BY PAPAYA PROD.



RESET THE NOISE

PITCH DECK

CLIENT EXPERIENCE GAMIFICATION

INTRODUCTION

Rr Tt

Ee

Ee Ss

“In today’s world, music isn’t heard it’s experienced.”

-Gouache probably

RESET

- A gamified music launch experience for Vanetty
- Play. Reveal.Pre-save.

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MUSIC IS NO LONGER ONLY LISTENED TO.

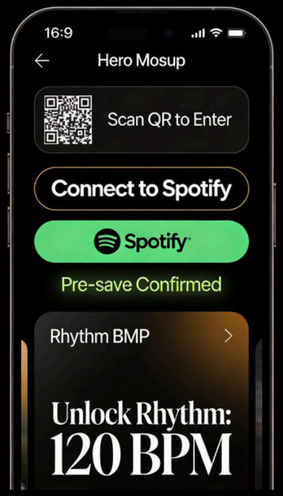
It is watched, shared, and experienced.

In a saturated content landscape, a release must create a moment, not just a drop.











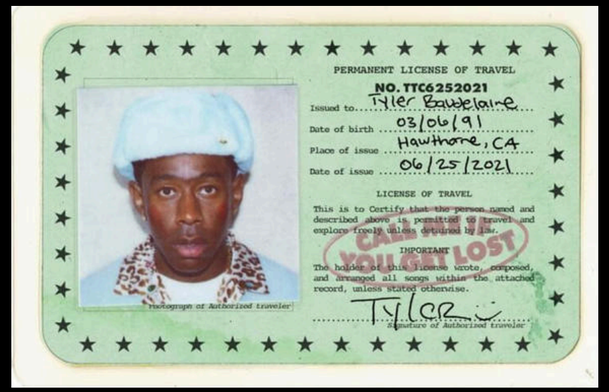




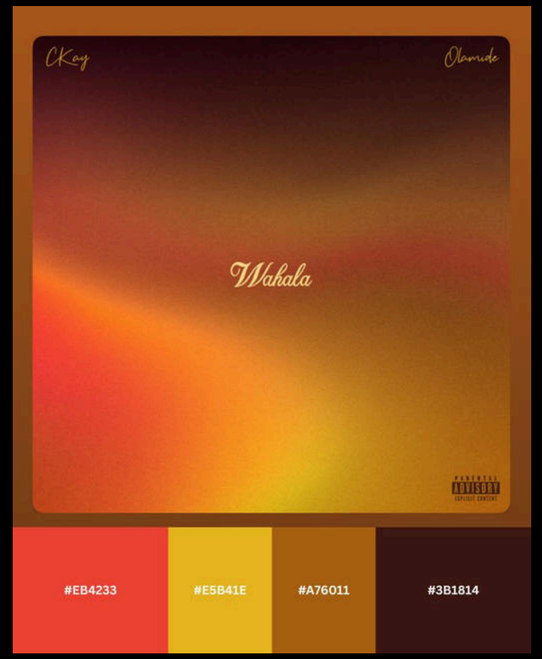
















MOODBOARD

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Press RESET.
Find your rhythm.

01

Step out of the noise by stopping at the box

02

Reconnect to the rhythm through the game

03

Rediscover music in a new way

STRATEGIC APPROACH

01

The **strongest campaigns** today are not only promotional.

02

They are **interactive, visual, and social.**

03

People engage more when they can **participate** in the story, not just consume it.

OBJECTIVES

DRIVE PRE-SAVES BEFORE RELEASE. INCREASE STREAMS AT LAUNCH.

REDIRECT AUDIENCE TOWARDS OUR SOCIAL MEDIAS.

GENERATE ORGANIC SHARING THROUGH AN IMMERSIVE EXPERIENCE.

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HOW CAN WE CREATE A MARKETING CAMPAIGN WITH A GAMIFIED APPROACH

THAT PROMOTES THE EP BEFORE AND DURING RELEASE,

WHILE STAYING MEMORABLE AND SHAREABLE?

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QR CODE LEADING TO THE EVENT WEBSITE

THE IDEA IS TO CREATE AN IMMERSIVE ACTIVATION IN PARIS AND CANNES BUILT AROUND:

A CUSTOM PHONE BOX INSTALLATION.

