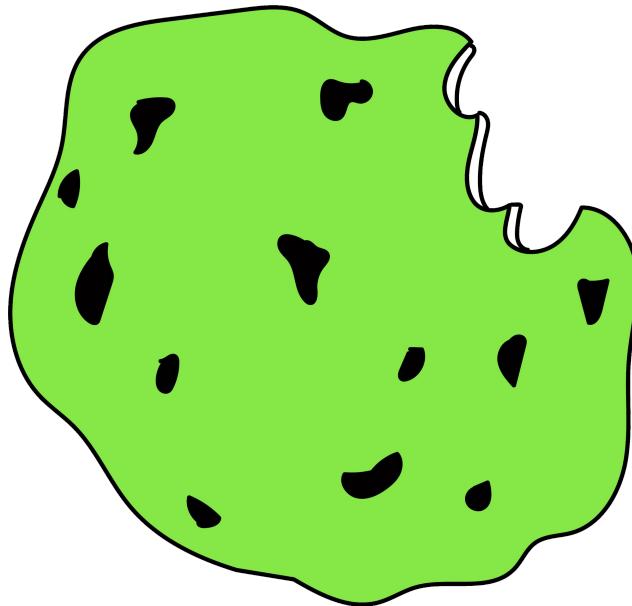




True - Stormy - Casey - Emily

The Event

Baked 4 Good is a bake sale of marijuana edibles taking place on 4/20 to help raise funds for the Chan Zuckerberg initiative.

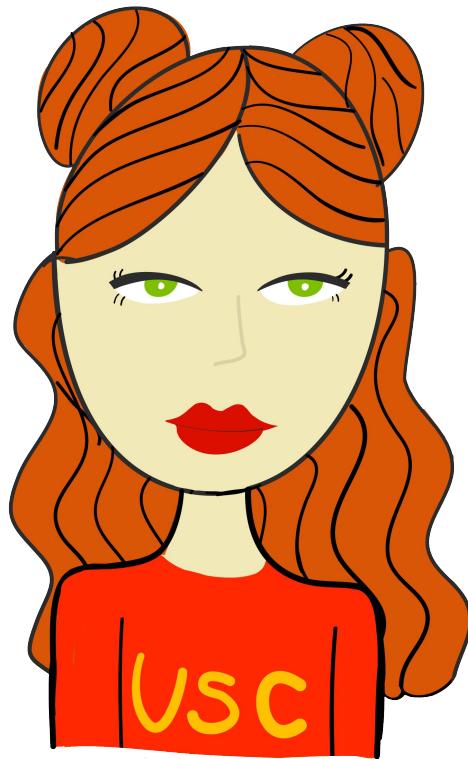


The Charity: The Chan Zuckerberg Initiative

The proceeds of the bake sale will be dedicated towards helping the decriminalization of people charged for the possession of marijuana through the Chan Zuckerberg Foundation. The money will go towards hiring attorneys to review cases and defend those charged.



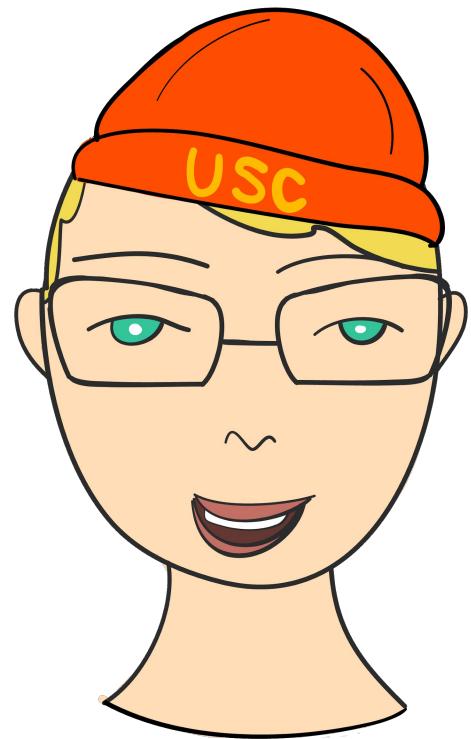
User Persona



Alexis Martin

- **Age:** 21
- **Occupation:** Student
- **Interests:** Music festivals, hiking, political activism
- **Bio:** Alexis is a senior in college who is passionate about social change and likes to relax by smoking pot

User Persona



Johnathan Smith

- **Age:** 27
- **Occupation:** Graphic Designer
- **Interests:** Skateboarding, cooking, reading
- **Bio:** John is a senior graphic designer at a design agency. When out with friends, he smokes marijuana to enjoy his time socializing.

