

B THE BATTERY ATLANTA



The Battery Bar Crawl

THE FUTURE OF ENTERTAINMENT

KATIE CLARKE // CAITLIN HOLT

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Phase 1 - Research

Background

2 million square-foot mixed-use development, home to the Atlanta Braves' Truist Park and the Coca Cola Roxy concert hall

ABOUT

South's preeminent lifestyle destination, and to offer an unprecedented entertainment experience 365 days a year.

VISION

The Battery Atlanta is home to unique boutique retailers such as Baseballism, South End Trading Company, and Pepper Boxing.

SHOPS

Offers fun, chef-driven dining experiences at restaurants such as Yard House, Punch Bowl Social, and Cru Wine Bar.

RESTAURANTS

Known for being popular among sports-loving guys and woman who love to go out with their friends for shopping and dining.

CULTURE

Similar mixed-use developments in the Atlanta area, Ponce City Market, the Shops at Buckhead, and the Shops at Colony Square.

COMPETITION

SWOT Analysis

- Unique shops and restaurants that can be found only at that location.
- Home to several high-end apartment and office complexes.
- Very safe location.

STRENGTHS

- Newer facilities compared to some of the competitors, sparking interest among Atlanta locals.
- Home to The Coca Cola Roxy and Truist Park, bringing crowds of people to events.

OPPORTUNITIES

- 25-30 minutes away from downtown Atlanta without traffic.
- Parking is not free.
- Traffic and parking is busy and difficult on game and event days.

WEAKNESSES

- Other mixed-use facilities in Atlanta such as Avalon and Ponce City Market.
- COVID-19 draws people away from visiting public entertainment venues.

THREATS



Phase 2 - Demographic

Target Market

- Progressive - Experiential
- Digital Natives - Confident - High Expectations
- Tech Savvy - Ambitious

MILENIALS // GEN Z



William Jackson

AGE - 31. OCCUPATION - Sales Manager. SALARY - \$75k/yr. RELATIONSHIP - Engaged to girlfriend of 3 years.

William Jackson - Persona



- Family orientated
- Move up the property ladder
- Committed Braves fan
- Looking for company promotion
- Health conscious
- Charity driven

