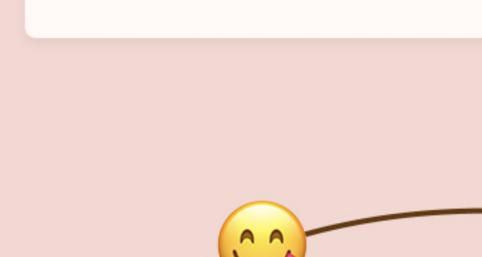
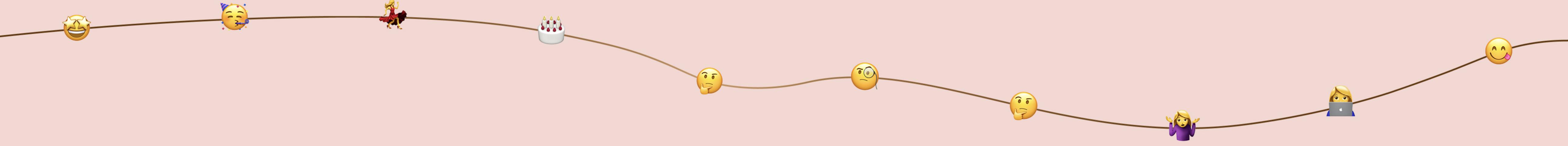


Enquire with rough

Establish final brief





#### Social Connection

We are a social species, and our personal connections, social circle, family and community are naturally important to us.

#### Life's big moments & milestones

To acknowledge the importance of the people in our lives, we mark significant milestones and events by celebrating.

We celebrate these special occasions to share joy, express gratitude, honour important people or things, and create positive experiences, ultimately fostering connection, community, and a sense of belonging.

- Birthdays & anniversaries

Cultural or religious traditions

Achieving goals & successes

## Building community & connection

Social interaction - celebrations provide opportunities for people to come together, bond, and strengthen relationships.

Creating shared experiences Shared celebrations, like parties or festivals, create memories and foster a sense of belonging.

Expressing gratitude and appreciation - celebrations can be a way to show appreciation for individuals or groups, reinforcing positive interactions & showing love.

## Fostering well-being & motivation

Positive emotions - celebrations can evoke feelings of happiness, joy, and excitement, improving mood and promoting well-being.

Motivation - recognizing and celebrating achievements can boost motivation and encourage continued

# Self-esteem and confidence -

celebrating personal successes can boost self-esteem and confidence, fostering a sense of accomplishment.

#### "I think it's important to celebrate special occasions"

"To celebrate important milestones"

"To mark a 'BIG' birthday as a special occasion".

"Mums 80th was a biggie!!"

"To make a big deal for someone you love"

"To make my little boy feel special"

## Celebrate by having a party

Parties and social gatherings are an opportunity to share in happiness and joy with our social circles.

#### Collective joy

As a social species, we enjoy each others company and experience happiness when we are connecting and celebrating together in groups.

"To have fun and spend time with family and friends".

"Chance to celebrate with friends and family".

"It's strengthens family bonds. enabling us to make gorgeous memories with our nearest and

"Asking family and friends to celebrate events is really important to us. We truly value our friendships and family. You can't party alone, connecting with others makes us happy and enables us to enjoy special times even more"

"Because we love them. They're the people we have all the best times and memories with".

"There's no better feeling than celebrating something special with those that mean the most to

"As a family we celebrate everything because we love parties, spending time with our friends and family and making memories".

"It was important to celebrate my little ones birthday with all of his friends and family"

"To share the day with my family and friends, and have fun with the people we love most".

"When we gather together for an occasion worth celebrating with everyone having something in common, for a little while at least, the world is a better place".

"To make memories and celebrate the special day".

"I think it's important to celebrate special occasions, it's a lovely way to bring people together".

"To make memories to look back on in years to come".

"It's important to make memories and special parties are part of

"Because they're special to us and they make us happy".

"Spend happy times with family and friends".

## Entertainment

To make a gathering into a special occasion, the host entertains the guests by providing them with amusement and enjoyment.

Providing the guests a with good time makes for a happier and more memorable celebration.

How does the host entertain the

host can make their party an

Visual aesthetics

People enjoy things that are be achieved with decoration for visual spectacle and wow-factor.

- Balloons
- Flowers
- Table decorations
- Room decorations

### Entertainment

and drink.

Events and parties need guests".

"Ensure your guests are fully engaged with the event".

"Impress all your guests".

one to remember".

"Create memorable events with stunning room styling".

There are a variety of ways that the

experience that people enjoy.

aesthetically pleasing, and this can

Guests can be entertained with music or other performance.

Food & drink

Treating guests with indulgent food

charisma to entertain and charm

"Make it an experience for all of

"Make your party or celebration

#### Why cake?

A specially made celebration cake adds both indulgent tastes and visual aesthetic.

It can also be decorated as part of a theme, or personalised for a special person.

They can serve as a centrepiece, and provide a moment for everyone to gather round and connect.

"I wanted to make the day extra special so had a cake made".

"Cake just makes it even more of a celebration to mark a once in a lifetime occasion".

"Having Something made bespoke for the occasion made it extra special. Everyone loves cake, don't

"It was nice to treat family with a fabulous tasting and looking

"Because it provides a centrepiece to the event, it's part of the decoration but also an important part of the catering ie pudding!".

"People love the spectacle of a cake, it makes a focal point".

"As well as tasting amazing, everyone was talking about it as it was so beautifully decorated so it became a great topic of conversation".

