



KANSAS CITY FRINGE

A LOCAL ARTS FESTIVAL
JULY 2014

SQUAD 5

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Acknowledgements

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Contributors

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Situation Analysis & Addendum

Organization feen that sometimes spends more time making the “to-do” list than actually doing what’s on it. **Favorite social media site:** Pinterest

JEFF KITCHEL

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Survey Analysis & Breakdown

Half-nerd, half-dreamer, half-writer. **Frequently wrestles with:** tangled headphones, beating Super Mario 64 and a vicious caffeine addiction

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Summary & Evaluation

I love to cook but hate the cleanup. Nothing better than a good movie and hearing a new song for the first time. **Favorite band:** Third Eye Blind

EVAN RATTENBORG

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Focus Group Analysis & Awareness

Born and Raised in Fort Collins, Colorado. I enjoy Netflix marathons while cuddling my cat. **Favorite TV show:** Freaks & Geeks

TIM SHEDOR

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Design, Creative Plan & Programming

Lucky Charms, *Twilight Zone*, bass, hoodies, and long walks on the beach. **Favorite scene in Finding Nemo:** Crush and the EAC

Strategic Plan

Unique Selling Proposition
Message Development
Branding
Objectives and Strategies



Photo by Mugur Geana

Unique Selling Proposition

More than any other local arts experience, the Festival is supportive. Undiscovered, opportune artists have a chance to market their wares and test their material in a semi-recognizable setting without the pressure of a professional production.

The Fringe is based on the community's collective identity, with artists and volunteers hosting a kinship bond. This dribbles out into a supportive network, a local allegiance, and a particular advantage for the Festival.

Our research also revealed a strong loyalty in festival attendees. Of those who had heard of the Fringe and attended, 69 percent said they would be willing to return. This group represents a contingent that would return year-after-year once initially won over.

The Festival can easily capitalize on its local, homegrown roots to raise awareness. In order to increase attendance, the Fringe should compliment its loyal audience, but it should not become complacent with appealing exclusively to them.

Let's get Weird

The Fringe is about community. The KC arts thread, the camaraderie between volunteers and crews. The spirit of local arts.

There is no way to concisely convey the soul of the Festival. It's unjuried. It's unpredictable. It's risky. And it's certainly not your momma's arts festival.

Slang definition of "weird" hints at a night of debauchery, highlighted by the excessive or the unexpected. This edgy connotation appeals to the target demographic: "getting weird" is a

popular phrase and one that this team has individually used no less than three times in the last week alone.

Semantically, "Let's get Weird" immediately draws the target into this community with its first-person plural, active verb, and singular de-position of the Festival. In fact, the stray upper-case caboose lends a distinction that this Weird is not an average weird. In three short words, the slogan calls the target into action, describes the event and wraps the audience in the Festival's communal spirit.

So let's get weird. And let's do it together.

Branding

Oil and water don't mix. Neither should the Fringe and consistency...except when it comes to branding the organization.

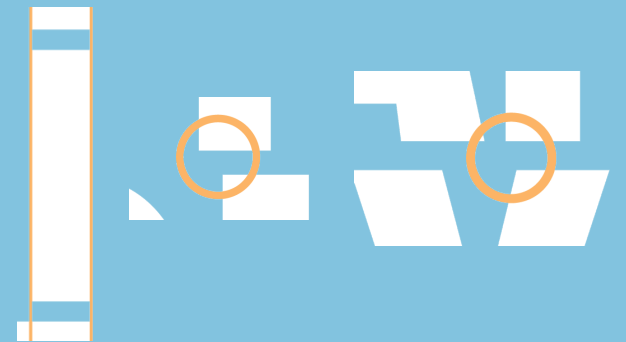
Uniting the brand with a legible logo, a color palette, and some choice fonts will increase brand awareness and strengthen the Festival's reputation. We believe in these recommendations so much, that this book only includes four colors (plus black and white) and two fonts.

Logo



Retaining the curve-squiggly of the Fringe's past branding, the revised design layers the copy legibly while respecting an approximate 3:2 proportion.

The spine of the K, the first I, and the top clef of the F vertically align, but the harmony stops there. The rest of the type is ever-so offset, lending a light, anxious, and unpredictable feel, which we believe embodies the Festival's spirit.



A LOCAL ARTS FESTIVAL
JULY 2014

Optionally, an annual tag line may be added when space permits or a vertical style is more suitable.

