Algelis Pastor

MMP 200

About:

The type of music that will be played at this festival would be rap/electronic music. It would be located at Madison Square Garden and will draw national attention.

Purpose:

To advertise an event in which people can vibe and have a good time with the power of music.

Measurable Objectives:

Sell about 15,000 tickets. Basically sold out show.

Description of target audience:

Target audience would consist of people who are aged from 16-30. Basically music for young adults/teens. Mostly for those who love modern electronic/rap music.

Reasons for visiting:

Would give information about the festival like when it is held, artists who are going to entertain, day the tickets are going to be sold, etc.

Content:

Ticket selection, time of event, time event ends, artists, information about artists.

Ways of accessing:

People will be able to access the site through the internet either through a computer, or phone.

Visual style:

Would include an image along with information regarding that image at the bottom of the image. Ticket web page would include the price of the tickets and if the tickets are sold out yet, basically amount sold and also the seats available.