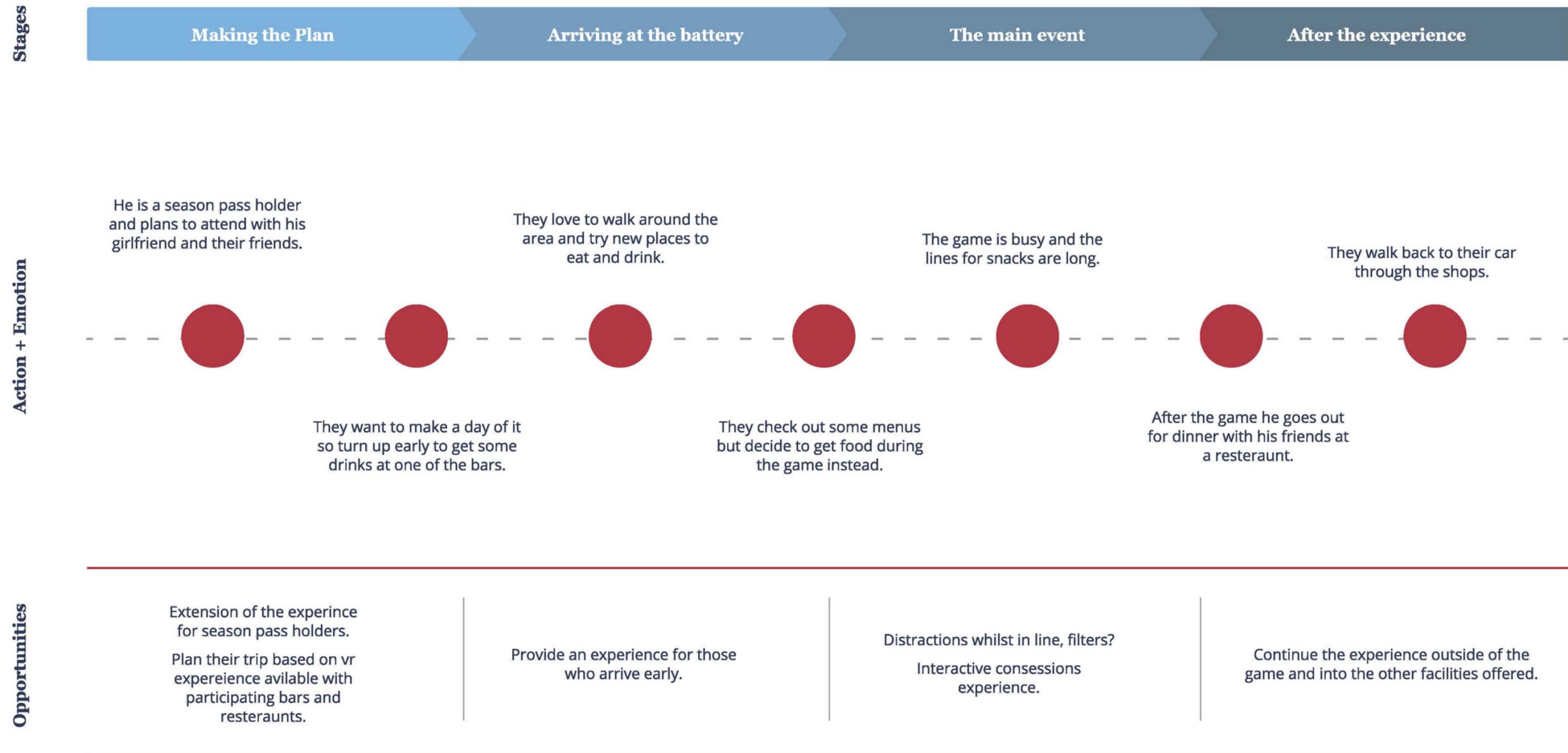
GOALS // MOTIVATIONS

- Snapchat
- PlayStation
- REI
- The Home Depot
- Amazon

BRANDS



William Jackson - User Journey





Kaylee Littleton

AGE - 22. OCCUPATION - Marketing student. SALARY - \$20k/yr. RELATIONSHIP - Single

Kaylee Littleton - Persona



- Meeting new people and being social
- Hardworking
- Wants to graduate and pay for parents future
- High up position at work or own her own company
- Excited about new technology

