

Moshi's Cakes



Manifesto



Moshi's Cakes aims to establish a community of cake lovers through our social media pages to encourage bakers from around the world to freely talk about projects they are working on and help each other. We will achieve this by sharing thought-provoking content and creating polls on our stories to bring engagement.

Voice & Tone



Our voice is welcoming to all, and our tone is encouraging and casual yet knowledgeable. The page fosters a community for bakers to exchange ideas and share their designs for the benefit of all.

Personas



Pain Points & Goals: Getting this audience to understand who we are as a company and the goods we provide will be critical to our success with them. We will develop that connection between potential customers and us through constant media interaction.

Primary Audience: Moms

This audience is a high targeted demographic who spends time on social media surfing platforms for ideas on topics that interest them. This caring segment looks for ways to make the most of special occasions such as birthdays, graduations, and anniversaries that would require baked goods which we can provide or guide through.



Pain Points & Goals: This demographic is looking for creative ideas that can support their constant social gatherings. The goal is for our social platform to be the go-to resource for ideas, techniques, and tips, and to develop friendships with fellow bakers.

Secondary Audience: Students

This audience is a strategically targeted one because they are the future of baking. Students seek to gain knowledge in this field and they will be critical to expansion. Through the development of an open community in our pages, they will feel welcome and be encouraged to ask questions which our experienced bakers can address by providing tips and mentoring.

Types of Posts

Showcasing

Main type of content for posting cakes designed by Moshi's Cakes. These posts will include photos, short videos of the creation process, and allow for commentary and social media tagging.

Educational Content

Short videos and photos developed by Moshi's Cakes and members of the community sharing tips and techniques to make cake designs stand out.

The Polls

Basic questions to engage our followers so they can share and comment on cake baking and decorating techniques with the community.



Branding

Color Scheme



#93278F
R=147
G=39
B=143



#662D91
R=102
G=45
B=145



#0071BC
R=0
G=113
B=188



#FFA91F
R=255
G=169
B=31



#D9E021
R=217
G=224
B=33



#9C DFA2
R=156
G=223
B=162

Typography

Two font types used for titles and section headings:

Matura M7 Script Capitals: Moshi's Cakes

Bodoni MT (Black): Moshi's Cakes

One font type used for body and video subtitles:

Bodoni MT (Regular): Moshi's Cakes

Photography

Use high-quality visuals that will appeal to viewers.

The cake should be the center of attention in every picture.

Backgrounds can set the mood of the picture but should not detract from the focus of cake design.

Lighting should showcase the whole cake, photos should not be dark.



Angle: All shots should be from above to capture decoration details and replicate the live view a person would have in front of the cake.
Lighting: Use natural lighting that is soft, preferably having the cake near a window to highlight the depth of the design and decorations.