

# Brumby's founder bucks marketing

**B**rumby's bakeries co-founder Michael Sherlock knows how to make dough from very little money – and he is eager to pass on some of his experience to up-and-coming business owners.

Despite founding a \$46million franchise in Brumby's bakeries, Michael Sherlock believes the best value public relations and marketing is free. He said there were more ways to promote than press releases and marketing collateral and all SMEs should use their ability to connect with consumers face to face. After owning one Brumby's bakery in 1981, Mr Sherlock rescued the failing chain in 1991 to forge a 320 strong group.

"The way you promote your business doesn't have to come at a great expense," Mr Sherlock said. "The very best techniques can come from word of mouth marketing through receiving great service, or even having a

strong connection with the local community." A satisfied customer becomes the greatest brand advocate.

"They tell their family and friends, and become a frequent shopper over the years," he said. "It's very hard to replicate that type of loyalty with traditional PR and marketing."

When faced with their main competitor Baker's Delight (originally part of the same chain) spending \$6million on advertising, Brumby's had to get creative.

"We became advocates for preservative free bread, we advertised products our competitors didn't sell, and formed relationships with different charities," Mr Sherlock said.

"Know the difference between advertising and PR. Use public relations to support your advertising, and if you do, make sure you are accessible to the media and have a good story to tell." ■