GOALS // MOTIVATIONS

- Instagram
- TikTok
- Apple
- Target
- White Claw

BRANDS

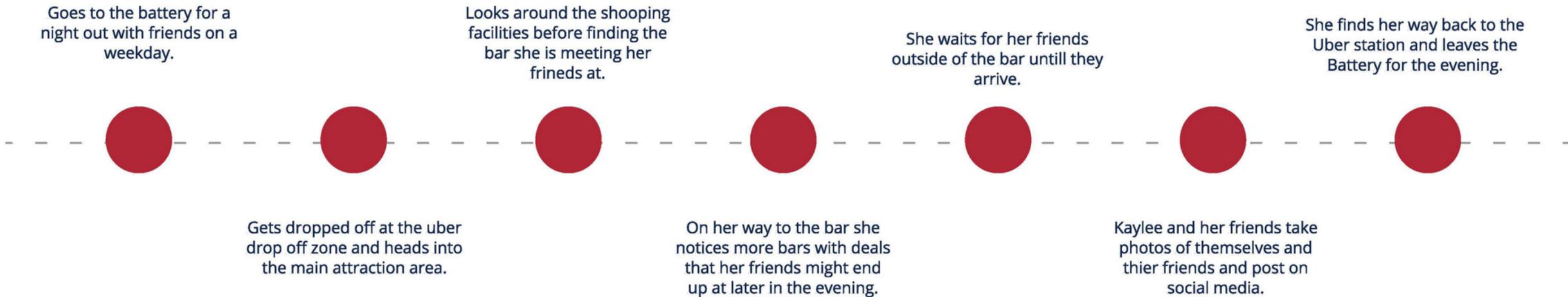


Kaylee Littleton - User Journey

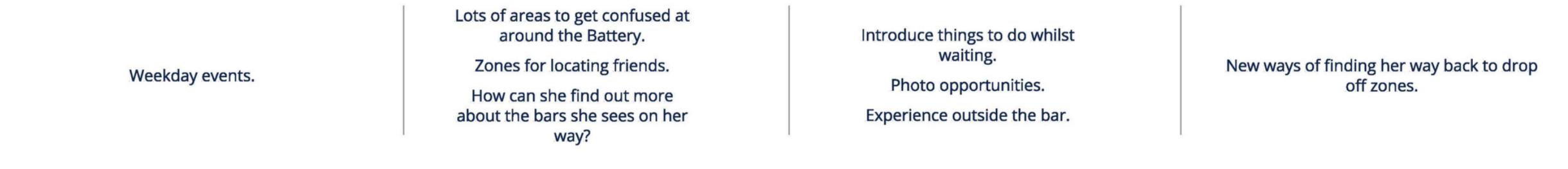
Stages

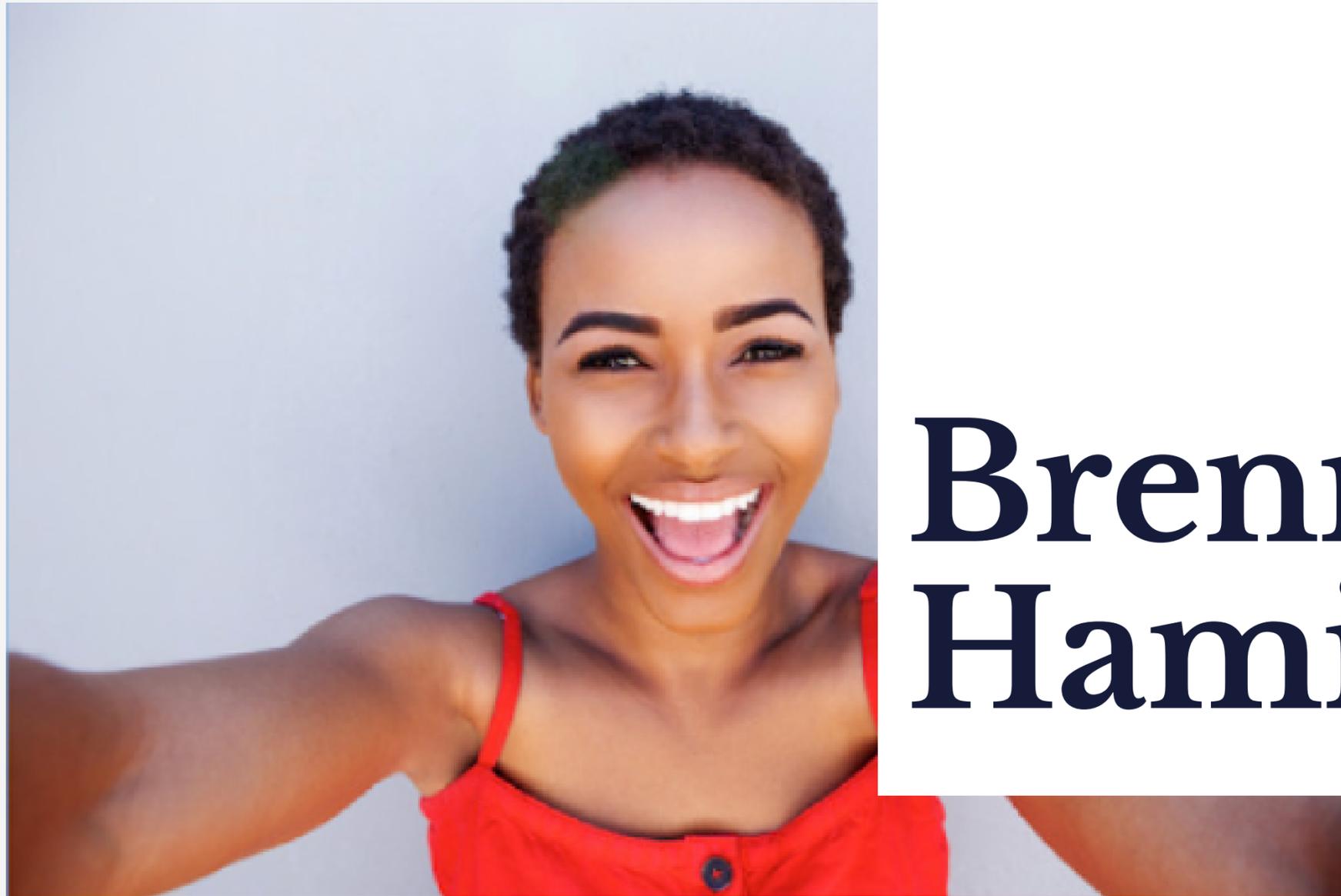


Action + Emotion



Opportunities





Brenna Hamilton

AGE - 31. OCCUPATION - Sales Manager. SALARY - \$75k/yr. RELATIONSHIP - Engaged to girlfriend of 3 years.

Brenna Hamilton - Persona



- Socially conscious
- Regularly goes out for fun
- Career driven
- Fund herself for travel
- Healthy lifestyle
- Wants to be a homeowner
- Go back to school

GOALS // MOTIVATIONS

- Gucci
- Delta
- Twitter
- Whole Foods
- Google

BRANDS

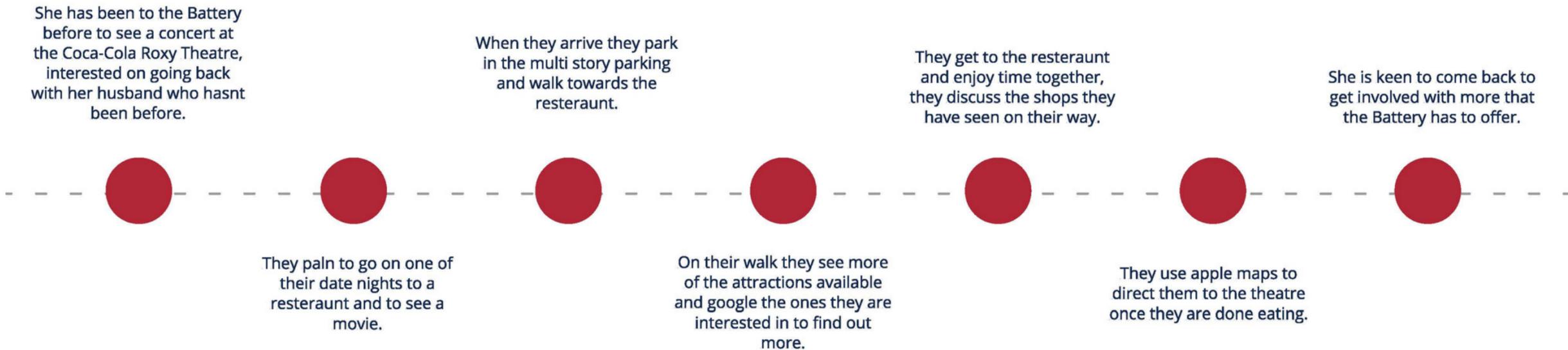


Brenna Hamilton - User Journey

Stages



Action + Emotion



Opportunities



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Phase 3 - Final Concept

The Battery Bar Crawl

- Digitally interactive Bar/Restaurant crawl.
- Digital map of The Battery that shows each stop on the crawl, and will be able to access a 3D, AR map of The Battery created with Adobe Aero.
- Users will be able to access special AR and projection mapping features outside of each restaurant/bar.
- Bar/Restraunt specific AR face filters built with Spark AR and Adobe Aero.

User Flow

1 Users hear about the AR Battery Bar Crawl experience.

2 Users purchase tickets to the event and arrive at their scheduled time.

3 Experience begins upon arrival, features accessed through phone cameras and Battery website.

4 Filters are available through scanning codes planted within special drinks. The filter relates directly to the drink they order at each bar.

