Willy Wonka was a handsome and charming man. He wore a purple velvet coat and a fabulous top hat on his head. On his neck, there was an excellent bow tie of white and yellow silk spots. When he first met the children, he was very friendly towards them. Mr Wonka offered them chocolate and sweets and wanted to make sure they all felt welcome in his factory. He had a team of Oompa Loompa's who had travelled far to stay with him. Mr Wonka had shown them kindness and care by giving them a home and a place to work.

Augustus Gloop was a rather rude individual. He demanded things and never asked politely. When food was involved, he screamed and shouted until he got what he wanted. He always had a chocolate bar in his hands, stuffing it into his mouth as though someone else might steal it. Augustus spent a lot of time shouting nasty words at his mother. His face was always screwed up into a ball of anger and greed.