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December 5, 2019

CIM111

TomorrowLand Creative Brief

  1. Background Summary: The client is the tomorrow land company. The service is to provide a state of the art website where the company’s client can buy ticket as well as for the company to trach growth and interests.

  2. Overview:

The project is a one stop shop for all things tomorrow land. We are designing a website to promote Tomorrow land and sell tickets. This project is needed provide access to festival goers worldwide and will provide the opportunity to expand the brand.

 4. Audience: We are talking to the age group from 18-35 that enjoy EDM music and are willing to travel. The tomorrow land brand has a significant reputation to be compared to Disneyland. The audience cares because tomorrow land is more than a festival. It is a movement.

  5. Competitors: The competitors are EDC and UMF. They sell a similar idea however they are mainly in the US while tomorrow land is a vacation opportunity.

 6. Tone: Tone should be energetic, positive, millennial language to touch on the festival being more of a movement to take with you even after clients have left tomorrow land.

7. Message: Tomrrowland is already a strong brand and we do not want to steer away from existing message moreover we want to strengthen it.

 8. Visuals: We will not need to create images as photos from the festivals will sell themselves and push the connection from the company to the audience.

List of Inspirational websites:

<https://orlando.electricdaisycarnival.com/>

<https://francismeaney.co.uk/>

<https://www.curve.app/>

<https://www.nasa.gov/>

<https://www.ifixit.com/>