Sitemap Link: <https://go.gliffy.com/go/share/s4vlqtll1hdp3o0p38nf>

“Noisey’s House Party”

Creative Brief

By Aalayah Bennett

**About:**

Located in the iconic Yankee Stadium, Noisey’s House Party Presented by Vice is a wild weekend to wrap up summer. The biggest music performers in hip-hop, house, and indie genres will take to THREE grand stages. Noisey’s House Party typically brings festival goers from each region of the United States (Midwest, South, and West coasts) to NYC for an extravagant night (or three) out.

Headliners include indie-rock band The Killers, rapper and entertainer Cardi B, and electronic house duo Daft Punk. Other performers include ABRA, Migos, the Naked and Famous, Big Freeda, etc.

**Describe the target audience**:

* Age range from 18-30
* Gender-neutral; men,women, all
* Location will need a lot of space for this so maybe a stadium or large field
* Music preferences are hip-hop, rap, indie/alternative rock
* Occupation can be art-related fields or just the everyday citizen; a working person just looking for a concert with a great line-up

**List the reasons that these people would visit the site**:

* Interactive
* Easy to view
* Informative
* has a FAQ section

The site:

The site will include interactive maps of stage locations and lineups in a “make your own schedule” fashion. A Frequently-Asked-Section will also be included so answers are easily accessible. The site can be accessed through desktop or mobile devices and would include an app. Social media, such as Instagram, Twitter, and/or Facebook will be used to promote the festival. The website will be heavily photo-oriented; things may be presented in a slideshow or collage/grid layout. Ideally, the site should also be very busy with lots of options in the drop down menu.

Notes:

* May want to have a grid or slideshow layout (heavily photo-oriented)
* Promoted through apps/social media
* Only a homepage (with drop-downs); doesn’t need to be clickable links
* Pay attention to header/footer (privacy link)
* http://eventbrite-s3.s3.amazonaws.com/marketing/MusicFestivalResearch/EventbriteStudyMusicFestivals8\_25\_14.pdf