

THE 2017
LA TOMATINA
FESTIVAL



REGINA LA O'
THE 2017 LA TOMATINA
GRDS 285 | S17 | PROF. WILCOX

ABOUT THE EVENT

La Tomatina is a festival that started and has been continued on in the city of Bunol, Spain.

Originating from a fight between protestors who threw tomatoes at each other from street carts, today it has become an internationally famous festival.

The festival takes place on August 30, and with a basic set of safety rules, the food fight begins in the center of the plaza square. And afterwards, everyone celebrates with local food and drinks.





PRIMARY RESEARCH

ABOUT THE EVENT

MISSION + OBJECTIVES

OVEREALL PROBLEMS & SOLUTIONS

COMPETITION

TARGET AUDIENCES

CUSTOMER PERSONAS

POSSIBLE TOUCHPOINTS

CURRENT TOUCHPOINTS

THE MISSION

To create an event where people of all ages can participate in the world's biggest food fight, where they can have fun and participate in Spain's tradition and culture.

THE OBJECTIVE

- bring in more tourists to less commercial area of Spain (Bunol)
- to support and bring revenue to local business owners
- market the event to also accommodate families
- bring more international recognition to Bunol, Spain

THE PROBLEMS

1. Target age is too restricted.
2. Social media isn't as active, touchpoints not as interactive with audience/only active close to the date of the annual event.
3. Information is spread out on too many official websites, unorganized, too many links.

THE SOLUTIONS

1. Include families, younger and older people in the target audience by using more touchpoints: guerilla marketing, app games, offline promotion. Include more events than just a tomato war, such as game fairs, food fairs, etc.
2. Have social media updated throughout the year, introduce a game app as part of promo, but can be played and downloaded anytime of the year.

Have campaigns that run/promote the event throughout the year, to increase more constant interaction w/ audience.

3. Scale down to one main website, fb page, app, lessen the amount of links needed to sift through.

COMPETITION

battle of the oranges

Ivrea, Italy | Feb 25-28



notting hill carnival

London, England | Aug 28-29



burning man festival

Nevada | Aug 27 - Sep 4



THE AUDIENCE

target audience

TOURISTS - seeking to learn more about local culture and history

LOCALS - students

target age

Families- with children over 5 y/o (must be under adult supervision)

Young millenials (students, etc.) - 16 - 25 y/o

CUSTOMER PERSONAS



Jenny (35), Dave (38),
Max (9), Mandy (10)
(American)

PARENT OCCUPATIONS:

Stay-At-Home Mother, Salesman

PREFERRED SOCIAL MEDIA:

Parents - Facebook & Instagram

Children - Snapchat

ABOUT THEM:

- always go to new places when the kids are on summer breaks
- they are a very active family, they teach their kids to play all sports
- family time together is very important



Mitch Anders (31)
(Australian)

OCCUPATION:

Amateur Surfer

PREFERRED SOCIAL MEDIA:

Facebook & Instagram

ABOUT THEM:

- Takes a lot of time off to travel and backpack around the world
- Travels on a budget, loves meeting new people on his trips
- Constantly shares photos with his friends and families back home through Instagram



Citlalli Escobedo (20)
(Spanish)

OCCUPATION:

2nd year UNI student

PREFERRED SOCIAL MEDIA:

Instagram & Snapchat

ABOUT THEM:

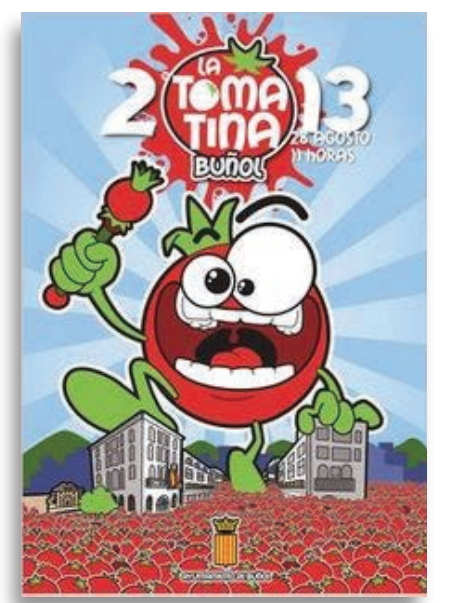
- Studies marketing in University of Madrid
- Spends her free time with friends, going to concerts, or working at her family's small authentic Spanish restaurant
- On her university's women's football league

CURRENT TOUCHPOINTS

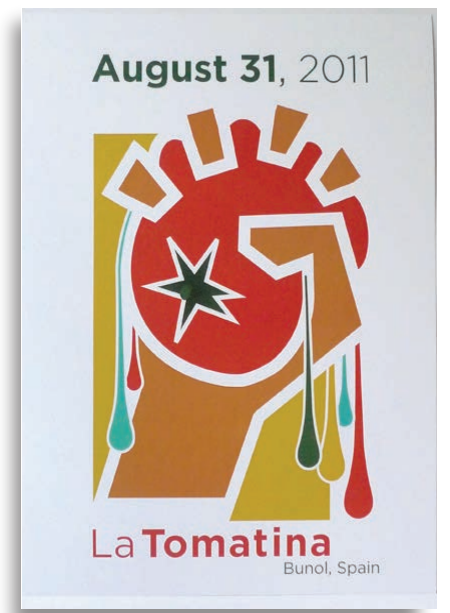
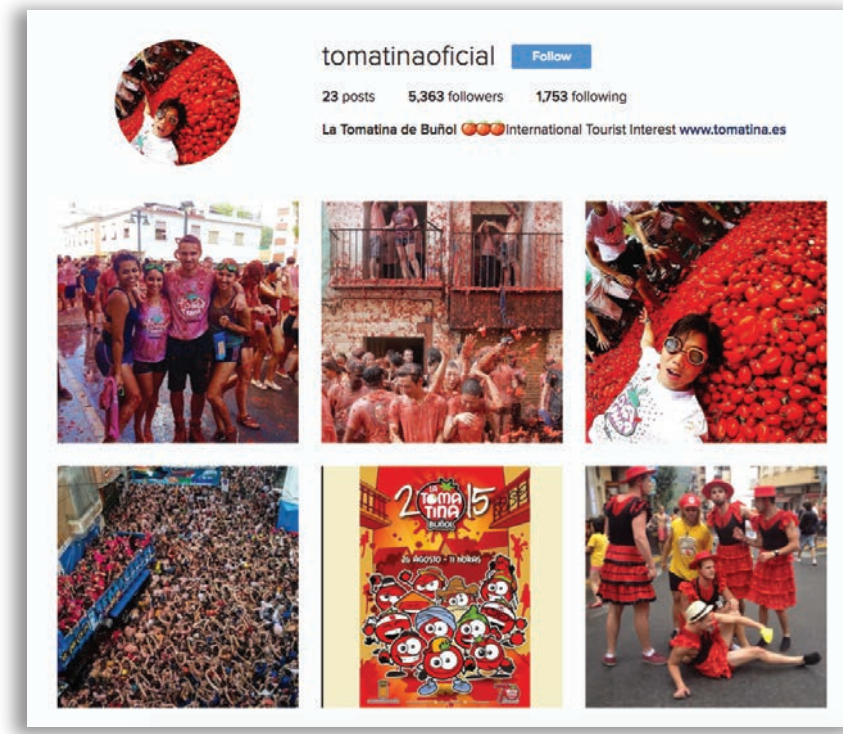
WEBSITE



POSTERS



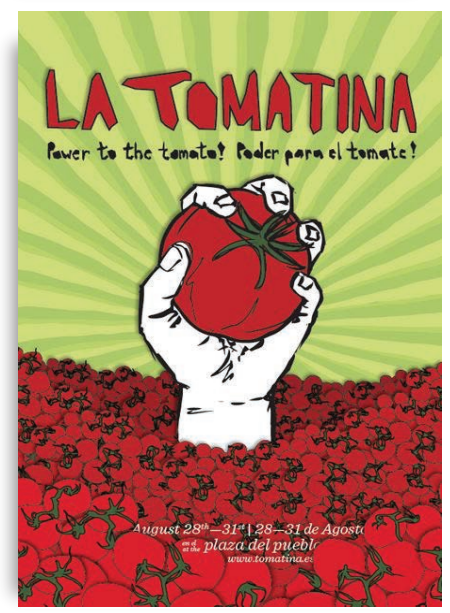
INSTAGRAM



FACEBOOK



TWITTER





EVENT STRATEGY

TARGET
NEEDS & HABITS

CUSTOMER
JOURNEY

EVENT MEDIA
MAPPING

PERCEPTUAL
MAP

CREATIVE
APPROACH

REFERENCES

DESIGN
SYSTEM

COMMUNICATION STRATEGY

To market this event to not only its current target, but also expand this into more families, parents, and children, while keeping a consistent and strong brand/event identity.