Logo Variations

CHILL



**KANSAS
CITY
FRINGE**

Just text



**KANSAS
CITY
FRINGE**

Lightened, on white



**KANSAS
CITY
FRINGE**

*Grayscale (white
inverse acceptable)*



**KANSAS
CITY
FRINGE**

Lightened alternate

NOT CHILL



Blue on orange



Neutral background



Old logo



Orange on black

Fonts

Mission Gothic, 42pt

Mission Gothic, 36pt

Mission Gothic, 28pt

Mission Gothic, 20pt

Mission Gothic, 16pt

Mission Gothic, 14pt

Mission Gothic, 12pt

L'Engineer, 54pt

L'Engineer, 46pt

L'Engineer, 38pt

L'Engineer, 30pt

Thin Light Regular **Bold** **Black**

Mission Gothic should be used for subheadings and body copy. Suitable at all sizes. A kerning of -35 is acceptable to achieve a condensed appearance. A juxtaposition of LIGHTANDREGULAR is appropriate for all-caps between 14 and 28 pts; above 28 should use THINANDREGULAR for this effect. By Trevor Braum; available from Lost Type Co-op

L'Engineer should be used strictly for headlines, and it should be used sparingly. Size should be greater than 30pt. By Ferdie Balderas; available from Behance.net

Color Palette

PRIMARY

PMS2905
C46 M9 Y4 K0
R130 G195 B223
#83C4DC

ACCENT

PMS7408
C0 M32 Y94 K0
R253 G182 B42
#FCB449

HIGHLIGHT

PMS7689
C77 M29 Y13 K0
R45 G147 B185
#2D93B9

ALT HIGHLIGHT

PMS7414
C15 M68 Y100 K3
R207 G106 B55
#CF6A37

Objectives and Strategies

AWARENESS

1:10 people in KC metro area know of the Festival (1:4 of those can name a show without friends or family in the cast) or inform 300 people

- *Rebrand with a more consistent image*
- *Create billboard advertisement*
- *Offer a Fringe drink at local bars*

Reach at least 20,000 without word of mouth

- *Launch viral “mosaic” Facebook photo campaign that highlights local scenes*
- *Host random performances around the metro area*

250% increase in unique visitors to website

- *Include website on billboard ad*
- *Facebook mosaic includes URL*

ATTENDANCE

Increase audience by 4,250 people

- *Give new audience incentive to attend the festival with family and friends by creating a “bring X friends, get a complimentary button” promotion*

250% increase in unique visitors to website

- *Ticket sales go through website*

Increase audience by 10% per venue

- *Make ticket process easier for the patron via website and app*
- *Banners at individual venues increase organic traffic*

Creative Plan

Billboard and Banner
BOGO Promotion

Facebook Mosaic

Fringe, the drink

Press here to get Weird

Ticketing System and Staff

App
Website



Billboard/Banner, Promotion, Mosaic, and Drinks

You can't expect guests if they don't know about the party. Getting those rear-ends into seats takes some strategizing.

Creative and engaging campaigns tailored to the habits of the target audience will not only increase awareness for potential customers, but such campaigns will also establish the Festival as a well-known local staple in communities outside the regular art circle.



Billboard and Banner

A billboard consistently introduces and reminds travelers of the Festival. Additionally, it creates curiosity and will encourage people to learn and discover more, particularly engaging all Kansas City residents who have the potential to become loyal Fringe-goers.

The design itself is parallel with the aforementioned consistent branding, featuring the updated logo, the tagline “Let’s get Weird,” and the call to action as it directs viewers to the updated website with the URL. It also includes the Kansas City skyline, emphasizing the Festival’s focus on the local community and camaraderie.

We consider this billboard to be a insurance policy for the more quirky and creative promotions to follow. Though these more “out of the box”



promotions are more reflective of the Fringe, we believe this more traditional form of promotion is a consistent reminder that the Fringe is here and that it’s time to get Weird.

Taking the design of the billboard, we want to engage walk-thru traffic with large banners during the Festival. Volunteers and artists both stressed in the focus groups that there is a strong need to promote the Fringe not just before the Festival but while it is going on during July. A banner visible at each venue will attract the attention of non-Fringers walking thru the Festival hotspots.

BOGO Promotion

Based on our research, 60 percent of those surveyed said they would be more likely to attend an event with friends and/or family members.