OUR IDEA

CONCEPT OVERVIEW

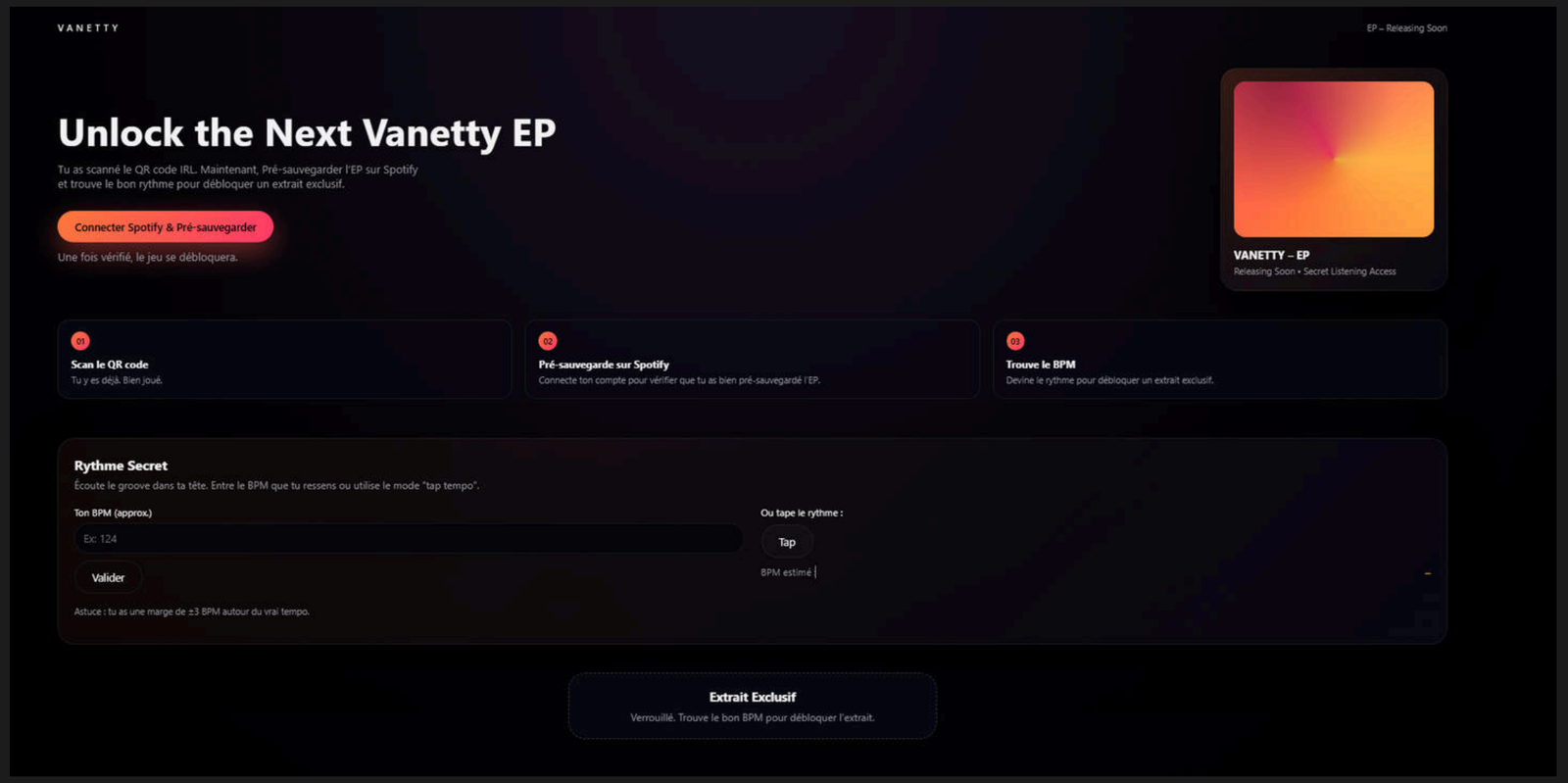
PAPAYA PROD.