TARGET NEEDS & HABITS

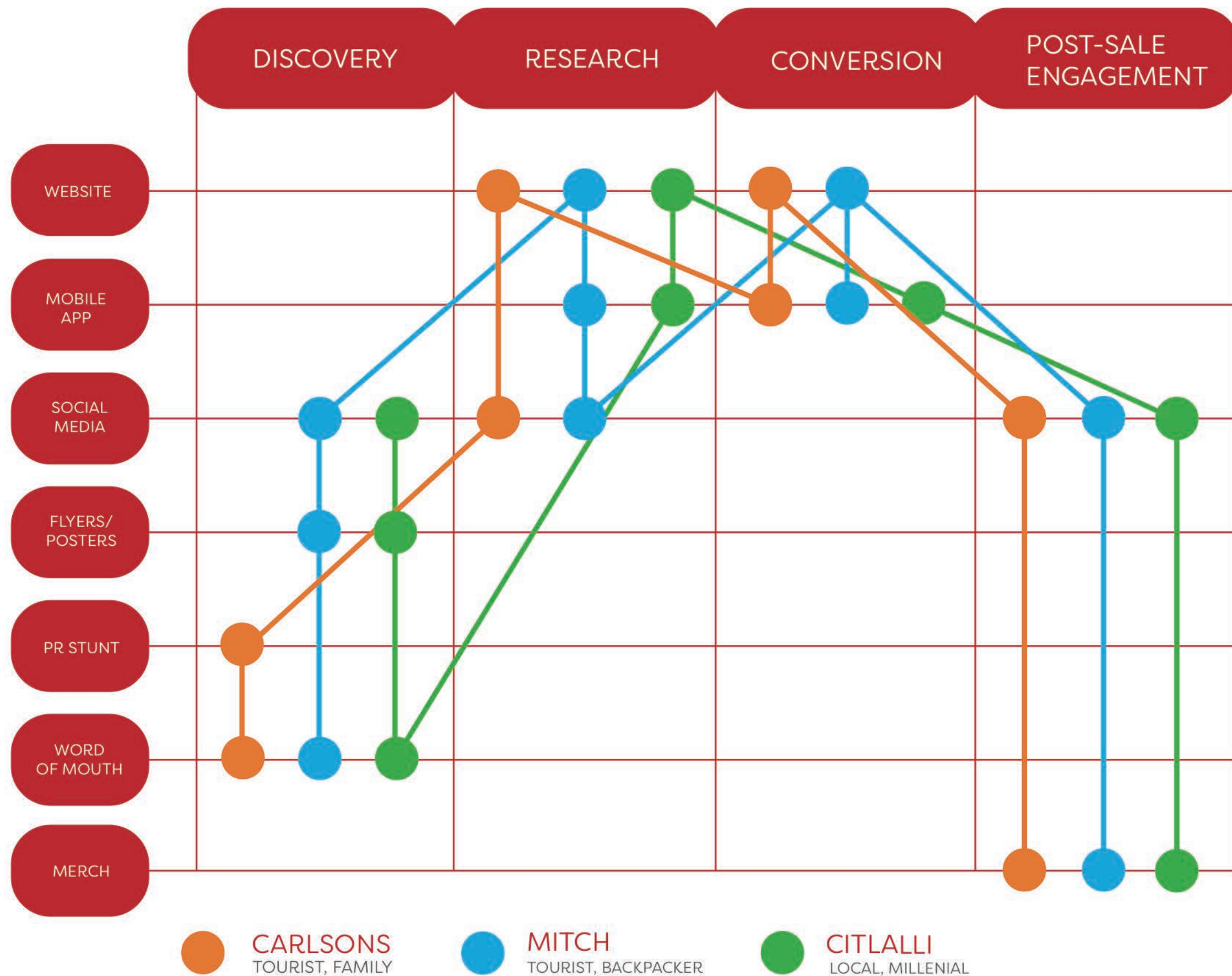
families

- Relaxing, spending quality time together
- Making fun memories
- **Parents** - having time off from work
 - making sure their kids are safe & healthy
 - documenting fun events
 - sharing funny/cute videos of their kids with their friends and relatives, usually on facebook/instagram/e-mail
- **Kids** - having fun, getting exercise

young millennials

- Keeping their online profiles up to date
- Documenting fun things they are doing, through snapchat, facebook, instagram, etc.
- Taking photos of themselves and friends
- Relaxing from school, having free time
- Learning and doing new things

CUSTOMER JOURNEY MAP



EVENT MEDIA MAPPING



before

PRINT

- posters
- billboards
- bus wraps
- flyers

DIGITAL

- website
- social media: fb, instagram, twitter
- mobile app



during

PRINT

- banners
- battle kit
- merchandise
- fair material
(bags, napkins, cups)
- ticket passes

