



GOODMANSPEAKERS | presents



JOHNNY CUPCAKES

If you dream of inspiring cult-like brand loyalty—the kind that involves mile-long queues and even permanent tattoos—Johnny Cupcakes is for you. The founder of the world-renowned tee-shirt brand Johnny Cupcakes, Johnny's known for helping other people create blueprints for building brand loyalty, creating memorable experiences, and inspiring innovation.

With global store openings, thousands of customers with his logo tattooed on themselves, people who camp out for his products, and high-profile collaborations with giants such as The Simpsons, Power Rangers, and Nickelodeon, Johnny was named *America's #1 Young Entrepreneur* by Business Week, *Top Innovator in Retail* by The Boston Globe, and featured in INC magazine as the CEO of one of the world's fastest growing independent businesses.

Despite being in one of the most difficult product categories to stand-out in, and a founder of a brand when he was just 19 years old, Johnny's solution to his business challenges was to create such a unique brand experience that his customers would loyally line-up around the block, time and time again, just to be able to sport his logo on their clothing.

Since then, through his talks and creative consulting, Johnny has shared his strategies with clients that include Apple, L'Oreal, Disney, IBM, Audi, Harvard University, Wieden+Kennedy, Marriott, and P&G.

Also a TEDx speaker, Johnny has been featured in media such as MTV, NPR, Forbes, WIRED, Newsweek, and as a case study in several branding and business books.

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Speech Topics

Building Brand Loyalty, Customer Obsession, & Memorable Experiences

With each new launch, the hysteria around the 'Johnny Cupcakes' brand continues to conquer the globe. The reactions range from 10-block-long queues of fans anxiously waiting for the shop to open, to super-fan Cupcake tattoos—yes, permanent ones. In this awe-inducing presentation, Johnny will educate you on how you too can create a wave of word-of-mouth marketing, loyalty, and obsession around your products, service or organization—and within your team—through the power of 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 by their team and externally by their customer base. There is no one that understands the mindsets of the customer better 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. Continuing to reach, engage, and excite new generations of customers by reaching / speaking to them in an authentic way.

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 ways!

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, arming them with easy-to-apply strategies for growing small ideas into a global phenomenon. 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.