



Interactive Brand Experience Campaign

ADBR 255 | Project 4

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Meet the team



Amanda Kong
Junior UX/UI Major

Niki Campos-Tortosa
Junior GRDS Major



Aired the first time in 1997, South Park is an obvious favorite to many.



The story follows four elementary students around the town that is South Park.

Stan Marsh



Kyle Broffloski



Eric Cartman



Kenny McCormick





Most episodes are unique to its own but has ongoing stories and inside jokes from prior episodes. The humor is very "edgy" and mature.



Releasing late 2021/early 2022, South Park has been on a short hiatus.

Earlier this year and late 2020, two specials were released which gained over a million viewers when compared to the previous season

Doing a campaign for “boot up” would be very fitting especially when the show’s lifespan is coming close to an end.

Primary Target Audience



Male

Strong Followers of South Park



Jeremy, 17

High school student

Skates after school

Watches a lot of shows from CC

Only watches SP for new episodes

About to finish High school

Watches SP on illegal sites





James, 22

College student

College student studying sports

Watches SP on cable

Rewatches SP from time to time when drinking

SP is a no brainer when chilling with his friends

Owens the Adidas x South Park sneaker

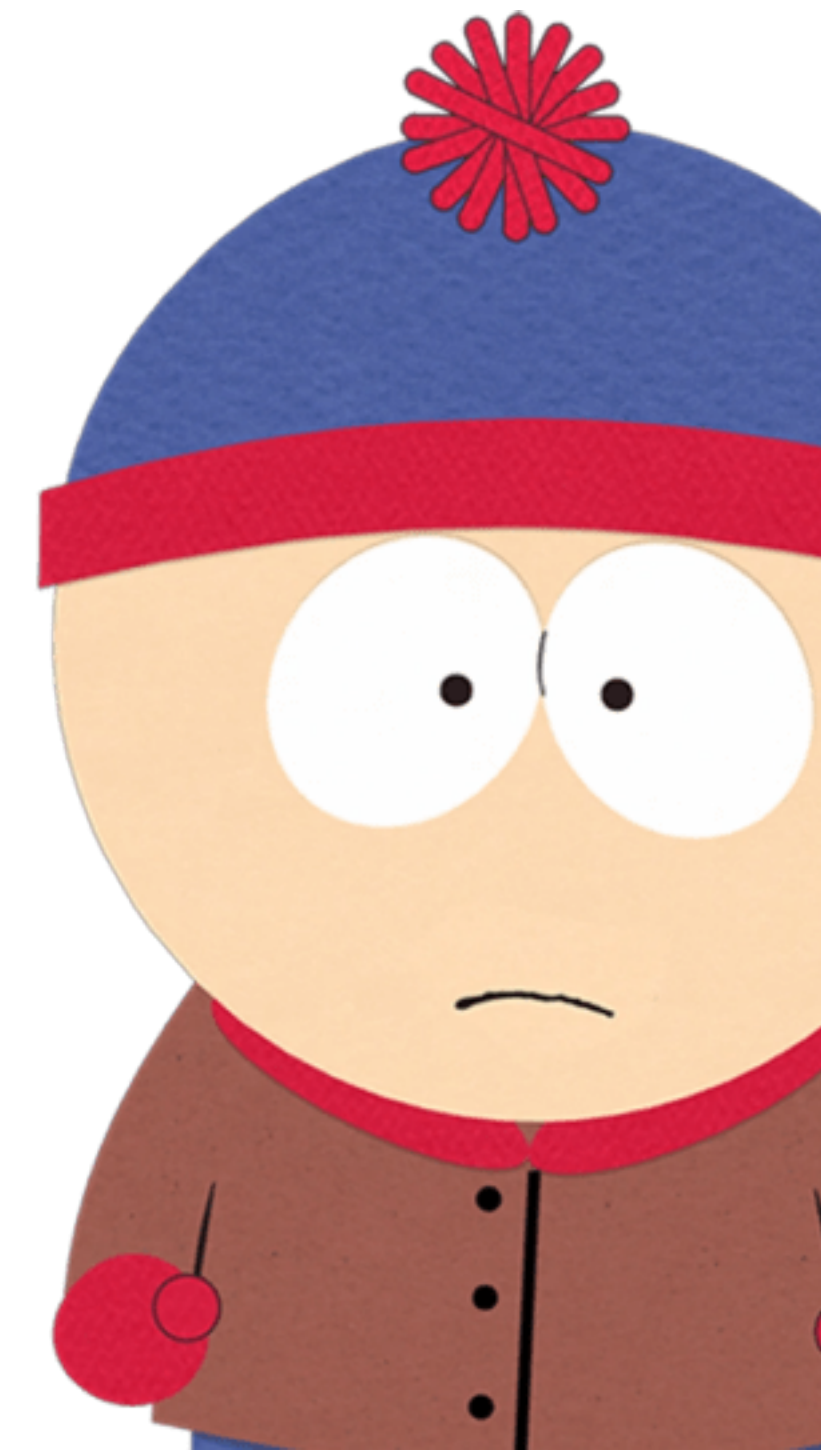




Ian, 35

Computer engineer

Computer engineer at an "alright" firm
Has a family of two and is happily married
His wife enjoys the shows he watches
Biggest. SP. fan. Rewatches SP weekly.
Collects SP collectibles