A “Buy X, Get One free” promotion would entice potential patrons to bring a certain number of friends to the Fringe Festival in order to earn a free button/wristband. For instance,

a patron will receive a complimentary \$5 button if they bring three friends to an event.

Not only will this increase the number of audience members at the Festival, but it will also build on the word-of-mouth promotion that the Fringe currently relies upon. The daisy-chain invite method will also promote the Fringe’s community aspect. Although some buttons will be complimentary, the increased attendance from the increased number of friends/family individuals bring will advance button revenue and overall ticket sales.

Facebook Mosaic

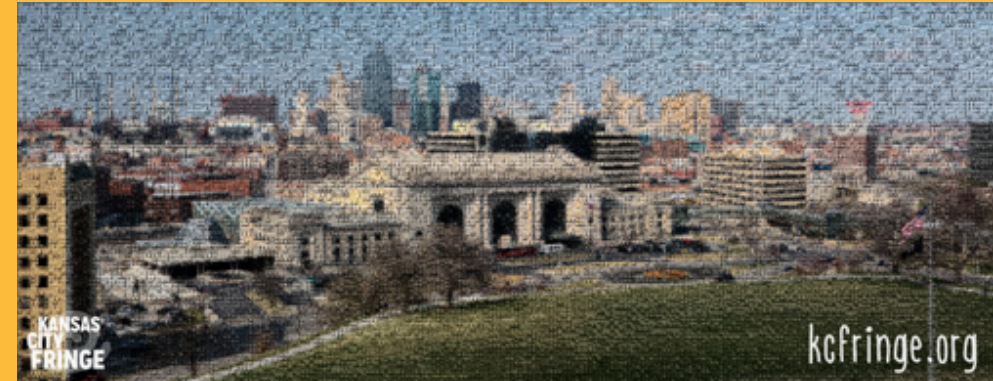
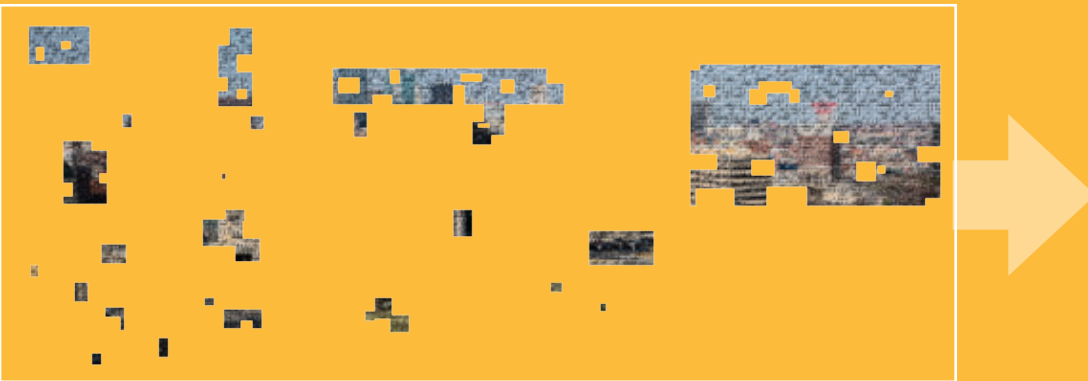


Photo by Rafał Konieczny | Wikimedia Commons

“Viral” is one of those industry accomplishments you want so dearly to achieve, yet you cannot embrace. It’s like that attractive, unapproachable blonde across the bar. You can advertise yourself a million ways, but you can’t win unless you hit that conversational sweet spot.

Well, we’re going to buy that blonde a drink and propose a toast with the holy grail - a viral social media campaign. Playing to the locality, a Facebook app accessible through the Fringe’s page would construct a mosaic of users’ Facebook profile photos based on a Kansas City scene. The

final mosaic would be stamped with an unobtrusive Fringe watermark and ready for download in cover photo and profile picture sizes.

The shareability and appeal of quickly creating “Your Kansas City” will attract proud locals - the exact potential that composes the loyal Fringe-goers: to brand themselves by drawing them to the Fringe and to contribute to the Fringe community. Everybody wins, even the blonde at the end of the bar who’s looking up that sweet Facebook photo.

Fringe, the drink

The Fringe Drink is an alcoholic concoction that was specifically designed to resemble the feel of the Festival. Research from our surveys reveals that the 25-34 age range enjoy alcoholic bev-

erages and may be more apt to attend events that serve them. This mixture of flavorful liquor will be poured into custom Fringe cups that incorporate the Festival logo and colors.

