Ticketing
Discussion Document 1
30 August 2004
Introduction

The M2006 ticket provides an opportunity to give tactile expression (in the hand) of the quality of the M2006 experience and reinforces the values associated with the event.

Communication Objectives
1. Establish informational requirements
2. Determine ticket types
3. Confirm variables
4. Consider opportunities for:
   - Maximising impact
   - Reinforce M2006 brand essence
   - Uniqueness and value add
   - Stakeholder inclusion

Considerations
1. Practicality
2. Statutory, legal and ticket holder information
3. Added inclusions for revenue generation
A shared passion, burning motivation to excel, inspired by brilliant performance, intense emotional experiences and rewarding outcomes. A celebration of sport and culture.
M2006 – An Integrated Brand Strategy

- Events and Venues (sports, athletes, host)
- Common Domains (urban, regional, country)
- Sponsorship and Commercial (mascot, corporate partners)
- Ceremonies (official, celebratory)
- Community (programs)
- Cultural (programs, events)
- Official (communications, personnel)
- QBR (identity, image)

Brand Image Experience

Ticketing
Brand Attributes and Values

Elite Sport
Youthful optimism
Sportsmanship
Commonwealth
Diverse origins
Shared values
Australia
Friendly
Outdoors
Melbourne
Passion for participation
Worldly style

M2006
A new level of enthusiasm

The creative expression of Winning Together

The M2006 Visual Identity concept encapsulates the emotional heart of Winning Together.

Creative idea
Unifying Spirit

Emotional Heart
The shared passion that motivates brilliant performance is portrayed as a glowing inner spirit.
The intense experience of achieving excellence is captured as vital moments in time.
We refer to this creative idea as Unifying Spirit.
Front:
Entrance
Section
Row
Seat
Date
Time

Event
Address
Price
Bar Code

Sport Pictogram
Brand Mark
Legals

Back:
Statutory
Terms and Conditions
Sponsors
Considerations

2. Graphic Elements
   “UNITED SPIRIT”

1. Corporate Colours

2. Colour Combinations

3. Halo lines
Look & Feel

- Hologram imagery research
- Fluid energy and movement
- Objects in space
- Memorable iconography
- Practical/data recognition and process efficiencies
- Quality impression
CONCEPT 1: Celebration of Sport & Culture

Referencing the brand mark, the two figures representing sport, culture and participation are animated to create the icon figurine.
CONCEPT 1:
Celebration of Sport & Culture

- Create a unique hologram
- Incorporate foil medal
- Use halo lines for energetic impression

1. No medal
2. Ticket with gold foil medal
3. Ticket with hologram medal
CONCEPT 1: Celebration of Sport & Culture

- Create a unique hologram
- Storyboard animation

1. Fluid colour background
2. Halo lines move into space.
3. Halo lines rotate and become larger.
4. Halo lines become larger, runner slides into space.
5. Halo lines begin to move out of space, runner keeps moving into central position.
6. Halo lines keep moving out of space, cultural icon jumps into space.
7. Halo lines completely out of scene, cultural icon partners runner to form part of brandmark.
8. Brandmark fades in and is completed.
CONCEPT 2: Winning Together

Spectators and athletes come together in celebration of success. The gold medal, the symbol of achievement, is the focus.
CONCEPT 2:
Winning Together

Create a unique hologram
CONCEPT 2: Winning Together

Create a unique hologram

- Storyboard

1. Medal appears with halo lines.
2. Medal begins to rotate and halo lines enlarge.
3. Medal continues rotating to reveal message on back.
4. Medal continues rotating, halo lines continue moving.
5. Medal rotates to reveal front again, halo lines disappear off screen.
6. Medal is left and process begins again.
Family Ticket - Karak

Ticket can be folded to form a pop up stand.
Family Ticket - Karak

Different sport versions of Karak can accompany the ticketed event.
Family Ticket - Karak

The Karak pictogram can be die cut for further interaction. The cut outs could become collectable items for children.

1. Family ticket.
2. Karak could pop out of the ticket.
3. The cut out of Karak.
General Ticket

Tickets could be coloured differently according to the “United Spirit” theories as well as the sport represented.

Ticket based on the colour combination to the left, representing COURAGE.

A black pictogram could be overprinted depending on the event.
General Ticket

Tickets could have tints of colour within halo lines.

Ticket with coloured tints within halo lines.

A black pictogram could be overprinted depending on the event.
General Ticket

The subgraphic could be used to represent a sport event.
Extra thoughts

1. A piece of Australia

Tickets could incorporate added elements as shown to further enhance interactivity.

A perfume pack from the Athens 2004 Olympic Games.

Ticket could include a perfume bubble of Australian Eucalyptus oil or water to represent the "United Spirit" of Australia.
Extra thoughts

2. Technology

Tickets could incorporate added elements as shown to further enhance interactivity.
Lanyard

The lanyard could adopt the colour combination theory. A fluorescent plastic could also be used so the lanyard is visible in the dark.

The glow in the dark lanyard, with possible halo lines used through the plastic.
Way forward

- Confirmation of issues and preferred approach
- Design and production budget to be confirmed