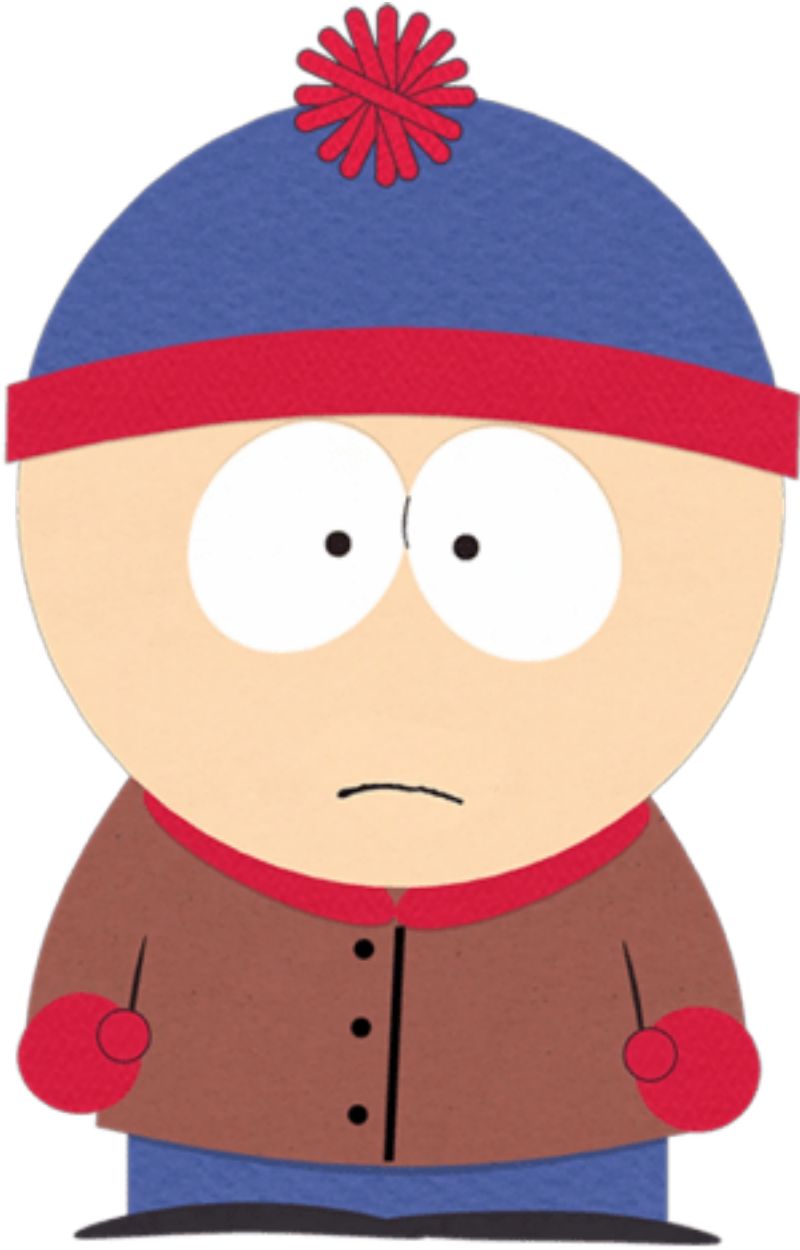


The On-going Joke

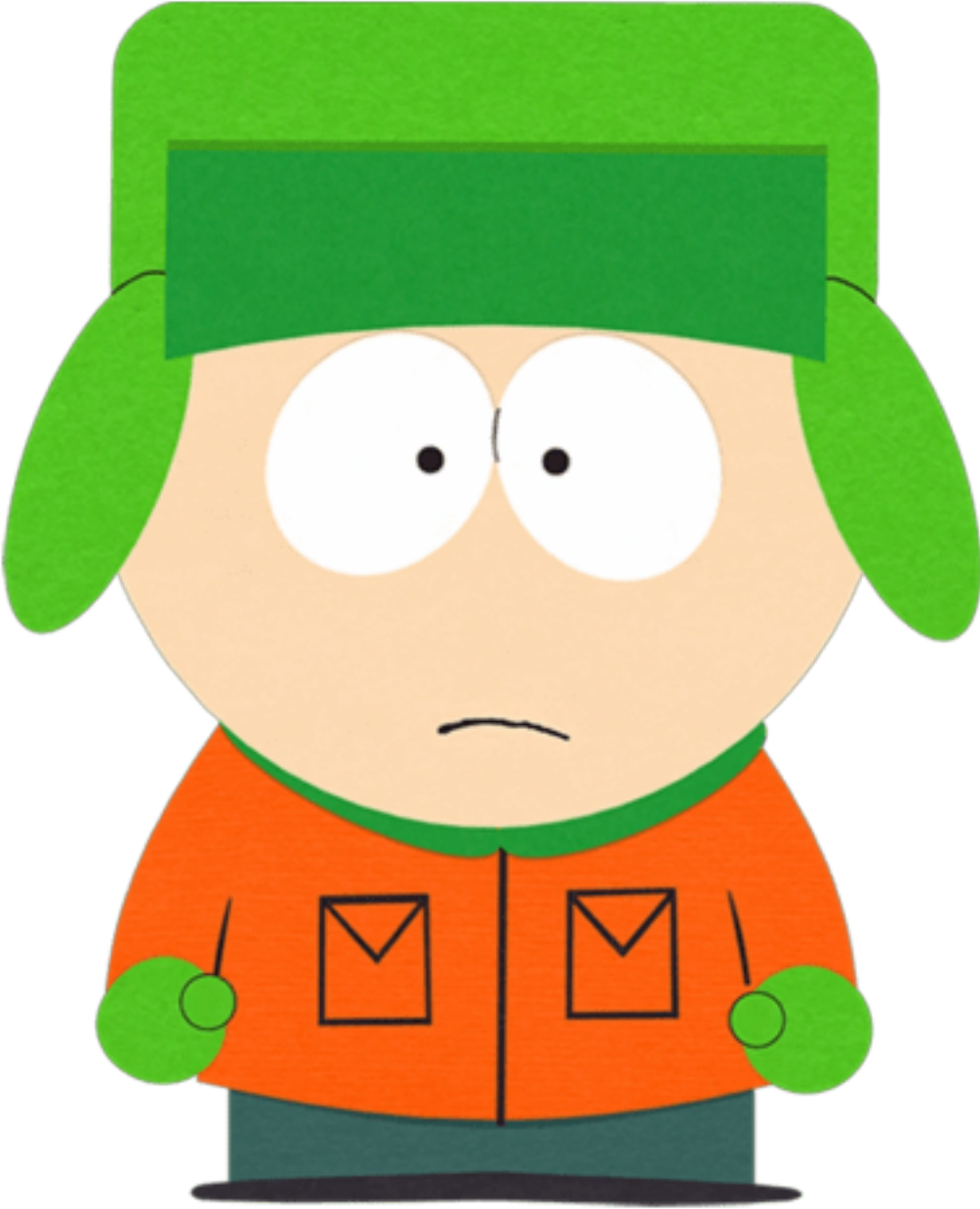
Someone killed Kenny!