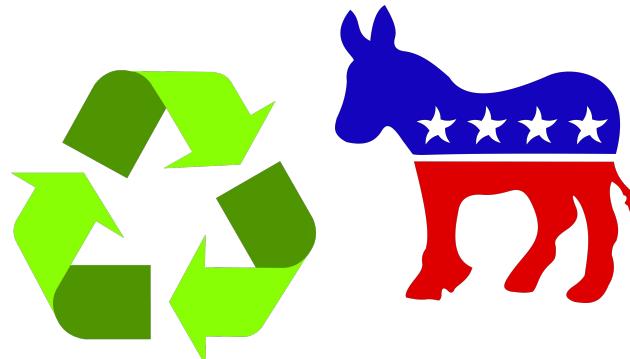


Brand Metaphors: Culture



The people participating in the event are young and free spirited. They are open minded and care about developing an inclusive and welcoming community.

- Instagram
- USC
- Sustainability
- Liberal
- LA Wonderland Marijuana Dispensary
- John Oliver
- Music festivals
- Rick and Morty
- Big Mouth
- skateboards/bikes
- Born in the 90's



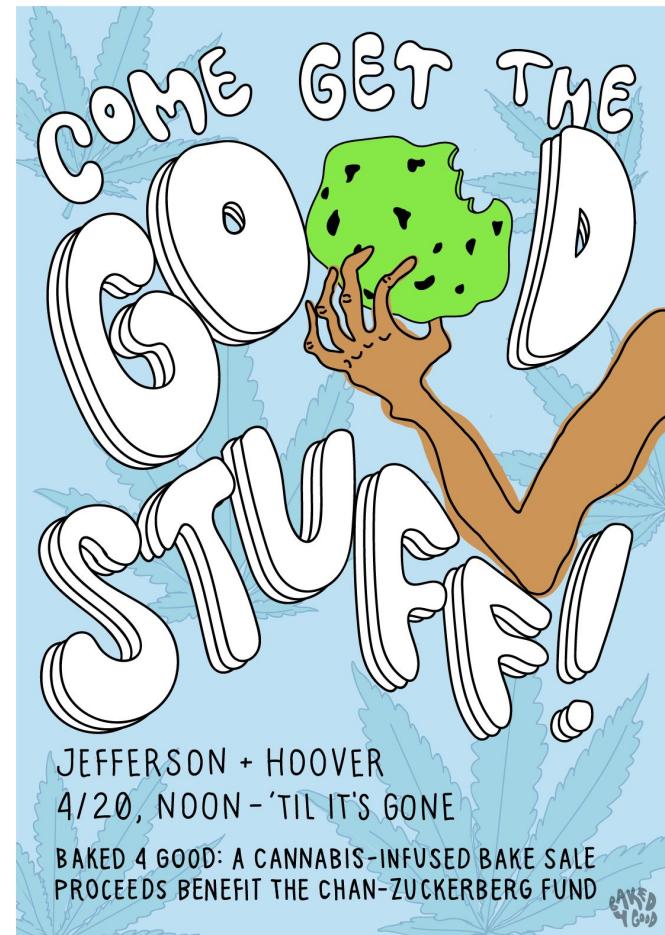
BIG MOUTH
COACHELLA

Brand Metaphors: Spirit

- Patagonia
- Rip n Dip
- Thrasher
- MedMen
- Huf
- Apple
- Illadelph
- Trader Joe's



