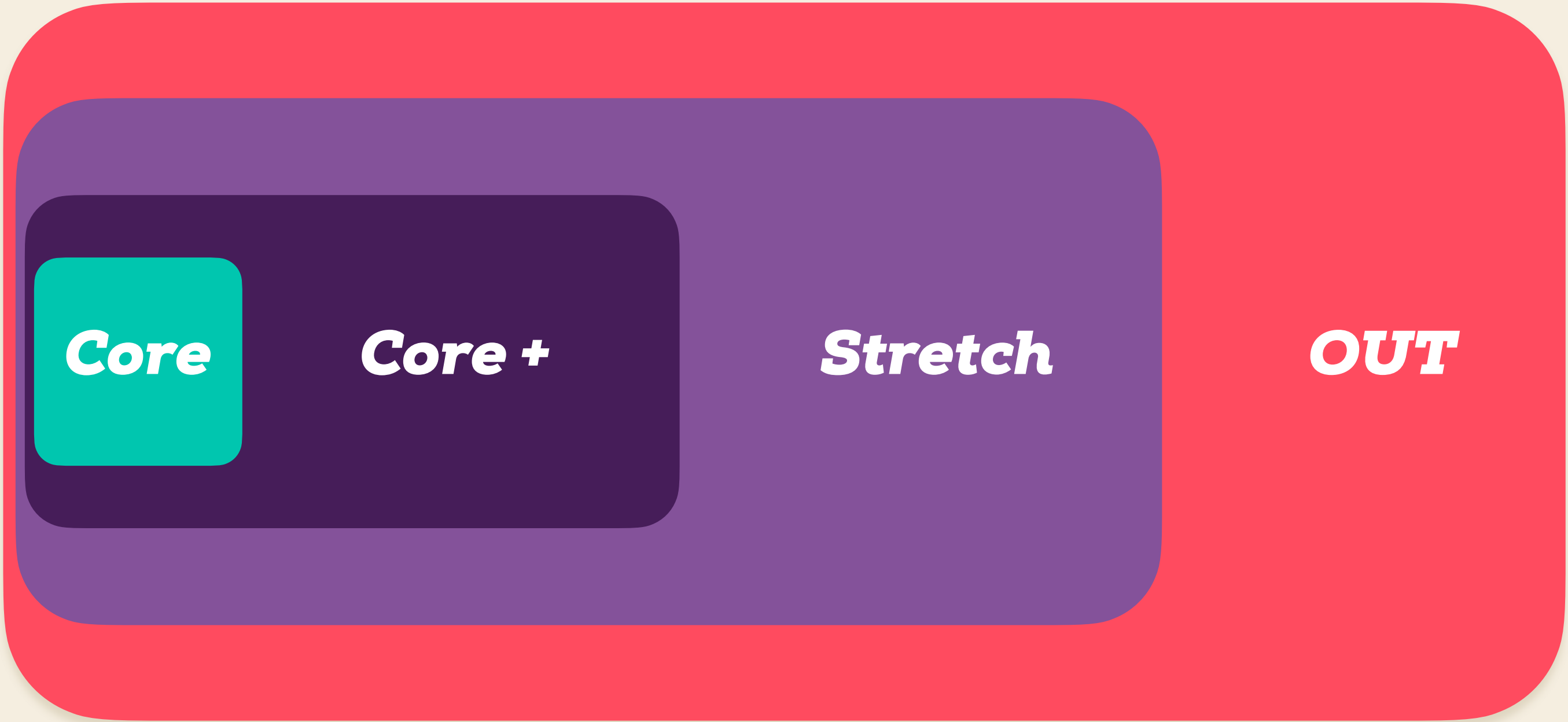
SUSTAINABILITY

PRODUCTS & PROCESS

OPERATIONS

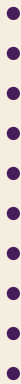
The OAKBERRY products

WE USE THE STRUCTURE BELLOW TO CLASSIFY OUR PRODUCTS:



