RETROVILLE

Your one stop shop for 80's and 90's Saturday morning toon nostalgia

BUSINESS ENVIRONMENT(RETRO NICHE)

PERSONAL PROJECT

- **RESEARCH** : the popularity of the rebirth of retro cartoons and TV shows, I searched the web using certain key words such as retro cartoons, 80's cartoons, 90's cartoons, retro toons and similar words and my findings are that, there aren't many sites that are dedicated solely to retro cartoons.

- **FINDINGS**: What is largely available are fan made blogs on blogging websites and on popular social media platforms such as **facebook** by creating groups, fan pages, surveys and even quizzes.

- This may be largely due to the fact that there are a lot of people out there who would like to do something about keeping some of their childhood alive but possibly lack tech skills to create an actual website hence using more out of the box platforms such as **Facebook**.

- **TARGET AUDIENCE: Comic book enthusiasts, toy/merchandise collectors and hobbyists, retro video-gamers** as indicated through a lot of marketing mediums such as affiliates and social media sites.

TRENDS

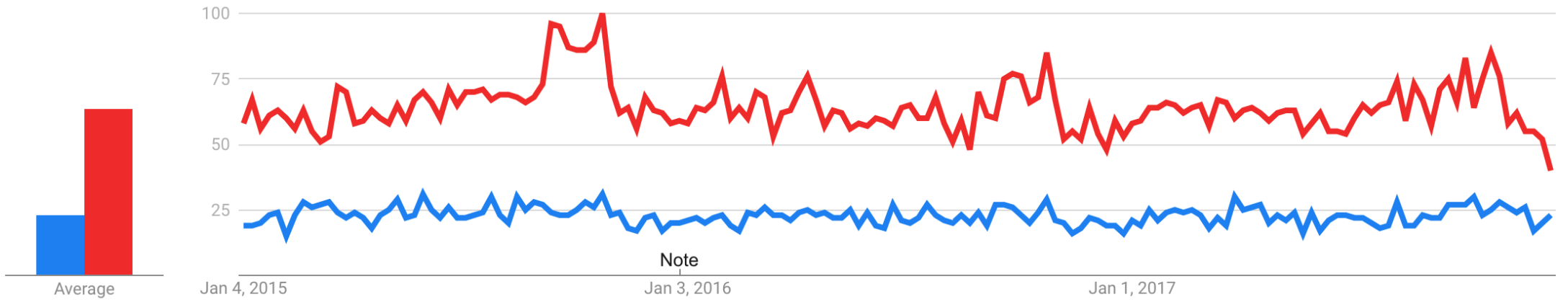
80s cartoons
Search term

90s cartoons
Search term

+ Add comparison

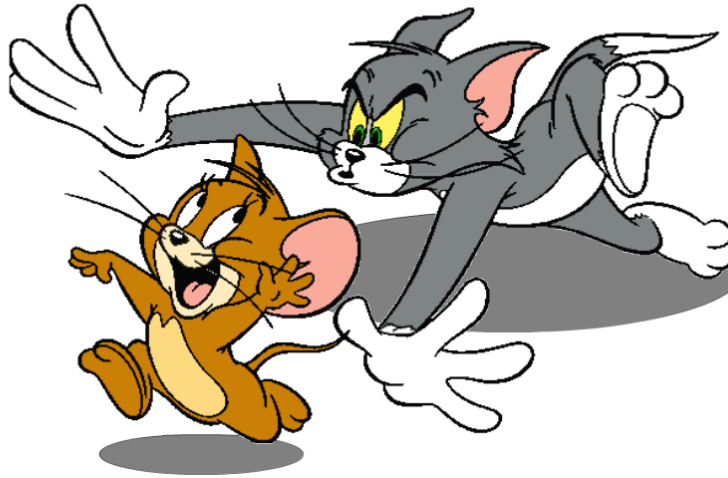
Worldwide | 1/1/15 - 12/12/17 | All categories | Web Search

