

TEAM RED

WORK IN PROGRESS 3

SPOT X FESTIVAL

TARGET AUDIENCE



Adventure

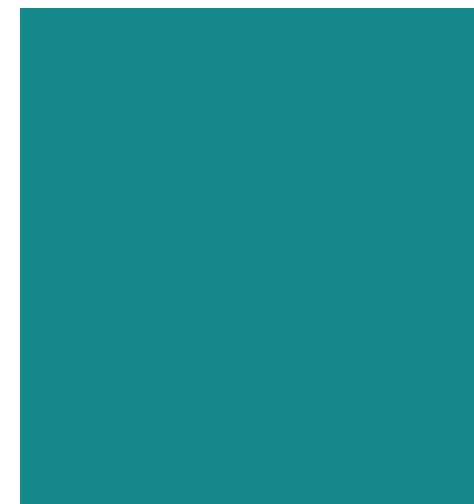
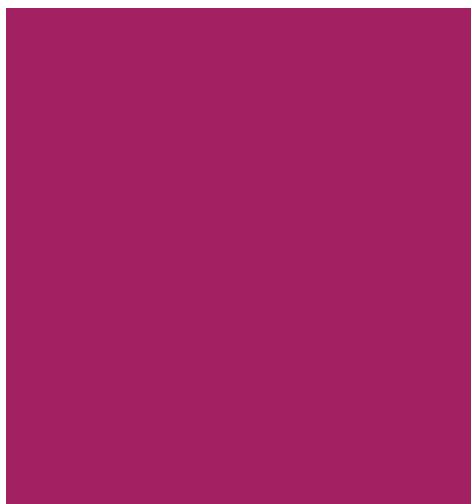
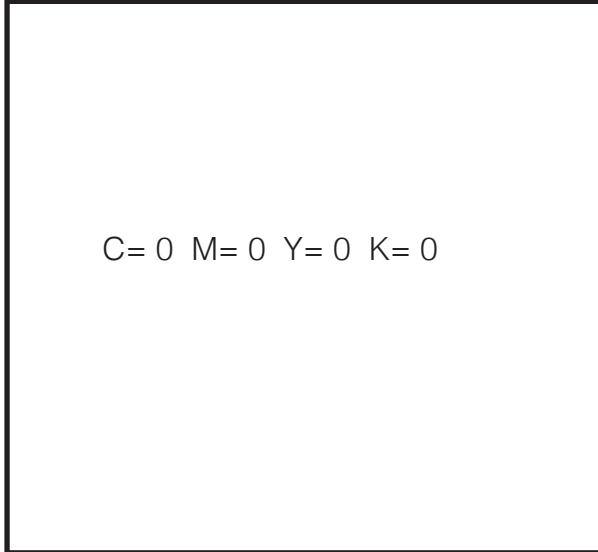
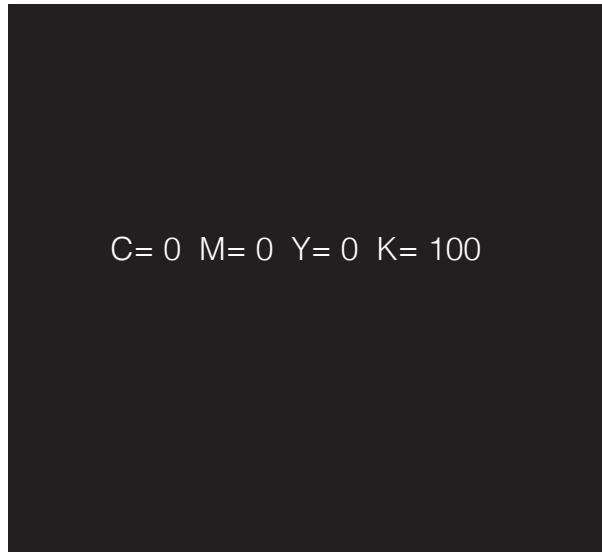
Youthful