DIGITAL

- mobile app



after

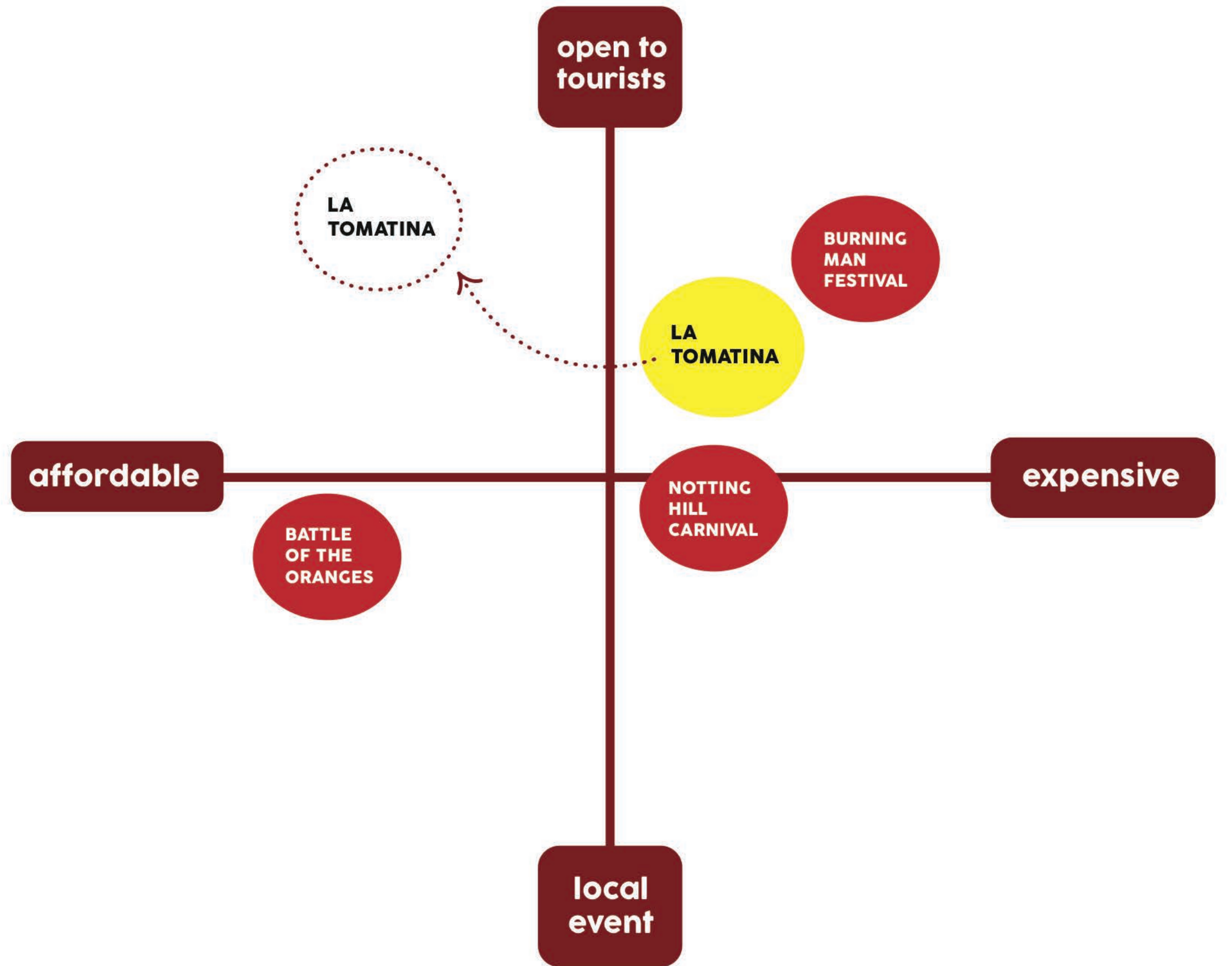
PRINT

- merchandise

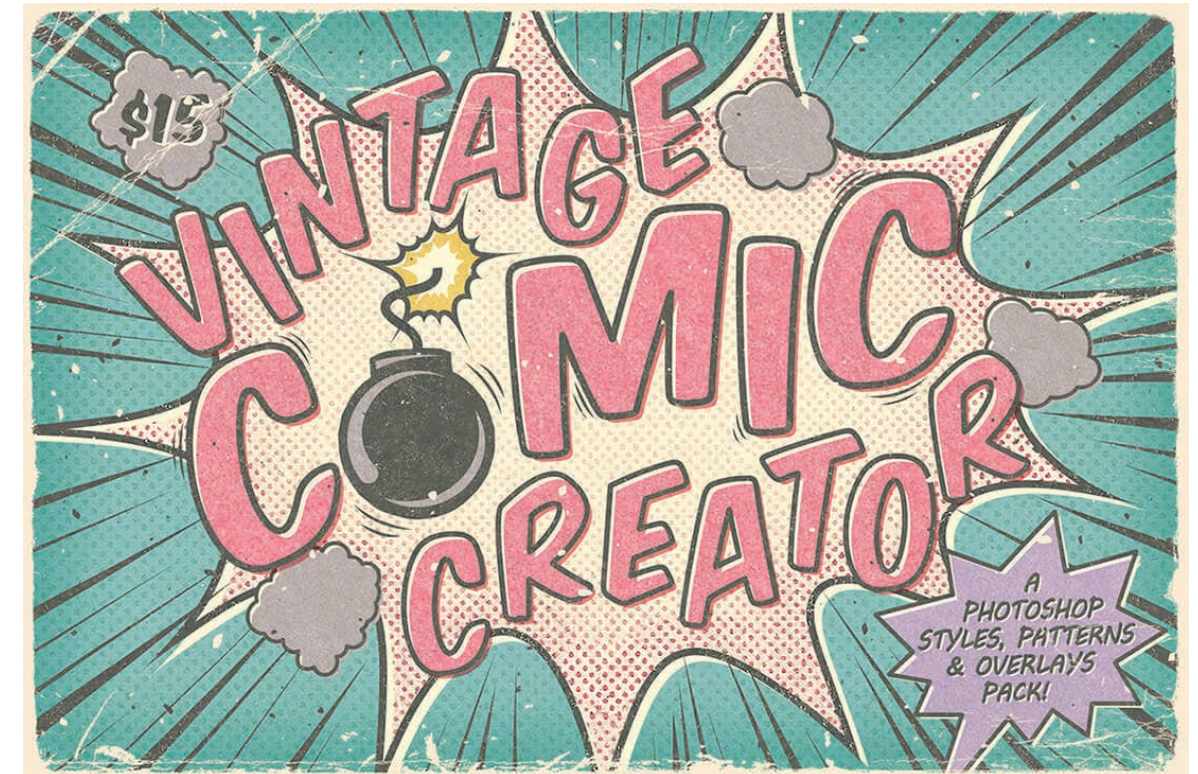
DIGITAL

- mobile app
- social media: twitter, instagram, fb

PERCEPTUAL MAP



CREATIVE APPROACH



GRAPHIC TYPE TREATMENT

VISUALLY DOMINANT

MOTION LINES

DYNAMIC TEXT

VINTAGE COMIC STYLE

VIBRANT COLORS



PRINT MEDIA

LOGO
REDESIGN

BATTLE PRINT
MATERIALS

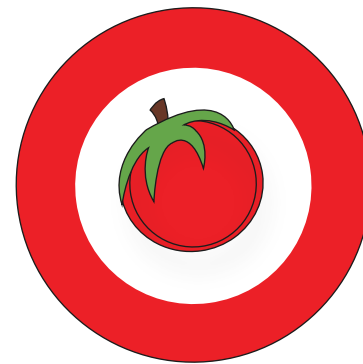
FAIR PRINT
MATERIALS

LOGO REDESIGN

CURRENT LOGO



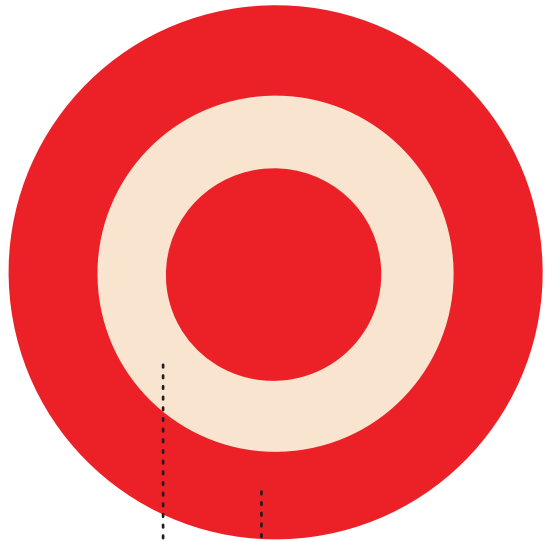
DEVELOPMENT



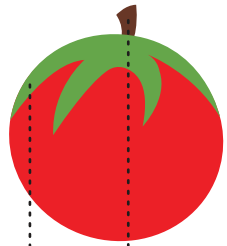
FINAL LOGO



LOGO BREAKDOWN



-  #EB2328
-  #F8E3CF



-  #683728
-  #66A548

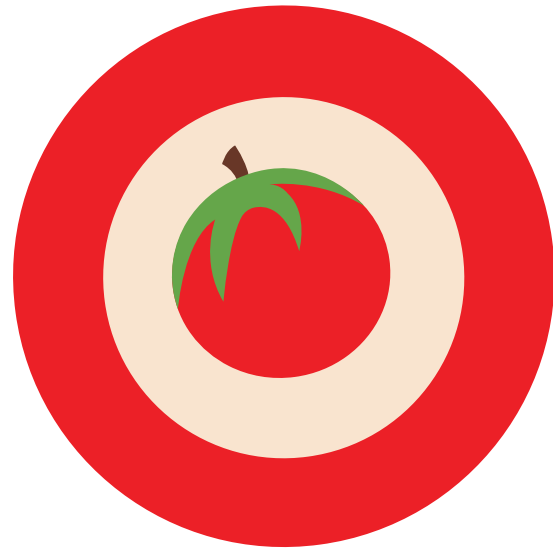
LA TOMATINA

COCOGOOSE FONT
 • arched around perimeter of the second ring in the target

2017

PRIMETIME FONT
 • bottom center of the second ring in the target
 • reminiscent of ketchup bottles

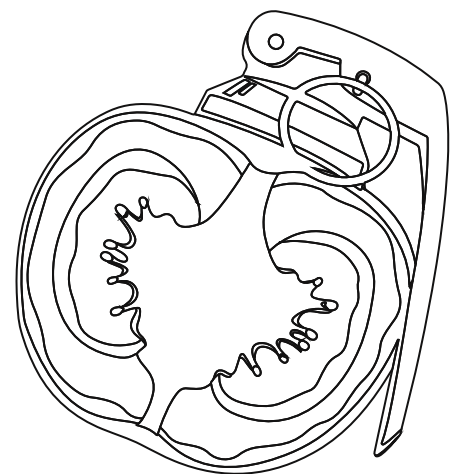
VARIATIONS



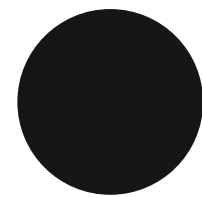


POSTER 1

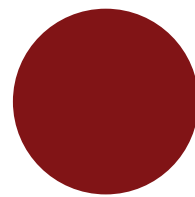
SKETCHES



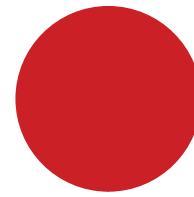
COLOR PALETTE



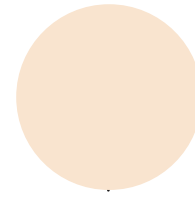
#191818



#811518



#C92127



#F7E3CF

HEADLINE

GRAB YOUR AMMO

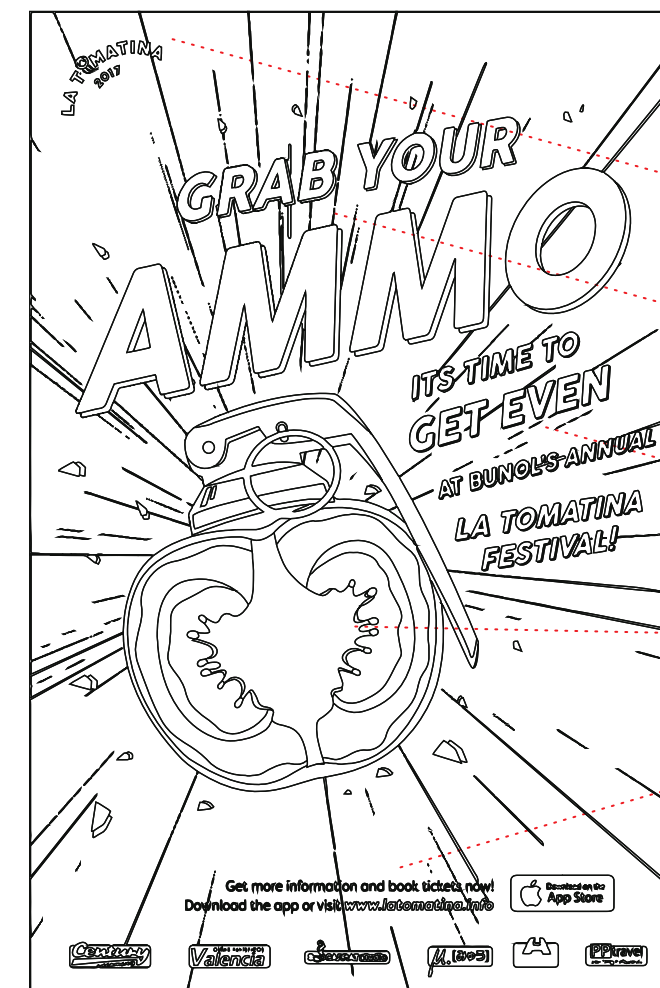
COCOGOOSE FONT, CAPS, 240 PT

SUBHEADING

ITS TIME TO GET EVEN AT BUNOL'S ANNUAL LA TOMATINA FESTIVAL!

COCOGOOSE FONT, CAPS, 30 - 40 PT

HIERARCHY



logo

headline

subheading

visual

call to action

GRAB YOUR AMMO

ITS TIME TO
GET EVEN

AT BUNOL'S ANNUAL
LA TOMATINA
FESTIVAL!



Get more information and book tickets now!
Download the app or visit www.latomatina.info



**GRAB YOUR
AMMO**

**IT'S TIME TO
GET EVEN**

**AT BUNOL'S ANNUAL
LA TOMATINA
FESTIVAL!**

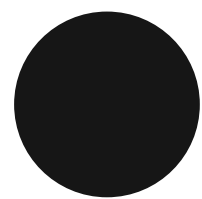


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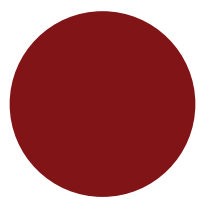


BILLBOARD

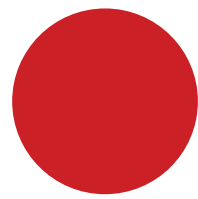
COLOR PALETTE



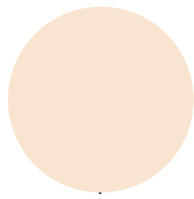
#191818



#811518



#C92127



#F7E3CF

HEADLINE

WHAT'S YOUR WEAPON OF CHOICE?

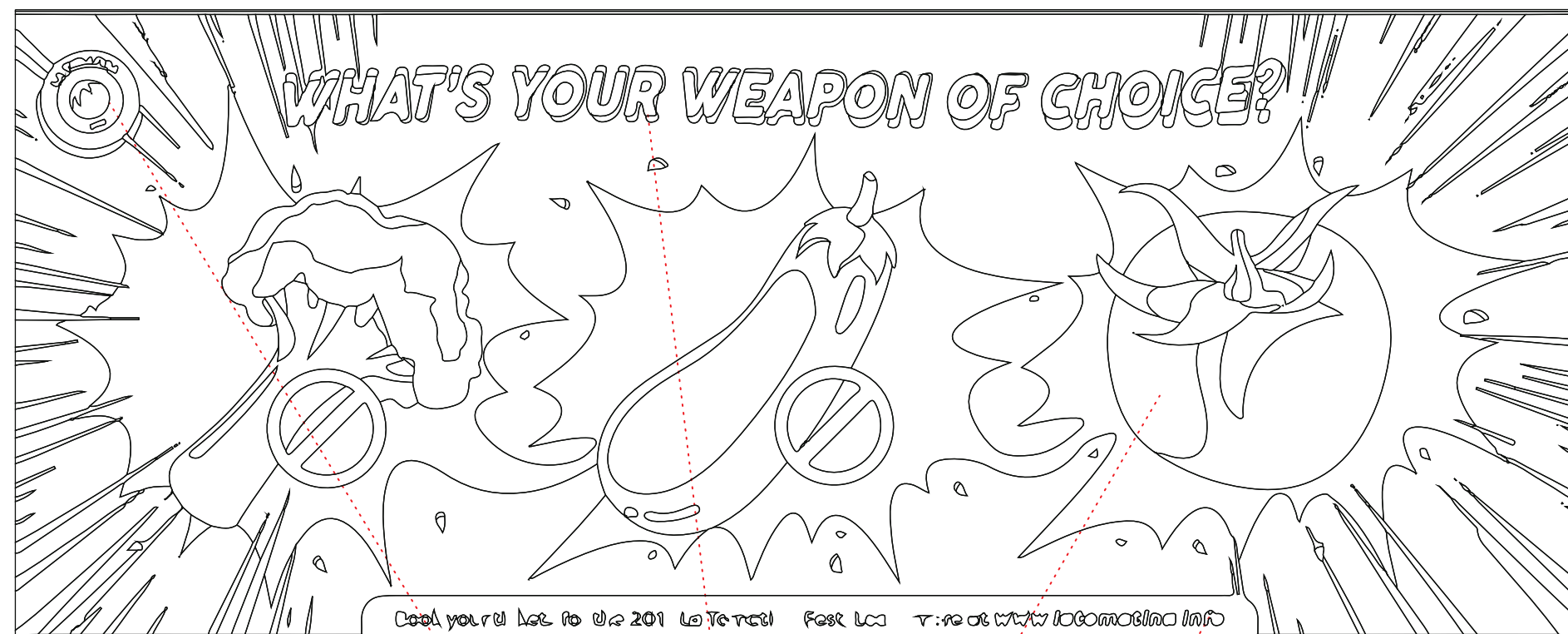
COCOGOOSE FONT, CAPS

CALL TO ACTION

Book your tickets for the 2017 La Tomatina Fest!
Learn more at www.latomatina.info