5 Projection mapping features will also be available, and users will be able to access unique mapping experiences.

6 Users can save the map to their phones and re-access the experience whilst at home to use and save filters.

Mood Board





Phase 4 - Project Plan



Components

Finalize the iteration of our game engine campaign component by February 11th, once approved creation of assets will begin on February 12th. Our video presentation storyboard will be completed by February 11th, and we will start putting footage together on February 12th.

CREATION

We plan to release each portion of this campaign for user testing one finalized. Because the AR filter prototypes are nearly finalized, we can start releasing these now.

RELEASE

We plan to start user testing for our AR filters immediately, and plan to start user testing for the game engine component as soon as the prototype is finalized. It is our goal to complete 5-10 full-scale user tests for each component, and to record each test via ZOOM.

USER TESTING

Once user testing is finalized, we plan to condense the best of this information into 3-5 case studies to be able to share with a representative from the Battery.

CASE STUDIES

Timeline



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Phase 5 - The Experience

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Punch Bowl Social



Concept Video Component

The Battery Bar Crawl is an immersive entertainment experience, the concept video is designed to captivate the target audience and prompt them to want to know more about what the experience entails with the motion graphics title sequence. The concept video then dives into the details of the experience and give the audience a taste of what The Battery Bar Crawl is all about.

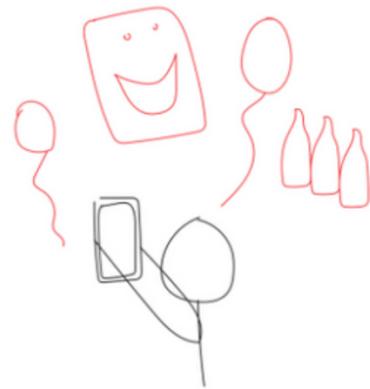
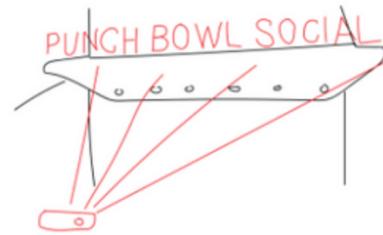
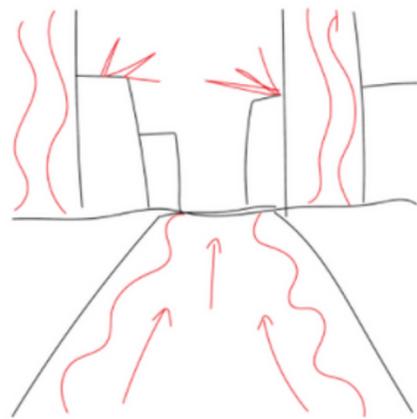
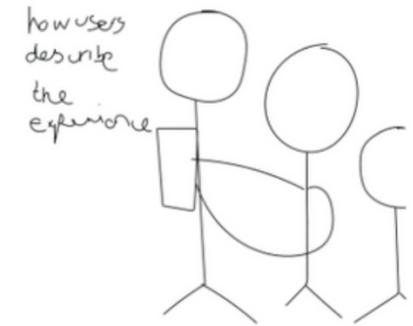
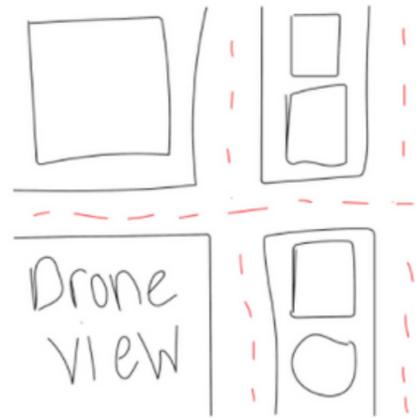
- Title Sequence Storyboard
 - Title Sequence
 - Full Storyboard
 - Concept Video

