

Key Event Mechanics:

Use this area to cover key interaction mechanics for the event as enabled by the Babka universe character actors and the ARG-like elements.

Key Event Touchpoints:

Use this area to cover key touchpoints/moments of interaction enabled specifically for this event. Link out to the run of show for time-sensitive interaction moments.

| Conference Floor | Conference Booth/Activation | Online |
|------------------|-----------------------------|--------|
| | | |
| | | |

Agenda/Run of Show

Use this area to cover logistical considerations around load-out and load-in for the event, as well as time-sensitive experience moments/participant interactions during the event itself.

Key Logistics

Open Tasks

Use this area to cover key tasks to complete and tag relevant stakeholders to assign the task to them



Timeline

Use this area to cover key milestones around design, creative, production, and logistics related to the event.

Budget

Use this area to cover key budget asks, and to link out to more detailed budget considerations.

Key Xsolla/Babka Team Members

Use this area to list key stakeholders related to the production and execution of the event, as well as the event elements they can be contacted with regards to.

Babka's Merchant Tea Lounge

So many events, so little time! Or, do you want it to be more memorable? Babka's Tea Lounge is a multi-faceted, interactive event activation. It takes the concept of the lemonade stand and steps it up to a spicy lemon and ginger tea.

Imagine an ambient hospitality lounge, where event attendees can decompress, play some games, enjoy a snack, cool off with some fresh teas, and when they leave, they have a Babka account, a Drop, and likely, a new 'friend' to engage with on their Babka Experience.

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- Technical Specs
 - Booth/Activation Specs
 - Floor Specs
 - Costume Specs
- Babka Experience
 - Core Event Narrative:
 - Key Event Mechanics:
 - Key Event Touchpoints:
- Agenda/Run of Show
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 - Key Xsolla/Babka Team Members
 - Physical Activation
 - Babka ARG
 - Transmedia Activation Elements
- Logistical Considerations
 - Localization/Customization
 - Event Considerations
 - Concepts for Tea Houses/ Booths
- History & References to Tea Rooms

Philosophy for Coherent Brand Narratives

Often brands just do marketing. Print t-shirts, stickers, hats. They give out random schwag that has nothing to do with the brand besides the logo emblazoned on everything.

They do events, but they are just handing out flyers.

As a Transmedia Character, we have the opportunity with Babka to create something very special, which is that *everywhere* we bring Babka, it is an organic extension of her story and her products.

We can create this cohesive brand experience by creating experiences in expos that evoke the feelings we want players to have regarding Babka and Nushi.

What's the essence of Babka? Is it that she gives you stuff? A little. But what is the essence of the Babka account?

It's a safe place to store our stuff.

It's our home base.

It's part of the game, but not in the action of the game.

The Tea Lounge is a place where Babka can be, without moving around. She can provide tea, some form of nourishment, (a nice warm, fluffy, cinnamony Babka anyone?), and above all, a more calm place than the rest of the expo. A place where people feel safe and comfortable.

After all, isn't that the *feeling* people want regarding their bank account, or their password manager? Safe and comfortable. A relief. This makes Babka a destination. A person and location to seek within the expo, the same as she is in the video game.

By making our booth an ARG of Babka's merchant stall in games, we maintain the coherence of the Meta-Story we are telling. We also:

- Reduce staff overhead for costume tenders and wearers (this is considerable)
- Reduce likely damage to suit
- Maintain more control of Babka user-experience
- Create a positive, desirable environment for clients (think of a VIP airline lounge.)

Technical Specs

Booth/Activation Specs

Use this area to cover established specs (square footage, utilities capacity, etc) around the primary activation.

Floor Specs

Use this area to cover overall requirements around brand presence on the floor, possibility for guerilla-style moments, and general technical issues around connectivity.

Costume Specs

Use this area to cover requirements around costume shipping and storage, as well as general requirements around length of actor time in suits, and required changing areas.

Babka Experience

Core Event Narrative:

Use this area to cover elements of Babka narrative that will be revealed through ARG-like interactions around the event, any specific drops that can be accessed, and the interactions with Babka universe characters.

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Physical Activation

The tea lounge is a semi-enclosed space with beanbags to chill on. Low tables to allow enrolling in Babka, and eating snacks at. The lighting is low. There may be some Lo-Fi beats, sounds of nature, or brown-noise to soothe the acoustic environment. With Babka we are offering a sense of safety and centeredness in an increasingly chaotic, decentralized, overstimulating world.

Babka ARG

Where's Babka? In a metasite, full of other NPC's. Spend orbs to search metasite, other mechanics:

- We can use Human-In-Loop characters to hand out cards or scan QR codes that send participants on a quest to find Babka. Now finding Babka is the prize, the goal.
- Electric Blue Cyber Cats, Nushi, can guide participants to Babka's Tea Lounge, thus replicating potential in-game integrations

Transmedia Activation Elements

#22252 = Babka

Text promos

Future Oracle

GPT-3 Chat

Logistical Considerations

Localization/Customization

We customize Babka's tea lounge to

- the culture of the location we are in
- her current highest visibility game integration
- Keep it stable (in which case we decide: moroccan, chinese, russian?)

Event Considerations

- Loud.
- Aisles are not an easy place to have a conversation or to enroll people.
- Most people are over-amped and exhausted.
- Stimulation overload.