FILSON SOFT, LIGHT/BLACK ITALIC, 20 PT

HIERARCHY



logo

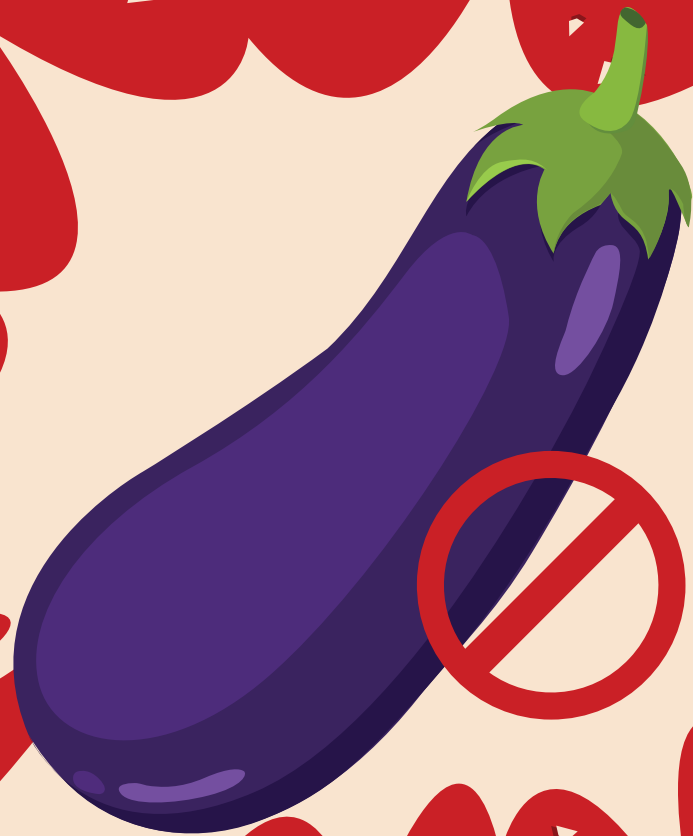
headline

visual

call to action



WHAT'S YOUR WEAPON OF CHOICE?



Book your tickets for the 2017 La Tomatina Fest! Learn more at www.latomatina.info

WHAT'S YOUR WEAPON OF CHOICE?



Book your tickets for the 2017 La Tomatina Fest! Learn more at www.latomatina.info

BATTLE KIT

Customers joining the battle-portion of La Tomatina will present their tickets upon checking in to the festival and receive a battle-kit prior to the festivities.

DESIGN ON EACH BAG



BATTLE KIT

The mission card provides basic information about the battle, including rules, what is included in the gear, as well as a list of the event's sponsors.



YOUR MISSION

¡Bienvenido!

Welcome to La Tomatina 2017. This mission card will tell you a bit more about what's included in your battle gear, and some basic rules and information about the fight, and about the fantastic food fair that follows the event! So rest up and prepare yourself to partake in the world's biggest food fight!

To find out even more info, download our app or visit www.latomatina.info



T-SHIRT **1 TOWEL** **WATER BOTTLE**

the rules

 No bottles or hard objects are allowed to be thrown.

 Make way for the tomato trucks.

 Tomatoes must be squashed before they are thrown.

 The battle ends when the second siren sounds.

BROUGHT TO YOU BY: 

POST-CARD SIZE
5.5 x 3.5 in

BATTLE KIT

The mission card provides basic information about the battle, including rules, what is included in the gear, as well as a list of the event's sponsors.

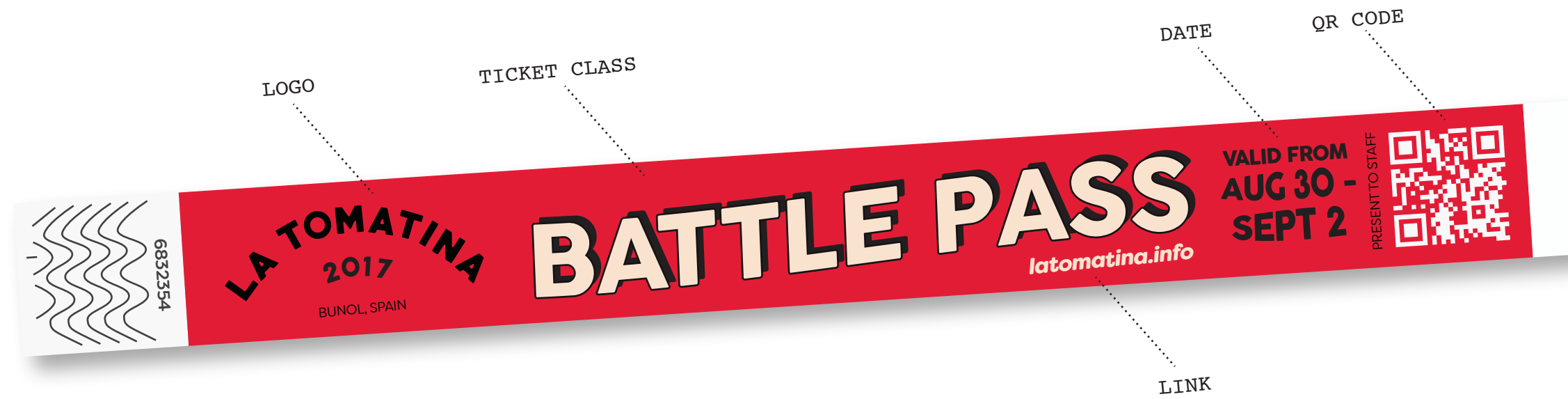


ALLUMINUM WATER BOTTLE



TSHIRT

TICKETS



PAPER WRISTBAND TICKETS



PAPER TAKEAWAY BAGS





WEB MEDIA

PROBLEMS
& SOLUTIONS

SKETCHING &
WIREFRAMING

FINAL SCREENS

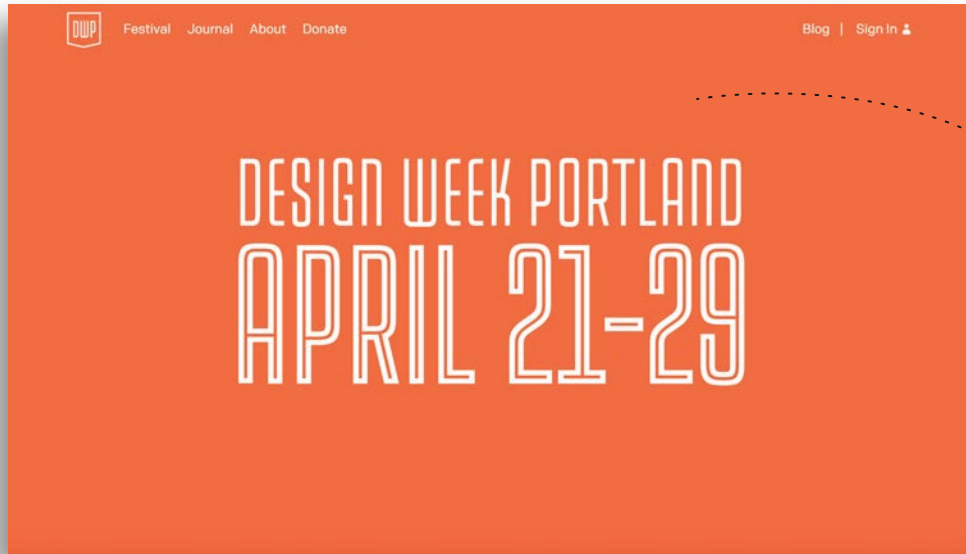
THE PROBLEMS

1. The interface is too busy.
It offers too much information and too many features all at once. It gets very distracting and complicated to look at.
2. The site has too much body text, a lot of which is not relevant or necessary.
3. The style of the website was very childish and almost tacky—both of which were not fitting with the event.

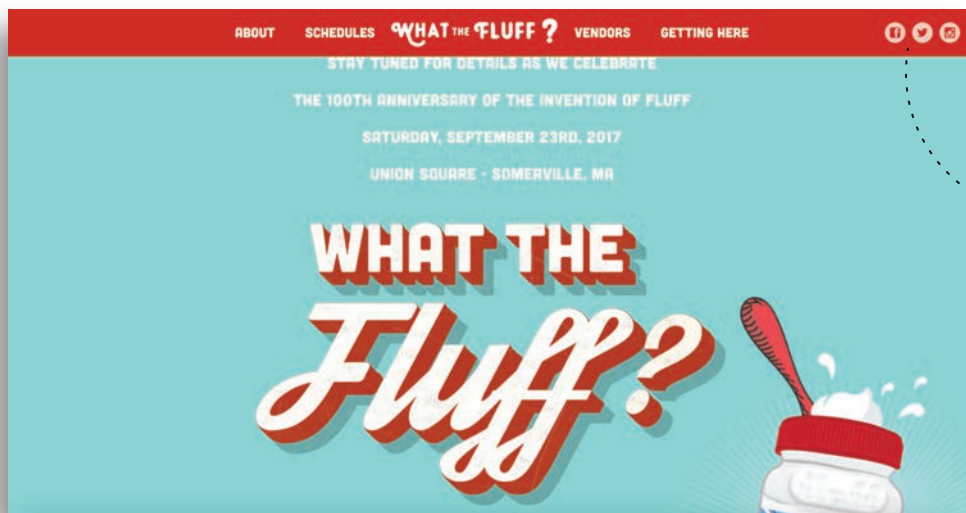
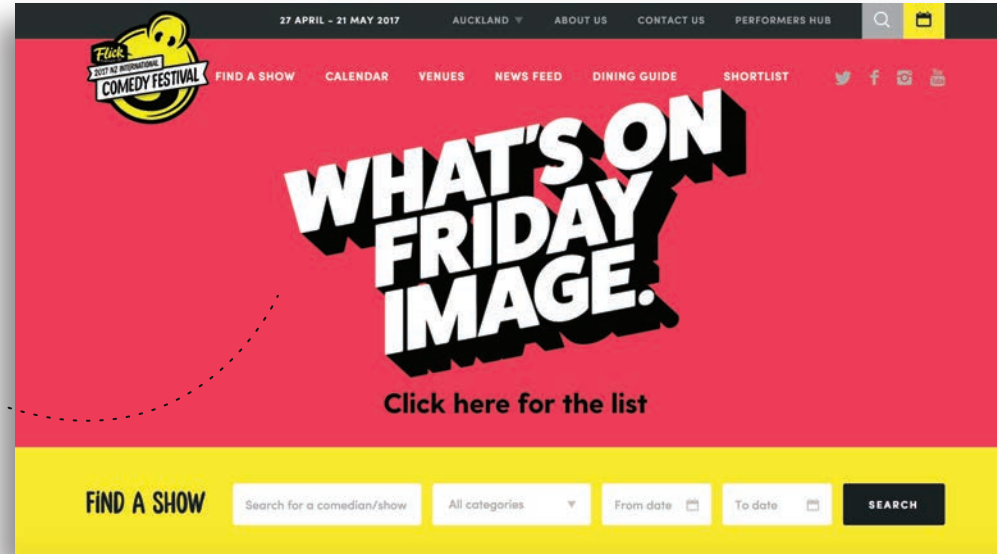
THE SOLUTIONS

1. Simplify the features and keep only what is necessary and helpful to the customers looking for information.
2. Provide brief summaries on the About Page, and only put information that is needed.
3. Keep the theme and color palette, and follow the new design system. The style should be cohesive with the rest of the campaign, without making it look too childish.

