



Putting the squawk in squawklet!

Join our Squawk! At Parrot Chocolatiers, we are committed to producing high quality chocolate, containing the richest flavour. We use 100% fair trade cocoa. We are dedicated to spreading awareness about the working and living conditions in developing countries that harvest cocoa.

Competitors Brands

Cadbury and Caramilk

Strengths

Cadbury is the world's leader in chocolates. Known to have the best manufacturing and a wide distribution channel, Cadbury has a presence in 200 or more countries. Powerhouse brands and Products – Cadbury has many strong brands in its product portfolio such as dairy milk, Bournvita, oreo, five star and others. The products are high quality products and some of them are cash cows for Cadbury.

Weaknesses

Cadbury's weakness is its rural distribution considering India has such a wide rural diaspora which can be covered. At the same time, a few cases here and there have happened based on the quality of the product where cockroaches or other rodents were found in the chocolate. It is inexcusable for a brand like Cadbury to show such ignorance because such infected chocolates should not leave quality control at all. Thus quality control needs to be strengthened.

Logo Inspiration

How the logo shows what the company is about

The logo shows pictures of milk pouring, thus insinuating the idea that their chocolate is creamy decadent.

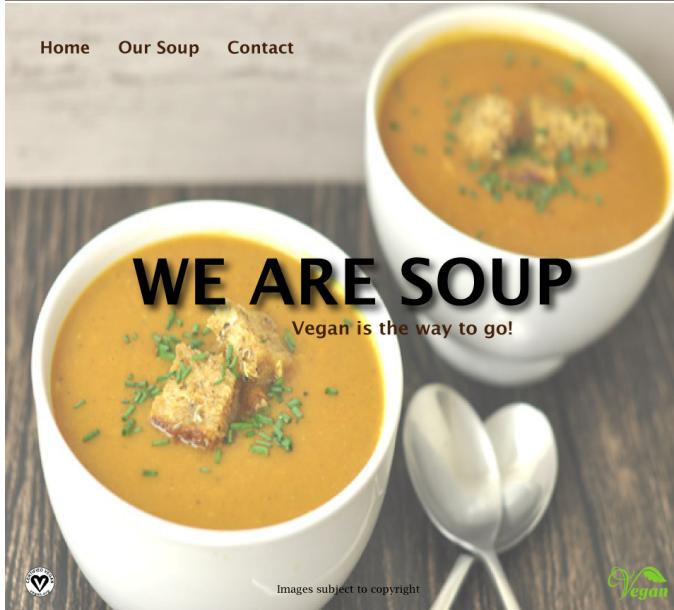
Why the logo is effective for the brand

It gives the picture to the customer of the chocolate melting in their mouths, thus making their mouths water, thus forcing them to crave and later buy the product.

How the branding/logo makes us stand out

The parrot gives a fun vibe, attracting the customer to the unique design.

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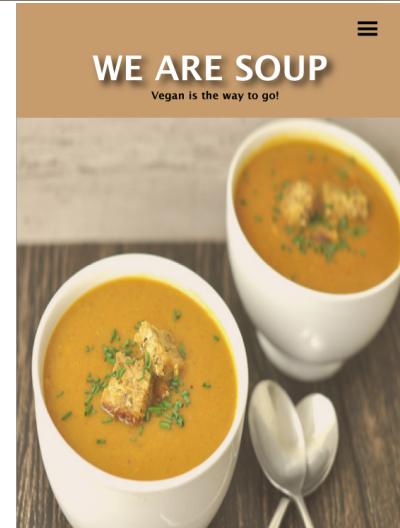


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WE ARE SOUP

Vegan is the way to go!



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Larry the Leaser

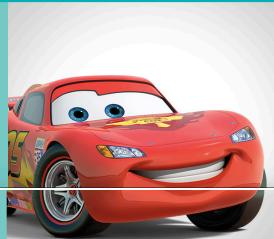
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On the outside, we'll gently wash away the salty grime that has been building up, with a full range of auto detailing services. The Auto Spa's professional staff can even provide polishing and special finishing, including paint-less dent removal and bumper repairs if you wish. Plus, we offer mechanical auto care services, including brake or wheel repair and refinishing - as well as lube, oil & filter services. We can do it all. Book your appointment now for The Auto Spa treatment for your favourite vehicles – and first time customers get a 10% Discount! Our informative and friendly staff will make it easy for you to choose the correct detailing package for your car – inside and out. We have always believed that in order to earn your loyalty, we must provide you with exceptional service, quality and value. Mud, dropped food, children, pets, spilled milk. These are just

a few of the things that make the interior of your car look awful and smell terrible. At The Auto Spa Ltd., we are experts at neutralizing odours and removing stains. We will pretreat, shampoo and extract if necessary. Once were done, you'll be proud of your vehicle and nobody will object to getting in the car with you. We look forward to demonstrating this to you soon and showing how much we care for cars, brilliantly.

This wireframe fixes the problem as all the main content is big and can be clearly be seen by the user. I also have placed everything in the center where the layout wont appear to be random or uneven or seem to be out of place in any way. I always find that when content is lined up and in the center, it gives a more clean layout rather than having content all over the webpage or all squished into one area.

On the outside, we'll gently wash away the salty grime that has been building up, with a full range of auto detailing services. The Auto Spa's professional staff can even provide polishing and special finishing, including paint-less dent removal and bumper repairs if you wish. Plus, we offer mechanical auto care services, including brake or wheel repair and refinishing - as well as lube, oil & filter services. We can do it all. Our Tire and Rim cleaners utilize an appropriate level pressure wash with detergent mixes that reach crevices, removing brake dust, dirt and grime wax without damaging your vehicles' surface. We take Pride in being a GREEN company. Our spot-free additives ensure a clean, lustrous surface appearance 100% of the time.