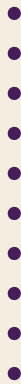
Core

SMOOTHIE | BOWL | CPG



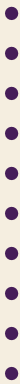
Core +

PAÇ.OAK | OAKBAR
MATCHA | OAKMEAL
KOMBUCHA

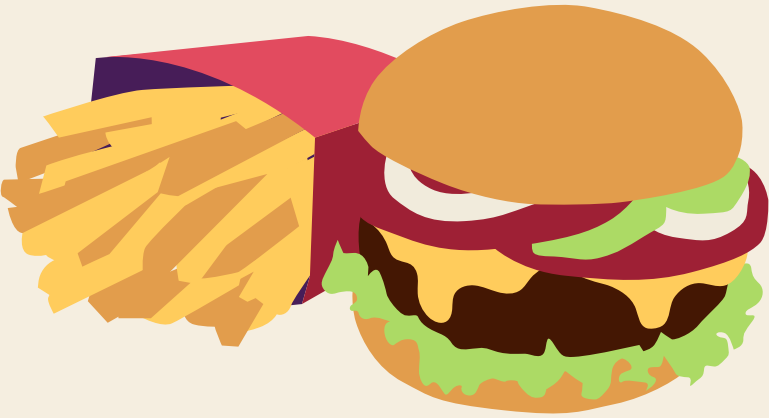


Stretch

PRÉ-TREINO | COLLABS |
OAKOFFEE



OUT



CHAPTER 05

Operations





BRAND

COMMUNICATION

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OPERATIONS

The importance of a great store experience

EACH OAKBERRY STORE HAS TO PROVIDE A FLAWLESS AND BEST-IN-CLASS EXPERIENCE.

***In every contact that
we make with our