Local bars could place this spritzzy beverage on their menu for Festival goers to enjoy year-round. Fringe pub-crawls could also be an effective way to advertise the Festival and the drink. This potion could be served ritually at the Festival, drawing the target audience into a night of debauchery and grown-up fun.

In addition, bars can serve their beer in drinking glasses etched with the Fringe logo for those who choose to forego the hard liquor. Customers are encouraged to keep their glasses, making it a collectible item that will serve as a personal touch point and reminder of the Festival down the road.



Promotional ad

BOTTOMS UP



Citrus mixer and buffer
triple sec adds a bold,
personable kick. **2.5 parts**



Top with **club soda** to
add that unpredictatble,
carbonated kick and
for a bit of that fizz-
on-stir flair. **2 parts**

Open with bittersweet
yet tasteful **Hypnotiq** to
color and lend the drink
its alcohol. **1 part**

Press here to get Weird

Last but not least, a campaign to bring the Festival alive to a new, yet receptive audience.

In the style of flash mobs, a quick parody of the “Sound of Music” classic “My Favorite Things” will highlight the diversity of Fringe performances, expose after provocation, and, of course, entertain.

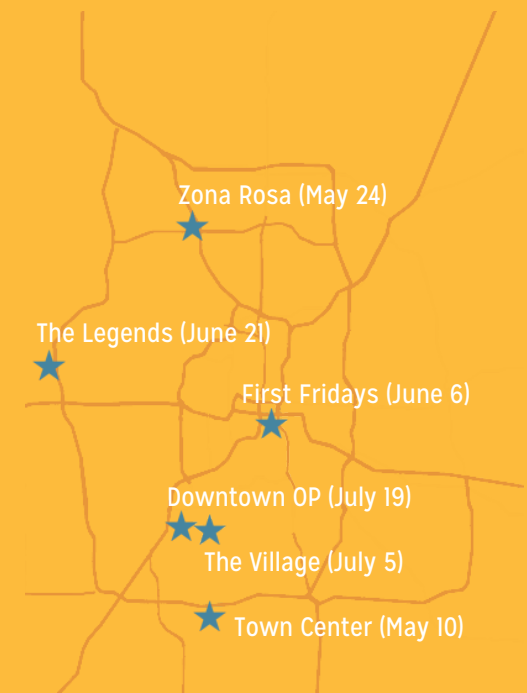
Overview

“Press here: Let’s get Weird” is a spontaneous flash mob-esque performance created to become viral and increase overall awareness of the Festival. This unexpected and exciting promotion is more reflective of what the Fringe is passionate about - taking risks and emphasizing surprise and wonder. Additionally, it encourages those passing through the area to actively engage with the Fringe and all of its possibilities. This reflects the unconventional format of the brand and purpose.

In order to reach the target, the act will take place every other week in six different locations, beginning on May 10 and ending July 14. Most of the performances will take place on Saturdays, except for one which will be held at a First Friday event at Crossroads. Performing in these shop-

ping locations with heavy traffic introduces the Festival to a new, unexpected audience. While the performance at the First Friday event may introduce or remind possible Fringe patrons of the Festival, the others will introduce the shows to unadvertised suburban outlying areas. Expanding performance locations allows the Festival to reach more areas of Kansas City instead of limiting the flash mob to a small portion of the area.

The brief act incorporates revised lyr-



Map data courtesy Google Maps

ics over the catchy tune of “My Favorite Things” from The Sound of Music. The following page has lyrics and directions, but can be rewritten portions (such as “magicians” and “dancers”) to convey other acts. Additionally, different performers can be invited to perform so each location has a different flash mob experience - similar to how patrons would see a variety of performances at the Festival.



Photo by Max Mikulecky

Anyone can put on a show, but how can you light that spark and stir up a crowd? We believe it's simple; all you need to do is create a mock stage, complete with red velvet curtain that is easy to maneuver and move between various locations. In front of the stage will be a brightly colored podium with a “Let's get Weird” button on it. Shoppers and pedestrians in each area won't know what will happen if the button is pushed but some will be curious enough to give it a try. After the button is pressed, a wheeled set of curtains will be drawn forward, and on open, a performer will be revealed, sitting at a table. He or she will begin singing and other performers will join in from the crowd, creating a unexpected, live performance that will draw an inquiring crowd.