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AIR POLLUTION

"Bad air quality" and "Air quality" redirect here. For the obsolete medical theory, see Bad air. For the measure of how polluted the air is, see Air quality index. For the properties of air, see Qualities of air.

Air pollution from a fossil fuel power station

Air pollution is the introduction of harmful substances including particulates and biological molecules into Earth's atmosphere. It may cause diseases, allergies or death in humans; it may also cause harm to other living organisms such as animals and food crops, and may damage the natural or built environment. Human activity and natural processes can both generate air pollution.

Indoor air pollution and poor urban air quality are listed as two of the world's worst toxic pollution problems in the 2008 Blacksmith Institute World's Worst Polluted Places report. According to the 2014 WHO report, air pollution in 2012 caused the deaths of around 7 million people worldwide, an estimate roughly matched by the International Energy Agency.



An air pollutant is a substance in the air that can have adverse effects on humans and the ecosystem. The substance can be solid particles, liquid droplets, or gases. A pollutant can be of natural origin or man-made. Pollutants are classified as primary or secondary. Primary pollutants are usually produced from a process, such as ash from a volcanic eruption. Before flue-gas desulfurization was installed, the emissions from this power plant in New Mexico contained excessive amounts of sulfur dioxide.

Nitrogen dioxide diffusion tube for air quality monitoring. Positioned in London City.

Other examples include carbon monoxide gas from motor vehicle exhaust, or the sulfur dioxide released from factories. Secondary pollutants are not emitted directly. Rather, they form in the air when primary pollutants react or interact. Ground level ozone is a prominent example of a secondary pollutant. Some pollutants may be both primary and secondary: they are both emitted directly and formed from other primary pollutants.





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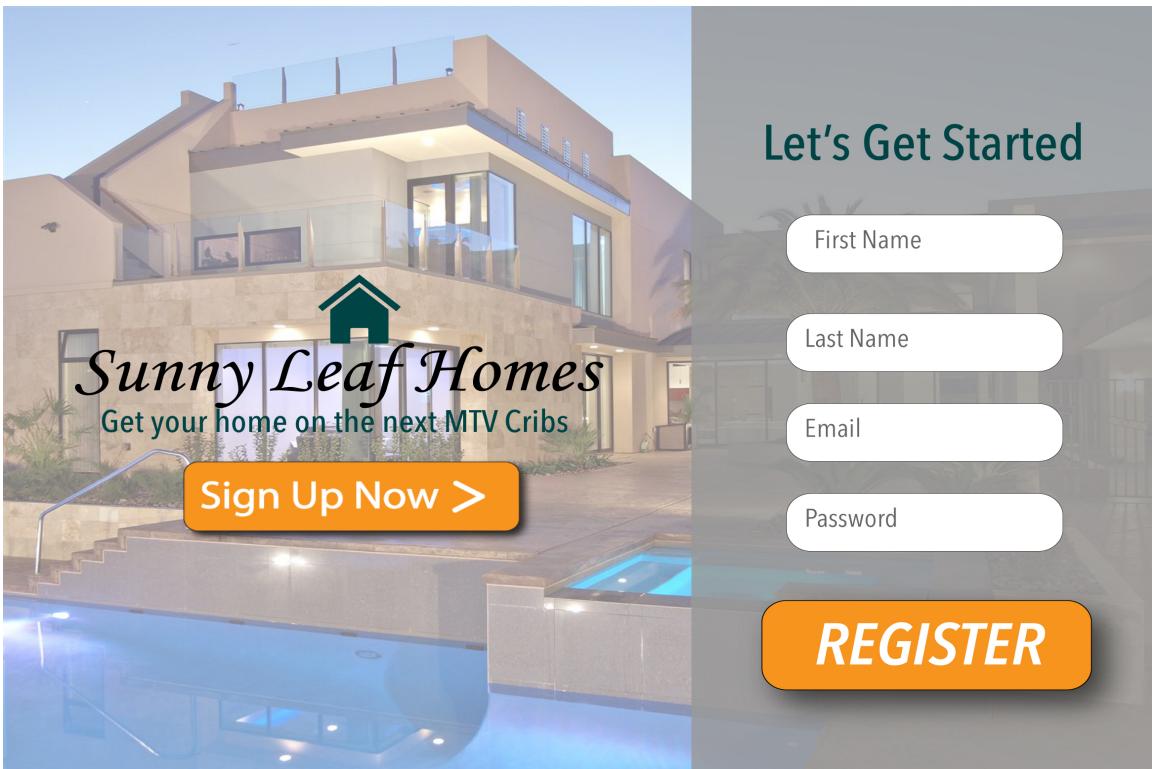
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EXPLANATION

- I have included "Book Now" multiple places throughout the website to ensure that the user will be able to see it wherever their eyes tend to lie upon throughout the website first
- I put a gradient colourful background behind the "Book Now" to draw attention to the words
- I included eye catching photos of popular destination spots to persuade the user to click the button because who wouldn't want to travel to these places. Even if the user doesn't intend on buying a ticket today, it will at least make the user curious and still click to inquire about the packages and booking process



Explanation

- The use of a huge image in the back of a luxurious home catches the consumer's attention as this is a common desire people have.
- I have put two orange buttons that are bigger than most elements on the page as these are the call to action buttons, which is the focus of what I want the consumer to be attentive towards
- It's a simple layout so it eliminates the chance of the user being overwhelmed or distracted
- I put a split screen layout as this design was proven to have a high conversion rate and it is appealing to the eye
- I made the sign up process simple by only adding important info, so signing up to the user will seem fast, easy and effortless

Email me HERE!

My Portfolio

Art Designs Contact



About the Artist

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What to Expect...

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