

KASPA'S DESSERTS



Marketing and promotion are regarded as the crucial considerations for companies as they tend to portray a positive image of the organisation in front of people. Kaspas Desserts is a chain of new dessert houses offering the cold and hot desserts under one roof. It seeks to build healthy relations with the public at large by putting appealing and lucrative content on its social media platforms. Thus, I made a poster for marketing and promotions of Kaspas Desserts so that awareness can be created about the brand and its offerings. For this purpose, I made use of the website named Canva whereby I selected a template and made adjustments to suit the requirements. Canva was selected by me because this site has innumerable choices of templates for making posters. Hereby, the background, text, size, images can be adjusted in accordance with the choice and preference of the user. The design of poster for the marketing purpose of Kaspas Desserts was selected taking into consideration the premise that it is fit for using on wide variety of social media platforms. The design was made appealing by keeping the background color "black". It is usually seen that images with black backgrounds capture the attention of audience in an easy way. Further, mouth watering & appealing images were selected that can gain the attention of individuals and tempt them to visit the premises of Kaspas Desserts.