



OUTDOOR BRIEF

THEATRE
+ DANCE
UF



THE BRAND



UF'S SCHOOL OF THEATRE & DANCE


“The world is your stage”

“Experience without hesitation”

“Dream without Boundaries”

Every season UF's college of fine arts puts on theatre and dance performances that are open to all UF students and Gainesville locals to attend.

THE BUSINESS PROBLEM



Students and locals are not aware of the fun experience UF School of Theatre + Dance offers through its performances.

THE ADVERTISING OBJECTIVE

A vibrant, blue-tinted photograph of a large crowd of people at a festival or concert. In the background, there is a large, ornate structure that looks like a stage or a large tent with many people on it. The foreground is filled with people, some sitting on the ground, some standing, and some holding up their phones to take pictures. The overall atmosphere is festive and energetic.

**To inform people about the immersive, fun
experience offered by performances at UF
School of Theatre + Dance.**



THE TARGET



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- 18-25
 - UF Students & Gainesville Locals
 - On Campus, Urban Areas
 - Low-Middle Income
 - Enjoy attending UF events such as football games and concerts
 - People who may have busy lives and look for an escape in fun, immersive/engaging activities



THE INSIGHT

**People like to feel transported away from
the real world.**



THE CONCEPT



ESCAPISM

“Escape Reality, Embrace the Arts”

A large group of people, including children and adults, are posing in front of a complex, multi-level stage set. The set features a thatched hut, a boat, and various props. The entire image is overlaid with a blue tint. A yellow horizontal bar is positioned above the text.

THE IDEA

Projection Mapping Tent



PROJECTION MAPPING TENT

Located in the Plaza of America's, Turlington, and downtown near the Hippodrome.

People can enter the tent and see performances mapped around them to be virtually transported into the art. They can also use QR codes to purchase discounted tickets.

UF

SCHOOL OF THEATRE + DANCE

ESCAPE REALITY. EMBRACE THE ARTS!



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A large group of performers in elaborate costumes are posed on a stage set. The set includes a thatched hut, a boat, and various props. The performers are in various poses, some standing, some sitting, and some in dynamic poses. The background is a blue gradient with a yellow horizontal bar above the text.

THANK YOU!

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