



A. Cakes

RMB SHOOT & PROMOTION

Magazine Publication

Presented By:
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PROJECT SUMMARY

Rocky Mountain Bride Magazine is currently developing its Arizona-based extension. They have reached out to wedding professionals in the state to create specialty shoots, generate content, and support the creative community.

A. Cakes was asked to participate in the shoot held at El Chorro, a popular, higher-end wedding venue in Paradise Valley. The request is for a cake design that's cohesive with the rest of the shoot.

The results we are looking for are: a solo shot of the cake used in the print magazine as well as their online publication, social media engagement, link clicks to website.





TARGET AUDIENCE

Who she is

Early thirties, marrying later than her mother did. She and her partner both work, often in medicine, law, tech, finance, or a family business.

Frequently, one or both are not from Arizona. A significant share are planning from California, Texas, Chicago, or New York.

What she is afraid of

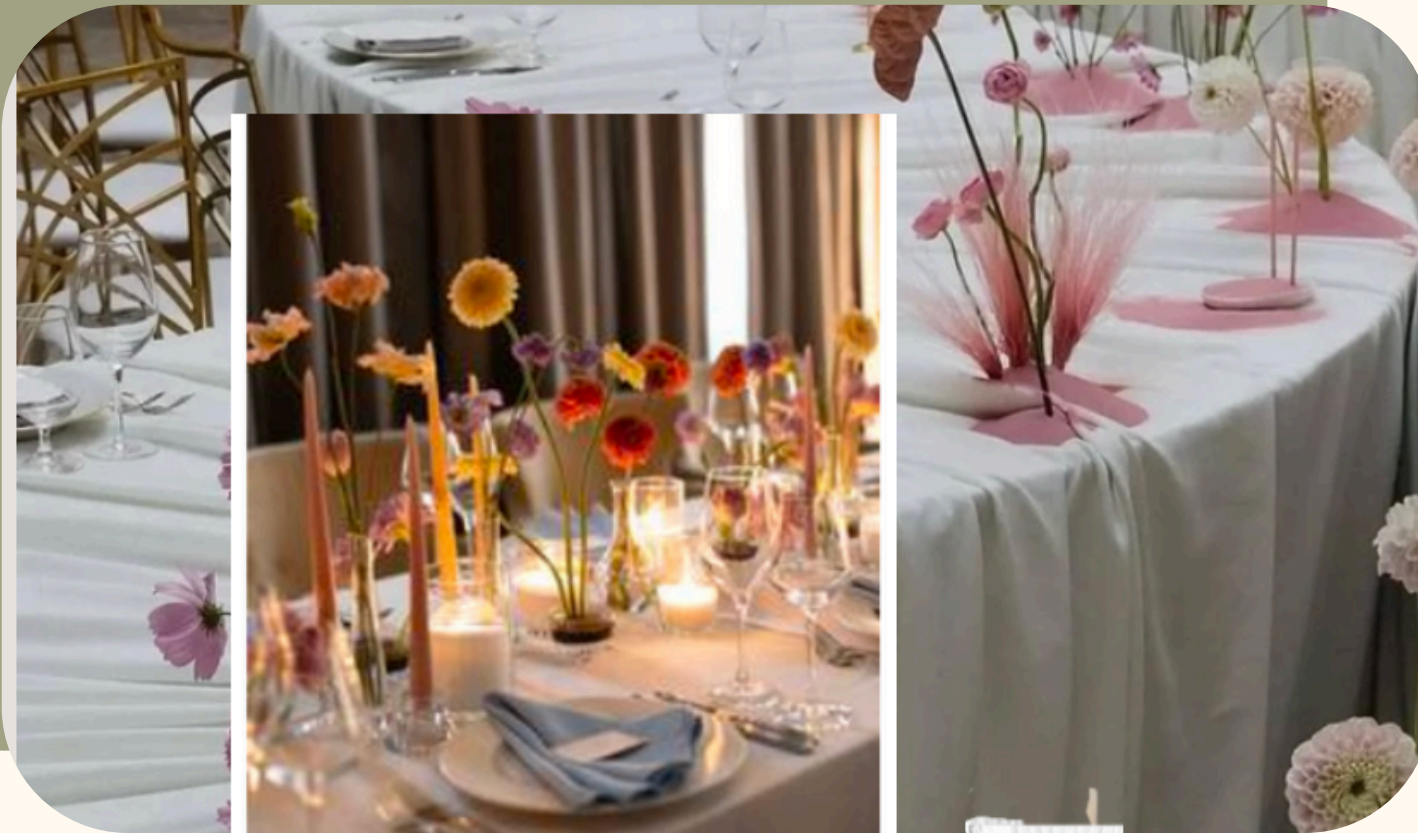
Looking like everyone else on Instagram. Spending a lot and still having it look unremarkable in photos. She also doesn't want to worry about or micromanage the creativity and day-of experience.

What she is actually buying

Certainty and taste. She outsources decisions to someone whose judgment she trusts, and she wants two or three vetted options rather than twenty. She is not shopping for a cake; she is approving a recommendation. Which means she rarely encounters A. Cakes cold.