OAKERS we have to
deliver a positive
EXPERIENCE.***





BRAND

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The importance of Operations for our Marketing

NO MATTER WHAT GREAT EFFORTS YOU DO IN SOCIAL MEDIA, PARTNERSHIPS, EVENTS AND MARKETING. IF CONSUMERS HAVE A BAD EXPERIENCE IN YOUR STORE IT ALL GOES IN VAIN.

Great brand experience starts with a great in-store experience

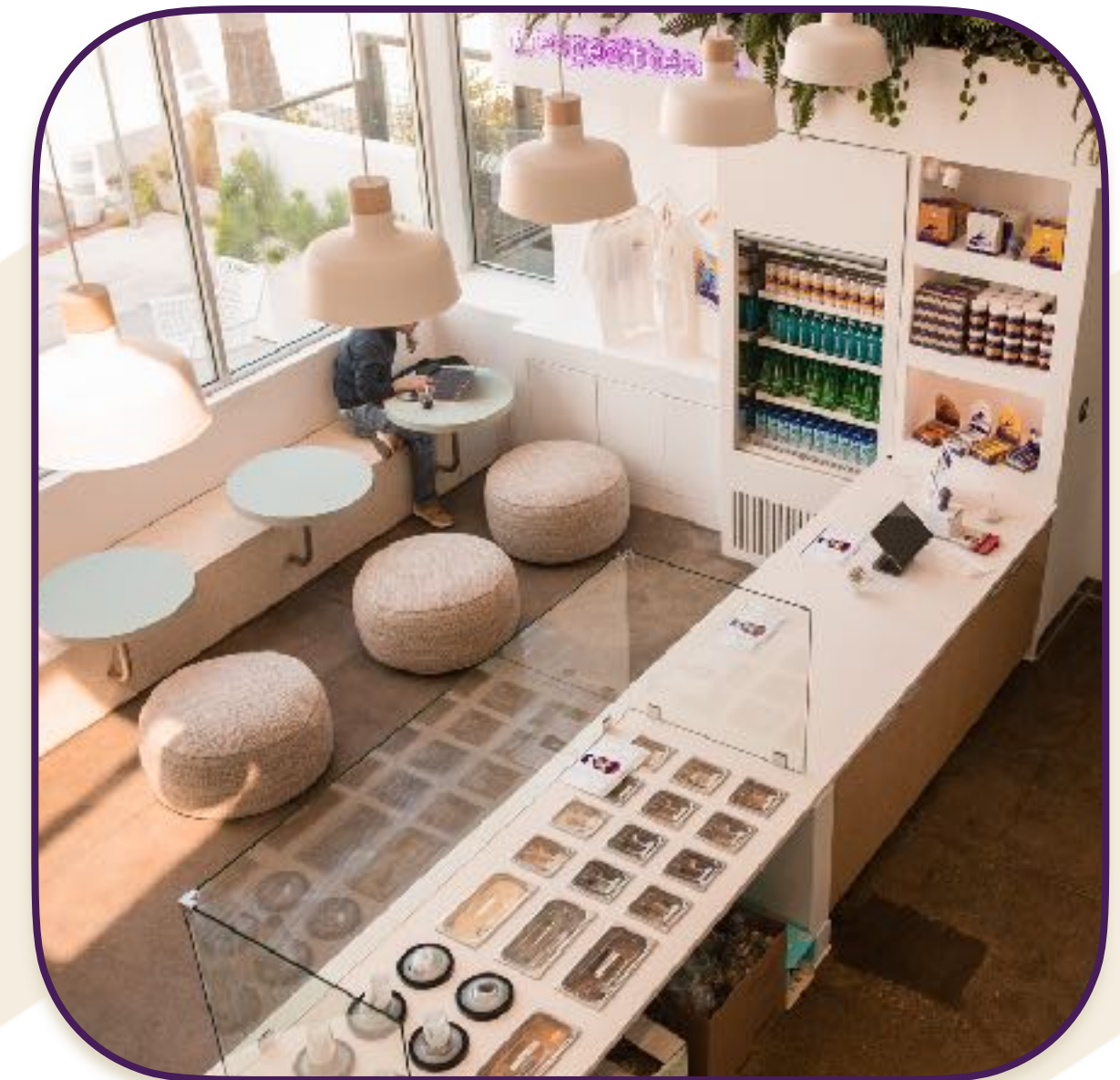
THATS WHY IT'S MANDATORY TO PROVIDE A BEST-IN-CLASS CUSTOMER EXPERIENCE TO EVERY PERSON THAT WALKS-IN