Graphics



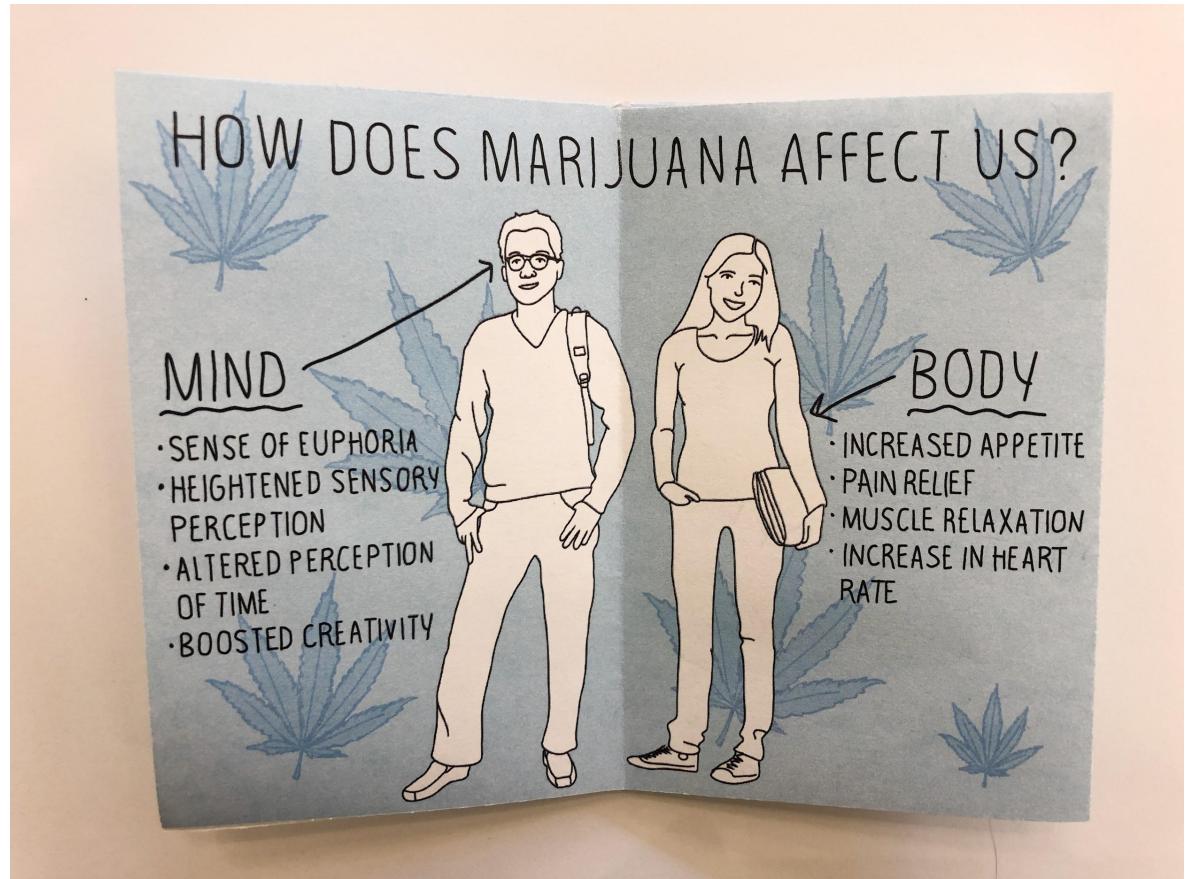
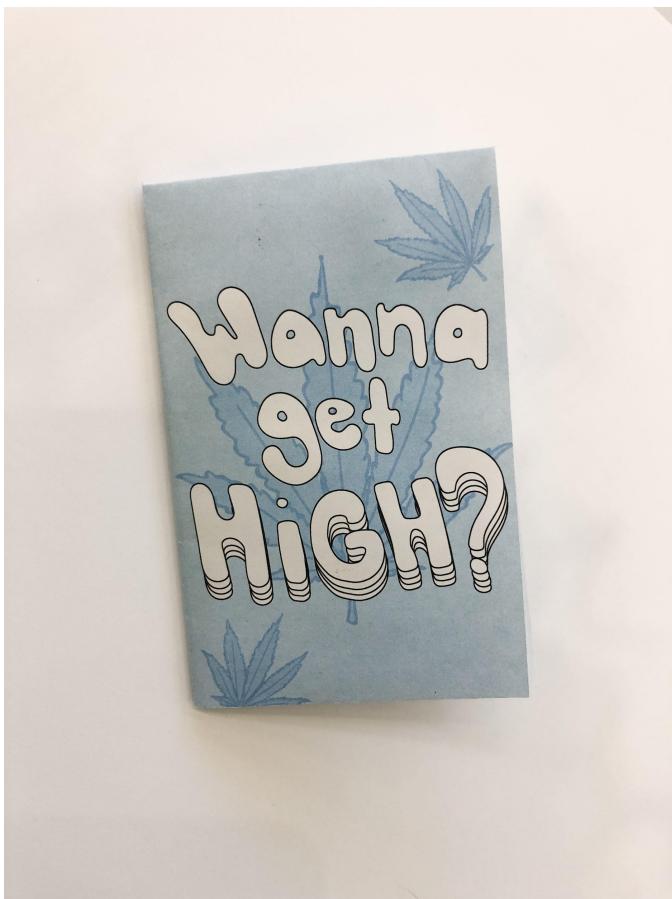
Packaging



Packaging



Promotion



Promotion



Merchandise



Logistics

Date: April 20, 2019

Time: 10am-5pm

Place: Jefferson and Hoover, right off campus across from Rock n Reilly's

Age: 21+, IDs will be checked upon purchase

Cash or Venmo only