"It's adds a celebratory centrepiece".

"Having a cake created a focal point for the room".

"It's the focal point and makes it a celebratory occasion when blowing out the candles and gathering around the gorgeous

The cake was like a centre piece. It was that added bit of thought that made the day special".

"Something to bring everyone

"It added a sense of occasion".

"it's a lovely way to bring people together".

"It would be a crime to not have cake at an anniversary party or birthday event".

"Having a cake made in the style/

theme that the person likes makes

them feel special as it has been

created for them specifically".

"When I order my cake I make sure that it fits the theme".

### What kind of cake do they want?

People don't always know. They might have a rough idea but they need inspiration or direction to help decide what they want, and what it will look like.

#### Theme

The party may have a certain theme or colour scheme.

## Personalisation

The person who the cake is for may have certain hobbies or interests that could be included.

"I thought about the theme - he's a golfer, so I wanted it to fit the

"The cake was created in line with our boho theme".

"LFC themed cake with Icelandic references". "At the time our son was obsessed

with baby shark so we thought he

would love it to have a baby shark

cake on his birthday".

"I wanted it to be a neutral

"I know I've got a theme -

Trip around the sun".

"I know he's a chocolate fan".

"He is obsessed with Marvel and superheroes".

## They look online to find ideas

They browse different websites for inspiration and ideas.

- Instagram
- Pinterest

"I had pinned ideas from social media of cake designs.

"I just went onto Instagram and searched for golf cakes".

"I got the picture off Pinterest, of what I wanted".

"So I put that into Pinterest, and Rocket type themed cakes come

"Pictures from Pinterest".

"I literally put the hashtag in

#### Browse their social media pages or websites

They want to know if the bakeries will be able to provide their cake, and decide if they are suitable based on different factors.

## Visual style

Does the style of the cakes match what they want? Do they look good

They need to see lots of images to

## Price

Prices are not always shown on cake websites because the quote depends on the brief, but people do want to know if the cakes are in their price

## Location

Cakes do not lend themselves well to delivery, and customers usually have to pick them up so finding a local business is important.

"I go firstly off how it looks".

creations was good".

collection".

"It's all about the look for me so seeing great, fun photos of past

"Visual style of the cakes was most important and the way the cake images were presented. Followed by location/ease of

15/18 respondents looked at pictures of the sellers cakes

"Although it says 'order your cake here', I'd probably want to have a little look at what she has done beforehand...

might click on there first... "Have a little scroll to see what types of cakes she does".

"So bespoke celebration cakes - I

"I looked at the cakes advertised on the website, wrote to the cake shop and asked for more specific examples of the style of cake I

"I just want to see a cake"

was looking for".

"Visually that I liked their designs and they suited my occasion and then the price then where are they based for collection / delivery"

"Prices were not given but it was easy to get in touch with the cake seller for details".

"When I landed on the website.

there was lots of pictures".

"The website of the cake seller had all the options listed with photos and plenty of detail".

#### Contact seller to describe requirements

Once they have found a suitable business they send a message or email with their rough requirements.

## Details

What the event is

Number of people

- Date
- Theme / design

Flavour

final design.

They only have a rough idea

of what they want, and need some

Most buyers only have a rough idea

guidance on the final visual design. They have to describe their initial ideas, and the cake maker has to interpret their ideas, and establish a

cakes to agree on what it will look They either browse the cake makers

They mainly use images of other

website or social, or send images

they have seen elsewhere.

cake and Peppa pig"

"I wrote to the cake shop via email and asked for examples of the style and flavour cake I was thinking of purchasing, for example nude lemon cake with flowers for our wedding cake, and then asked for examples when it was out sons birthday, we asked for examples of animal themed

"I had pinned ideas from social media of cake designs and forwarded them to the seller, adding any alterations to colours etc. Also the design was dependent on the price (how many servings etc) I asked questions about what flavour sponge the seller provided. Provided information on the name

13/15 were influenced by pictures on the sellers website

and age"

Instagram". "The website of the cake seller had all the options listed with

photos and plenty of detail. I was

able to go through and choose

the ones that worked for us

without speaking to anyone".

"Sent her a message on

"Pictures from Pinterest And general description".

"Described my girls hobbies likes

"When it was out sons birthday,

themed cake and Peppa pig".

we asked for examples of animal

"I explained what my little girl liked hobby wise and animals she liked and went from there".

## Back and to to finalise design.

design.

They send messages back and to until they have established the final

"Basically I had an idea that I wanted a cake that would serve 10-15 people. I wanted it to be a neutral colour, and then we sort of worked together, because I didn't really have too much of a scope for it, tbh...

"Yeah so that was a sort of tooand-from conversation".

ideas of what to do on the cake. and we just sort of agreed it". "I looked at the cakes advertised

on the website, wrote to the cake

shop and asked for more specific

examples of the style of cake I

"And she came back with different

"She messaged me and said 'is this

something you would like?".

was looking for".

"She was very accommodating and came up with ideas and solutions for different bits of the

"I think if I'd have been looking for something unusual or a specific kind of decoration I'd have wanted a chance to book a call or use live chat to speak to someone so I knew it was possible and that

"We had a great video chat to

brainstorm and tweak the finer

"The cake seller was able to help with flavours and design".

my requests had been

understood".

"Leopard overkill advice given...

"Leopard overkill advice taken...".

#### Deposit

Once the final design is established, the payment is taken for the deposit, and the arrangements made for

collection.