Title Sequence



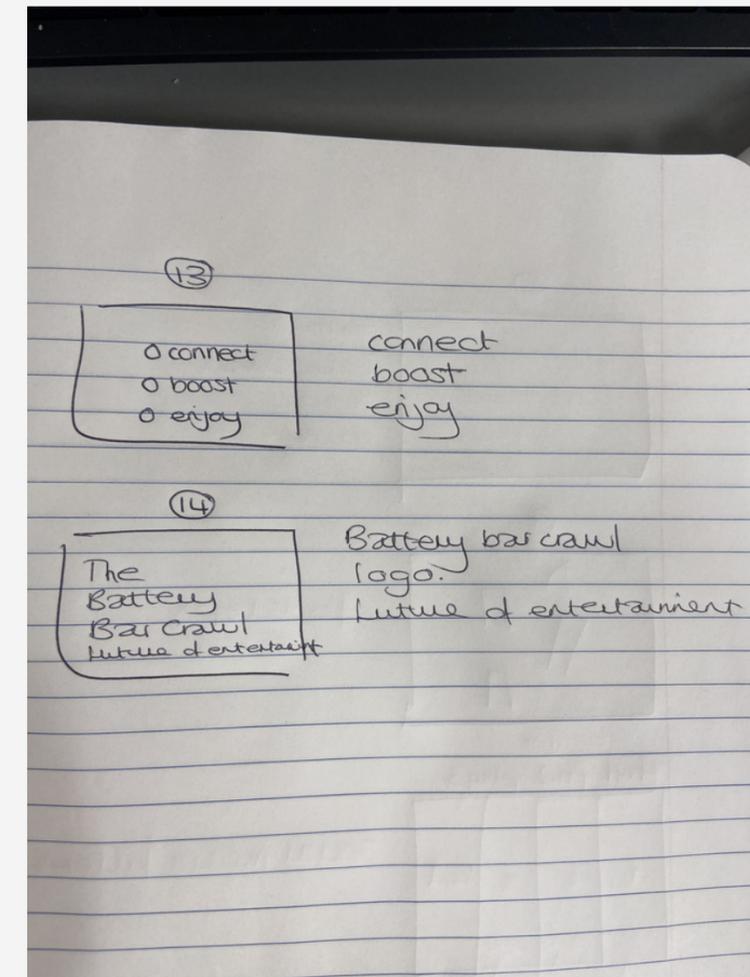
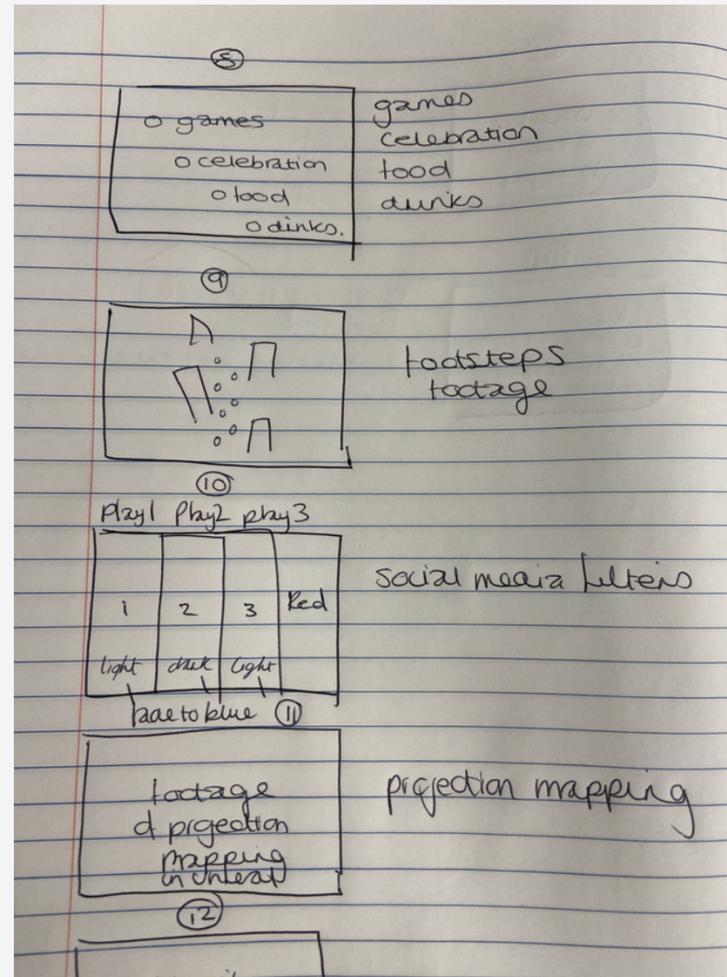
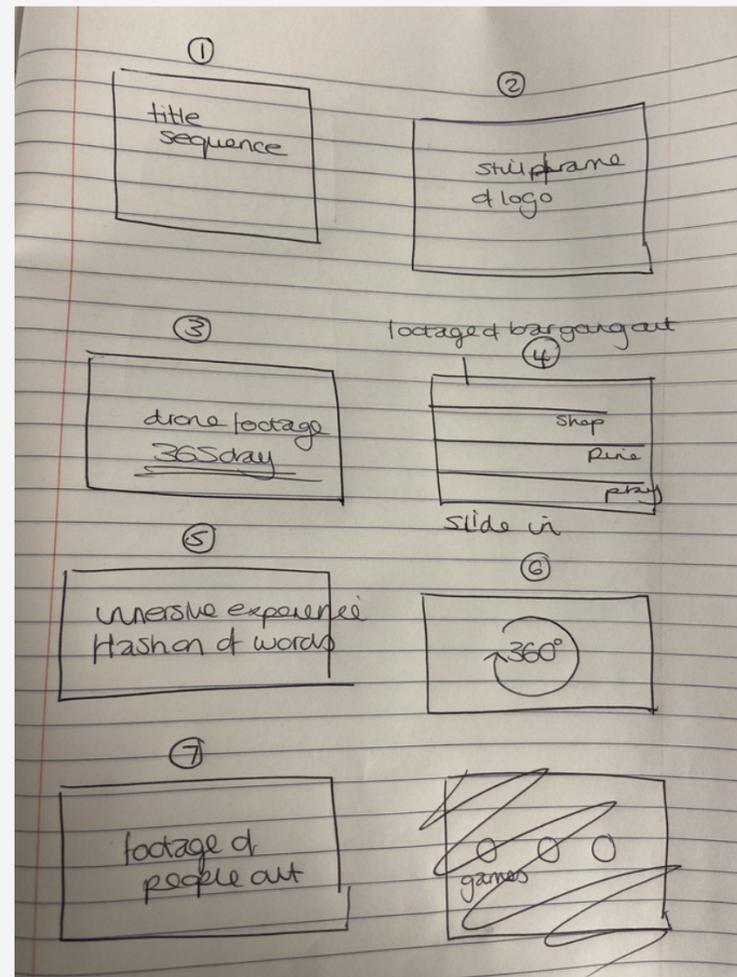
Full Storyboard