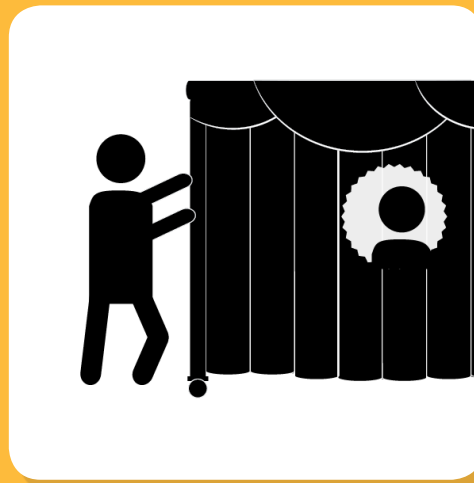
Script

ROLE	LYRIC	INSTRUCTIONS
1	Infrequent burlesque and beercans in spaceships Wandering Shakespeares and cowardly conscripts Bright local acts and their 10 day long flings These are a few of my favorite things	<i>Slow</i> <i>Steadily add harmony</i> <i>More harmony</i> <i>Singing</i>
2 3 123	Music of fiddles and improv that baffles Tales of their travels in artistic channels Comfy wide venues and speeches by kings These are a few of my favorite things	<i>Rapidly, as though an excited revolutionary</i>
2 3 4 5 2 All	Magicians and dancers and tots in fake lashes Photogs and welders in strong iron sashes Hungover mornings with one-liner zings These are a few of my favorite things	<i>Quick, sharp</i> <i>Staccato</i> <i>Push for attention</i> <i>Steal attention back</i>
All	When the act sucks, when we all cringe When I'm feeling had I simply remember that this is the Fringe And then I don't feel so bad	<i>All together, front and center</i>

Storyboard



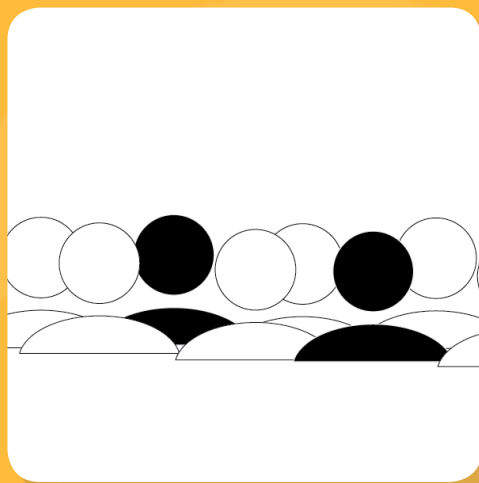
*Passerby presses
button on podium*



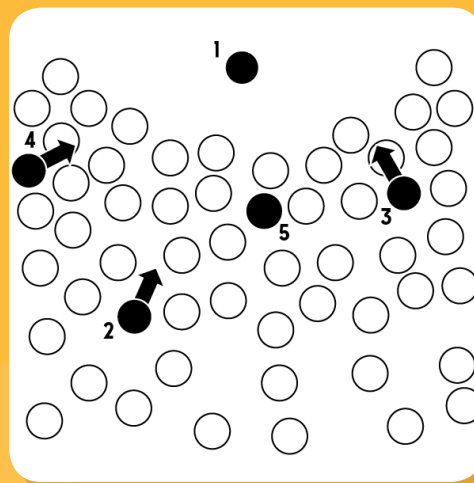
*Stage hand wheels out curtain;
#1 carries table and stool behind*



*Curtain opens; #1 deep in
thought, begins singing slowly*



*Performers sing while grabbing
shoulders and interacting*



*Other performers in the crowd
chime in as they move forward*



*By the chorus, all performers are
at #1's spot and sing the chorus*

Ticketing System and Staff App

Research revealed a consistent confusion with the Fringe button. However, we believe we can reduce this confusion by giving the button a real value.

Using Near Field Communication technology, a “tag” with a patron’s unique ID is attached to the entry ticket, and the ticket is recycled for all performances that season. The app is currently Android-only, but was written with a compiler and can be easily ported to iOS or Windows Phone.

DON'T TAKE OUR WORD FOR IT

<http://fringe.timshedor.com/staff.apk>

FLOW

The patron's account is updated, and they can continue to purchase tickets for future shows and use the same tag for all of them

Our patron buys two tickets online. These tickets are added and stored on their online account

A patron registers on the website and receives a unique ID. They receive a tag after the first ticket purchase, and this tag is written with his ID. All of their subsequent tickets are retrieved from this ID

The app asks the website if this patron has tickets attached to their account

OK. I just scanned those.