Concepts for Tea Houses/ Booths

[Miro: Outposts and Tea Houses](#)



History & References to Tea Rooms

The Empowering Female History of Tea Rooms:

 [The Rise of the American Tea Room: Serving Women's Rights with a Cup of Tea - Destination Tea](#)

 [The Top-Secret Feminist History of Tea Rooms - JSTOR Daily](#)

Some tea rooms for reference:

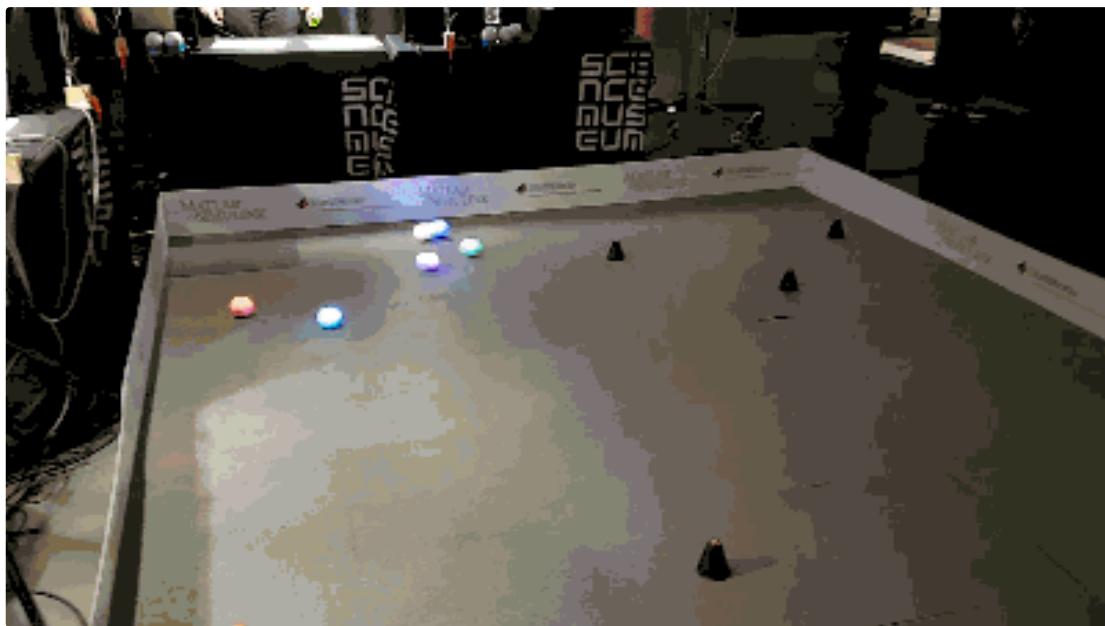
 [25 Tea Rooms From Around the World That You Have to Check Out](#)

 [The Hidden EPCOT Spot You Never Realized YOU Could Visit](#)

🔮 Babka's Orbs: Racer Edition

Concept:

Make a course for Sphero Bolts, and then invite people to race them through the maze to win some goodies!

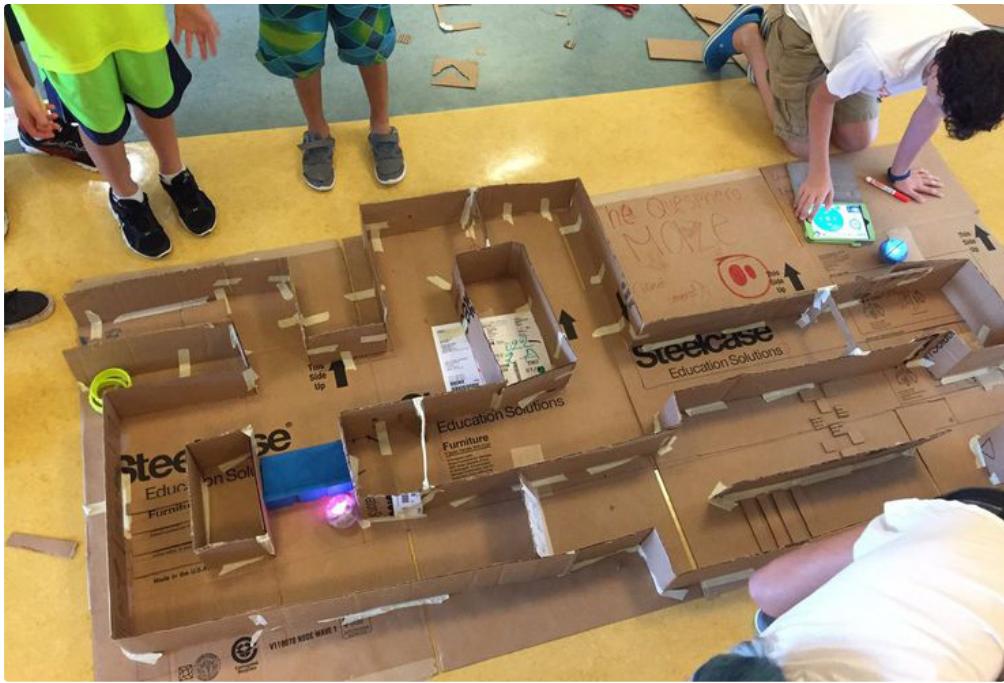




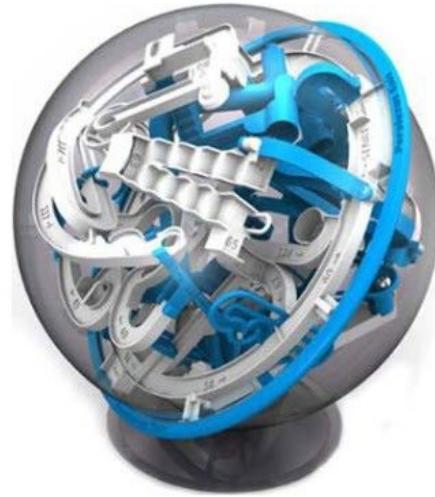
Stretch goal: Nushi chases the orbs, disrupting the game.



Stretch goal: Get kids to help design the maze



Stretch goal: Make a giant perplexus style puzzle for orbs. Big sized, that takes at least two people to rotate.



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