The Battery Bar Crawl



Reason 1 Reason 2 Reason 3

Revised Storyboard



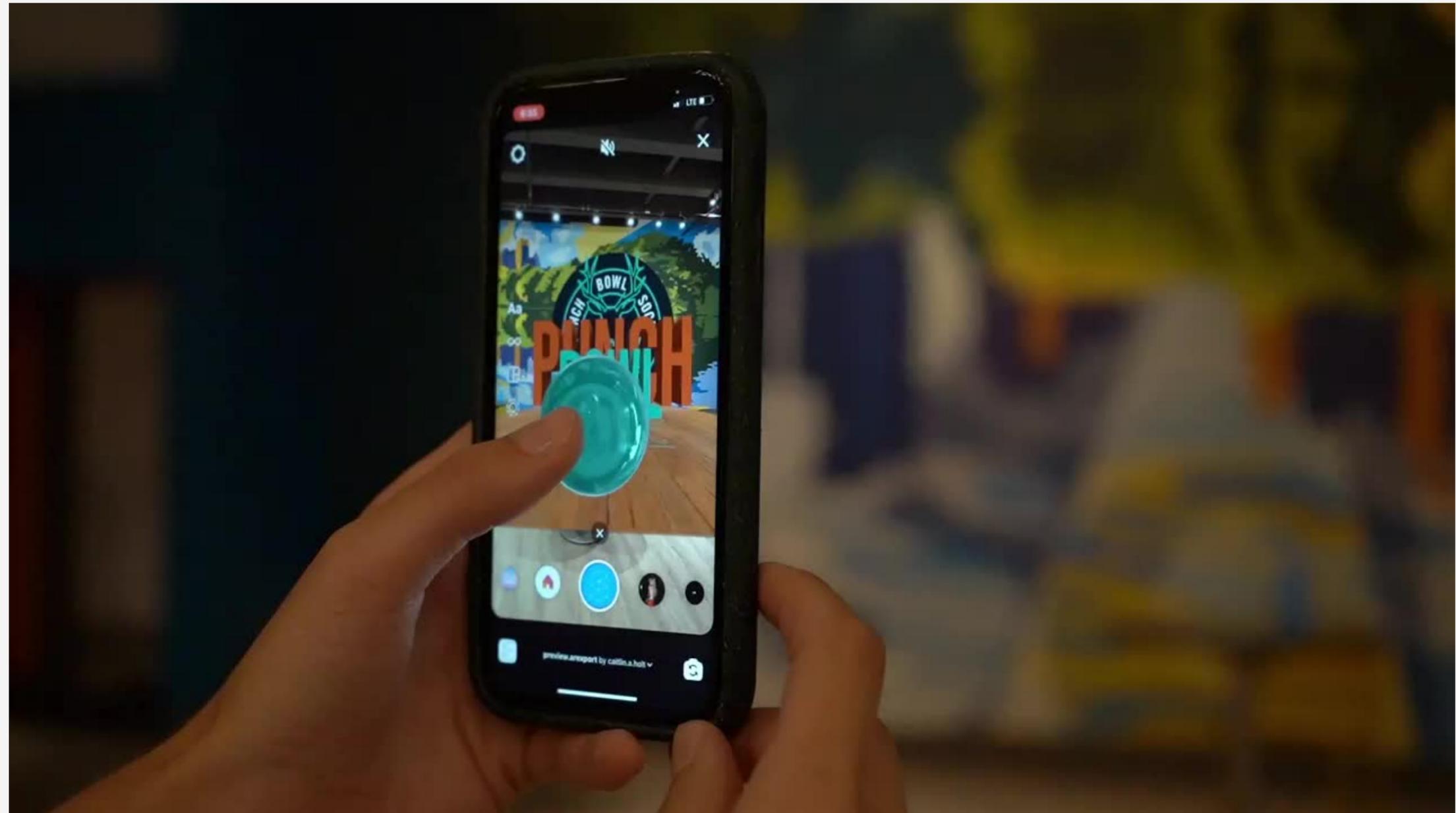
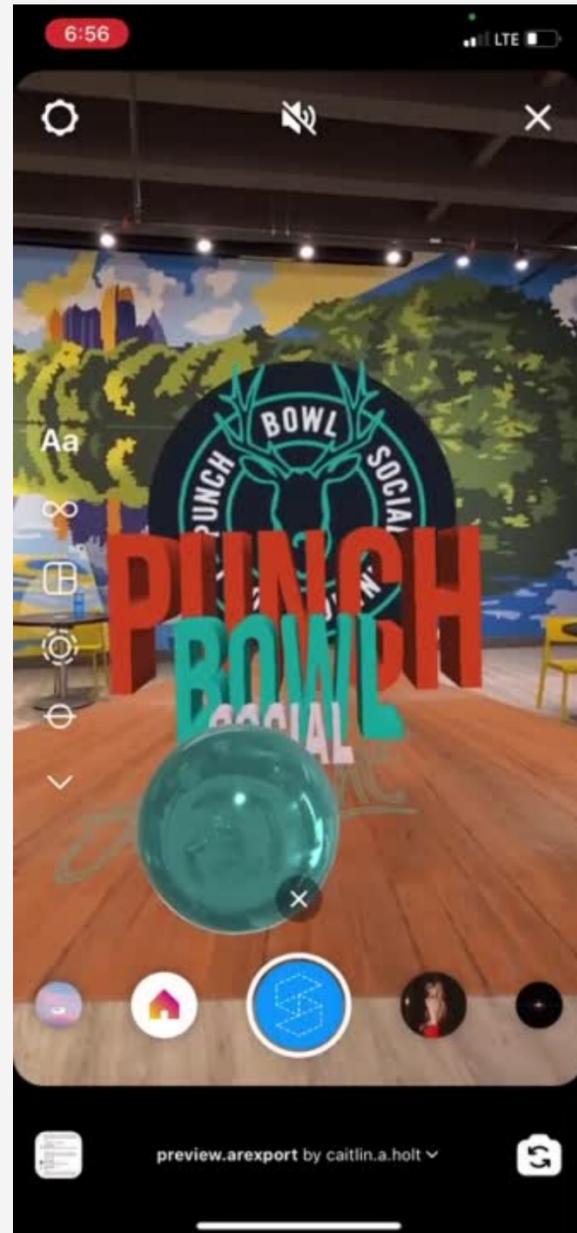
Concept Video