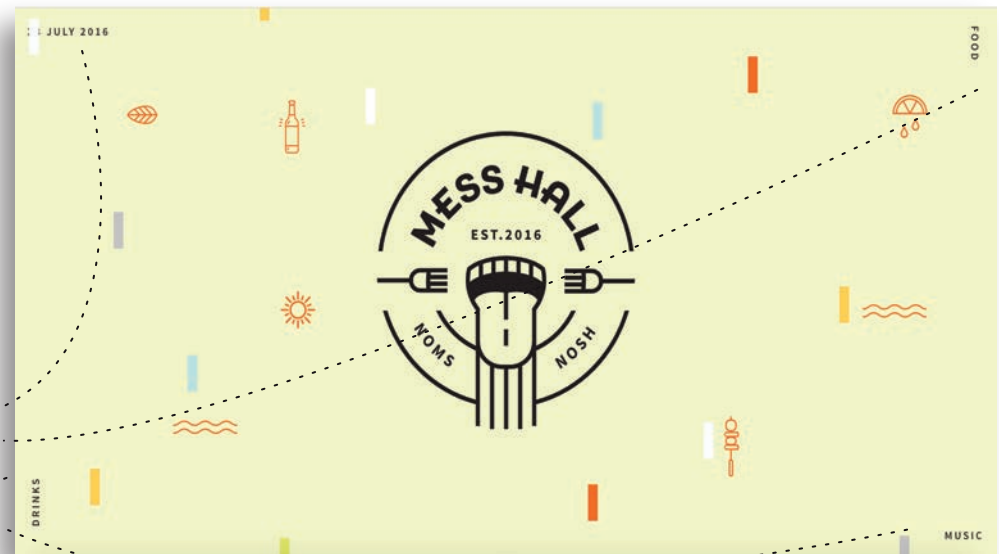
REFERENCES



LARGE STYLIZED/
GRAPHIC TYPE



SOCIAL MEDIA
TOOLBAR



UNCONVENTIONAL
MENU BAR
PLACEMENT

PAGE CONTENTS

/HOME

- Logo
- Menu Bar HOME | ABOUT | TICKETS | GALLERY | SHOP | CONTACT US
- Social Media Links FACEBOOK | INSTAGRAM | TWITTER | APP PROMOTION
- News Subscription

/ABOUT

- Brief history of the event
- Brief Battle explanation
- Brief Tomato Fair explanation

/GALLERY

- Photo Gallery
- Video Gallery

/TICKETS

- Ticket Menu ONE DAY BATTLE | ONE DAY FAIR | FULL EVENT PASS
- Promotion/Packages GROUP PACKAGES | ACOMMODATION PACKAGES
- Information for prospective vendors

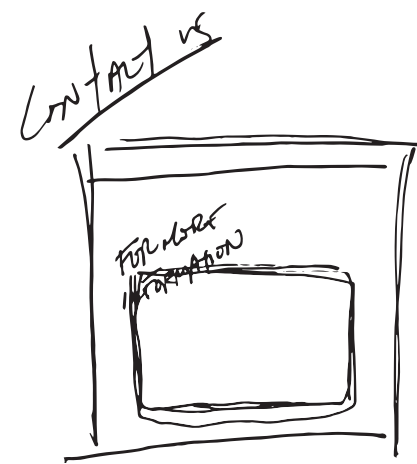
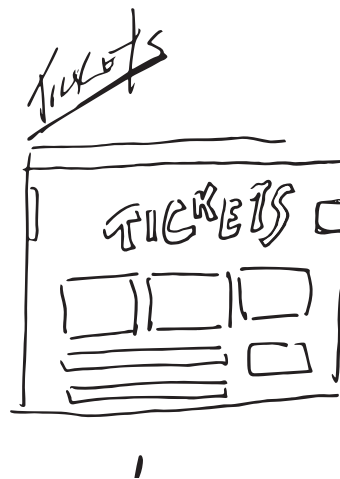
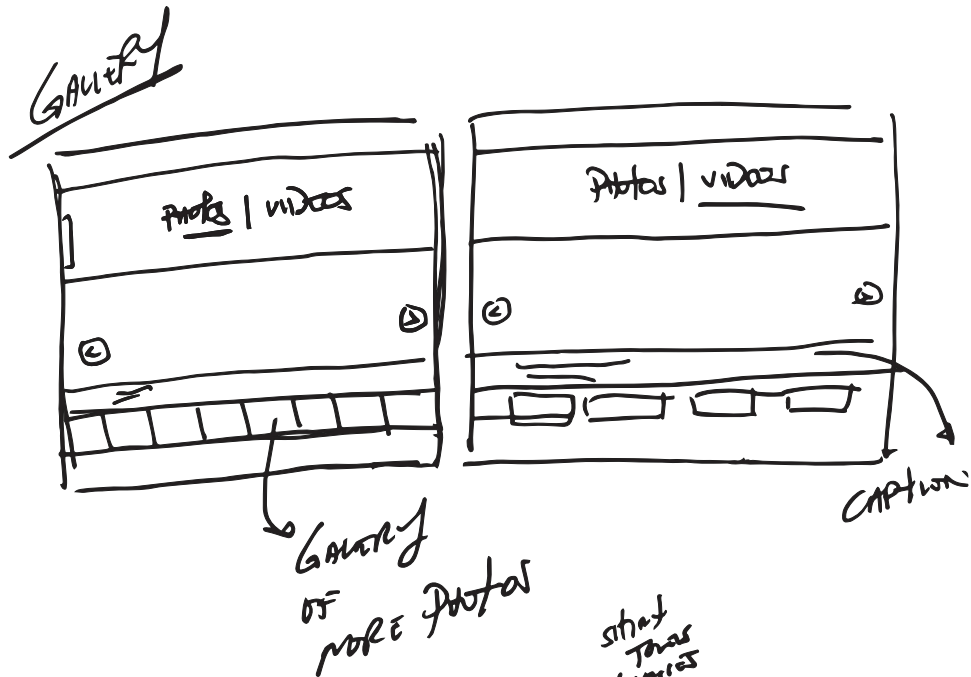
/SHOP

