Final





DISCUSSION



Company Background: The business originated five years ago from my home, a decision influenced by the challenges posed by the COVID pandemic. It has since evolved from catering to friends and family to participating in craft sales and community events. The increasing popularity, driven by word of mouth, led to the estab-

lishment of a shop in Place D'Orleans mall.

Mission/Goal/Purpose: The primary objective is to transition this endeavor into a full-time occupation.

Mission Statement: Our mission is to offer a flavor for every mood.

Brand Emotions: The brand aims to evoke emotions of elegance, joy, deliciousness, fun, and, above all, inclusivity.

Existing Brand Elements: Currently, there are no established brand elements such as business cards, a website, or commercials. There isn't even a logo in place. I am open to a complete overhaul and willing to explore new designs, with the only non-negotiable element being the retention of the name – Pop Therapy.

Color Preferences: I have an aversion to the color orange. On the contrary, my preferred color combination is deep purple and lime green.

DISCUSSION

Typography Preferences: I don't possess extensive knowledge about typography, but I recognize that, for a serious tone, I should steer clear of fonts like Comic Sans.

Logo Preferences: I am inclined towards simple logos, primarily composed of text with the possibility of incorporating sub-

tle illustrations.



Website Preferences: I appreciate websites that exhibit structure and elegance. I'm not fond of unorganized or off-balanced websites. An example of a site I don't prefer is: https://www.deliceroyalbakery.com/

Timeline for Completion: The target is to complete the work before Christmas.

Current Objective and Project Goals: The immediate goal is to increase visibility and promote my brand to a broader audience, not limiting it to local exposure. Additionally, I aim to attract male customers by introducing new, manly flavors like bacon icing.

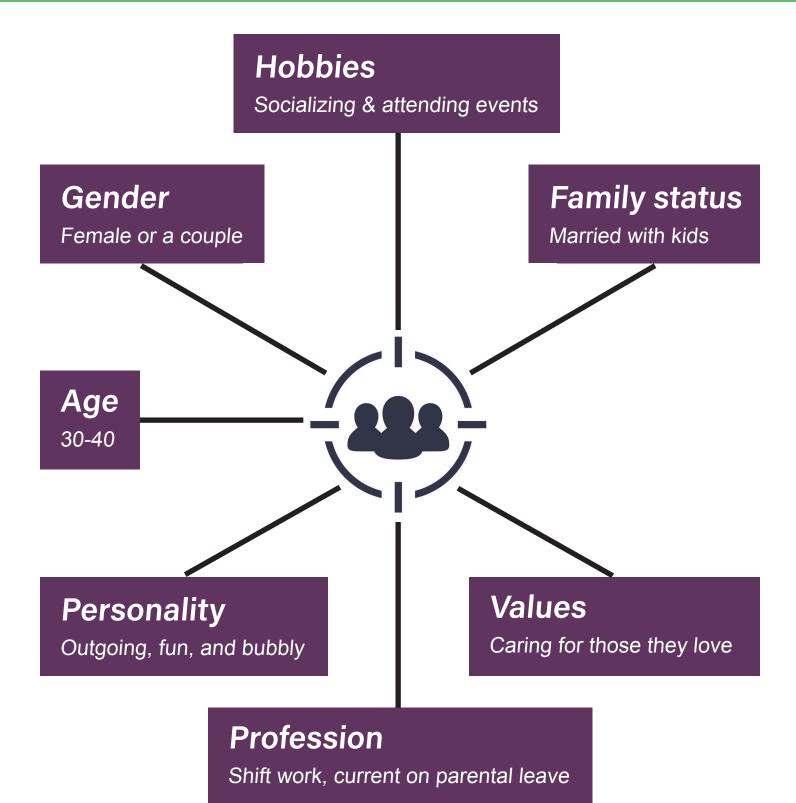
Unique Selling Proposition (USP): The distinctive approach of basing flavors and names on moods sets me apart from competitors. For instance, catering to diverse occasions, such as a divorce party with a "salty" cake pop or a baby shower with an "excited" cake pop. Moreover, a key promise is the consideration of nutrition, offering healthier options for health-conscious individuals.

RESERACH



I'll be analyzing target audience and two competitors for a competition assessment and creating a creative brief outlining project requirements.