AR Omnichannel Component

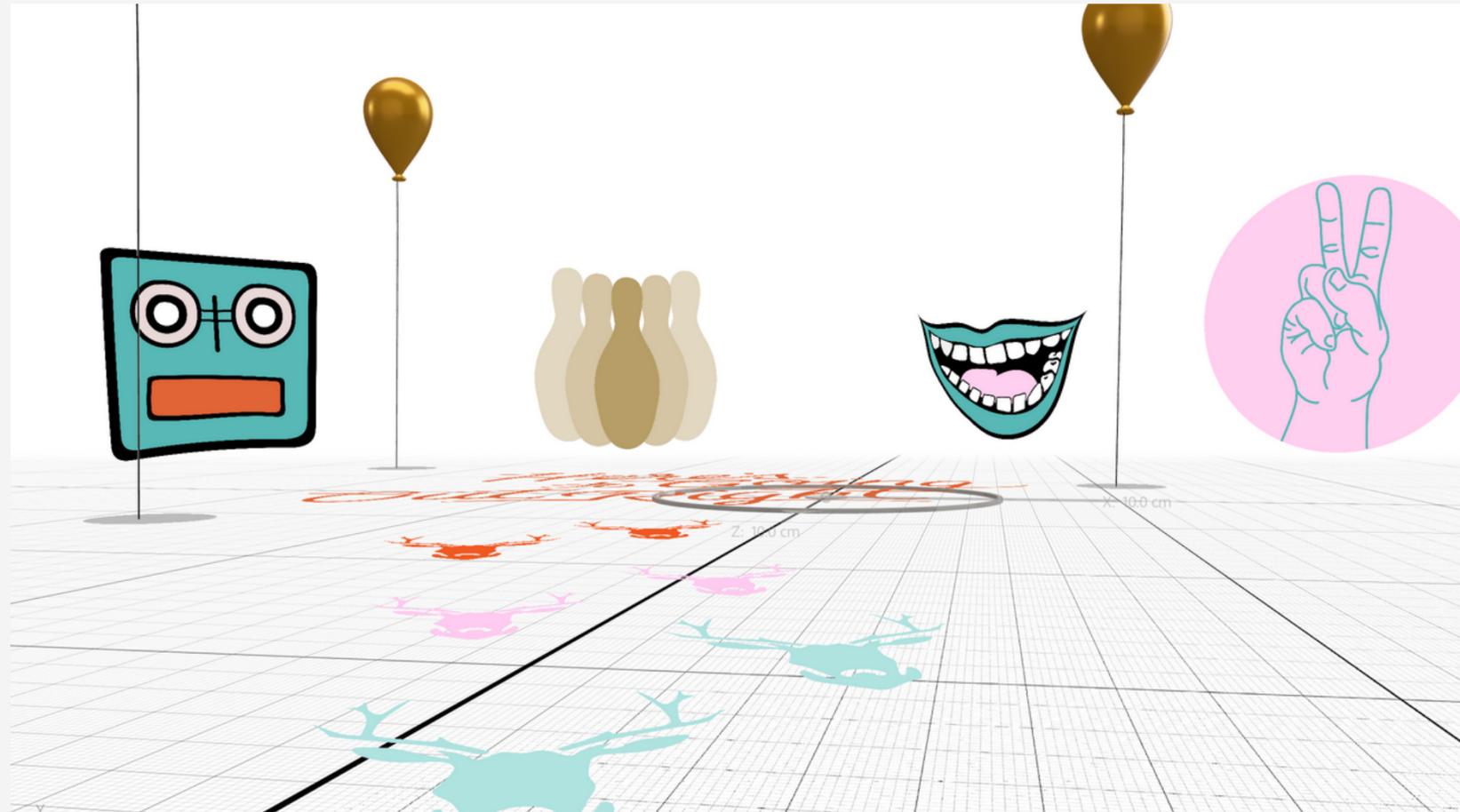
The campaign will provide customers with a fully-integrated experience. They will be able to access location specific filters and games that will connect to their phones and be picked up using geo-location tags. Users will be able to save filters once they enter the bars and have access up till their point of departure. Users will be able to share their experience using filters on Snapchat, Instagram and TikTok.