Discovery

Mystery

Hype

COLOUR SCHEME



FONT CHOSEN = HELVETICA

HEADING FONT

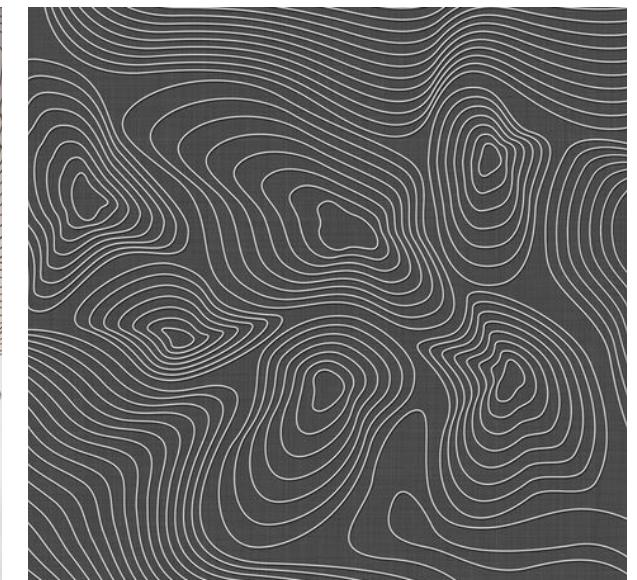
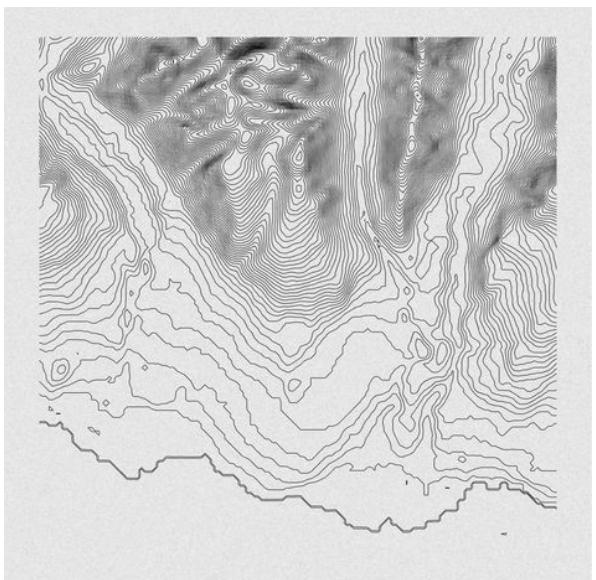
SUB HEADING