What she responds to

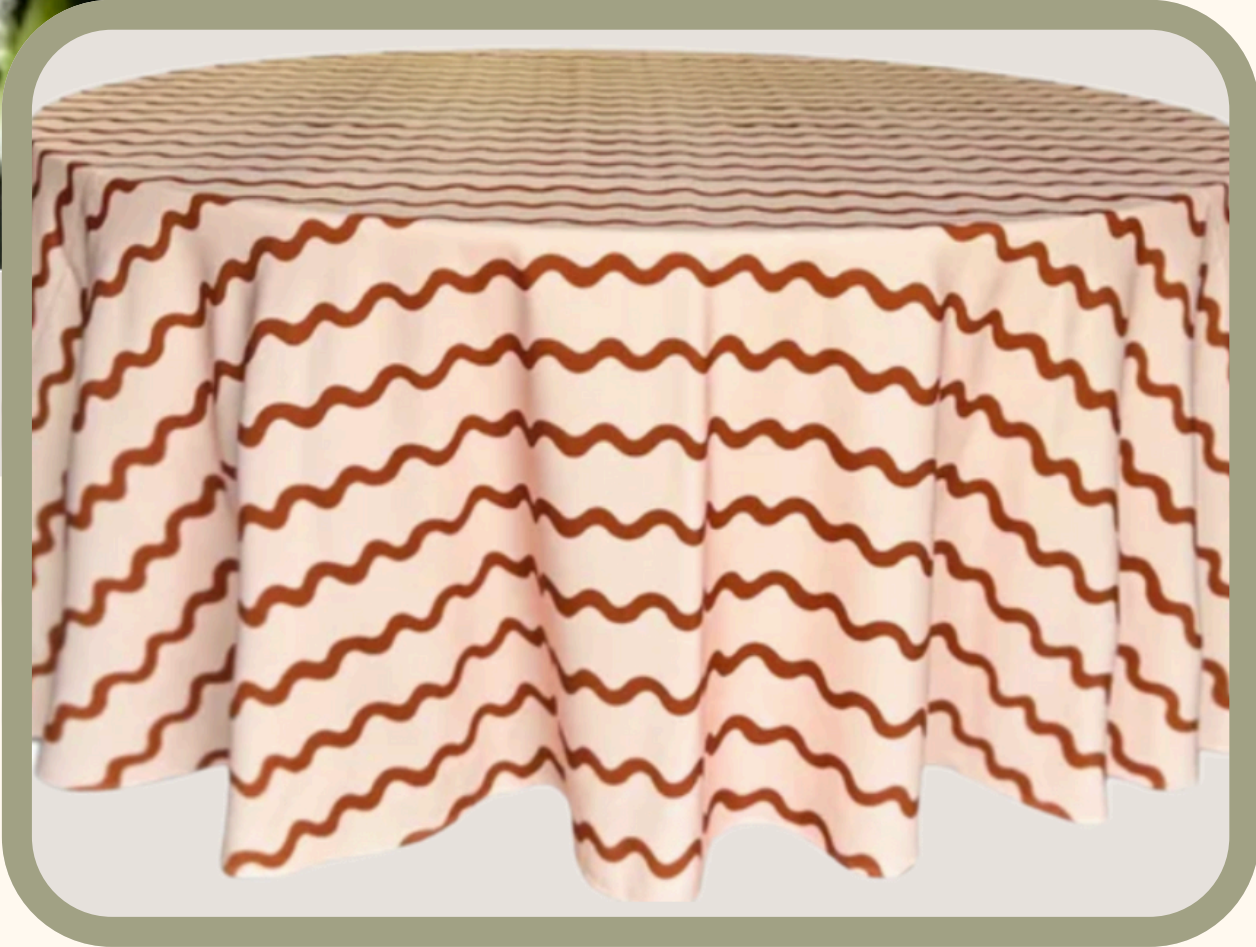
Cohesion. She thinks of the wedding as a designed whole, and she wants every element to feel like it belongs. She responds to work that references something outside weddings: architecture, fashion, materials, travel. She also responds to restraint. Less ornamentation reads as more expensive, not less.



BUDGET

Expenses to expect

A. Cakes will be expected to provide a display cake for the shoot. Material costs will be approximately **\$135-\$150**. Providing a real cake or the model couple to sample for photos and the 'first slice as a couple' shot is ideal. This would cost approximately **\$15-\$20**. A. Cakes will not be required to pay for printing fees, directory fees, publication or advertising feeds. Financially, there is only benefit to participating in this shoot.



MILESTONES



Shoot Date

Shoot date is scheduled for Monday, June 2, 2025



Article revisions due

July 10, 2025



Publication date

October 2026



MARKET RESEARCH

Who are our competitors and how does this help us stand out

The Arizona wedding cake market is crowded but shallow at the top. Dozens of studios serve Phoenix and Scottsdale, most positioning around execution rather than design. Some publish menus and build-your-own pricing; others promise to bring a couple's vision to life. That framing puts the baker in an order-taking role and makes the cake a line item planners fill rather than a design decision. Fewer than five Arizona cake artists have earned editorial publication in recent years. A. Cakes is one of them. A publication like RMB is third-party proof that this is authored work, not fulfilled requests. That distinction is what separates a preferred vendor from a recommended one.