- Merchandise catalogue
- Checkout screen

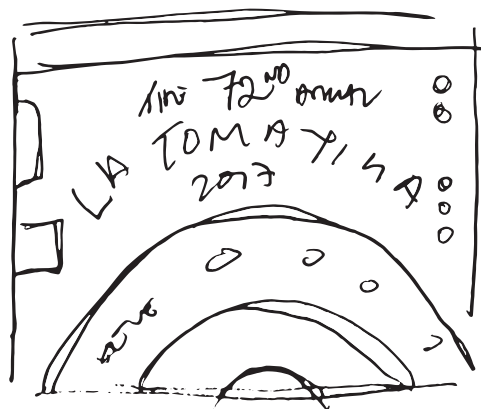
/CONTACT

- Contact Info
- Question submission section

INITIAL SKETCHES



SKETCHES



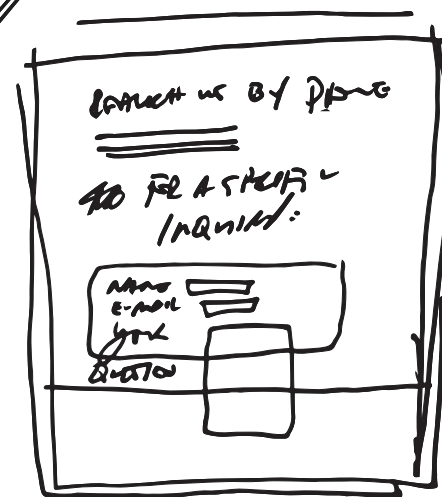
SHOP



shop
Tommy
Guerrier
Hilf

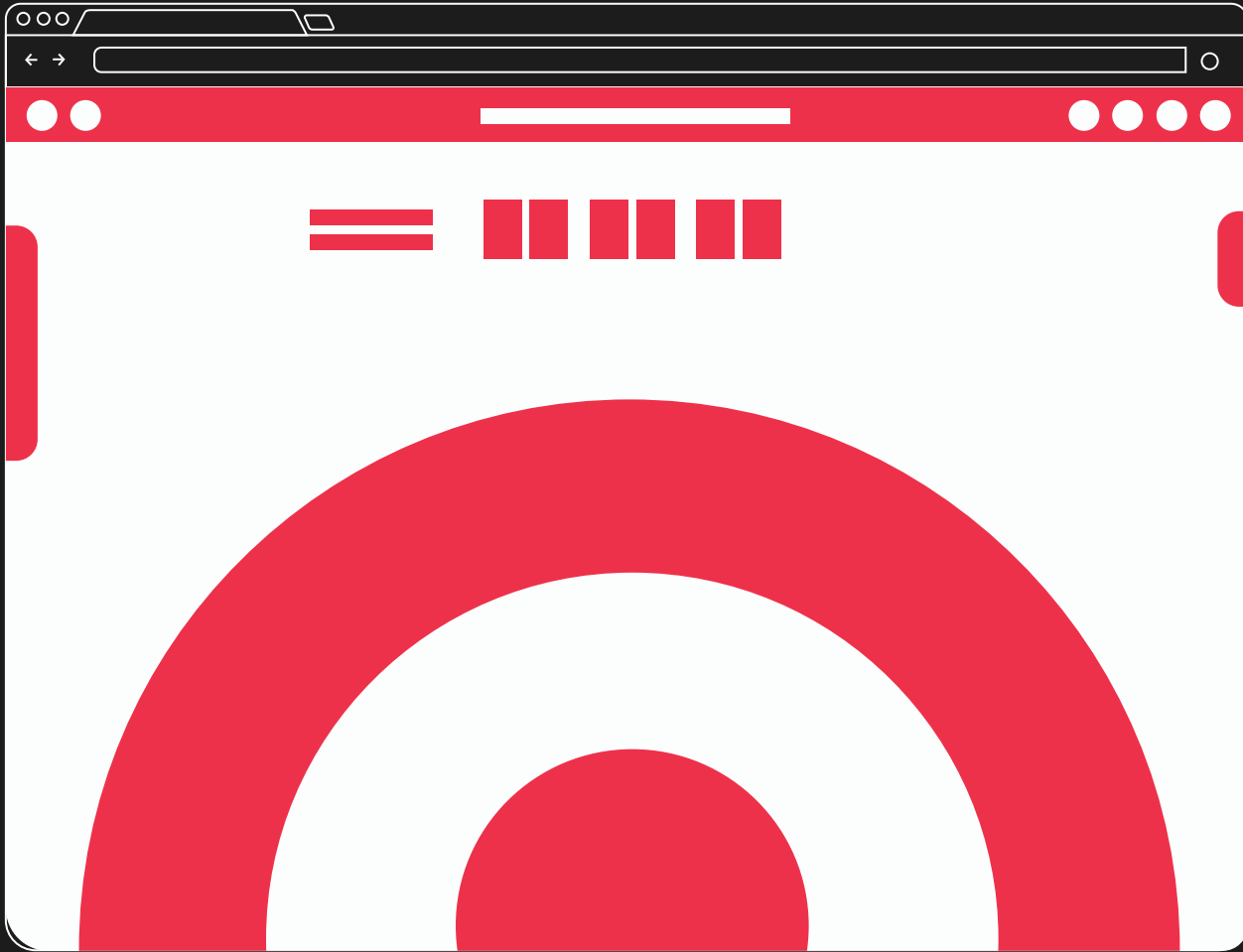
Tommy
Guerrier
Hilf

FOR MORE
INFORMATION.



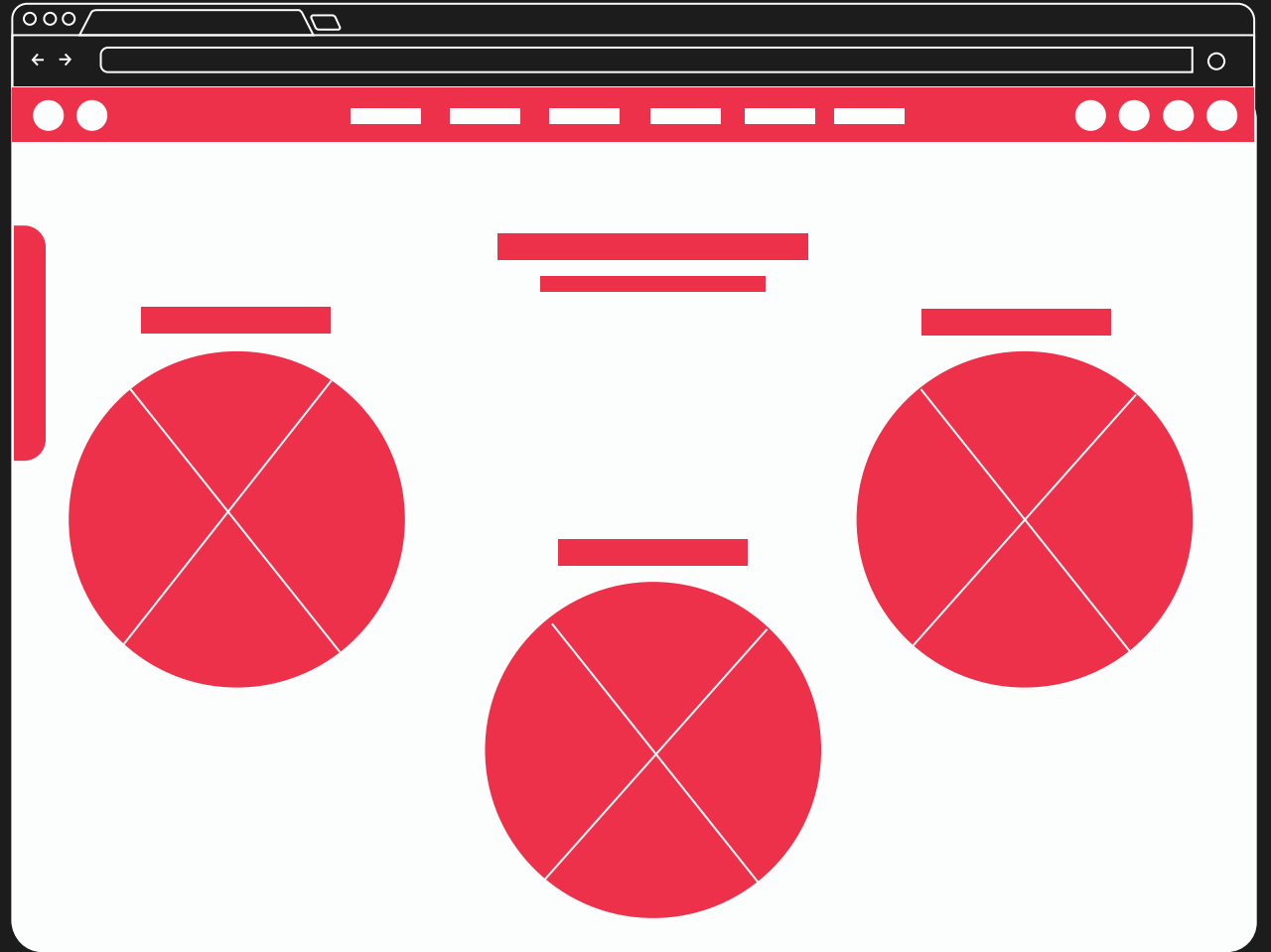
WEB MEDIA | WIRE FRAMING

HOMEPAGE



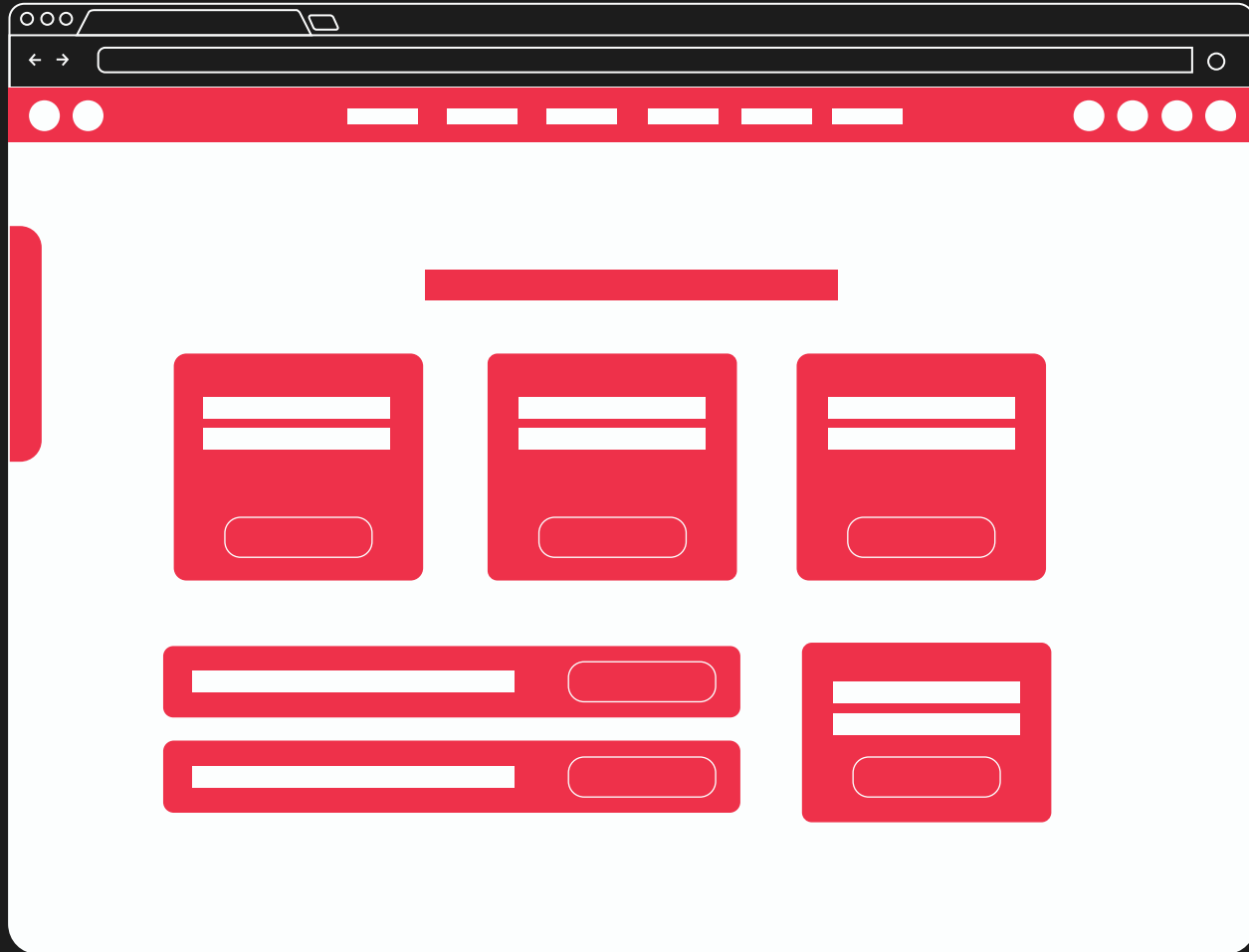
- newsletter sign-up tab
- app download tab
- countdown
- main menu