Body Text

TREATMENT OF PHOTOGRAPHY



USE OF TOPOGRAPHY



LOCATION OF FESTIVAL



C A M P A I G N I N C L U D E S

10X POSTERS

5X VIDEOS

BROCHURE

PACKAGING FOR BROCHURE

FESTIVAL SURVIVAL KIT

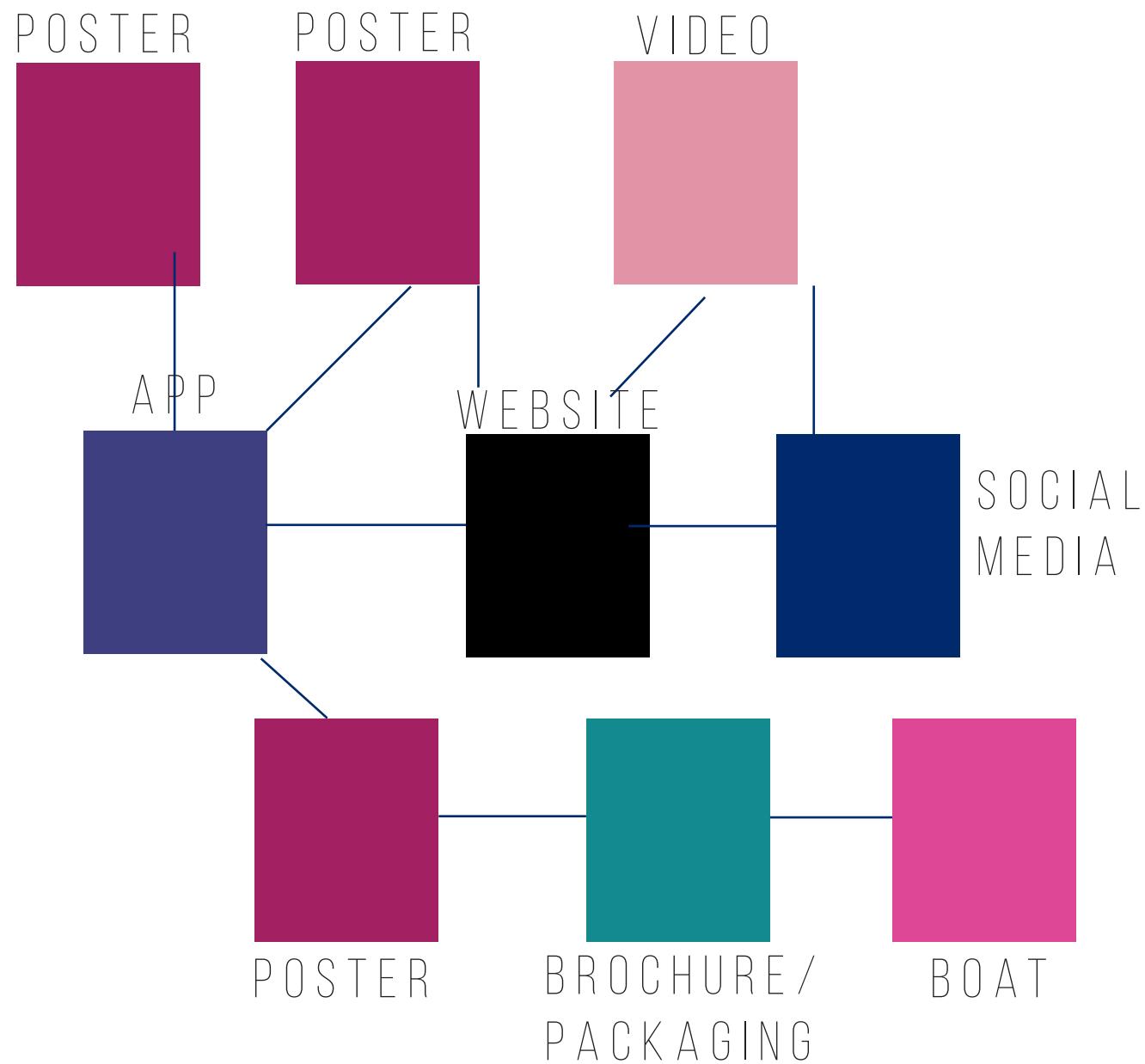
APP

SOCIAL MEDIA

FERRY

WEBSITE

HOW IT ALL CONNECTS



RELEASE DATES

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
Notes:						

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	Notes:				

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
27	28	29	30	Notes:		

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
Notes:						

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	
2	3	4	5	6	7	
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	Notes:			

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	Notes:			



Poster



Video



Riddle



Brochure and packaging



Website



App



Boat



Date of Festival

USER EXPERIENCE

TYPICAL USER



Name: Kate Lewis

Age: 19

Occupation: Student

Attends: Auckland Uni

Lives: Auckland

Kate has lots of friends is very social, enjoys going out to town and is an avid EDM fan. Very adventurous likes to go on the occasional hike with friends and loves the beach. When she finishes uni she hopes to travel around the world.

USER JOURNEY



Kate is walking through Auckland Uni and see's this poster, she loves music festivals so is curious and scans the QR Code. This takes her to the app which gives her a date, a map and co-ordinates to the next poster.



Kate is curious now so she decides she will give the website a look. She finds the site layout very simple and clear and here she learns exactly what Spot X is all about and realizes its for EDM Music, now she is really excited and wants to know more.

The image shows a Facebook event page for 'SPOT X FESTIVAL'. The event is listed for 'FEB 1' (Wednesday, February 1, 2017) at 9 PM. The post is 'Private - Hosted by Lily Macintosh'. The event description reads: 'Spot X is a three day music festival brought to you by 100% Pure NZ. It will be held in at an amazing and unique location somewhere in New Zealand. The twist is its up to you to figure out where, so play close attention to the clues and follow the campaign with an eagle eye..... Can you find SPOT X?'. Below the description, there is a photo of a person with a checkmark next to it. The attendance status shows 1 going, 0 maybe, and 3 invited. There is also a 'Message Guests' button.

One of Kate's friends mentiones a cool festival called Spot X she saw on Facebook. Kate expalins the poster she saw, they both decide to figure out where it is and look for more clues by following the instagram and Twitter profiles they saw on the website

spot_x_festival ▾ 

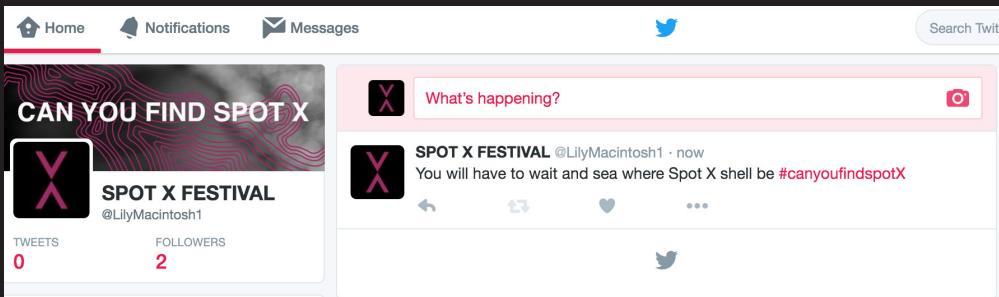


9 posts 0 followers 0 following

Edit Profile

3 day music festival, somewhere in NZ... Can you find spot X?

