PROBLEM TWO

marketing

The cakes were stunning. But the bake shop was less so. Experts from the show gave the store a **sweet new look** and new ways to attract customers.

The bakery sells special-occasion fondant cakes that can cost hundreds. But you wouldn't have known it from the store—a shabby space in a strip mall. "People would taste the cake at a food show, then come to the store and look around like they had the wrong place," says Petal. And she was doing little to promote the business. Enter Gia Russo and Nicole Williams, who offered these tips.

step 1: Create a unified look that reflects the product.

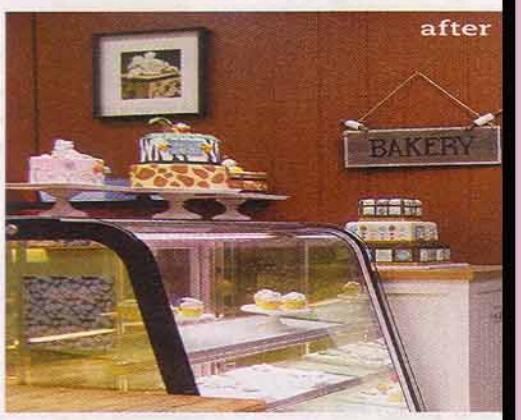
Petal wanted the shop to look like a Parisian bakery. Gia helped her select a color palette: tan, chocolate brown, and robin's egg blue. They redesigned everything to coordinate—from the store's walls to the logo that appears on business cards and cake boxes. Even the standard white cake boxes will be turned inside out, to show their brown-cardboard side, and wrapped in blue ribbon for a final flourish."Packaging is very important for brand image," says Gia.

step 3: Cross-promote with like-minded businesses.

It can be as simple as displaying your flyer in their stores and vice versa, or asking them to refer clients. It's important to select businesses that reflect your standards. Petal targeted local florists and caterers whose customers might be planning big events.

Gia Russo DESIGN EXPERT

Gia is a coauthor of *At Home With Friends* (Chronicle, $23) and a co-owner of Los Angeles lifestyle company MiGi.



Petal (with Kit and Nicole) described the store's colors as "painful yellow and orange" before Gia introduced the brown-and-blue scheme.