Product Presentation



Customer Service



Store Environment



BRAND

COMMUNICATION

SUSTAINABILITY

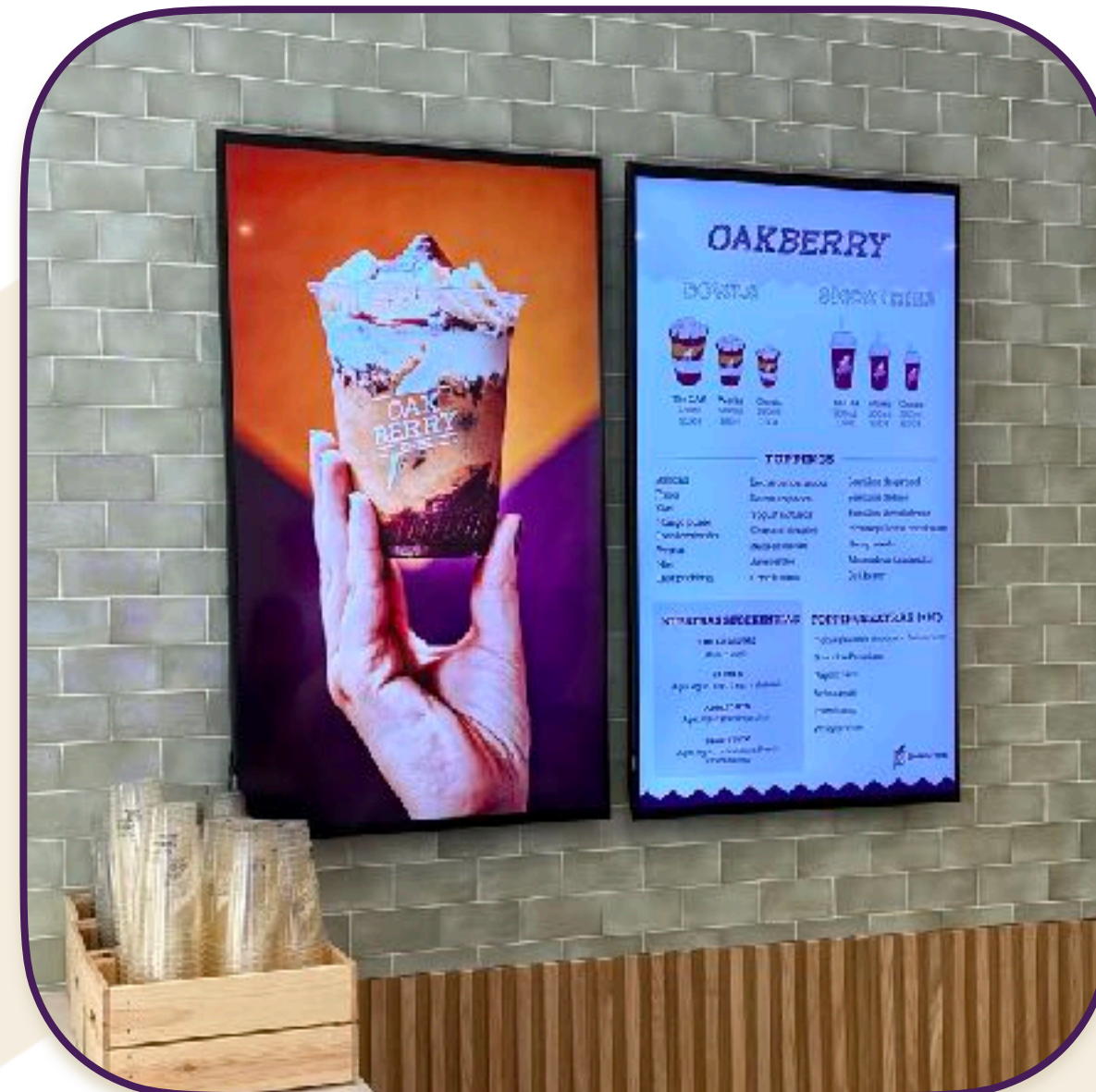
PRODUCTS & PROCESS

OPERATIONS

Architecture and Visual Merchandising

IT'S FUNDAMENTAL TO PROVIDE A FLAWLESS AND BEST-IN-CLASS IN-STORE EXPERIENCE.

As a significant part of the in-store experience, it makes up a fundamental part of the overall brand experience to our OAKERS.



Monitors



Pictures



Architecture

WE HAVE PLENTY OF IN-STORE MATERIALS THAT CONVEY THE OAKBERRY EXPERIENCE.



The importance of a great store experience

TO ACHIEVE A POSITIVE EXPERIENCE CONSIDER THESE ELEMENTS.

