

THE FUN IN ANTICIPATION

Development of a **shared experience of pleasure and excitement** during the **anticipation journey** for festival visitors

Situation

The Dutch dance festival market competition is 'killing', the market is starting to saturate. Only 20% of the festivals manage to sell out and 5% of the festivals are canceled because they failed to attract a sufficient amount of visitors. Organizations compete on prize with early bird tickets, sold early in the pre-sale period. The only way for organizations to succeed is to stay connected to their target group.

Usually the period of ticket sales is around 20 weeks. At ID&T, ticket sales for their festival concepts show different slopes. For some festivals tickets are sold linear while for other festivals the majority of the tickets are sold in the final weeks of ticket sales. It is important to know in an early stage how many visitors to expects due to budgeting and preparations.

Research

In order to motivate visitors to buy tickets earlier and to differentiate from other festivals, the anticipation phase was analyzed and used to come up with a product. Anticipation describes the emotions experienced prior to an

event. It involves pleasure, excitement, and anxiety. This project focuses on pleasure and excitement rather than anxiety.

It was found that anticipation occurs when people process information into imagination or preparation. This generally leads to expectations regarding the expected event. The expectations may not be too high, since afterwards the expectations are matched with reality. When expectations are not met, the experience is rated as insufficient.

Festival Advent

Festival adverts aims to facilitate anticipation by means of a festival advent calendar. The visitors are provided with information to stimulate their anticipation in terms of imagination and preparation. The festival advent calendar can be obtained during the early stages of ticket sales by buying a group ticket. The festival advent calendar is used over a period of 24 days, where after the group participates in a festival quiz. With the festival quiz, festival goodies can be won which have to be collected on the festival site.



Welcome letter after buying tickets



Festival quiz on mobile



..... (name)
..... (project title)
..... (graduation date)
..... (MSc course (variant))

Committee (professor)
..... (member 1)
..... (member 2)
.....
Company