Yep.

Does this guy have tickets?

The patron visits the Festival with the tag and a volunteer taking "tickets" scans the tag with the staff app



Tags

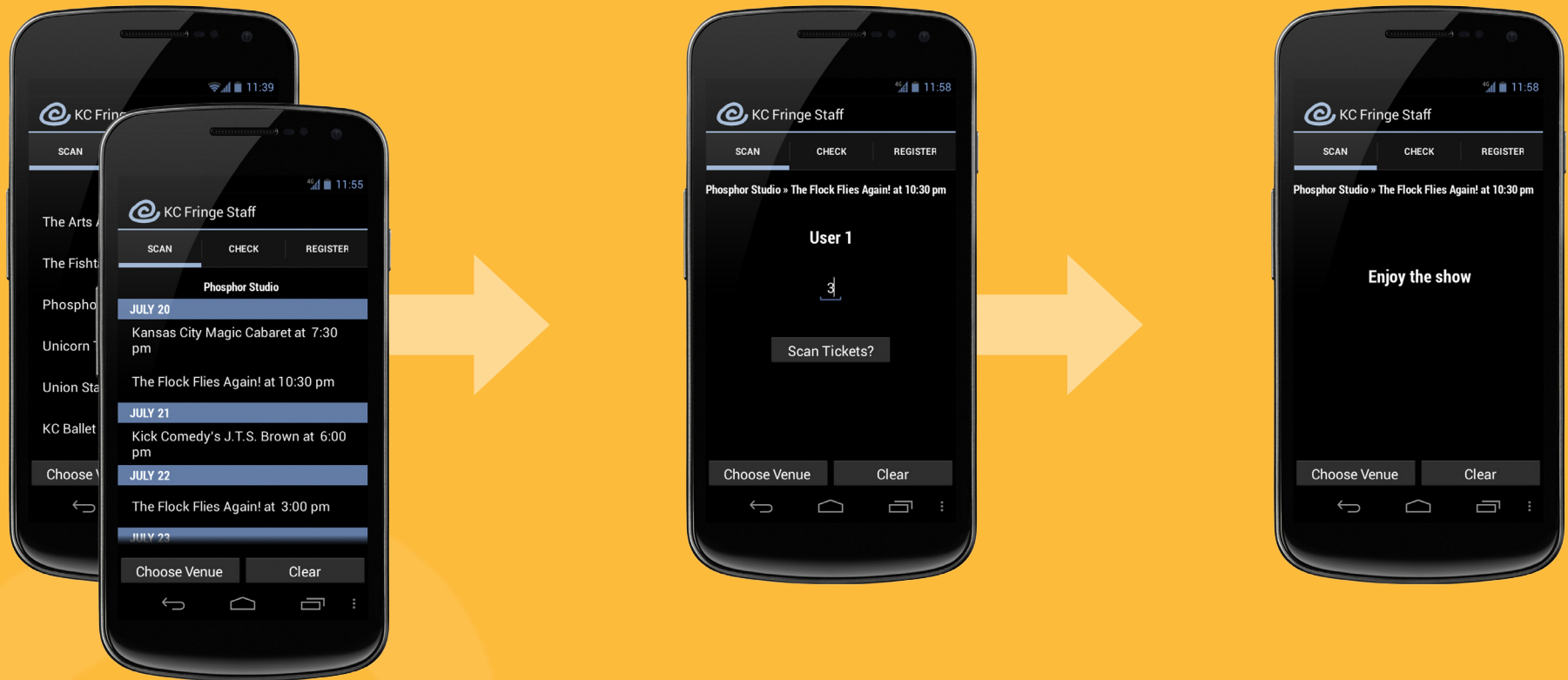


Wristbands are common hallmarks of admission at other festivals, so they require little to no extra explanation. These tags are durable, waterproof rubber bracelets and produced in bulk. Photo courtesy buynfctags.com

