

Case Study Assessment – Creating & Designing Presentation Decks

The Creative & Strategy Team has just concluded on their brainstorming session for a new and upcoming pitch for a client in hosting a Kite Festival in Kappalady, Sri Lanka. The core objective of this proposal is to showcase Kappalady as the destination for water and leisure based activities and thereby raise awareness to the location, the sport of Kite-Surfing and the local community.

The event, which will be called “Island Splash” will be the first of its kind and therefore it is crucial the team puts together an appealing and an informative but exceptionally designed presentation which will subsequently be presented at the pitch.

Requirement

- You have been tasked with the responsibility of putting together an impressive deck for Island Splash.
- All information required to populate the slides have been shared as follows in order of content flow. (Refer Appendix A)
- While we cannot compromise on the content and copy, you will have to uplift the plan with relevant images, animations and infographics as required for a seamless experience for the audience.

Hints:

- Professionalism is key: Focus on the sport, the community, the location but also the novelty of the event. Graphical relevance to the copy is crucial but only when necessary.
- Creativity for that extra nudge: You may get extra points for putting together a logo and any key branding items for Island Splash – so get creative and start thinking outside the box.

Appendix A

Event Title

Island Splash

- Take it to the water. | Making waves

Background

Sri Lanka has been named a must-visit destination for the year 2019. Amongst many of the attractions that Sri Lanka has to offer, the island has earned a reputation for being one of the best kite boarding destinations in Asia with Kalpitiya and Kappalady being the most established destinations.

Made up of 14 islands, Kalpitiya is separated from the Indian Ocean by a lagoon filled with buttery flat water – a perfect location for kite surfing and various other water based activities.

The Idea

The Island Splash Water Festival will take place in the Kappalady Lagoon over a two day period which transforms the lagoon and its surroundings in to a festival style village where all festival goers can experience a variety of experiences that will leave unforgettable memories and experiences. As well as races (with prizes!) for all levels, the event offers opportunity to try Kitesurfing, Kayaking and Stand Up Paddle boarding wind surfing and swimming.

The event will be built around the premise to provide a fun event with great atmosphere and a non-intimidating race format to ensure that any intermediate or recreational water enthusiast can participate, regardless of their ability.

In addition, the festival will also include food, music and kids areas.

Objectives

- To build awareness for Kalpitiya and Kappalady as “the” location for water and leisure based activities.
- To increase revenue for service providers within the area.
- Island Splash to become the largest participation event in the watersports calendar.

Event Details

Date : 13th - 15th July

Venue : Kappalady

Time : TBC

AUDIENCE - Age 18 to 45

Music enthusiasts

Food lovers

Travel enthusiasts
Trend seekers
Sports enthusiasts

Sports Village

Water Sports Event

- A team will consist of 4 members.
- 6 teams will compete on a track set up on the Kappalady lagoon.
- Each member of the team will have to complete one of the sporting components i.e. kites surfing, SUP, kayaking and lagoon swim/wind surfing.
- Teams will move into finals in a knock-out competition.

Mechanics

- Team members will be positioned around the track demarcated for their discipline.
- Each team member competing in their respective sport will have to complete their task and tag the next member for him/her to start the next discipline.
- Swim/SUP/Kayaking and Wind Surfing – points given on speed
- Kite Surfing – points determined on style.

Other Activities

- Paddle boarding, Kayaking, Giant Ballon, Mini Camp Site, Water Guns, Face Painting, Inflatable Pools, Yoga, Meditation & Massages

Sports Village Schedule

13th Friday	14th Saturday	15th Sunday
AM Registrations	AM Registrations	AM Registrations
AM Yoga/Meditation	AM Heat 1/ Yoga	AM Heat 1/ Yoga
AM Massage	AM Heat 2/ Water Guns	AM Heat 2/ Water Guns
PM Lunch/ Inflatable Pools	PM Heat 3/ Meditation	PM Heat 3/ Meditation
PM TBC	PM Lunch/ Inflatable Pools	PM Lunch/ Inflatable Pools
PM Heat 1	PM Heat 4/ Face painting	PM Heat 4/ Face painting
PM Heat 2	PM Massage/ TBC	PM Massage/ TBC
PM Heat 3	PM TBC	PM TBC

Festival Village

Food Village

One area of the lagoon will be transformed into a Festival Village that is representative of the north central areas of Sri Lanka and cuisines enjoyed by all from around the world. There will also be well stocked bars with ice cold beer, cider and wine and other refreshments to ensure that you never go thirsty.

Food Varieities

BBQ, Kottu, Pizza, Pasta
Popcorn, Local Sweets, Acharu
Wine/Beer Garden, Cocktails, Mocktails, Slush Bar, Juice Bar

Kids Activities

The Festival Village will include activities and craft outlets such as Kite Line Bracelet making, local craftsmen outlets, merchandizing stores, kids cook off, kids baking, kids pizza making and craft area.

Music Village

Another area of the lagoon will be converted into a lounge set up with a stage, bean bags etc. Live music will be provided before the evening entertainment begins. Each night will see live music and a great atmosphere as people unwind after a day on the water. Local and country music enthusiasts can come and share their talents. At night the music village will turn into a main hub of entertainment including drum circles and DJs.

Mainstage Activities

Acoustic bands, Jazz bands, DJ's, Magician, Stand Up Comedy, Fusion Drummers, B-Boys, Outdoor Cinema, Bonfires, Fireworks, Neon Kitesurfers

Kids Adventure Park

A high class adventure arena especially curated for the kids to be exposed and experience live adventure activities.

Activities

Kids kite making, Kite surfing lessons, Kids paddle boarding, Kids build a camp program

Camp Site

The Kappalady lagoon is the perfect place to spend time enjoying the great outdoors. To allow festival goers to enjoy this outdoor experience, premium camping areas will be set up.

Camp Site Activities

Bonfire, Private Cinema, Bands (Callipso)

Comms Plan

Overview

Position Island Splash as the 1st and only water sports festival in Sri Lanka.

Objectives

- To be seen as the premium and original water sport festival in the country.
- To position Kappalady as the multifaceted water sports destination in Sri Lanka
- Build a loyal Island Splash sports community

Channel Wise Comms Plan

Website / Facebook / IG / PR / Radio / Hoardings

Branding Opportunities

Popsicle boards

Street flags

Hoardings

Trophies

Tear drop flags

Life vests

Arch (Entrance / Exit)

Stalls

Judging flags

Disclaimer boards

Scoreboards

Backdrop

Festival cutouts

Tshirts for organizer

Merch

Camp branding