Kenny is dead. In many episodes, Kenny gets killed but comes back by the next episode.

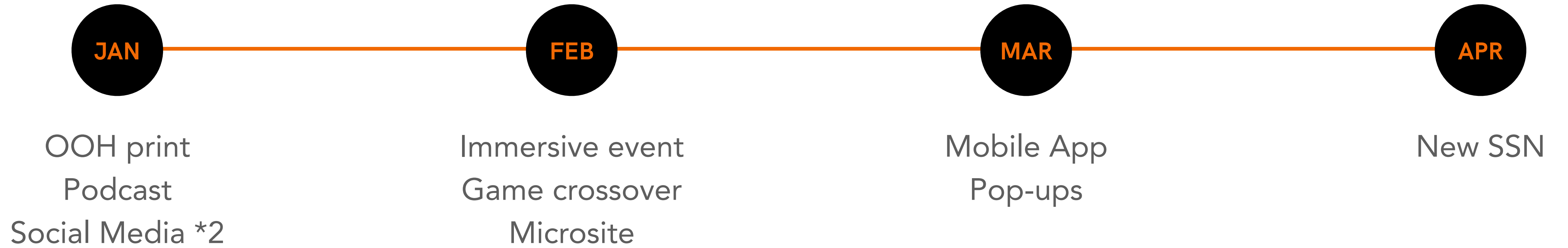
Oh my God, they
killed Kenny!



