

Super Mario™

Movie opens in theaters April 7, 2023

- PhotoCake® images are available for your customers to order online
- Ensure the images are on your site to help your customers celebrate the movie release
- Update your hero banner to create customer awareness
- Increase your cake sales using virtual inventory

[Visit Hero Banners](#) to see your hero banner option



[Visit Licensed Marketing Content for your Bakery | DecoPac](#)

Visit our social toolkit marketing hub for assets to help drive Super Mario engagement with your customers

A screenshot of the DecoPac website. At the top, there are navigation links: Birthdays, Characters, Sports, Themes, and Holidays & Occasions. Below this is a hero banner with a racing cake and the text "HERE WE GO!". Underneath the banner is a welcome message: "Welcome to the CelebrationIQ Demo Account. We invite you to create your personalized cake that is perfect for your celebration! Continue shopping at DecoPac for all your bakery needs." Below the text is a section titled "Featured Cakes" with a grid of eight cake options, each with a category label: Mythical, Valentine's Day, Personal Photo, Wedding Bakery Designs, Bakery Designs, Toy Kits, Football, and Donuts.

Super Mario™



#7630 – 1/Pkg and #37859 – 6/Pkg
Super Mario™ Mario Kart™ DecoSet®



#7981 Super Mario™ Mario Kart™ PhotoCake®
Edible Image® DecoSet® Background



#45343 Super Mario™ Mario Kart™ PhotoCake®
Edible Image® DecoSet® Background



#38037 Super Mario™ Mario & Luigi
Cupcake Rings



#7541 Super Mario™ Game On
PhotoCake® Edible Image® Strips

Super Mario™

Images available on your connected PhotoCake Systems and on CelebrationIQ



#43686 Super Mario™ Mushroom Kingdom PhotoCake® Edible Image®



#23364 Super Mario™ Luigi Okie Dokie! PhotoCake® Edible Image®



#23368 Super Mario™ Mario Here We Go! PhotoCake® Edible Image®



#27002 Nintendo Super Mario™ PhotoCake® Edible Image®



#20973 Super Mario™ Here We Go! PhotoCake® Edible Image® Frame



#7542 Super Mario™ Power Play PhotoCake® Edible Image®

How to Update Your Site

Add images in your admin site:

1. Bakery Cakes
2. Cake Designs
3. Select New Cakes
4. Filter
5. Check include image's you want
6. Select Save to upload images to your online cake ordering site.

Update your Hero Banner and Featured Cakes:

1. Bakery Cakes-CelebrationIQ Banner
2. Bakery Cakes-CelebrationIQ Featured Cakes

See our user guide page 16 (hero banner) and page 21 (adding new cake designs)

[USER GUIDE](#)

The screenshot shows the admin interface for updating cake designs. At the top, there's a navigation bar with 'My Customer Number: 1', 'My User Profile', 'Language', and 'Help'. Below this is a menu with 'Orders', 'Cakes', 'Store', 'Reports', and 'Bakery Cakes'. A dropdown menu is open under 'Bakery Cakes', listing options like 'CelebrationIQ Settings', 'CelebrationIQ Featured Cakes', 'Custom Cakes', 'Custom Cake Designs', 'Custom Cake Fillings', 'Custom Cake Flavors', 'Custom Cake Frosting Flavors', 'Custom Cake Sizes', 'Custom Cake Size Configuration', 'Cake Designs', 'Discontinuations', and 'Add-ons'. A yellow circle with the number '1' is placed over the 'Bakery Cakes' menu item. Below the dropdown, there's a 'Cake Designs' section with a search bar and a 'Filter' button. A yellow circle with the number '2' is placed over the 'Filter' button. The main content area displays a grid of 12 cake designs, each with a small image, a title, and an 'Include' checkbox. A yellow circle with the number '3' is placed over the 'Include' checkbox for the first cake. A yellow circle with the number '4' is placed over the 'Filter' button. The text 'Please take a look.' is visible at the top left of the screenshot.