On Instagram she sees several posts of abstract photos of a location with water and sand, suggesting it might be on a beach somewhere?



Home Notifications Messages  Search Twitter

CAN YOU FIND SPOT X

SPOT X FESTIVAL @LilyMacintosh1 now You will have to wait and sea where Spot X shell be #canyoufindspotX

TWEETS 0 FOLLOWERS 2

You have to wait and sea where spot X shell be [#canyoufindspotX](#)

 Like  Comment

 Write a comment...  

Kate is scrolling through Facebook and a new post from Spot X comes up, it seems to be some kind of riddle, Kate shares it with her friends on Facebook and they all argue about what it could mean.

CAN YOU FIND SPOT X

WWW.SPOTXFESTIVAL.COM



The app sends Kate a notification that the next poster is out, her and her friends follow the map through town to find it. The poster shows a crowd in some kind of mosh pit, confirming its a rave music festival, Kate and her friends get excited as it looks exactly like their kind of scene.



Later that night Kate is scrolling through Facebook and a video from Spot X music festival pops up it gives instructions on how to follow all the clues. Excited kate watches it and shares it with her friends.



Photos are also popping up on instagram throughout with more clues and criptic messages. all social media material comes with the hastag #canyoufindspotX so you can search the hashtag and see everything together

Salty hair with your hands in the air #canyoufindspotX

Like Comment



Write a comment...



Kate is scrolling through Facebook and a new riddle pops up. Kate shares it with her friends on Facebook and they all argue about what it could mean.



Join Us On SPOT



www.spotxfestival.co.nz

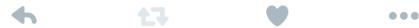
The app sends Kate a notification that the next poster is out, her and her friends follow the map through town to find it. The poster shows a shoreline confirming it must be on a beach.



SPOT X FESTIVAL
@LilyMacintosh1

Move to the beat as your dancing in the heat
#canyoufindspotX

12:00 AM - 2 Jun 2016



Kate is scrolling through Twitter and a new riddle pops up. Kate shares it with her friends on Facebook and they all argue about what it could mean.

The app sends Kate a notification that the next poster is out, her and her friends follow the map through town to find it. The poster again shows the beach with some foot prints in it and some pine trees in the background



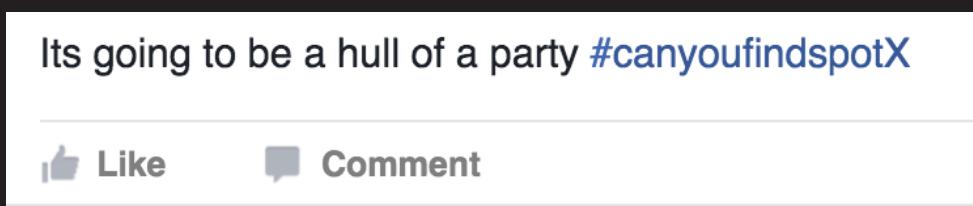
Later that night Kate is scrolling through Facebook and a video from Spot X music festival pops up. It tells her the headline acts. Extremely excited because they are huge names Kate shares it with everyone.

Kate is scrolling through Twitter and a new riddle pops up. Kate shares it with her friends on Facebook and they all argue about what it could mean.



www.spotxfestival.co.nz

The app sends Kate a notification that the next poster is out, her and her friends follow the map through town to find it. The poster shows sea spray- someone on facebook it looks like the wake of a boat?



Kate is scrolling through facebook and a new riddle pops up. Kate shares it with her friends on Facebook this sparks more rumours about going somewhere on a boat.

Kate is scrolling through Facebook and a video from Spot X music festival pops up. It seems to be giving lots of clues in the form of puns. Everyone on social media is talking about it



CAN YOU FIND SPOT X

WWW.SPOTXFESTIVAL.COM



The app sends Kate a notification that the next poster is out, her and her friends follow the map through town to find it. The poster shows DJ decks, reminding Kate what she is going to see.