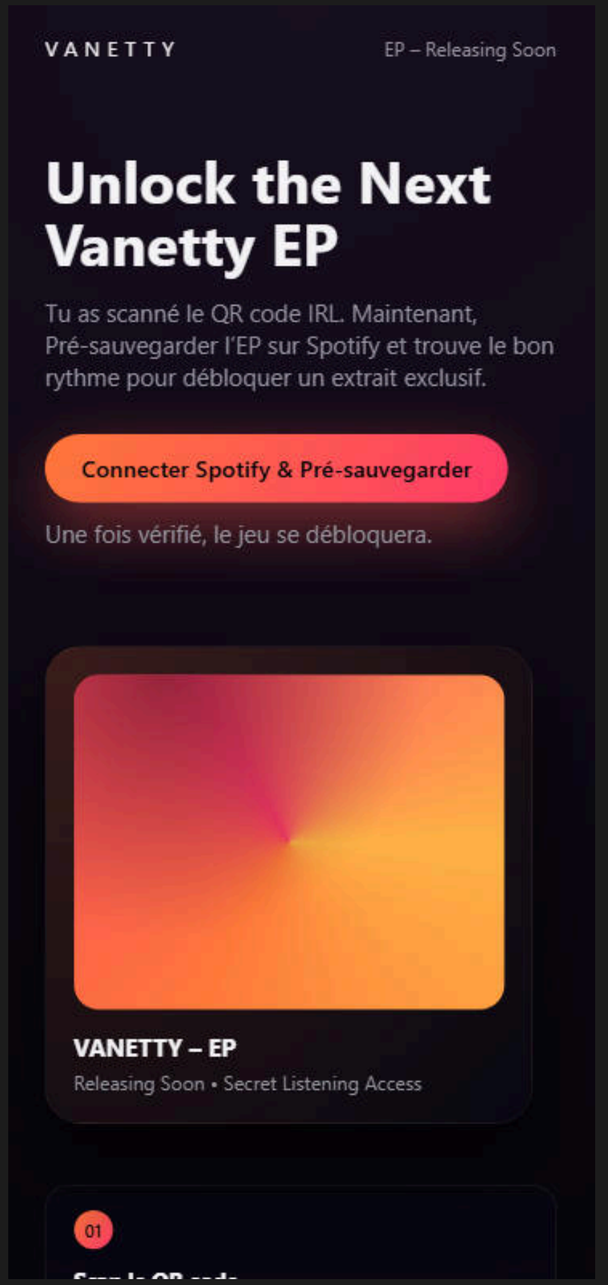
THE EXPERIENCE SHOULD BE:

1. FAST.
2. FUN TO PLAY.
3. EASY TO UNDERSTAND.



MECHANICS





QR CODE

WEBSITE

The user discovers the Phone box. / By scanning a QR code

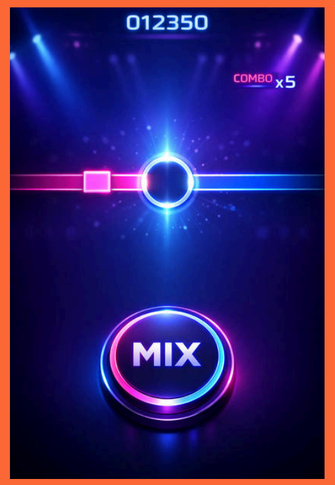
They enter a simple game based on rhythm, sound, or timing.

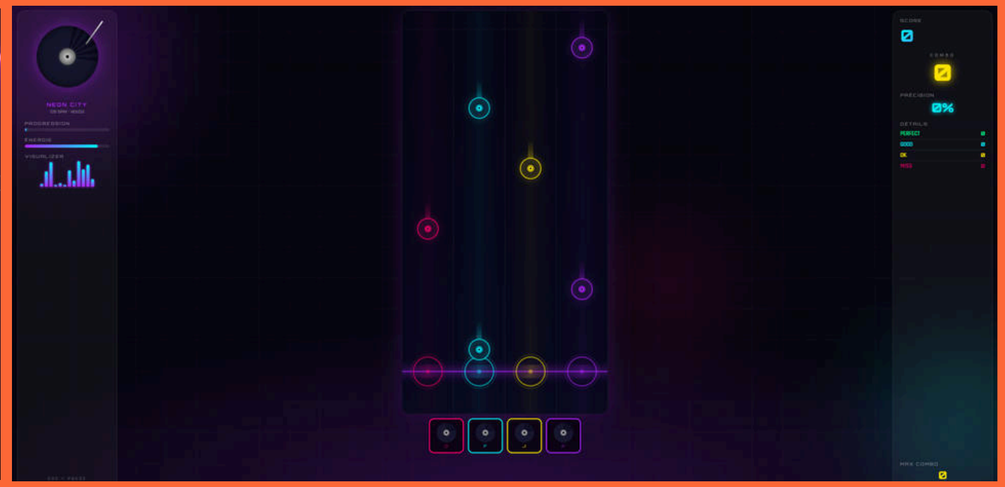
If they succeed, they unlock exclusive content. scans a QR code (or directly api) , and pre-saves the project.