You b*****s!



Timeline



KENNY?

WHO KILLED KENNY?

WHO KILLED KENNY?



STARD?

ARE YOU THE BASTARD?

ARE YOU THE BASTARD?

MCCORMICK

KENNETH "KENNY" MCCORMICK

KENNETH "KENNY" MCCORMICK

white, tall and slender.
truck which was white.
ms.

His friends claim that the man in question was white, tall and slender.
The car that he was driving was a Ford pick-up truck which was white.
Murderer was last seen on Friday at Tegridy Farms.

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The car that he was driving was a Ford pick-up truck which was white.
Murderer was last seen on Friday at Tegridy Farms.

KENNY

#JUSTICEFORKENNY

#JUSTICEFORKENNY

ION IS KNOWN

PLEASE CONTACT US IF ANY INFORMATION IS KNOWN

PLEASE CONTACT US IF ANY INFORMATION IS KNOWN

3000

(310) 752-8000

(310) 752-8000

REWARDED

*ANY CLUES / TIPS WILL NOT BE REWARDED

*ANY CLUES / TIPS WILL NOT BE REWARDED

JAN

iFanboy

**comics community
& podcasts**



#JUSTICEFORKENNY

JAN



South Park

@SouthPark

Follow



Kenny's been killed.. Again... But now we want to find his killer. Help us out.

[#JUSTICEFORKENNY](#)



1:14 PM - 26 Sept 2021

1 Retweet 11 Likes



1



1



11



Add another Tweet



#JUSTICEFORKENNY

JAN



Tegridy Farms

@tegridyfarms

Follow



We're all looking for Kenny's killer. Show your support. 100% HEMP TSHIRTS OUT NOW AT tegridyfarms.com



