

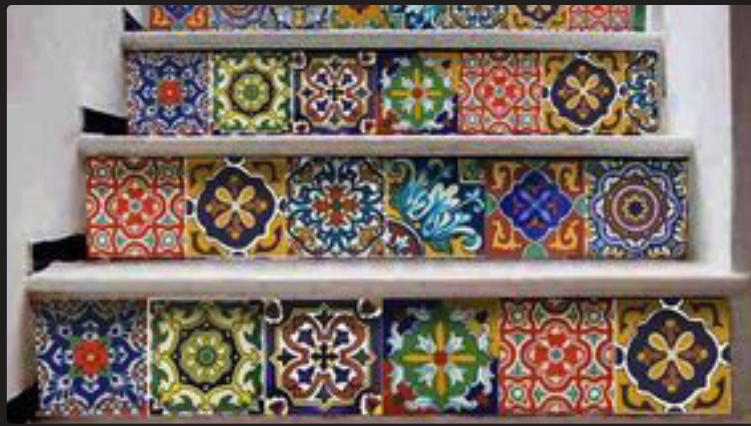
The Puddin' Express

Creative Brief

MOOD BOARD /



abcedes



audience profile



name: Vida Gomez

age: 30 years

gender: Female

career: Theatre Stage Manager / Writer

residence: apartment with sister

income: \$52,000/yr.

meet Vida

Vida is a young professional building her career and getting her name out there. She loves her job at the Old Globe Theatre and enjoys giving her free time to playwriting and volunteering at community theatres. She also enjoys making time for hiking, sight seeing with family and friends, walking her dog, reading, and of course being a vegan foodie.

personality archetypes

The Creator, The Ruler

guilty pleasures

“Ahaha, no such thing.”

favorite music

Pop, rock, opera, classical,
RnB

favorite movies / tv shows

*Goodfellas, Usual Suspects,
Scooby Doo, Misfits, New Girl,
Being Human (UK)*

strengths

Independant, determined,
compassionate

weaknesses

Worrisome, at times
inflexible, impulsive

role models / inspiration

RuPaul, Jeff Goldblum,
Meryl Streep

favorite books

*Anna Karenina, War and
Peace, Harry Potter,
The Great Gatsby*

audience profile

meet Daveed

Daveed is a 3rd year college student attending San Deigo State University and majoring in Biology with a minor in Geological Studies. He hopes to be a Biology teacher one day. Daveed also works parttime at an animal shelter and is co-captain of the university's soccer team. Despite his packed schedule he still enjoys finding time to explore the city on his skateboard and practicing and playing soccer with friends.

personality archetypes

The Caregiver, The Sage

guilty pleasures

"My late night sweet tooth"

favorite music

reggae, Tribal Seeds, hip-hop and RnB, the Fugees, Sublime, Selena, Prince

favorite movies / tv shows

Key & Peele, The Dave Chapelle Show, Scooby Doo, The Mask of Zorro, New Girl, Power

strengths

Loyal, Hardworking, good sense of humor/optimistic

weaknesses

over-protective, stubborn, at times judgemental

role models / inspiration

Nelson Mandela, Bill Nye, Mother Teresa

favorite books

The Motorcycle Diaries, I Know Why the Caged Bird Sings, Fight Club



name: Daveed Fuentes

age: 26 years

gender: Male

career: College Student

residence: Off-campus apartment w/ roommates

income: \$47,000/yr.

Danky Donuts

"The Dankest Donuts you've ever tasted"

core values / mellow, pursuit, humility, liberty, industry

archetypes / *The Rebel, The Explorer*

product / "We are here to satisfy every taste-BUD out there who is on the search for a DANK local eatery with nothing but good vibes, DANKY DONUTS, DELICIOUS coffee and good music." Along with donuts the establishment sells fried cookies, candy bars and "dankcakes".

place / Danky Donuts operates out of a trailer that can be hitched to the back of a vehicle. The product is created right in front of the customer using a mini frying conveyor belt machine.

price / \$7.00 per bag of mini donuts

personality / "We got started because we wanted to deliver a southern cali twist and a chill vibe to something that has gotten us through the years of spreading the love and offering new DANKY options to the masses!" Very laidback tone.





Lil' Miss Short Cakes

"Lil' Corner of Sweetness"

core values / cheerful, creative, flair, friendly, conscientiousness

archetypes / *The Caregiver, The Innocent*

product / "We work together to make you and your taste buds smile with new, mouth-watering Lil' Cups of Goodness. We also enjoy putting a fun and unique twist on traditional cupcake flavors. Our cupcakes cater to almost every palate. We use only the highest quality ingredients, and never use any preservatives. We also specialize in custom cakes for every occasion, and can bring our truck to you!!".

place / Lil' Miss Short Cakes operates within the Riverside, Orange and San Diego counties.

price / \$3.50/cupcake; \$20/6 pack; \$39/12 pack

personality / "Ever since we were children, we have both loved baking and giving our creations to our friends and family...after careful consideration, we decided to leave our corporate positions in the food industry and pursue our true passion...in the form of Lil' Cupcakes! Shortly after we got our cupcake truck, we transformed her into a beautiful pink and polk-a-dotted cupcake mobile, and took off on this frosting filled journey."

Rice to Riches

"Off the Eaten Path"

core values / humor, inviting, invention, unique, joy

archetypes / *The Jester, The Creator*

product / Rice to Riches is a unique dessert shop in that it sells only rice pudding in various creative and unique flavors crafted and tested by expert pastry chefs. While the product itself is quite novel, the in store branding and design is an experience in itself.

place / Though not a food truck, Rice to Riches has striven and succeeded in becoming a fun NYC landmark and an interest to dessert lovers around the world.

price / 8 oz. serves 1 / \$7.81
6 oz. diva / \$4.59

personality / Motivated by the assortment of flavors, and the ultra-inviting design found in the many gelaterias of Italy and Florence, a man set out to re-create that experience back home in NYC. The idea of a restaurant which would feature a menu made up entirely of rice based dishes, along with his relentless drive to be completely unconventional, sparked the vision of the world's first rice pudding snackateria.