Target Audience



Competition Analysis-Starbucks



COLORS & TYPEFACE: The colors of Starbucks are simple and classic, which is effective in capturing customer attention. However, the typeface is too common; I would consider changing the font or incorporating some illustrations.

IMAGERY & CONTENT: The imagery and content are excellent. They are easily visible, and there is ample space between each section.

LINES & SHAPES: The navigation is simple and classic, enhancing user experience. The buttons are well-designed; however, increasing their size slightly could be beneficial.

SPACE & BALANCE: Starbucks' design incorporates enough space between each section, contributing to a balanced and organized lay-

Competition Analysis - Tim Hortons

Tim Hortons

COLORS & TYPEFACE: Tim Hortons employs simple and classic colors, with the effective use of red to capture customer attention. The typeface is good, but considering adding some illustrations could enhance its attractiveness. The color sections are a bit too close; using a deeper shade might provide better separation.

IMAGERY & CONTENT: The imagery and content are excellent, ensuring easy visibility with ample space between each section.

LINES & SHAPES: The navigation is simple and classic, improving the user experience. I appreciate the use of border-radius in the small sections instead of rectangles.

SPACE & BALANCE: Tim Hortons' design effectively incorporates enough space between each section, contributing to a balanced and organized layout.

Key Message: Pop Therapy communicates a unique and personalized experience with cake pops linked to moods, aiming for diverse and joyful celebrations.

Strategic Focus: Expand market reach beyond local, targeting a wider audience, including men, with new flavors like bacon icing.

Project Mandates: These mandates define the project's scope, budget, and goals, emphasizing a strong online presence.

Emotional Benefit: Users experience joy, excitement, and inclusivity through uniquely flavored cake pops.

Future Strategic: Establish Pop Therapy as a full-time business, expand to a broader audience, especially men. Current/desired perception: Current: Started from home, gaining popularity. Desired: Position as an elegant, joyous, and inclusive brand for various occasions.

Tone & Manner: Elegance, joy, and inclusivity should define the brand's personality.

Unique Selling Point (USP): Linking flavors with moods, offering a broad range for diverse occasions.

Creative Considerations: Avoid orange, use deep purple and lime green, simple logos, and an organized, elegant website.

Objective: Develop a comprehensive branding package that emphasizes the unique mood-based concept and introduces new manly flavors. Create engaging creatives that align with the desired brand personality of elegance, joy, and inclusivity.

Images



I will supply three visual elements for this project: a detailed persona and an inspiring moodboard.

Persona



Foodie | Family-oriented | Quality-conscious | Urban dweller |

Emily

Age: 34

Work: Marketing Specialist

Family: Married, 2 kids

Location: Ottawa

Character: Independent Leader

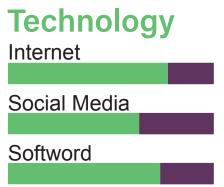
"Indulging in joy, one delicious treat

at a time!"

Bio: Emily, a mid-30s marketing specialist, thrives in the city juggle of work and family. Seeking joy amid a hectic schedule, she values quality, enjoying unique food experiences to create lasting family memories.

Personality Detail-Oriented Sophisticated Ambitious





Needs: High-quality baked goods; Unique pastry options; Stress-free options for celebrations

Frustrations: Limited time for baking; Limited options for unique and flavorful pastries

Accessibility: None specified, but she appreciates places that are easily accessible in Ottawa.