SPOT X FESTIVAL
@LilyMacintosh1

Get away from the current affairs
#canyoufindspotX

12:22 AM - 2 Jun 2016



Get Away from the current affairs **#canyoufindspotX**

Like Comment



Kate is scrolling through facebook and a new riddle pops up. Kate shares it with her friends on Facebook, could it be somewhere very remote?

Instagram is also posting regular photos with extra clues throughout.



Can You Guess The Location?

www.spotxfestival.co.nz

The app sends Kate a notification that the next poster is out, her and her friends follow the map through town to find it. The poster shows a foggy picture of what looks to be an island. Someone on the Facebook suggests it looks like you are looking at it through a foggy window, possibly a ferry?



Kate is scrolling through Facebook and a video from Spot X music festival pops up. It shows the outline of an island? Everyone on social media is talking about it and figuring out which island it is.

SPOT X FESTIVAL
@LilyMacintosh1

Sand in your toes got to rock those clothes
#canyoufindspotX

12:33 AM - 2 Jun 2016

Like Share Comment

Kate is scrolling through facebook and a new riddle pops up. Kate shares it with her friends on Facebook. Kate and her friends are excited and start planning what they are going to wear.

Sand in your toes, got to rock those clothes **#canyoufindspotX**

Like Comment



CAN YOU FIND SPOT X
WWW.SPOTXFESTIVAL.COM

The app sends Kate a notification that the next poster is out, her and her friends follow the map through town to find it. The poster shows a jetty, a few people on facebook are starting to suggest motuihe because it has a jetty like this one.



SPOT X FESTIVAL
@LilyMacintosh1

Grab a friend and dance till the end

#canyoufindspotX

Share the Spot X website to fb or twitter to go in the draw for two free tickets!

12:41 AM - 2 Jun 2016



Grab a friend and dance till the end #canyoufindspotX

Share the Spot X website to fb or twitter to go in the draw for two free tickets!

Like Comment

HOME EVENT INFO TICKETS PROMOTIONAL



SPOT X FESTIVAL



Kate is scrolling through facebook and a new riddle pops up and gives you the opportunity to win two free tickets by sharing the spot X website to FB or Twitter. Kate shares it to all her social media sites in hope she will get picked.

Now everyone at uni and all of her friends are talking about the festival and starting to buy tickets. Everyone has differnt theories on where they think it will be.



The app sends Kate a notification that the next poster is out, her and her friends follow the map through town to find it. The poster shows the view of town from out to sea, futher suggesting the festival is on an island off Auckland.



SPOT X FESTIVAL

@LilyMacintosh1

Take the bait but don't turn up late
#canyoufindspotX

12:53 AM - 2 Jun 2016

Kate is scrolling through facebook and a new riddle pops up. Kate and her friends are trying to figure out where they need to meet, Where so they not want to be late to? and at what time?

Take the bait but don't turn up late #canyoufindspotX

Like Comment



FEB 1 SPOT X FESTIVAL

Private · Hosted by Lily Macintosh

Hosting · Invite · Edit · ...

Wednesday, February 1, 2017 at 9 PM

can you find spot X?

Kate and her friends spend lots of time looking at all the clues, videos and social media to try figure out whats happening.