3:14 PM - 28 Sept 2021

1 Retweet 11 Likes



1



1

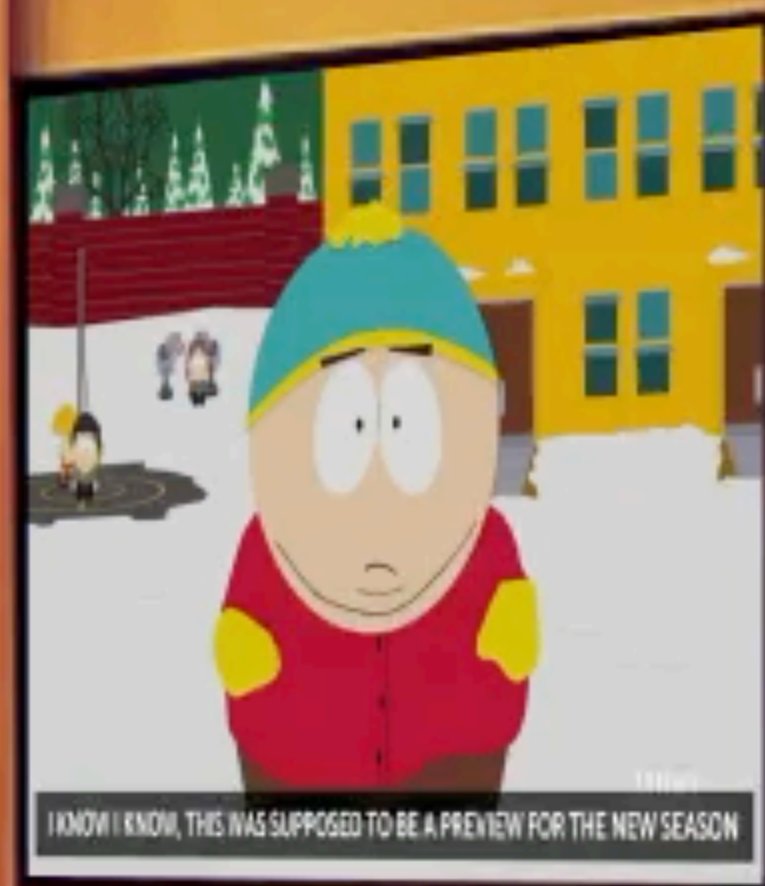


11



Add another Tweet

FEB





TYPEFACE

HEADING
Font Family

INTER BOLD

OMG THEY KILLED KENNY

HEADING 2
Font Family

INTER SEMIBOLD

OMG THEY KILLED KENNY

BODY PARAGRAPH
Font Family

INTER MEDIUM

OMG THEY KILLED KENNY

BODY PARAGRAPH 2
Font Family

INTER LIGHT

OMG THEY KILLED KENNY

COLORS

KENNY ORANGE

BURNT BLACK

PURE WHITE

FEB

FEB





Sword of a Thousand Truths

Item Level 65

Binds when picked up

Unique

One-Hand

Sword

99 - 183 Damage

Speed 3.00

+ 6 - 9 Arcane Damage

(49.5 damage per second)

Requires Level 60

Chance on hit: Drains 198 to 211 mana from a target. For each mana drained in this way, the target takes 0.5 Shadow damage.

Use: Tells a funny joke (1 Min Cooldown)

"It was foretold, that one day, heroes who could wield the sword might reveal themselves."



