

The Corona Interactive Website

Project Brief – November 20, 2007

Cramer –Krasselt have requested an engagement with Big Spaceship to create and develop the interactive branch of the Corona brand experience online. Big Spaceship are looking to create an immersive interactive experience that will flow around the two primary objectives of the online experience.

These objectives will focus on a counterpoint between creating an interactive and immersive experience with the serene Corona beach found in the print and television campaigns, and alternately a place to experience Corona's latest promotions and interactive social content.

The website will provide a rich user experience for visitors looking simply to relax online with the Corona brand, and visitors who want to stay in touch with recent events, and view, download and connect with the clever content of media campaigns.

The Interactive Immersive Beach

This dynamic beach environment will encourage visitors to explore, without telling them to explore, through various interactive elements that will play with the witticism similar to those used in the print and TV campaigns, and bring other types of media into the environment, such as music.

Simply put, the beach interactivity will focus on informed simplicity.

Interactive Beach Vignettes

The initial focus of the beach will be to create 10 interactive “vignettes”, where visitors can explore the beach to uncover some of the more engaging witticisms found in the print and television ads, and others that will be unique to the site. The beach framework will allow for iterative deployments of the vignettes, so that over time we can add and remove vignettes as needed, to reflect the current advertising campaign media.

Interactive Beach Message Creator

The other primary feature of the beach will be the ability for visitors to draw pictures or messages in the sand.

Once the visitor has completed their message or drawing, they can then select to send to a friend or reveal an embed code, to be used to embed the creation into a 3rd party sites.

If they choose to send to a friend, they will have the option to enter a friends email address, which will then initiate an email with a trackback link that will allow the receiver to view the message online.

When the friend returns to the Corona site to view the message, they will be given the opportunity to create and send their own message, as well as the ability to reveal the embed code of the viewed message.

Promotion and Social Content Interface

With the plethora of video and graphic content created from the print and television campaigns, and the need to promote various partners, partnerships, events and competitions, we are looking to create a natural feeling counterpoint to the beach that will allow all of the available media, media interfaces, and promotional content, to be displayed in one place.

This area will focus on the functional aspect of the site, as opposed to the immersive experiential, but the aesthetic will not stray far away or feel too foreign to visitors of the immersive beach.

The initial focus will be on the following components, but will be modular in design, so that it can host various other components in the future, as they are developed. Visitors could also be able to play with various beach settings here as well, to fine to their experience, select their favorite beer brand, and possibly arrange the components to their liking (no reg required, cookie based save only at launch).

- A **Featured Promos** component, to host and rotate thru the various Corona promotions and events.
- A **Wide Screen Video Player** component to select and view the advertising spots (pixel ratio tbd, but will likely be 16:9 HD aspect ratio), with the options to download and/or embed the video in an external video player shell, as well as view full screen.
- An **Image Viewer** component to select and view images from the print advertising campaign, with the option to download the images.
- The **FineTune Music Player** component or re-skin (will require further research), that will allow users to select and play a Corona playlist. (We can suggest an alternate that has the same size and style music catalog, but CK have requested this player due to the cost per song, and the expansive catalog).
- A **Standard Video Player** component to select and view “behind the scenes” and other non-advertising video (with the ability to select a given spot) (pixel ratio tbd, will likely be 3:4 aspect ratio), with the options to download and/or embed the video.
- **Wallpaper Viewer.** This could simply use the Image Viewer component.
- **Screen Saver Viewer.** This too could just display a thumbnail in the Image Viewer, and allow the viewer to download the file.

Content Management

As all of the content will need to be updated from time to time, we are reviewing several content management options to make this as easy yet robust as possible.