

BAYDÖNER NOW HAS TWO BROTHERS PIDE BY PIDE AND BURSA İSHAKBEY

Baydöner, who has been engraved in the minds with the rhetoric “Coss”, accelerated its communication efforts in 2020. The brand, which started to work with Hulusi Derici, the veteran name of the advertising world in the new period, calls out to its consumers with the slogan “Turkey's Most “Coss” İskender” and its strategy that embraces lunch and dinner. Apaz Group Marketing Director Kemal Ömerci and M.A.R.K.A Founder Hulusi Derici, with whom we came together to listen to the details of their new strategies, gave the good news about Pide by Pide and Bursa İshakbey brands created within the Apaz Group as well.

In DeFacto, you have made very successful collaborations with Hulusi Derici and his agency M.A.R.K.A. Now, you are together again in baydöner. First, let us talk about a DeFacto process...



Kemal Ömerci, Marketing Director of Apaz Group and Hulusi Derici, founder of M.A.R.K.A.

Hulusi Derici: 2-3 years before Mr. Kemal started to work for DeFacto, we had had my customer to accept the strategy of "Let's take Jean out of production and challenge it" and started the "Jean is the shalwar of the US" launch campaign, and we had advertised for several seasons. As DeFacto grew, a marketing manager was needed. And Mr. Ömerci started to work. We loved working together and we accomplished effective works together.

Kemal Ömerci: When I started working in 2010, DeFacto had been born healthy but had just taken off. DeFacto was a huge brand when I left in 2015. IT WAS IN THE 2ND place in both research and market share. We made several valuable works with Mr. Derici. We made projects together that have achieved very good results. When it comes to Defacto, the advertisements created by M.A.R.K.A. are still remembered.

Hulusi Derici: Among the ready-to-wear brand advertisements, Defacto advertisements were by far the

most remembered and liked advertisements every year. In fact, according to Ipsos research carried out for 2014, DeFacto advertisement was one of the top ten ads among the advertisements of all sectors ... It took the first place with 27 percent among the most popular clothing advertisements of the year.

You are now working with M.A.R.K.A. advertising agency again with BayDöner. How did this process begin?

Kemal Ömerci: Apaz Group has 3 different brands: Baydöner, PidebyPide and Bursa İshakbey. I have been the marketing director of these three brands at Apaz Group since OCTOBER 2019. Pide By Pide and Bursa İshakbey are a year old brands and very new. Baydöner has been in the industry for 13 YEARS. There were some studies that had been carried out for Baydöner, but while thinking about what we can do within the scope of the 2020 strategy, I realized that our paths should cross again with Mr.Derici. Mr. Derici came together with our company's bosses. Then we started to prepare the strategies, communication works and even campaigns of our brands. We have recently put into practice the works we have created for Baydöner.

In the past, you only had a message with the "Come to Baydöner when it comes to your mind" slogan, but now you claim the evening and lunch meals. What insight is behind this strategy shift?

Kemal Ömerci: Actually, there is a larger photo that we created with Mr.Derici. The concept of "Coss" has been very successfully in the past. It is a positive legacy of ours, but it was no longer enough. Because we used to say to consumers, "Come to Baydöner whenever you would like and eat Iskender". It is a very modest approach to wait for the consumer to come whenever they would like. In this context, we decided to embrace the moments that brought the category to mind. Our first advertisements were created in line with this strategy with "What shall we eat at lunch?" and "What shall we eat at dinner?" slogans. There is a butter prepared by Baydöner's own recipe. And consumers love and care about it. We reflected this insight into our ads. We re-emphasized that "Coss" moment in the campaign.

What has changed in the marketing and communication strategy of BayDöner after started working with M.A.R.K.A?

Kemal Ömerci: According to the Ipsos Household Consumption Panel Report, Baydöner which is the market leader in the iskender and doner kebab category is also the largest brand in the market, the brand selling the most products and gaining the most market share. Instead of expressing this fact with words such as "the most" or "the largest", the slogan "Turkey's most "Coss" Iskender" emerged as a way of expressing our expertise in Iskender with the contribution of Mr. Derici. With this slogan, we also emphasize our market leadership.