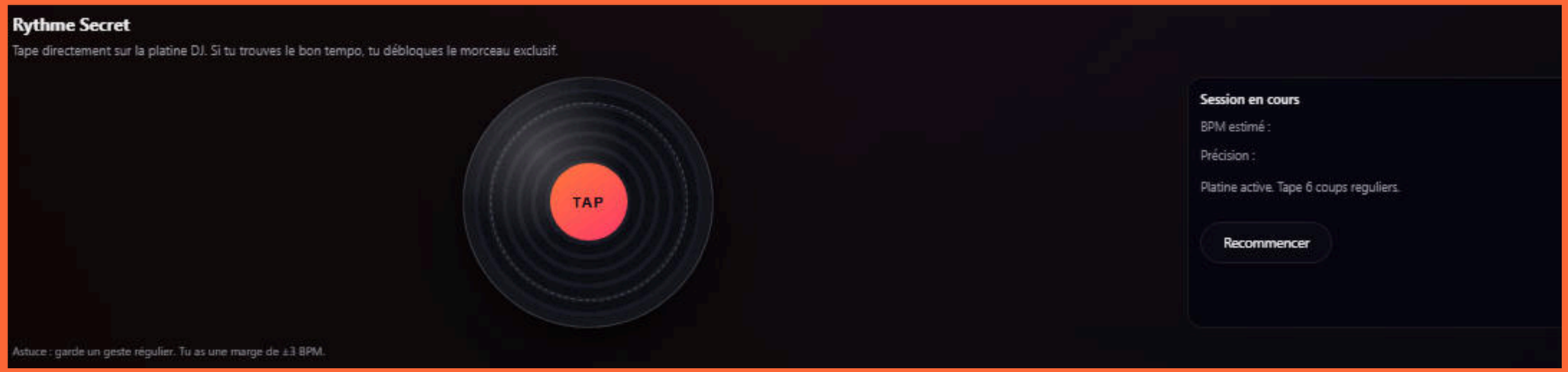
(invited to enter mail)Then the user gets rewarded (goodies /mosaic)

CONCEPT EXPLANATION

- PRESS THE BUTTON WHEN YOU'RE IN THE RHYTHM.
- SIMPLE AND EASY TO UNDERSTAND
- ACCESSIBLE TO EVERYONE







GAMIFICATION

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THE PHONE BOX BECOMES A PHYSICAL ACTIVATION IN A SYMBOLIC PARIS AND CANNES LOCATION.

IT ATTRACTS CURIOSITY, CREATES FOOT TRAFFIC, AND TURNS A PUBLIC PLACE INTO A BRANDED MUSIC EXPERIENCE.

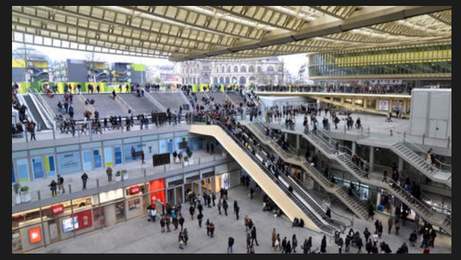
THE GOAL IS TO MAKE THE LAUNCH VISIBLE IN REAL LIFE.