BRAND

COMMUNICATION

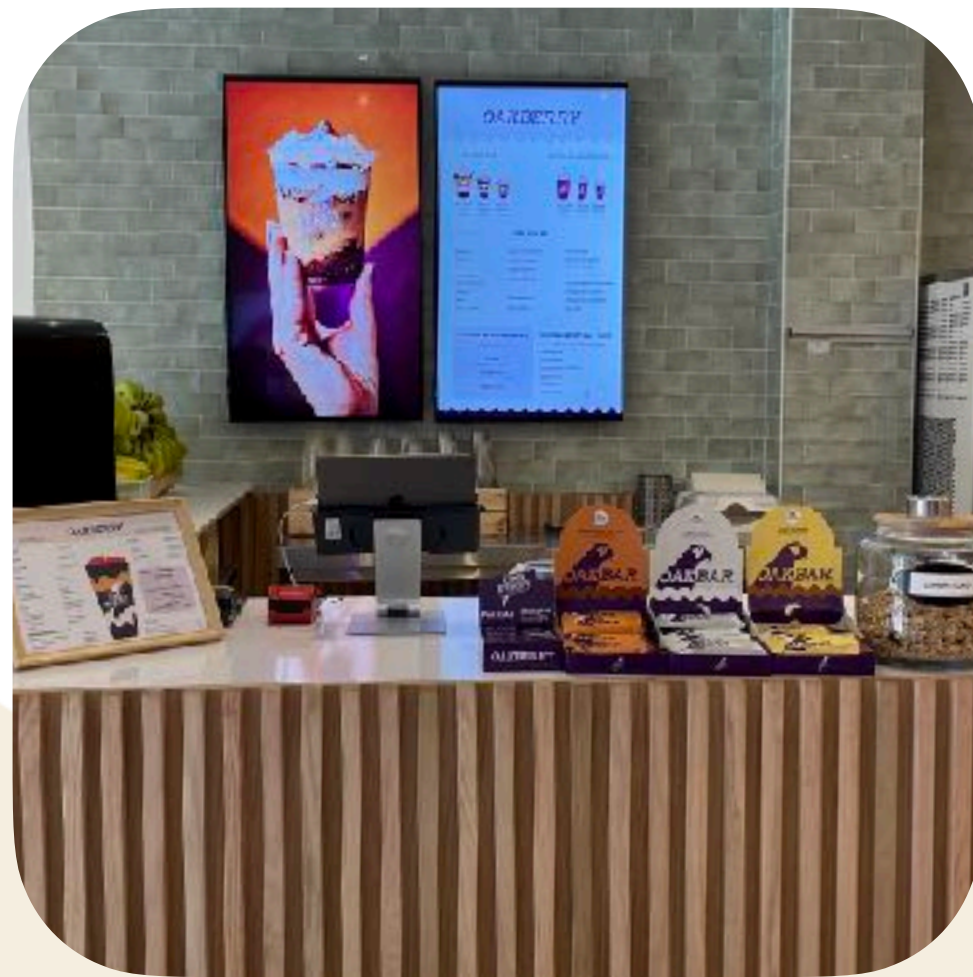
SUSTAINABILITY

PRODUCTS & PROCESS

OPERATIONS



CLEAN ENVIRONMENT



FULLY SUPPLIED



***GREAT VISUAL
MERCHANDISING
EXPOSURES***



***ALWAYS FOCUS IN
THESE FOUR
ASPECTS WHEN YOU
MEET AN OAKER:***

***HIGH ENERGY
WELCOMING
GESTURES
POSITIVITY
PRO ACTIVITY***



BRAND

COMMUNICATION

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Cup sizes

WE HAVE DIFFERENT SIZES FOR OUR CUPS, SO EACH OAKER CAN SATISFY THEIR CRAVE.

Our cups are transparent and must have the **OAKBERRY logo for a reason, so our unbeatable product experience is visible to everyone.**



Classic
12 OZ



Works
16 OZ



The OAK
24 OZ



BRAND

COMMUNICATION

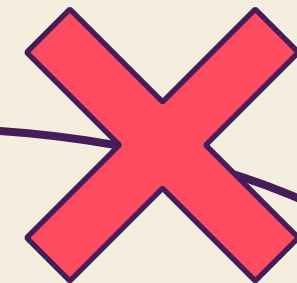
SUSTAINABILITY

PRODUCTS & PROCESS

OPERATIONS

How to hand an OAK to an OAKER

TO MAKE EVERY OAK COUNT, WE DELIVER EVERY OAK BY SAYING:



Here's an OAK.

