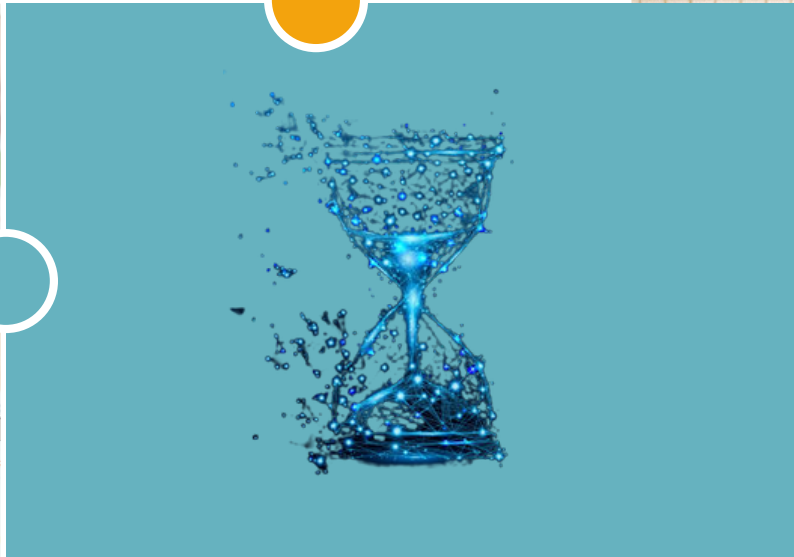TRUST

LAUNCH

Who are we?

We are a group of students located in Eindhoven, the Netherlands who study ICT&Media design. We created a digital media company as part of this semester's project.

Our main focus is to create bonds between people from all environments while creating an identity for your company through media products. Within the digital spectrum, we make the most creative, unique concepts and quickest approach to fulfil your vision.

Our work is guided by the motto *"Trust us and we will make sure to launch your brand into success"*, which results in a final product that satisfies customer and user demands.

We dedicate ourselves to ensure that all deadlines are met, by providing a productive environment and a platform for growth. With a team of professional students, we aim to give a purpose to your vision by facilitating communication between all parts involved.
Just like LiveWall, our main focus lies on innovation, engagement and creativity.

We are Trust&Launch!

Who is LiveWall?

We see LiveWall as an all purpose media agency, from digital marketing strategies to developing online platforms. The way they combine creativity with analytical problems to develop an end product that fulfils any possible need, is really an inspiration for us to continue to grow and develop our knowledge, in such a way that inspires people and makes them want to do more.

With this collaboration, we strongly believe that we can bring a valuable contribution to the brand's identity, by putting all our company's core values on the table, such as communication, trust and professionalism.

Which assignment did we choose?

LiveWall's presentation introduced us to three separate study cases, from which we had to choose, in order to start with our project for this semester. The first one implied coming up with an engaging method to attract people to work at a specific company. The second task focuses on coming up with solutions to solve situations that are not possible anymore in real life, and replace them with digital substitutes. Lastly, for the third one, the scope is to come up with a digital method, to help people be involved in different events from the entertainment industry.

We started by researching each case separately. After analysing the tasks and digging deeper into each subject, we decided to focus more on the second one, namely the digital substitute for a real life activity. This case fits more with our company's values, to bring people closer and provide bridges in communication.

The main reason why we chose this assignment is due to our personal experiences during the pandemic, as well as moving abroad (for university). This resulted in a feeling of loneliness and a lack of social interaction. We don't want anyone else to feel the same, that is why we want to create a platform where people can interact with each other and socialise, the goal being to meet in real life and form connections.

Our team explored different fields in day to day activities, from walking applications to virtual pets simulators. We wish to make common activities possible in every situation by breaking the walls between the way people interact. We want to approach our possible users on a personal level as socialising does require personal interaction. We will do this by highlighting the struggles that everyone had during the pandemic and while moving abroad.

After many discussions, we agreed that the best way to go from now on is researching into personal relations and how people are affected by loneliness. This issue is one of the most important one in today's society and we believe that we can have an impact on how social relationships are being formed. We will do this by researching into already existing media applications, as well as going through articles from this field of interest.