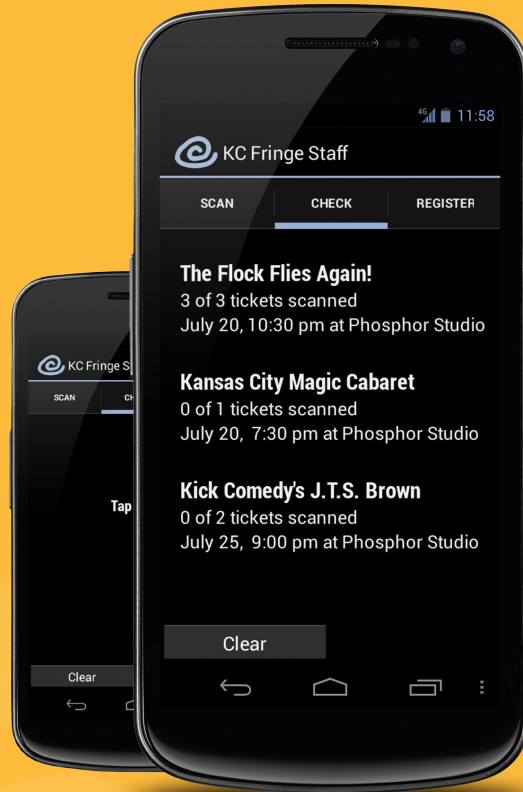


However, if the Festival requires continued use of the button, a tag can be easily attached behind. Plastic buttons would likely have to be substituted, as NFC is inconsistent at best around aluminum.

AT THE VENUE

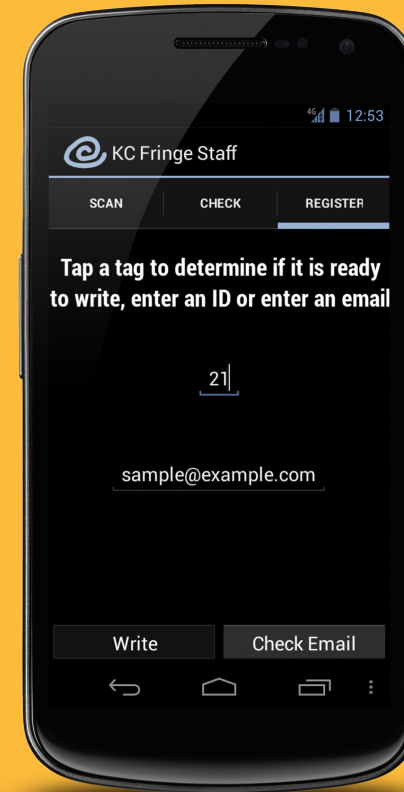


AT THE INFO DESK



Tap a patron's tag to lookup their ticket information

AT THE BOX OFFICE



Register a tag by retrieving the patron's ID via email or by manually entering it.
Tap a tag to map it to the ID

Website

One of the primary concerns raised in our research was a challenging schedule for Festival novices. Instead of reorganizing the schedule, why not let the user organize it themselves.

The improved website focuses on this custom querying, but it also incorporates the ticketing system, social network connection, artist and venue pages, and more to improve ticket sales.

DON'T TAKE OUR WORD FOR IT

<http://fringe.timshedor.com>

Login: sample@example.com / admin

Hide or display shows by genre, venue, rating, and average review. Filters can be toggled to include multiple queries, so a user can visually narrow a search to all “Theatre” shows playing at Unicorn and Phosphor Studios

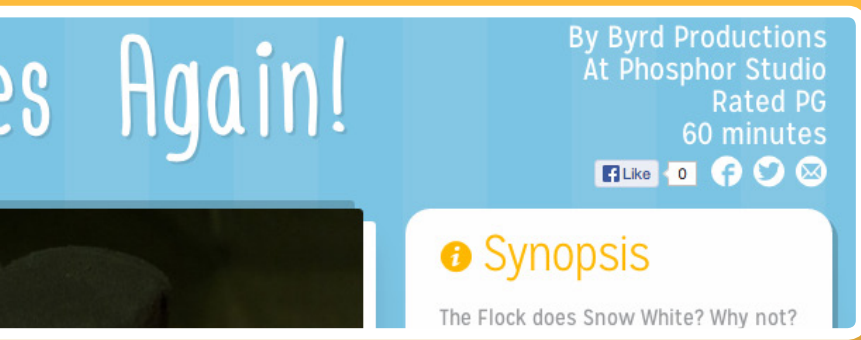
Displayed shows can also be sorted by date, price, duration, and average review. Or “Fringe it” and shuffle the lot



Favorite one or one million shows. These queue up for easy access in the sidebar on other pages

Every event is attached to a photo, a genre, a venue, and a handful of performance times. There's more detail on app-specific pages, but index pages adhere to the professional term “keep it simple, stupid”

Filtered shows spin off and fade away as the rest of the shows collapse over the gap



DISCOVER

All meta information for the event is linked to a respective filter page. Click on “Rated PG” and you’ll be taken to a listing of all PG shows. Trailers (when available) show up top

PERSONALIZED SIDEBAR

♥ Your Favorites

Dances of India

Nritya is a versatile company of

REVIEWS

A show can only be reviewed after a patron’s ticket has been scanned. Each review has a suggested author name, an optional review name, text, and a five-star rating. It can’t be edited or deleted (except by a staff member) after publication. Bonus: review backgrounds are chosen randomly.