Hulusi Derici: We said "Let's not just say "Coss", let's say "Turkey's most "Coss" Iskender"". Instead of "the most coss" in this slogan, anyone can put any superiority they want. While we had a beautiful material like "Coss" at hand, we wanted to take it further and make it effective. I do not refrain from appreciating a good job done by someone else. If inheritance is a positive inheritance, why should we renounce it? We acted in parallel to this understanding. There was a foundation at hand: the concept of "Coss". Now we are building a skyscraper on this foundation.

What kind of work has been done in addition to television commercials?

Kemal Ömerci: Apart from our television commercials, we also implemented special projects. On the radio side, we worked with Cem Arslan and Nihat Sırdar. On the television side, we implemented another project with "Kelime Oyunu" (the Word Game) show. We announced our campaign through the graffiti in the "Çukur" series. We achieved 5 million views with this work. We are the first company to own this business commercially.

You created a concept called "Coss" in the advertising industry and managed to differentiate from your competitors. What is the story of this word?

Kemal Ömerci: It is a work created by the previous agency. It emerged as a result of exaggerating the sound of hot oil and turning it into a signal. And as Mr. Derici said, it is a very successful work. When we got together, we agreed that the idea was a good legacy. But the idea needs more reinforcement. Therefore, we wanted to remind the customer of Iskender and Baydöner in moments that bring the category to mind.

What kind of identity and communication language will Pide by Pide and Bursa İshakbey brands have in the future?

Hulusi Derici: Our first meeting with the founders of Apaz Group and Mr. Ömerci was about these two new brands. Pide by Pide and Bursa İshakbey were unborn brands just like DeFacto. We are moving both brands to a very different point from their current position. We recreate everything about the brands, from the product range to their logos. Since both brands have few stores, it is much easier and cheaper to change things. It is as if we have known each other for years with the managers of Apaz Group.



That is why we have progressed very fast. Decisions were made very quickly. Everything about Pide by Pide, including the whole strategy, has been renewed. The foundation of Bursa İshakbey is extremely correct. And we are building the structure on that foundation. We will change the communication strategies and visual identity of the brand. We will create the brand's story and adapt its visual identity accordingly. We are totally reworking it together, including the menu.

Kemal Ömerci: Pide by Pide is the youngest brand of the fast food pita industry. We have 40 branches in 20 CITIES YET. We will carry out the pilot scheme our new brand strategy in Izmir. We aim to increase the number of Pide by Pide's 20 BRANCHES TO 40. With the new branches, there will be 100 PERCENT GROWTH. Bursa İshakbey is a game changer brand. It has a structure in the logic of fast food. Our main product on the menu is Iskender. Freshness, affordability and Iskender expertise are at the core of our brand. You select your menu, your order is prepared fresh and you eat your iskender in the common area of the shopping mall. It is the process in which a classic food is modernized... Bursa İshakbey has 20 branches in 13 provinces. In 2020, it will double the number of branches.

What is it like to work with Hulusi Derici and the M.A.R.K.A. team?

Kemal Ömerci: Obviously, it is very enjoyable. He loves to chase after innovation and challenge. Mr. Derici and his M.A.R.K.A team say "We will do it, why not" for the things that everyone says "It's very difficult, it won't happen" and "It will never be done in such a short time", and it really does happen. That is the same as my attitude to life. Because that's exactly how things need to be done for marketing activities and in order for the companies to grow and stay ahead of the competition. It is necessary to do the things that others do not dare and that are defined as impossible. We can reach Mr. Derici and the M.A.R.K.A team even at 1 am. In addition, M.A.R.K.A.'s perspective also matched our company's culture and way of doing business, and we created a very positive synergy in a short time. Apaz Group founders Ferudun Tuncer and Levent Yilmaz also have a very innovative, visionary and professional management style. They also have a harmonious relationship with Mr. Derici. Therefore, I am very lucky.

Hulusi Derici: We do not have the concept of working hours. We are not bank clerks so we do not have a job limited to working hours. We can have face-to-face meeting with our customers in the evenings with FaceTime. People should know that when they think of something, they have a comrade in arms with whom they can share the idea. Marketing is already a war. That is why I call our customers comrades in arms. How to get the most effective results in the shortest time with the least cost? I am focusing on this. In this sense, we have the same point of view as Apaz Group.