ABOUT PAGE



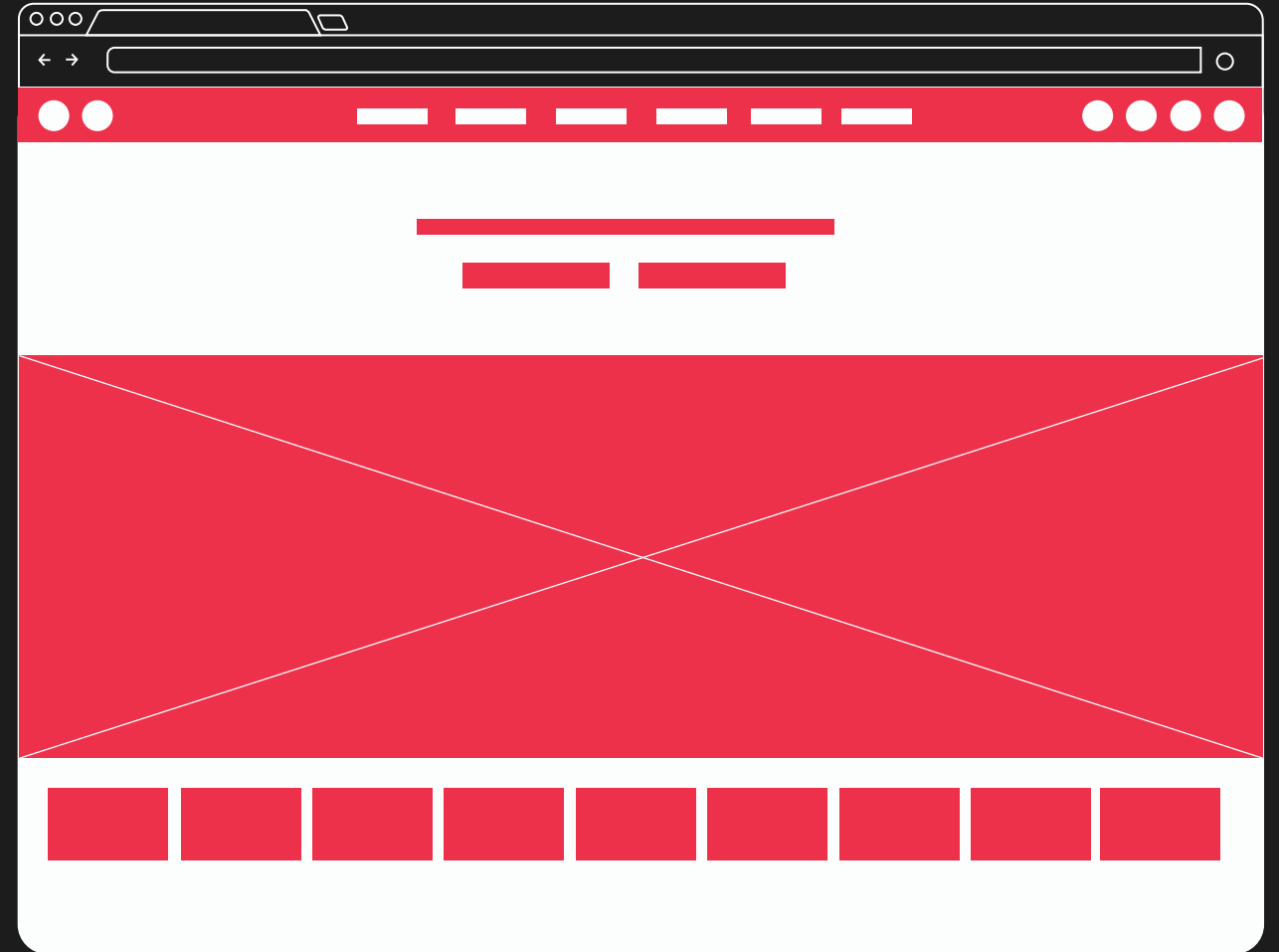
- brief history of event
- explanation of the battle
- explanation of the fair

TICKETS



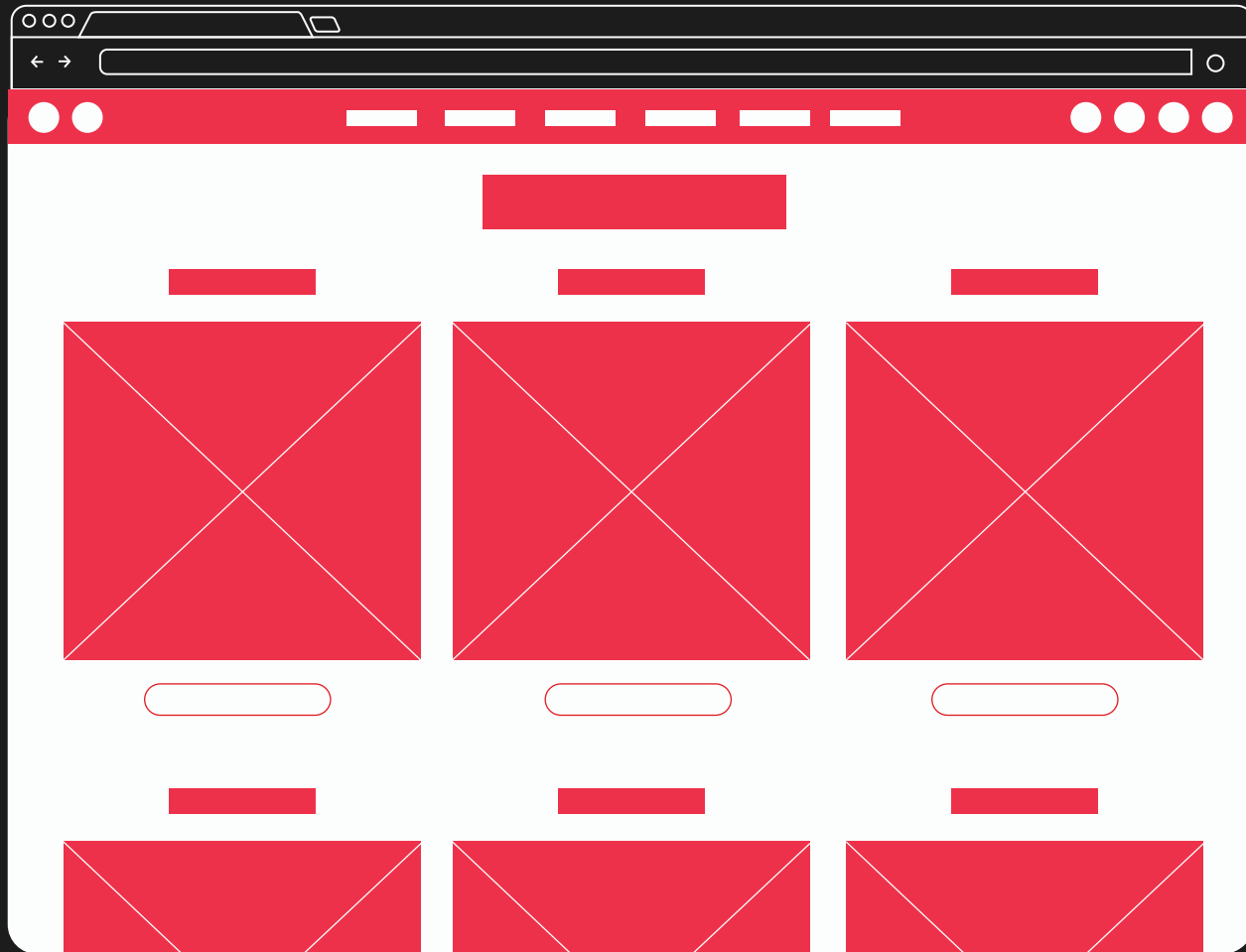
- individual and package tickets
- group promotions
- accommodation promotions
- vendor information