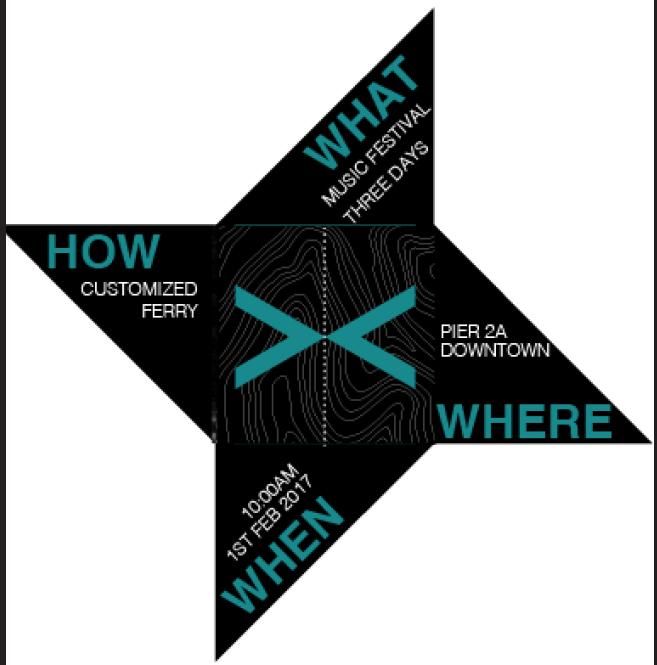
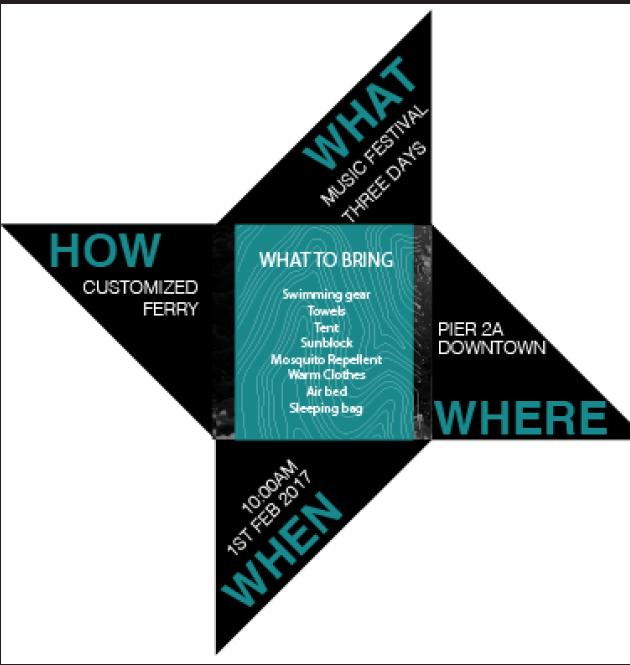
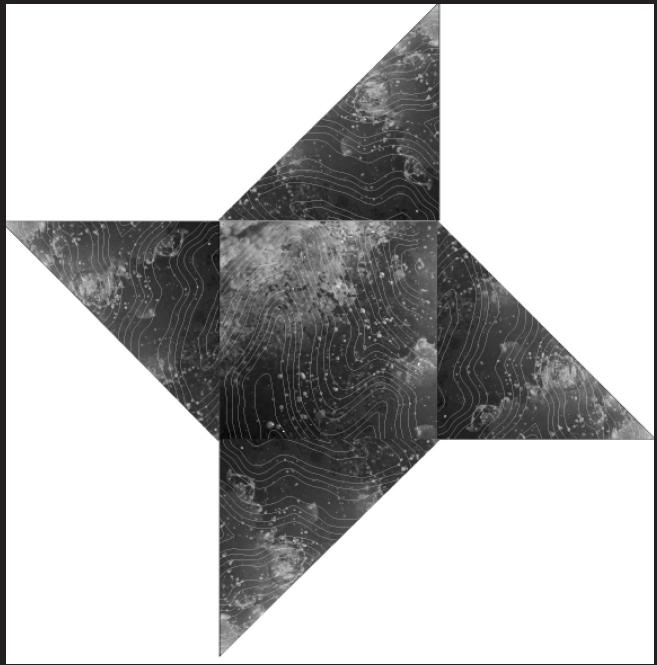
The last poster appears finally the app tells Kate she must go to the downtown warf next week.



Kate arrives on the warf as the app told her. Loud music is playing and there are people handing out brochures that come out of a massive retangle box. There is a cool looking black boat with a big X on the front docked up. Kate and her friends are able to get on it for a look around. The walls are lined with the posters and there are TV screens playing the videos. The boat is full of excitement and speculation. No one can wait for the festival.



Kate grabs a brochure out of the dispenser it stands out, is cool looking and easy to use you simply open a flap at the top and a brochure is yours. There is also people standing around giving out extra and answering any questions Kate might have.



Kate unfolds the brochure on the outside triangles she can see all the vital information like what it is, Where to meet, When to meet, and how they will be travelling to the destination. She then realizes the X has tear lines down the middle, she rips that open and a gear list is inside telling her what she will need. She can then lift that up and another QR code is under it, this takes her to a private spotify playlist of all the acts playing at the festival just for people who scan the code.

