

CLIENT	WONDR Experience
DATE BRIEFING	4th of December
DEADLINE	19th of December

BACKGROUND & BRAND STRATEGY

WONDR Experience is an immersive experience that focuses on bringing play and joy to adults' lives. WONDR is located in Amsterdam Noord and was designed in collaboration with local artists and designers. WONDR aims to open up a world of color and sensation in a journey that invites visitors to play, share and explore. Intensely visual and highly interactive, our artistic playground offers 1200m² of fun, with 15 multi-sensorial installations and design environments that are bound to fuel visitor's imaginations in the blink of an eye.

The company went viral with its launch in September after a successful media/pr campaign including the unveiling of the spaces and participation of local influencers. Nearly 3 months and 20.000 visitors later the company now faces different challenges to keep growing and build reliability in the market. Currently, nearly 30% of visitors are tourists, a number that should increase to 50% in the future. In terms of audience, we would like to keep a 50/50 balance between Dutch visitors and tourists. The company first communicated its launch as a 6-month pop-up, but has already decided to extend its stay in Amsterdam to 2 years. To stay relevant, WONDR will keep creating new experiences and installations for visitors.

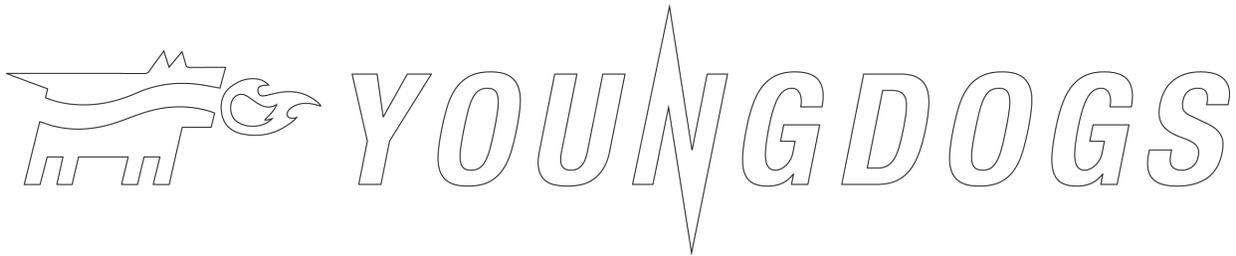
INSIGHT

- 3 out of 4 Millennials would rather spend their money on a desirable experience than a desirable object.
- Experiences help shape identity & create life-long memories.
- 8 in 10 Millennials say some of their best memories are from an event or live experience they attended or participated in.

We have created a fun and sharable experience for this target audience. All installations are multi-sensorial and made to be touched/played with. Installations are created in collaboration with young, local artists and meant to be exhibited temporarily (3-6 months).

THE PROBLEM/CHALLENGE

WONDR was labeled by media an Instagram Museum, but the company wants to focus more into the "play factor" of the experience, in order to attract all sorts of people and mostly adults (not only 13 year old girls). WONDR wants to position itself as an "experience-first brand" so that it can always evolve to other experiential formats of exhibitions once the "instagram trend"



dies. The company faces a challenge to communicate what it does (multi-sensorial installations, artist collaborations, activities like karaoke & silent disco) in an effective way that makes the consumer see WONDR as more than the instagrammability of its spaces.

KEY MESSAGE

WONDR is about the play, the fun and THE EXPERIENCE. Experience first, instagrammability second.

OBJECTIVE/ASSIGNMENT

Come up with a new campaign where we focus on the experience and the feeling people have at WONDR. You are invited to think of campaign that fits the brand's vision and pillars (joy, fun, touch, play). The campaign **MUST** raise awareness (NL/BE/DE) and boost ticket sales.

TARGET AUDIENCE

Main target

Women 18-34

Living in: big cities and metropolitan areas

Status: single or in relationship - no kids

Education: college/university graduate Income: middle

Characteristics: social, engaged, positive, active, online-native

Interests: art & culture, entertainment, social media, photos & videos, travel

Leisure activities: watch series, going out / party, dinner with friends.

Places: (Instagramable) hotspots (cafes and restaurants), festivals, clubs & bars,

Sub-target

Tourists women 18-34 Living in: big cities and metropolitan areas

Status: single or in relationship - no kids

Education: college/university graduate Income: middle

Characteristics: social, engaged, positive, active, online-native

Interests: art & culture, entertainment, social media, photos & videos, travel

Leisure activities: watch series, going out / party, dinner with friends.

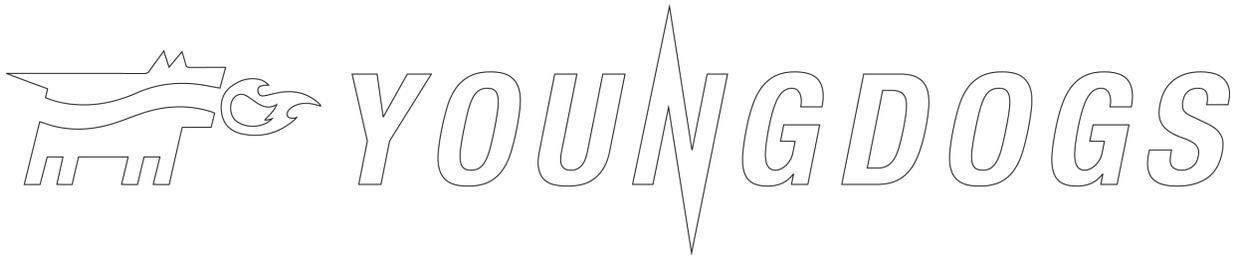
Places: (Instagramable) hotspots (cafes and restaurants), festivals, clubs & bars,

Travel purposes: City trips for fun, exploring Amsterdam.

EXPECTED DELIVERABLES

A 360 campaign which fits a big-idea / new proposition for WONDR. Within your concept and execution please add:

1. Execution that is social approachable (instagram is our biggest reach platform)
2. Deliverables:



- Big Idea
- Print/Video concept translation
- Guerrilla / activations

3. Bonus: If you have a great idea for a new experiential space within WONDR, the company will choose it and produce it together with you (have your name on the wall!)

BUDGET

Production + Media budget of 30k

PLANNING

- 04.12.2019 – Briefing
- 19.12.2019 – Judging from 15.00
- 19.12.2019 – Announce winners from 19.30

ADDITIONAL INFORMATION

Mission: Our mission is to inspire a feeling of wonder in as many people as possible, creating human connection while sparking, curiosity, imagination and joy. We do this by immersing our visitors in one-of-a-kind experiences and innovative environments that blur the lines between art, design and technology.

Core Values:

Believe everything is possible. Ignite Wonder. Unlock creativity.

POSITIVITY

Lift up the spirits. Create joy. Celebrate self-expression.

INCLUSIVITY

Create spaces of belonging. Foster a sense of community.

IMMERSION

Offer an alternate world. Leave reality behind. Enable escapism.

CO-CREATION Harness the power of collaboration. Connect between disciplines. Empower young talent.

KEEP IN MIND:

- If you win, you have to be at the result night to collect your Cannes tickets!
- Are you older than 30? Then you can't come to Cannes (that's in human years, not dog years).
- Don't put your name on your presentation (we don't want you to think we're biased ;)
- Upload your work via your profile on Jongehonden.nl