Associated Brands

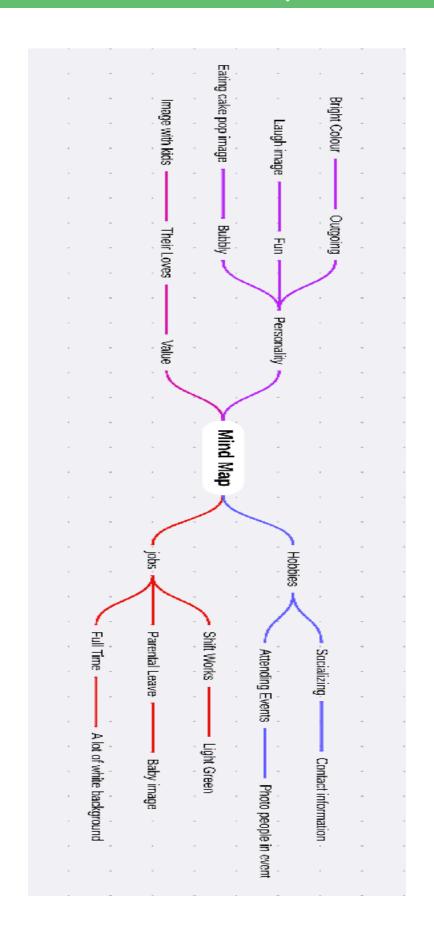








Mind Map



Moodboard

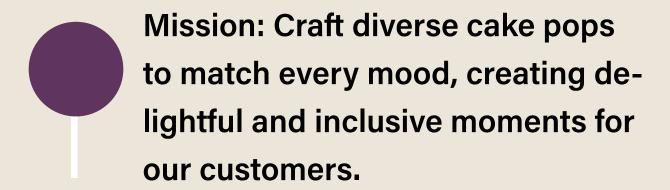


PLAN



The following plan presents the branding guide for my project.

MISSON & VALUES



Values: Elegance, Joy, Deliciousness, Fun, Inclusivity



LOGO

Pp Therapy* Bakery

I began the logo design by incorporating an elegant handwritten font, aligning with the client's preference for a primarily text-based logo. To enhance visual appeal, I infused a green color reminiscent of a cake pop into the letter 'o' in 'Pop,' complemented by a white stroke for emphasis. To convey a sense of relaxation, I incorporated subtle leaves at the end of the letter 'y,' aligning with the therapeutic essence of the brand.