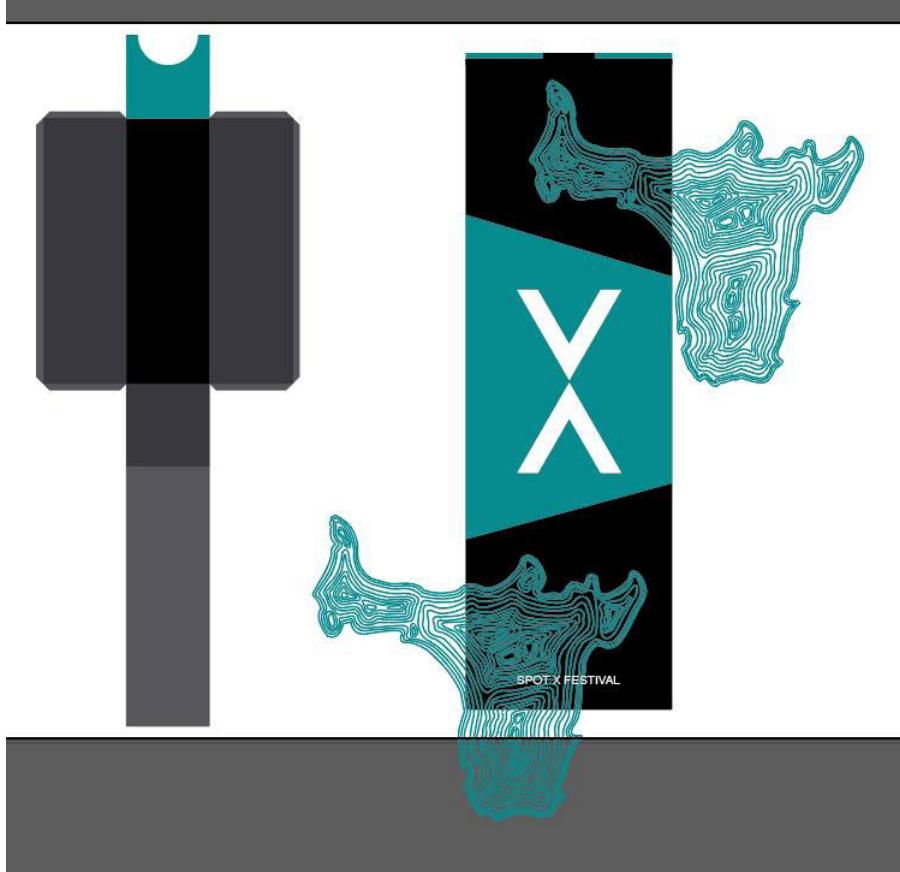


The day of the festival has finally arrived. Kate has her ticket which is fully digital for her convenience, she knows where to be and when and that she is getting on a boat. As to where exactly the boat will take her there is plenty of speculation but no one can be certain. On arrival at the wharf the atmosphere is electric, everyone is young, excited and ready to go. As Kate is waiting in the que she is handed a 'festival survival kit' this has lots of handy things in it such as a water proof poncho, mosquito repellent, sunscreen and some glow sticks.

INDIVIDUAL PROCESSES

WHAT WE ARE UP TO IN OUR INDIVIDUAL TASKS

PACKAGING



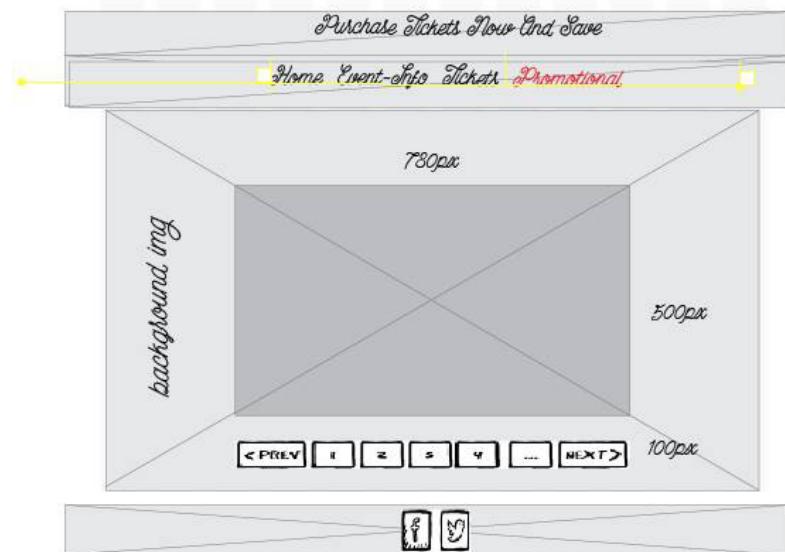
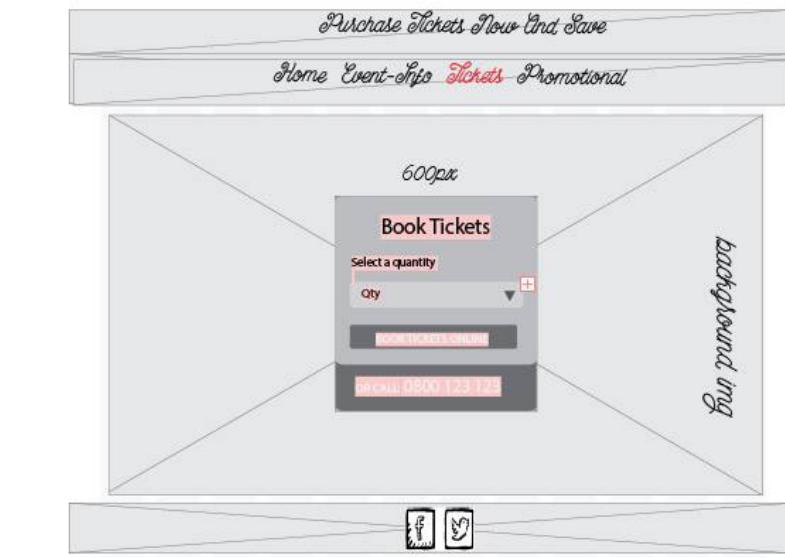
B R O C H U R E