**MORE GENERIC,
LACKS KNOWLEDGE,
DOES NOT QUALIFY THE DELIVER.**



*Enjoy your
OAK!*

**PERSONAL, SPECIFIC,
TALKS TO EACH PERSON,
ABILITY TO KNOW AND
UNDERSTAND OUR OAKERS.**



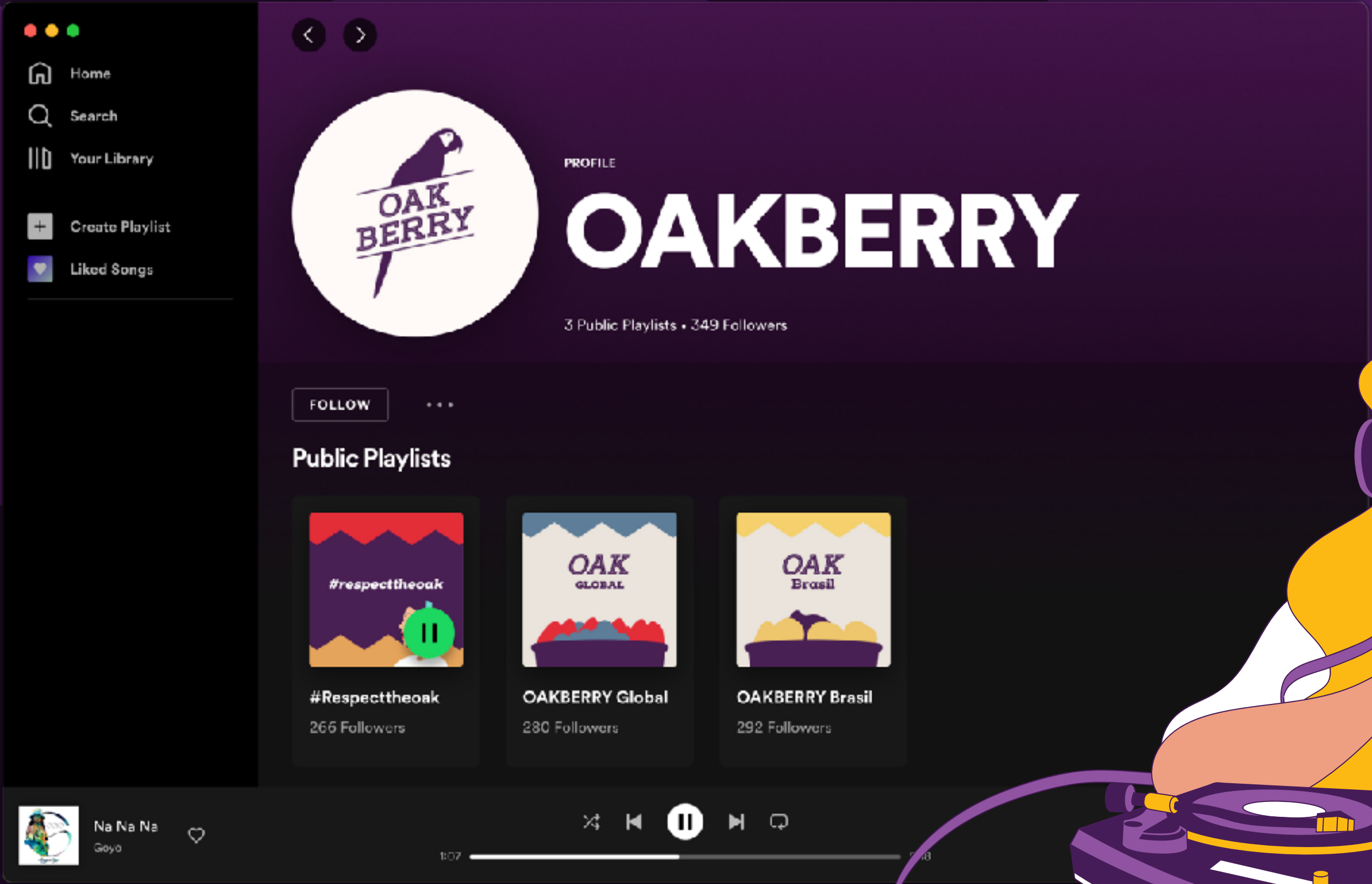
OAK music

OUR STORES HAVE TO SHOW WHAT WE ARE AS A BRAND, AND TO HELP YOU DO THAT, WE EXPLORE A VARIETY OF MUSICS AND PLAYLISTS.

We created 2 playlists that have to be played in every store.*



Spotify
Playlist



* Always check local regulatory requirement before implementing in your stores.

Summary



Through all chapters that we presented to you:



What we are as a brand

Our brand fundamentals and guidance on how to bring it to life in your market.



How we communicate

A clear guide on how to create outstanding and on-brand communications.



The importance of sustainability

A quick overview on our positive impact to the local communities and environment.



Our main products

An overview of our strategic menu architecture and our key products.



The in-store experience

An important note on how a flawless in-store experience is crucial to build our brand.

Easy access to all supporting materials we referenced



*Photos + Videos
Branding*



*Stories
Backgrounds*



*Photography
Guide*



Logo Guide



*Logos
for download*



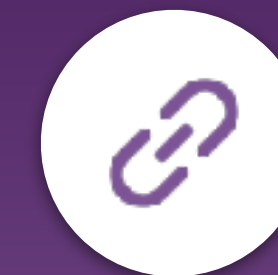
*Millions Campaign
Color Guide*



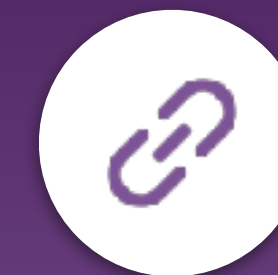
*Font
downloads*



*Social Media
Guide*



*Local Research
Link*



*Spotify
Playlist*

Still have questions?



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