Interest over time



SOCIAL MEDIA PRESENCE

- **Facebook**:
- Born in the 80s raised in the 90s (450,000)
- 80s toons (461,000)
- Retro gold (89,686)
- 80s and 90s cartoons you love(110,000)



SIMILAR SITES

- **Retro Junk**
- https://www.retrojunk.com/

- **80s cartoons.co.uk http://www.80scartoons.co.uk/shera2.php**

- The **mother ship** is a general all purpose blogging site https://mothership.sg/2014/03/25-retro-cartoons-80s-90s-awesome/

- Very similar to **complex** another blogging/article hosting web-space
- http://www.complex.com/pop-culture/2012/10/50-greatest-saturday-morning-cartoons/dungeons-and-dragons

- the **metro** gets in an article on retro cartoons
- http://metro.co.uk/2015/06/06/ranked-the-7-best-retro-kids-cartoons-and-the-7-worst-5233399/

- **buzzfeed**
- https://www.buzzfeed.com/briangalindo/12-saturday-morning-cartoons-from-the-80s-you-probably-forgo?utm_term=.moJrj4PZ1#.qd6389AlX

REVENUE GENERATION

- The original intent of the site was not for revenue generation, it was more of a passion project retro cartoons are something that I personal enjoy and wanted to use as a medium to learn web design in order to improve my skills……However; it appears some money can be made after all….
- **Advertising space:** for example, ads for retro t-shirts, mugs and other items on eBay such as movie box sets, toys.
- https://www.retrojunk.com/

- **Affiliate Marketing:** such as the model utilised by **http://www.80scartoons.co.uk/shera2.php**
- This usually links to toys, dvd box sets, t-shirts, mugs, hats.

SWOT

- **Strengths**
- Personal knowledge and background in retro cartoons and TV shows
- The Vast amount of fan sites and groups on popular social media platforms give a good idea of the popularity and ideas of what people are looking for.
- A lot of research avenues are available at the moment to get information of cartoon shows.
- Skills in Web Design.
- Lots of potential for site growth

SWOT

- **Weakness**
- • Learning new skills along with project development. possibly JavaScript, jQuery and PHP languages while building and testing the site.
- Management of content imagery as a lot will be required.
- Video management as well, this will require change in package from host.
- Lack of experience in creating a robust site of this magnitude.

SWOT

- **Opportunities**
- Not as many websites solely dedicated to retro cartoons.
- The few available have a dated look, hence; this is an change a create a much more up to date and enhanced visitor experience to the site.
- Although not the primary focus, it has the potential to generate some income.

SWOT

- **Threats**
- Programming challenges as a newbie
- Initial difficulty connecting with target audience, i.e generating awareness
- Unforeseen issues….**Random karma!**

CULTURAL CONTX...

OLD V NEW

CULTURAL CONTEXT

- **Rebirth and Nostalgia**:

- I once heard this described as a sentimental feeling of the past. Clay Routledge, a social psychologist at North Dakota State University, who, with several other researchers, has studied the emotion extensively over the past decade. The team has found that nostalgic memories typically entail cherished, personal moments, such as those spent with loved ones. Those memories, in turn, inspire positive feelings of joy, high self-regard, belonging, and meaningfulness in life.
- From remaking **star wars to G.I Joe/Action force,** retro movies and shows are being remade or turned into live action movies or newer and versions which in turn rekindles renewed interest in a lot of the 80/90's pop culture.
- Even completely brand new tv series such **as stranger things, remakes of stephen kings IT, super 8(which is literalliy like the goonies meets ET).** We are seeing a trend in renewed interest in all things retro.
- Youtube channels such as **kids react,** depict children reacting to retro cartoons of which they may or may not be familiar with. It may be that there is a newer version of the series they are familiar with but have no idea that it was originally a series designed from decades ago.
- **The Internet: has no doubt allowed retro viewing to continue to live via**
- **Improved technology and media viewing platforms**

CIAO!