



CASE STUDY: SAIL-IN CINEMA

Goals:

For three summer nights, Canada's Sugar Beach is transformed into Toronto's largest outdoor theatre. Movies are shown under the open skies on a two-sided screen providing the world's first two-sided floating movie experience. Moviegoers can watch films from Sugar Beach or while sitting on their boat in Lake Ontario.

Seventyeight Digital was retained by the Toronto Port Authority to develop a microsite to support the promotion, provide for online voting, e-ticketing management and distribution for their Sail-In Cinema event.

In its third year, the event allowed the public to cast their votes to help decide what hero themed movies would grace Sail-In Cinema's screens during the course of the three day event. We integrated a Porter Airlines contest into the site frame to enhance promotional efforts.

Key success factors achieved include:

- Design and implementation of an efficient workflow to minimize user abandonment and effectively guide consumers through the 3 step (Select movie -> enter personal info -> print/download) ticket acquisition process.
- Accurate reporting on ticket acquisition to ensure event dates are not oversold while alerting the Toronto Port Authority when marketing efforts through their various channels need to be intensified.
- Generation of secure e-ticket design with integrated barcode tracking technology.
- Integration with social media outlets to amplify messaging and generate a groundswell of activity surrounding the event.
- Ensuring the Porter Airlines contest entry form was easy to fulfill by a visitor and entries are tracked correctly.

Challenges:

Three Phased Approach to the Event

In the lead up to the three day event there are three distinct phases for which the website must serve. In a small way it is almost like three different websites depending on what time of the year you arrive at the site. The three phases are described below, it was important during this project to make the Kentico site flexible enough so features could be turned on or off to fit into the three phases.

Phase 1 – The visitor is encouraged to view the movie selection the Toronto Port Authority has created and vote for their favourite movies. Movies, which the public wants to see most, are more likely to be aired from August 15 – 17.

Phase 2 – The Toronto Port Authority determines which movies to air and allows for tickets to be acquired by visitors to the site for free. Tickets are emailed to the individual so they can bring the ticket on their smart phones or have them printed.

Phase 3 – Movies become sold out and the event ends. Movies need to be archived and information for next year's event needs to be posted. Images, testimonials and social content from the current year is posted to help promote the following year's event.

Event Partner/Sponsor Representation

Every year the event has a large number of partners/sponsors who support the event. These partners/sponsors can be broken down into Media, Concession, Platinum level, Gold level...etc. Event partners/sponsors can change from year to year and there may be different levels of partnership required from year to year. It will be important to make it easy for a content administrator to manage this page year after year.

Airline Contest

This year, in addition to housing all a Torontonians needs to know about the Sail-in Cinema event, the site is to be used as a platform to allow visitors to Enter for a Chance to Win a Pair of Porter Airlines Tickets anywhere they fly by answering the question "Who is your favourite hero and why?"



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Rich Media on the Event

Every year there is a lot of coverage for the event in the media (social channels, newspapers, TV and radio). The Toronto Port authority needed a page on the site, which would be used to archive these stories in a manner, which is maintainable in the CMS for this year, and future years.

Other Challenges

- A large number of Frequently asked questions
- Testimonial quotes from happy event attendees from past events

Solution:

Using Kentico as the site's technical foundation helped us achieve all of the objectives that we set out to accomplish in this project. Key elements of the solution include the following:

Three Phased Event Process

Kentico and K# allowed for us to tackle the three phases of the Sail-in Cinema event in a way that can be administered by the client.

The creation of a custom Movie content type in Kentico allows the client to control the: title, box art, movie trailer, show time and status (available or sold out). Using repeaters we were able to control when movies are available to be voted on, then hide that control at a certain date and instead display the ticket acquisition web part.

Event Partner/Sponsor Representation

In a similar manner to the Movies a Partner content type was created allowing the client to enter the: sponsor name, website, image, description and the sponsor level. Then using web parts we were able to show/hide partnership levels based on how many sponsors there are for this year's event and what categories they fall under.

Airline Contest

Kentico assisted us in quickly creating a form using its easy to use Form tool. The contest portion of the site was a surprise addition on to the site for this year. If it were not for the Kentico Form tool we would have needed to custom develop the contest form and framework.

Using the Kentico Form tool a project manager was able to create a complex form with emails sent to the Toronto Port Authority and the visitor in less than 2 hours.

Event Rich Media

The rich media was created using several two custom content types. The first content type was called a slider. This enabled the client to add important news articles to the slider at the top of the media page linking to articles or videos. The second content type was called year. This content type allows for the TPA to add new images and news headlines every year, again in a structured format, so they can maintain this section of the site going forward.

Other Challenges

- A large number of Frequently Asked Questions, critical to first time visitors of the event, were controlled using Kentico's built in FAQ content type with accordion style navigation.
- Testimonial quotes from event attendees are displayed at random on the Sail-in Cinema homepage encouraging visitors to get tickets to the event by having past visitors quotes from last year's event. Again, a custom content type was created so in future years the TPA has to fill out a simple form to display new quotes each year.

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Key Criteria For Choosing Kentico CMS:

Prior to selecting Kentico as the foundation for this project we completed a comprehensive comparative evaluation of a number of leading CMS products, both commercial as well as open source. Although each product had its advantages we determined that the product that best met the TPA's initial and future needs was Kentico CMS for ASP.NET.

Evaluation criteria and key determinants included:

1. Feature set related to the client's requirements.
2. Ease and flexibility of programmatic customization as the site contains a large number of features that we built using Kentico as the foundation.
3. Ability to integrate third party and custom components.
4. Ability to handle a large number of simultaneous visitors and still exceed performance expectations.
5. Social media integration capabilities.
6. Ability to adapt to and incorporate changing technologies.
7. Ease of use for non-technical users.
8. Relative cost of license, upgrades and technical support.



About Seventyeight Digital:

Seventyeight Digital is an award winning strategic technology development and interactive design firm focused exclusively on the Internet space. Our solutions engage and benefit users, generate brand recognition, provide relevant and actionable data, stimulate thought and communication, inspire people to take action, capitalize on business efficiencies, and offer significant ROI.

The Seventyeight team is comprised of highly accomplished and talented folks specializing in digital strategy, data management, technical development, and creative design - providing the competencies, agility and technical bandwidth to manage complex deliverables.

We can offer time to market, competitive rates and a level of responsiveness that traditional firms can't touch. We believe there is an effective solution to meet most budgets and can help you navigate the strategic & technical complexities to achieve your key business objectives.

Seventyeight Digital is a Kentico Gold Certified Solution Partner and a Certified Kentico Hosting Partner offering a full range of interactive design, development, hosting and support services. Contact us for a free Kentico CMS consultation at info@78digital.com or visit us at www.78digital.com.