📅 Related Events

Kansas City Magic Cabaret

📅 Your Schedule

July 21

Troupe Duende (2)



BE SOCIAL

Connect with Facebook and see friends’ schedules. If a friend is going to a performance, an icon appears next to the listing



👤 Your Friends

Evan Rattenborg

Caire on the Key Dake th

Artists



Raghsidad

ARTISTS

Playrights and performers enjoy a large photo, a short bio, personal website link, and quick access to their show on its individual page

Nritya: School of Indian Dance and Music

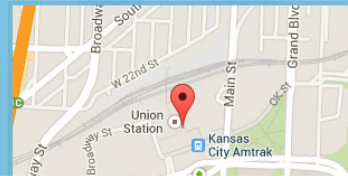
Nritya is a versatile company of dancers who work primarily in the South Indian classical dance style called Bharatha Natyam. Heavily based in both rhythm and lyricism, Nritya will be presenting a potpourri of dances (classical, folk, fusion, and Bollywood styles) by their beautiful artists with gorgeous costumes.

Dances
Heavily based in lyricism, Bharatha Natyam, the use of the dramatic face



Union Station City Stage

30 W Pershing Road



VENUES

Browse by stage and lookup shows playing at each. Every venue comes with an address, a map with a link to directions, and an identifiable image

REFINE

Event and scheduling searches become easy. Dedicated pages allow rapid access to any request

DURATION

30 minutes

45 minutes

60 minutes

DATE

on July 22

1:30 pm

GENRE

Fringe

Theatre

AVG. REVIEW

★★

★★★

RATING

Rated G

PRICE

Free

\$5

ANALYZE

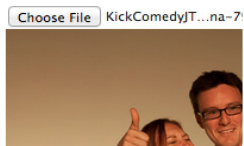
Call up detailed stats for every performance. See how many seats have been sold, how many are still available, and how many tickets have been scanned and seated, invaluable information for artists and advertisers alike. For the data-lovers, extra averages are also available, and since the data is stored in a relational database, future advanced queries can be written with ease

3 Sold		197 Seats Left		1 Seated
Purchased	Scanned?	Scan Time	Before Show	
number 18, 3:14 pm	true	2:43 am	10 minutes	
number 19, 4:03 am	false			
number 19, 4:04 am	false			
Avg. Purchase Date		Avg. Scan Time	Avg. Quantity	
number 18, 6:47 pm		12:54 pm	1	

Event Name

ample event

Photo



Video (if available)

Artist

Raghsidad

Duration

Rated

Performances

Performances

Date

16 July, 2014

July 2014				
Sun	Mon	Tue	Wed	Thu
29	30	1	2	3
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24

MANAGE

Add and edit events, artists, and venues with ease. Add all pertinent information through text fields, drop-downs, and date helpers, no coding knowledge required

Users

2	ewana91@hotmail.com	Staff	Update
		Admin	Noveml
4	megpitcher2001@yahoo.com		Update
			Noveml
5	wylie.bott@gmail.com	Staff	Update

YOUR CREW

Grant permission to your staff to add, edit, or delete events and venues, or purchase and remove tickets for patrons

ONE MORE THING

Did we mention that the entire site is responsive?



This cutting-edge technology makes a perfect match with a cutting-edge arts festival, and it's ready to rock today. Contact Tim Shedor at tshedor@gmail.com or Dr. Geana to take the next step in Fringe history.

Citations and References

1. Attribution: Skyline in billboard ad adapted from original photo by Thomas Long from Wikimedia Commons
2. Attribution: Galaxy Nexus PSD Templates by slaveoffear from Deviant Art
3. Attribution: A list of MIT, GPL, and CC licensed web technologies used for the website and app can be found at <http://fringe.timshedor.com/license.txt> and <http://fringe.timshedor.com/humans.txt>

END

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