

Mark a significant event with a celebration

Decide to have a party to celebrate the event

Turn the event into a celebration

Entertain the guests with a celebration cake

Decide to buy a cake for their celebration

Do some research

Find a suitable cake seller

Enquire with rough requirements

Establish final brief

Payment & collection



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
Achieving goals & successes
Cultural or religious traditions

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 effort.

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

Its strengthens family bonds, enabling us to make gorgeous memories with our nearest and dearest

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 you

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

Its important to make memories and special parties are part of that

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 guests?

There are a variety of ways that the host can make their party an experience that people enjoy.

Visual aesthetics

People enjoy things that are aesthetically pleasing, and this can be achieved with decoration for visual spectacle and wow-factor.

- Balloons
Flowers
Table decorations
Room decorations

Entertainment

Guests can be entertained with music or other performance.

Food & drink

Treating guests with indulgent food and drink.

Events and parties need charisma to entertain and charm guests

Make it an experience for all of us to enjoy

Ensure your guests are fully engaged with the event

Impress all your guests

Make your party or celebration one to remember

Create memorable events with stunning room styling

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 they?

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

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

Its adds a celebratory centrepiece

Having a cake created a focal point for the room

Its the focal point and makes it a celebratory occasion when blowing out the candles and gathering around the gorgeous cake

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

Something to bring everyone together

It added a sense of occasion

its 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 theme

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 know he's a chocolate fan

I wanted it to be a neutral colour

I know I've got a theme - Trip around the sun

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 up

Pictures from Pinterest

I literally put the hashtag in 'cakepops

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 enough?

They need to see lots of images to find out

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 range.

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

Its all about the look for me so seeing great, fun photos of past creations was good

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

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

So bespoke celebration cakes - I might click on there first

Have a little scroll to see what types of cakes she does

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 was looking for

I just want to see a cake

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

When I landed on the website, there was lots of pictures

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

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
Date
Number of people
Flavour
Theme / design

They only have a rough idea

Most buyers only have a rough idea of what they want, and need some 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 final design.

They mainly use images of other cakes to agree on what it will look like.

They either browse the cake makers website or social, or send images they have seen elsewhere.

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 cake and Peppa pig

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 and age

13/15 were influenced by pictures on the sellers website

Sent her a message on 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

Pictures from Pinterest
And general description

Described my girls hobbies likes etc

When it was out sons birthday, we asked for examples of animal themed cake and Peppa pig

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

Back and to to finalise design.

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

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 too-and-from conversation

And she came back with different 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 was looking for

She messaged me and said 'is this something you would like?'

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

We had a great video chat to brainstorm and tweak the finer details

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 my requests had been understood

The cake seller was able to help with flavours and design

Leopard overkill advice given...

Leopard overkill advice taken...