FEB

MAR



THE KENNY SPECIAL
&
#JUSTICEFORKENNY
NOW ON SALE



MEDICINE MAN

OPEN

OPEN



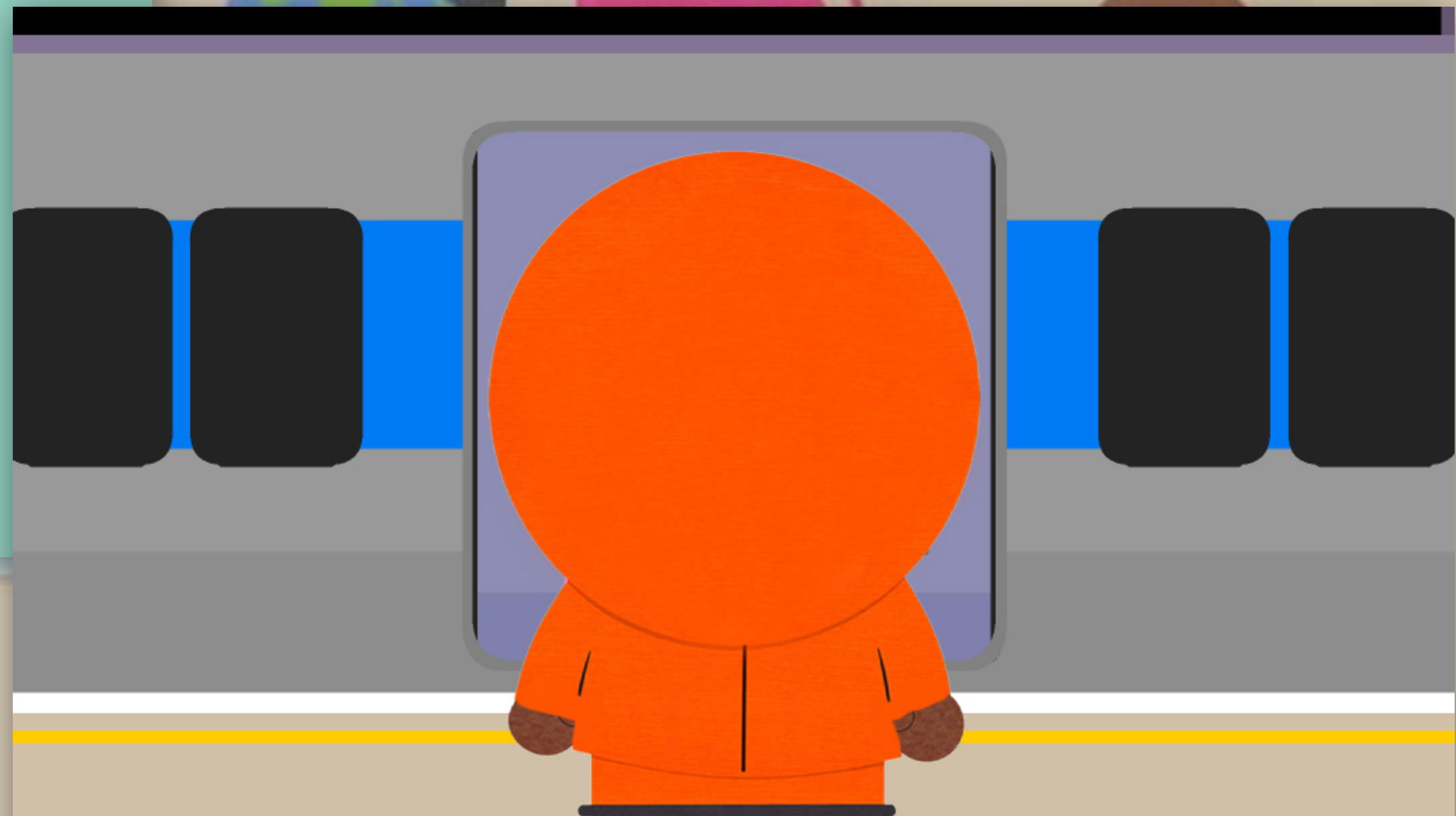
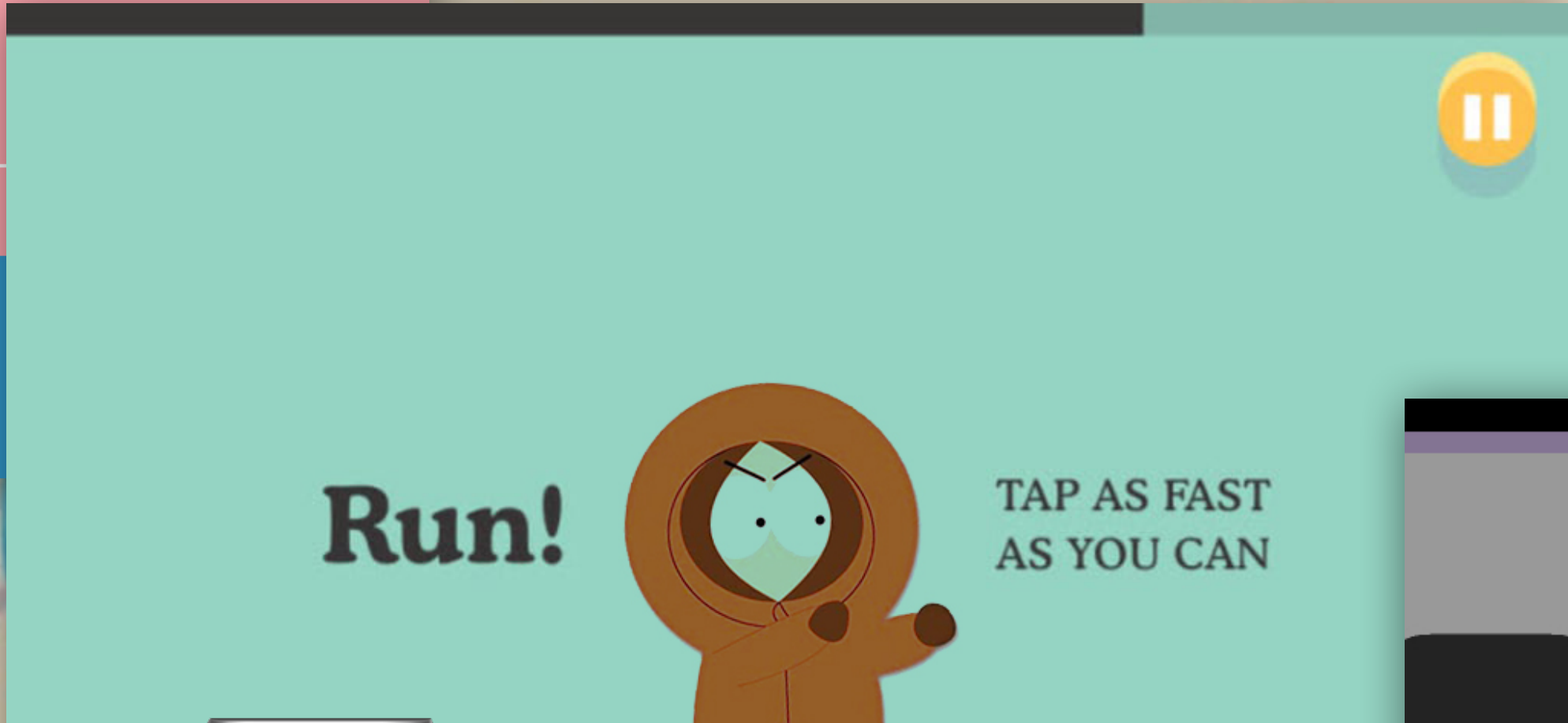

MAR



Avoid the jaws
TAP TO JUMP THE SHARK



Run! TAP AS FAST AS YOU CAN



Clear the doors
SWIPE TO KEEP SAFE

