



Group Wachowski Story

310515.com

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So what's the story ?

A website that no one know about....

One guy/girl wants to find out more

He/ she starts a blog....

Follows the clues

Spots the patterns

Blogs about his findings

....Waits as the video reveals more about what the website is about or what the guy on the other end is planning to do



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Notices that people begin to get captured that start to happen.

The Strategy

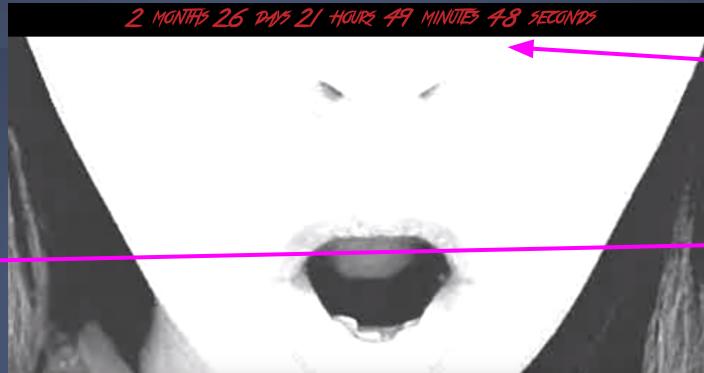
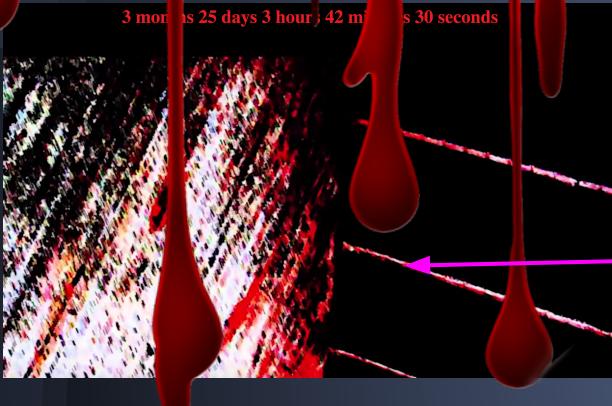
- Make a website with a full screen video, which just plays over and over, and has the date of something on the screen.
- Guy that finds the site starts a blog and wants to find out more.
- New video every couple of week, one victim captured each month
- Vote a couple of days before the end date to decide whether the victims get killed or let free

The Rabbit Hole

- Lots of 310515.com posters already put up around Ravensbourne
- We'll carry on putting up more of these posters
- New posters advertising the blog will also be made and put up



Where the site was, where is it now....



Dates and times - indicating a count down to something.

Full size video

Scary video to get people interested



Mask iconography, to create curiosity

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Characters

Main Character:

Victim 5 - The blog guy / girl
Jojo Taylor

Victims to be taken:

Victim 1 - Stacey Malone
Victim 2 - Vicki Graves
Victim 3 - Jamie Arnold
Victim 4 - Danny Pearson

All of these characters will all have some social media accounts
→ Twitter
→ Instagram

What has been done

→ Fake accounts have been made for the new characters.



→ Manage the accounts. Make stuff happen-

- ◆ instagram, twitter



→ Start taking them - one every month, until the month of the blog guy.

We are at the Summative!



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