- AR Bowling Filter
- AR icons
- AR Sticker Filter

AR Bowling Filter



AR Icons



AR Sticker Filter

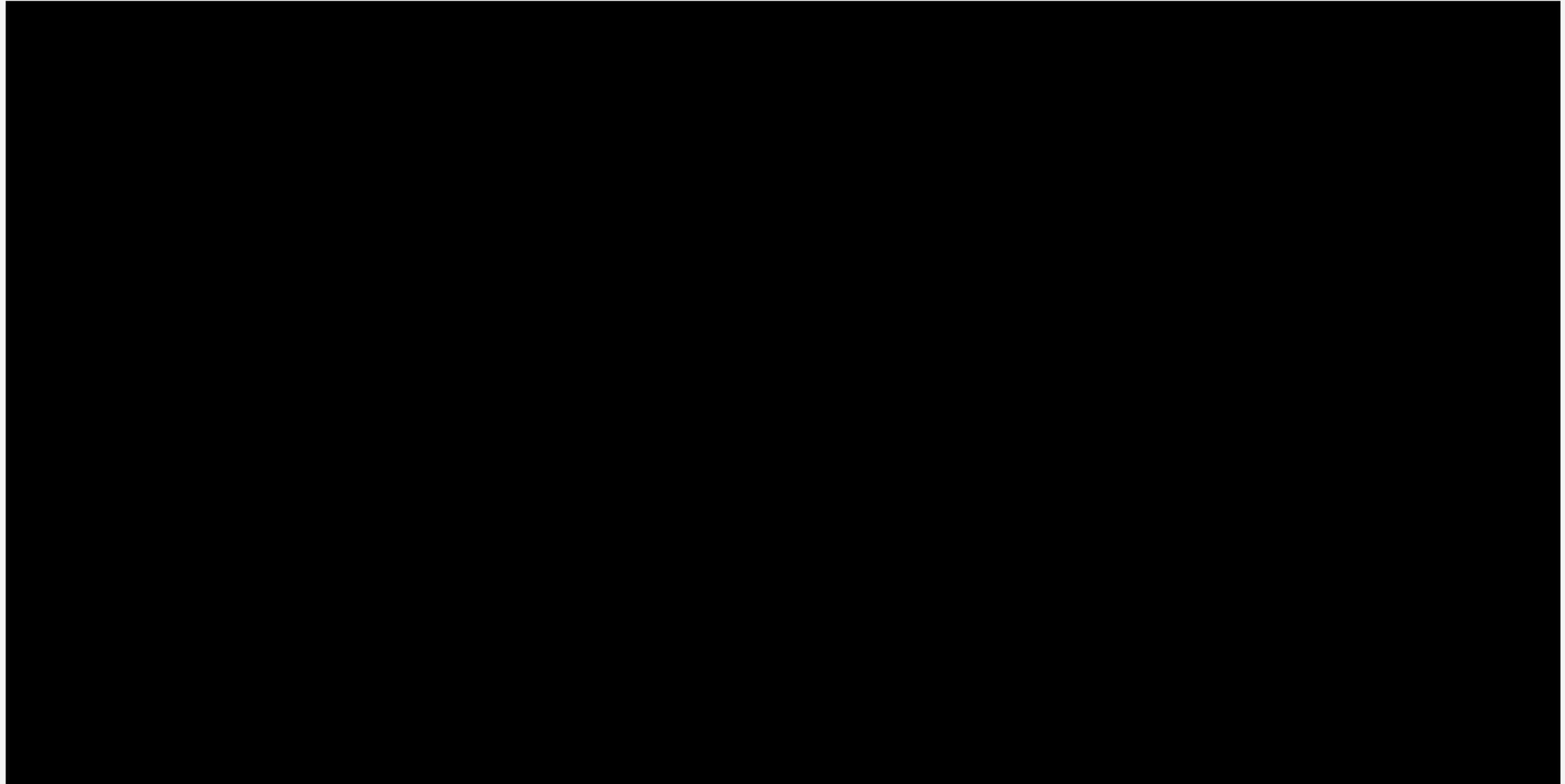


Game Engine Omnichannel Component

Whilst on the Battery Bar Crawl Journey users will be exposed to projection mapping sequences displayed on the buildings. This will fully immerse the user and create a strong brand experience by grabbing their attention and drawing them into the experience and the individual bars.

- Projection Mapping

Projection Mapping



Additional Components

Along with the campaign assets there will be a 3D Bar Crawl Map accessible to users to walk them through the experience and show them where to go next, not only does this provide users with an customized experience, it also means that traffic can be monitored and influenced to reduce congestion and wait times. The map and Battery Bar Crawl information will be accessed through the microsite.

- Bar Crawl Map
- Microsite

Bar Crawl Map



Microsite

Wix Site Settings Dev Mode Hire a Partner Help Save Preview Publish

Page: Checkpoints

THE BATTERY BAR
CRAWL EXPERINCE

Manage Menu Navigate

Horizontal Menu

Home Map Checkpoints Info Gallery Contact

Page

Barcrawl Checkpoints

Stop 1

Stop 1 | Punch Bowl Social

Size (px)
W: 638
H: 29

Position
X: 544
Y: 119

Show on All Pages

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**Thank
you**

KATIE CLARKE // CAITLIN HOLT