

Video

Any new videos added to C&F will be added to both YouTube and the website unless otherwise noted. Please pass along new content to authoring team.

- 1 This is the title of the video.
- 2 Provide a video in MP4 format and pass along to lead content author via JIRA to get added to YouTube. Once added to YouTube, this individual video page will be created.
- 3 Video Title. This will mirror the title in YouTube unless otherwise noted.
- 4 Video Description. This will mirror the description in YouTube unless otherwise noted.

The screenshot shows the General Mills Convenience & Foodservice website. The top navigation bar includes links for 'CONTACT A SALES REP', 'FIND A DISTRIBUTOR', and 'HELP CENTER'. A search bar is present with the placeholder text 'Search for product, recipes, resources, etc.'. The main navigation menu includes 'Products', 'Business Solutions', 'Culinary', 'Recipes', 'Resources', 'Shop Now', 'Join Now', and 'Log In'. The breadcrumb trail reads 'Home > Resources > Video Library > Bakeries Today: Building Your Brand'. The video title 'Bakeries Today: Building Your Brand' is displayed in orange. To the left of the video player are social sharing options: Save, Tweet, Email, and LinkedIn Share. The video player shows a Pillsbury Doughboy character and the text 'Bakeries Today... Marketing Ideas to Grow Your Business'. Below the video player is a 'Watch on YouTube' button. The video description reads: 'A training presentation provided by General Mills and the Pillsbury Bakery Institute. Strengthen or expand your business by establishing and promoting your own special brand. Whether your products are associated with a brand name or you own a bakery not currently selling branded products, this third installment of a 6-part Pillsbury Bakery Institute training series will teach you how to build strong thoughts, feelings and emotions around your products and business that will engage your customer base.' At the bottom, there is a 'You Might Also Like' section with three video thumbnails.