

# Baobab – Flower Design

Online presence for masterful creations of fresh-cut flowers by established creator with her own flower farm



## Background

Baobab was founded in 2015 and has gone from a small alternative florist into a full grown supplier of flower arrangements for boutique events, special private occasions, flower meditations, workshops, destination retreats and to supplying year-round needs to commercial entities like hotels, restaurants, specialty retailers, corporate offices and showrooms. Baobab is a professional florist uniquely tailoring arrangements for any occasion, designing signature installations and transforming spaces into natural blooming floral experiences in free form, color concepts or particular type of flowers. Baobab has evolved into conducting personal workshops, creating and hosting multiple day-long retreats and a full array of flower experiences.

## Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- ✓ Naming & Nomenclatures
- 4 Branding & Identity
- ✓ Marketing & Messaging
- ✓ Product & Packaging Design
- ✓ Retail Space & Online Appearance Design

## Challenge

Baobab Flower Design has an established experience and expertise to meet the need of a growing and progressive market, and aim to present its full range of offerings - products and services - on a new website that also is linked to online activity on the already established Instagram page to attract new followers and appeal to a broader customer group. Beatriz Perelis is behind Baobab Flower Design and she is driven by her keen interest to curate workshops and retreats and share her passion for fresh-cut flower creations with like-minded amateurs and professionals, locally and internationally.

*“Personal websites are the greatest challenge and require extra attention to small nuances to make them work for the owners as well as their customers, and the process is extremely rewarding. At Cultéva, we take pride in catering to the needs of the client and commercial opportunities for both business and brand.”*

— Hein Haugland, CEO, Cultéva

## Solution

In collaboration with the owner, Beatriz Perelis, Cultéva structured a plan to conceive a modern and commercially appealing concept for Baobab Flower Design.

With a simple UI, Cultéva made a display window format catering to those who are interested in flowers. The strategy was to position Baobab as a unique provider of flower design but that is driven by an individual with enthusiasm and true love for her craft as the main figure to front the brand of the business. To ensure a unique competitive difference the UI prioritized to emphasize a face to the person behind these unique creations and experiences.

Cultéva made Beatriz the face of the Baobab website to provide personality to something truly original and capture people's fascination and transition visitors from liking flowers and arrangements to elevating their knowledge level of Baobab to becoming interested in joining flower meditations and spend days in flower retreats.