VISUAL AND VERBAL BRAND ELEMENTS

PHYSICAL EVENT

PARIS





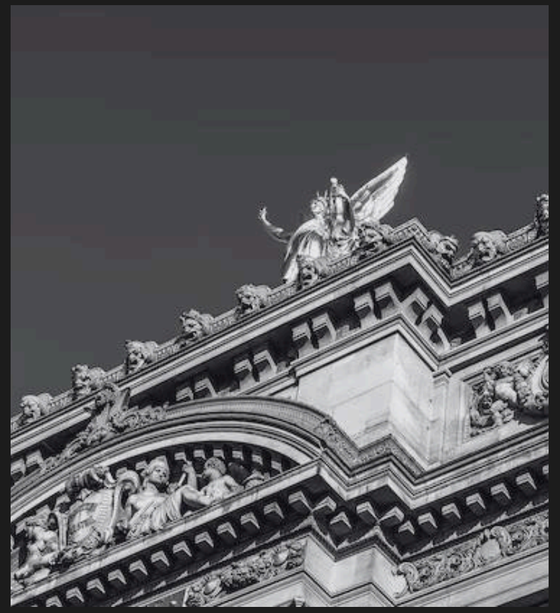




CANNES

EVENT EXPERIENCE

THE EVENT SHOULD FEEL LIKE:



A MYSTERY OBJECT IN THE CITY.



A SHORT PLAYABLE EXPERIENCE.



A SOCIAL MOMENT PEOPLE WANT TO FILM AND SHARE.

THIS MAKES THE CAMPAIGN FEEL MORE LIKE AN EVENT THAN AN AD.

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BOOTH CONCEPT



THE BOOTH

EXAMPLE OF STICKERS /GOODIES DESIGNS

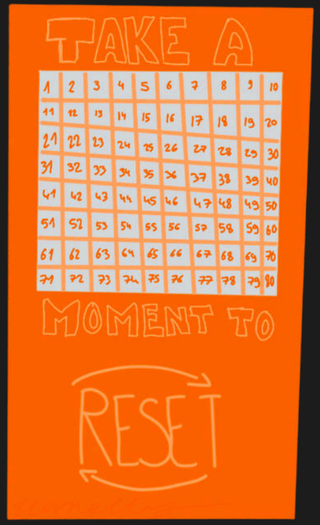


VANETTY

ALBUM COVER







SIDES OF THE BOOTH

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01 TEASING PHASE.

02 ONLINE LAUNCH

03 PHONE BOX LAUNCH IN PARIS AND CANNES

04 PEAK PARTICIPATION PERIOD

05 FINAL MOSAIC REVEAL

06 EP RELEASE AND STREAMING PUSH

KEY MOMENTS:

PLANNING

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BUDGET

TARGET BUDGET: 15K€ MAX.

MAIN COST AREAS:

- INSTALLATION AND DESIGN.
- DIGITAL EXPERIENCE.
- PRODUCTION AND STAFFING.
- CONTINGENCY BUFFER

• INSTALLATION AND DESIGN	€4.7K
• DIGITAL EXPERIENCE	€0.3K
• PRODUCTION AND STAFFING	€4.1K
• CONTINGENCY BUFFER	€0.8K

ESTIMATED TOTAL €9.9K

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ADVANTAGES

RE

VIRAL POTENTIAL

The installation is visually strong and naturally shareable, which encourages social media content and organic reach

SE

HIGH ENGAGEMENT

The audience is not passive. They interact, play, and contribute to the reveal, which makes the experience more memorable.

Tt

STRONG BRAND IMAGE

The campaign positions Vanetty as an artist with a creative, immersive, and modern universe.
It turns the EP launch into a cultural moment.

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THE ARTIST IS NOT ONLY HEARD.

HE IS EXPERIENCED.