VIDEOS

W E B S I T E

TEAM RED



Notes 960px wireframe

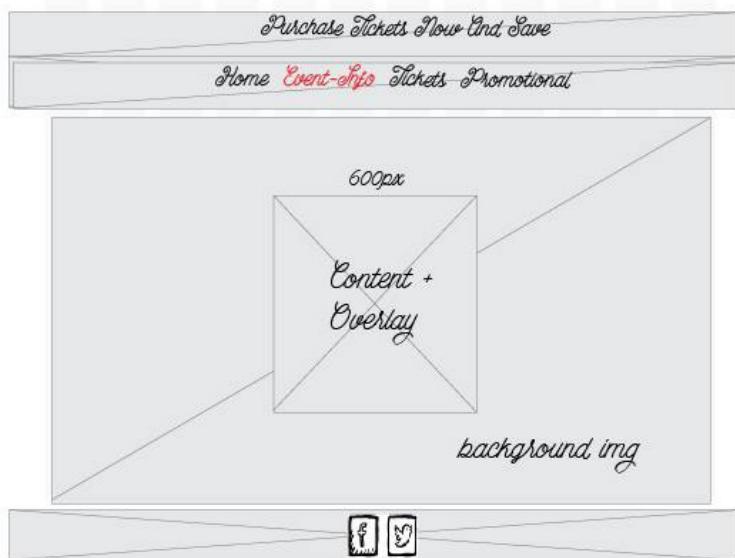
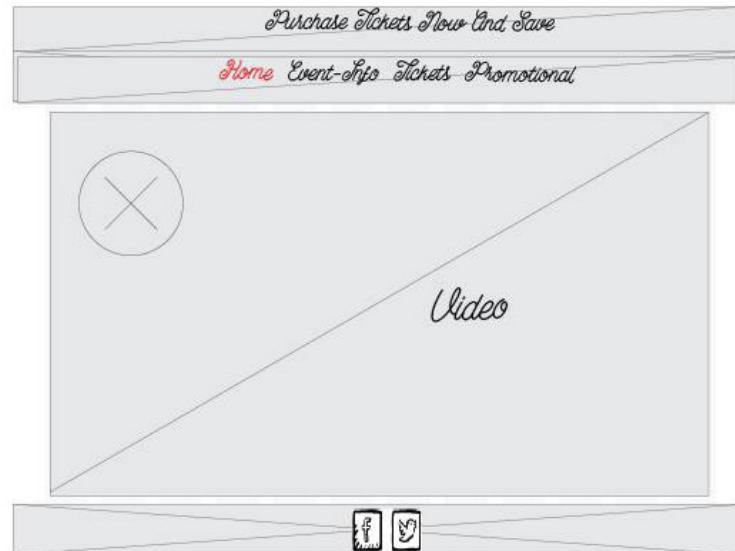
COLOUR SCHEME



We want to keep things quite simple, primarily black and white with bursts of bright colours, similar to those shown in this image.

TEAM RED

Notes *960px wireframe*



FONT CHOSEN

Heading Font is
Ikaros Sans Reg

Body Font is
Ikaros Sans Light