Colour Palette

5F3561

62C370

EBE5D9



Typeface

TITLE

H1 Font: Dancibg Script

Size: 36pt

Font weight: bold

H2 Font: Acumin Variable TITLE

Concept

Size: 24pt

Font weight: Semibold

Body Font: Arial Text

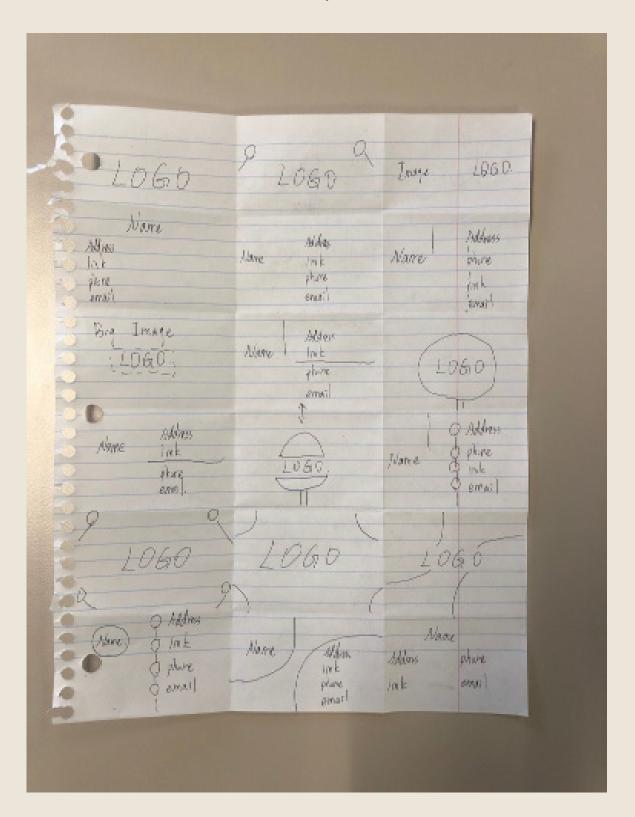
Size: 16pt

Line Height:24pt

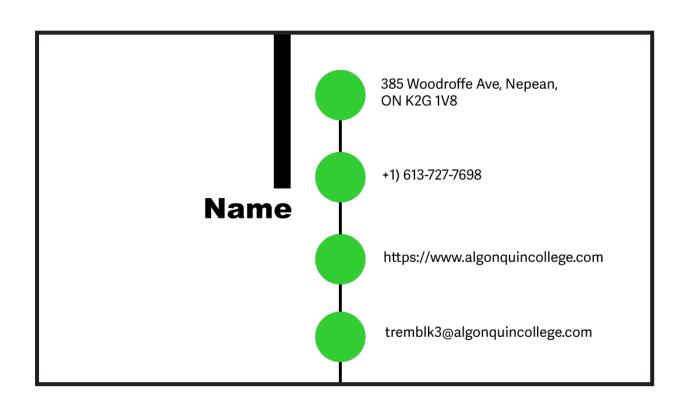
Margin: 24pt

Font weight: Regular

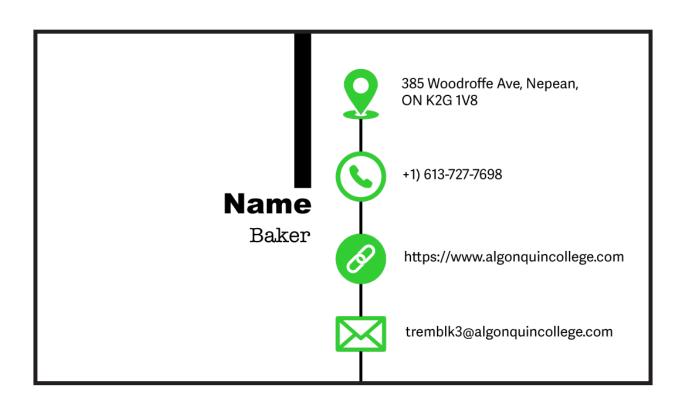
Script









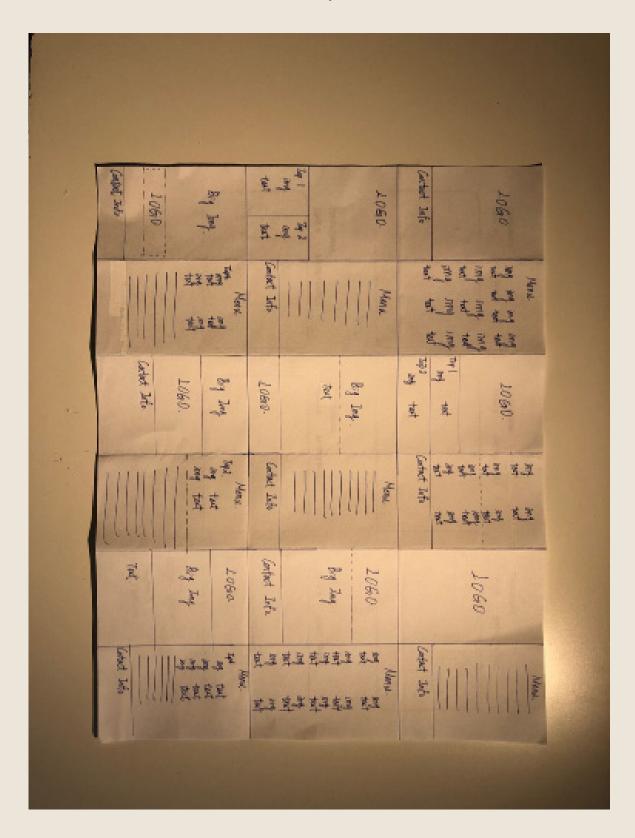


Create





Script



Image

Pop Therapy* Bakery

- 385 Woodroffe Ave, Nepean, ON K2G 1V8
- +1) 613-727-7698
- https://www.algonquincollege.com
- tremblk3@algonquincollege.com

Menu

Image

Blah

vanilla cake and icing covered in white chocolate with white confetti

Image

Excited

confetti cake with fudge icing covered in milk chocolate with multi-colored confetti **Image**

Green with Envy

key lime cake with vanilla icing covered in milk

Image

Just Peachy

Peaches n' cream cake with vanilla icing covered in light milk chocolate with pink sprinkles

Hangry – red velvet cake with cream cheese icing covered in milk chocolate with a hazelnut on top

Sunny – lemon pound cake with vanilla icing covered in milk chocolate with white sprinkles

Devilish – devils food cake with chocolate icing covered in dark chocolate

Salty – caramel cake with caramel icing covered in milk chocolate with a light dusting of salt

Tired – coffee cake with chocolate icing covered in dark chocolate icing with a coffee bean on top

Active – zucchini protein cake with chocolate icing covered in a yogurt coating with a coffee bean on top

Image

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Wireframe 2 Menu

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