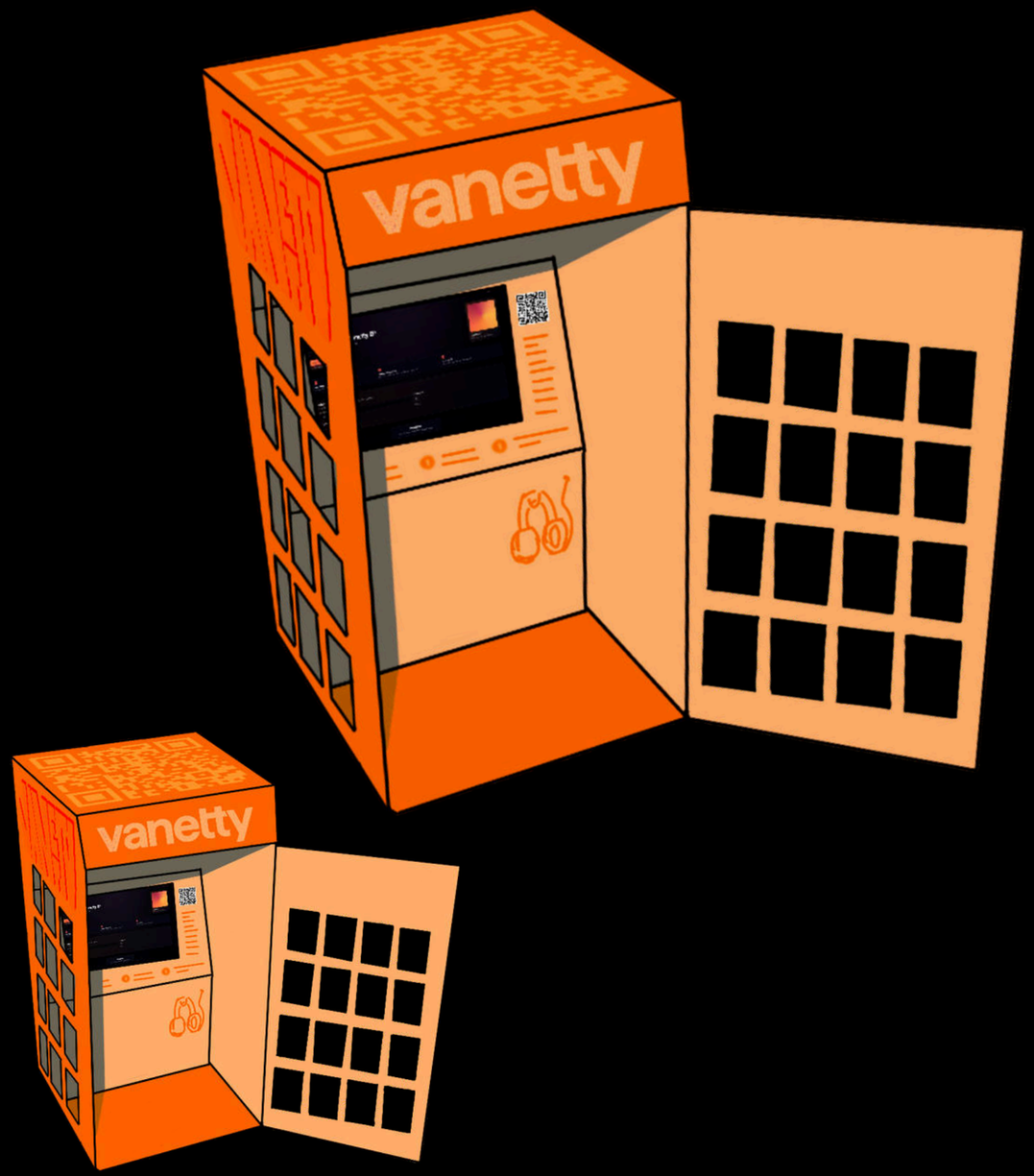
AND THE AUDIENCE DOES NOT JUST FOLLOW THE PROJECT

THEY BECOME PART OF IT.

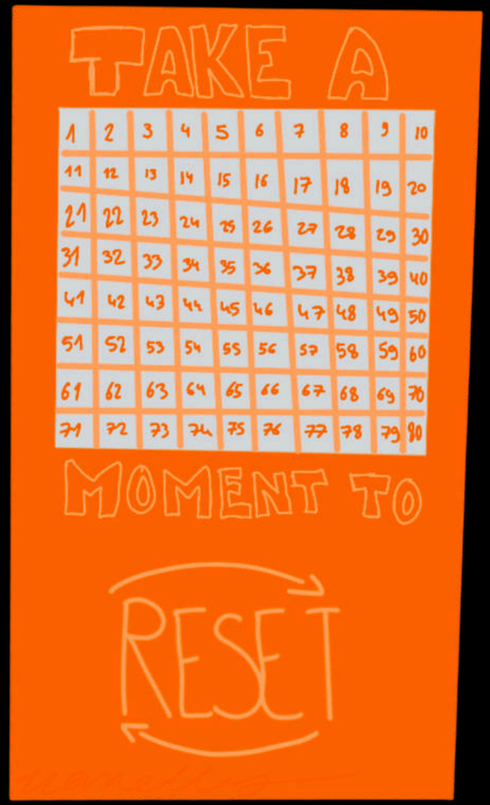
THANK YOU

ANY QUESTIONS ?

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vanetty
vanetty


#reset
vanetty


TAKE A
MOMENT TO
RESET