GALLERY



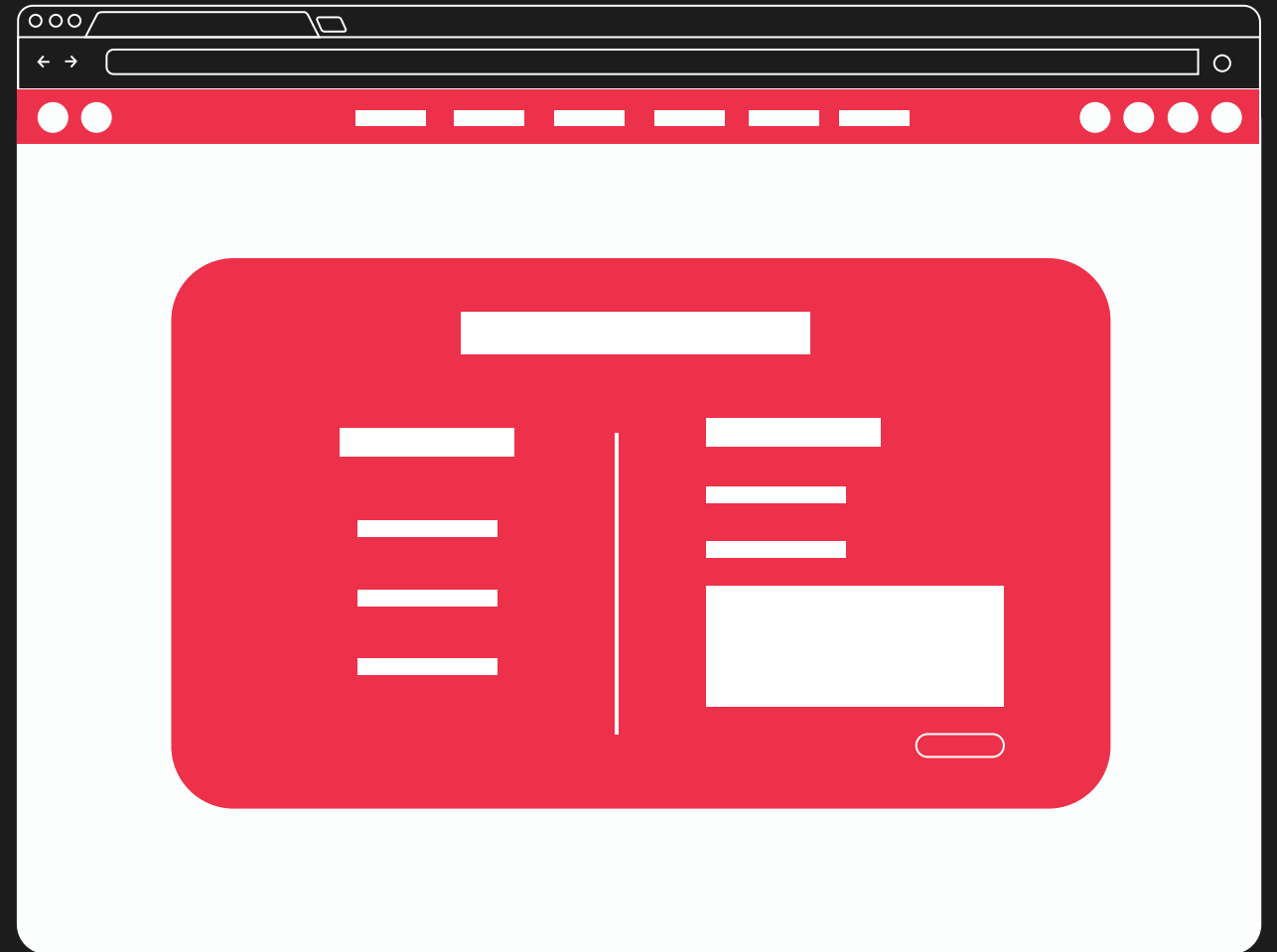
- Photos of event
- Videos of event

SHOP



- catalog of items
- includes a brief description, price, and checkout button

CONTACT



- Office contact information
- inquiry submission

ELEMENTS

GRAPHIC TITLES



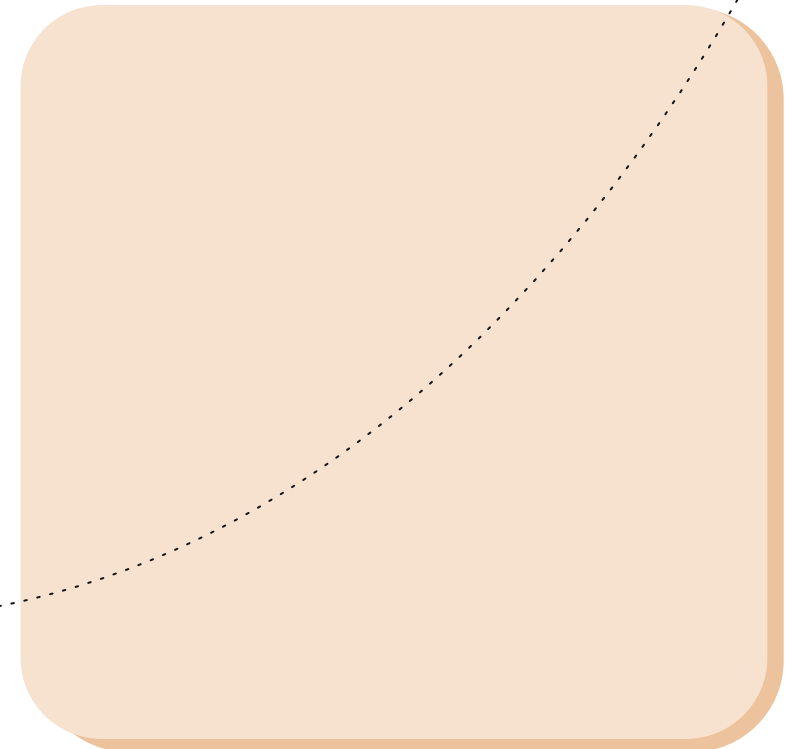
UNIFORM BACKGROUNDS FOR PAGES



SIDE TABS



BUTTONS



DEPTH AND 3D STYLE



THE 72ND ANNUAL LA TOMATINA FESTIVAL!



FOLLOW OUR SOCIAL MEDIA!

SIGN UP FOR NEWS!

THE BATTLE BEGINS IN:

1 0 5 : 1 0 : 4 8 : 5 2
DAYS HOURS MINUTES SECONDS

- HOME
- ABOUT
- TICKETS
- GALLERY
- SHOP
- CONTACT

DOWNLOAD THE APP!

LA TOMATINA



ABOUT THE EVENT

AUGUST 30 - SEPT 2 | BUNOL, SPAIN



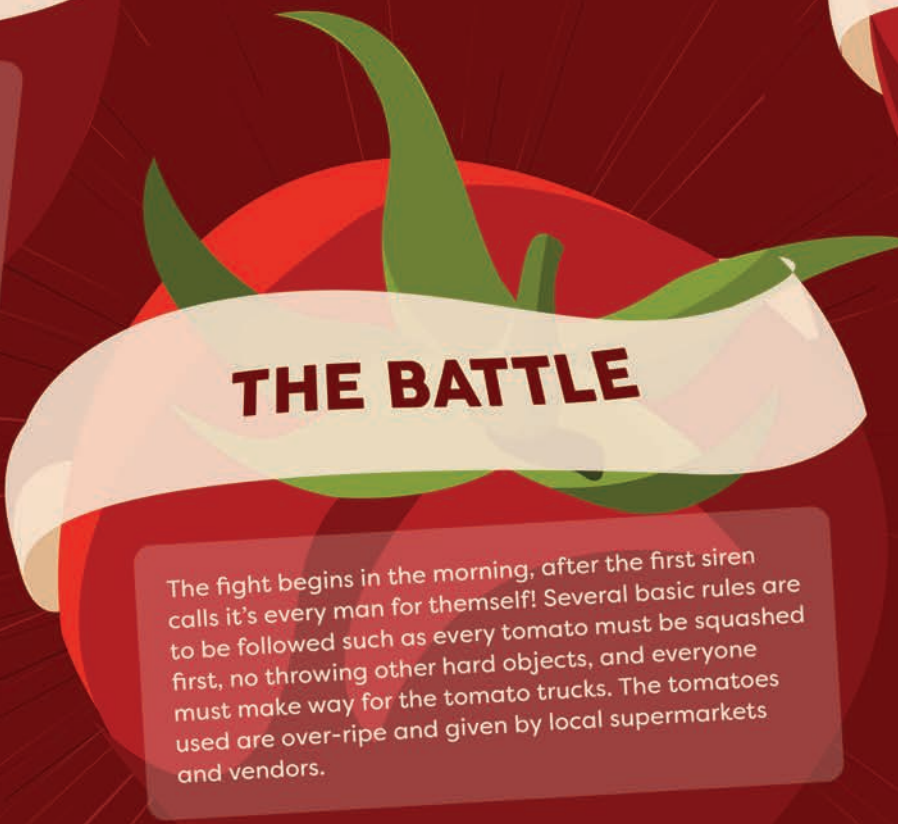
HISTORY

In 1945, in a small town in Spain called Bunol two boys got into an argument & threw tomatoes from street vendors. This turned into a huge fight in the middle of the main square, & became an annual tradition. Today it's known as one of the craziest food fights in the world!



THE FAIR

This 72nd year of La Tomatina, a new tomato fair will showcase dishes and products all made by locally grown Buñol tomatoes, brought to you by vendors from local and neighboring towns in Spain! A unique experience for everyone!



THE BATTLE

The fight begins in the morning, after the first siren calls it's every man for themselves! Several basic rules are to be followed such as every tomato must be squashed first, no throwing other hard objects, and everyone must make way for the tomato trucks. The tomatoes used are over-ripe and given by local supermarkets and vendors.

SIGN UP FOR NEWS!

SIGN UP FOR NEWS!

TICKETS

ONE DAY ADMISSION

THE **BATTLE**

[MORE INFO](#)

VALID ON AUG. 31

ONE DAY ADMISSION

THE **TOMATO FAIR**

[MORE INFO](#)

VALID FROM SEP. 1 - 2

FULL EVENT ADMISSION

THE **BATTLE + TOMATO FAIR**

[MORE INFO](#)

VALID FROM AUG. 30 - SEP. 2

GROUP PACKAGES [MORE INFO](#)

ACOMMODATION PACKAGES [MORE INFO](#)

INTERESTED IN BECOMING A VENDOR?

[MORE INFO](#)

SIGN UP FOR NEWS!

CONTACT US!

OUR OFFICES

CALL US

+34(96)2500569

E-MAIL US

info.latomatinaoficial@gmail.com

VISIT US

Calle Guillem Sorolla 6-8, 46360 Bunol, Spain

HAVE ANY QUESTIONS?

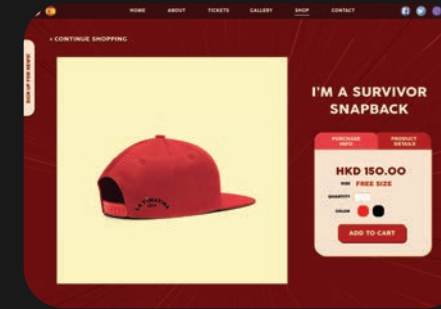
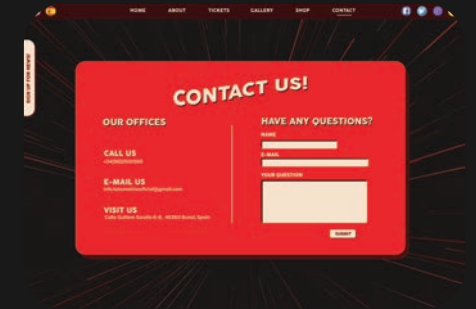
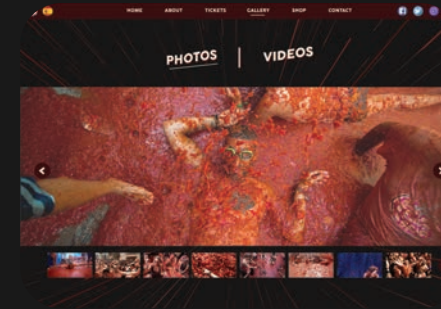
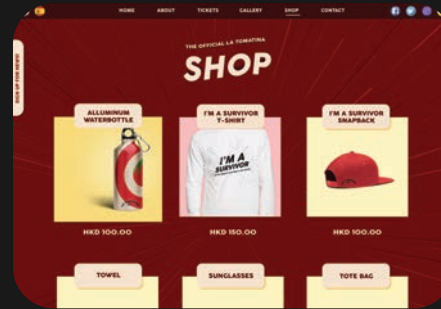
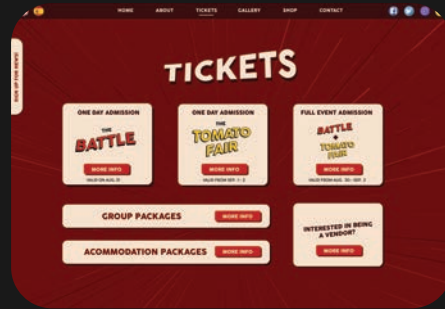
NAME

E-MAIL

YOUR QUESTION

SUBMIT

LAYOUT





HANDHELD MEDIA

REFERENCES

WIREFRAMAING

CONTENTS/
FEATURES

PROTOTYPE

WHY HAVE AN APP

MAY BE EASY TO LOSE FRIENDS & FAMILY IN THE CHAOS

- With many people running around the streets of Buñol during this event, it's easy to lose children, friends, etc.
- With advanced features like maps, street view, and buddy finders, the app can help minimize concerns and worries.

ADDED FEATURES UPDATE THE EVENT FROM REPETITIVE TRADITION

- The Tomatina Fest has been going on for many years, and every year has had the same festivities.
- Adding fun features to the app, allowing them to win contests and promos, as well as play games and interact with other people in the event gives the fest a fresh new take, and may pull in more new-comers for the coming years.

MESSY NATURE OF THE EVENT

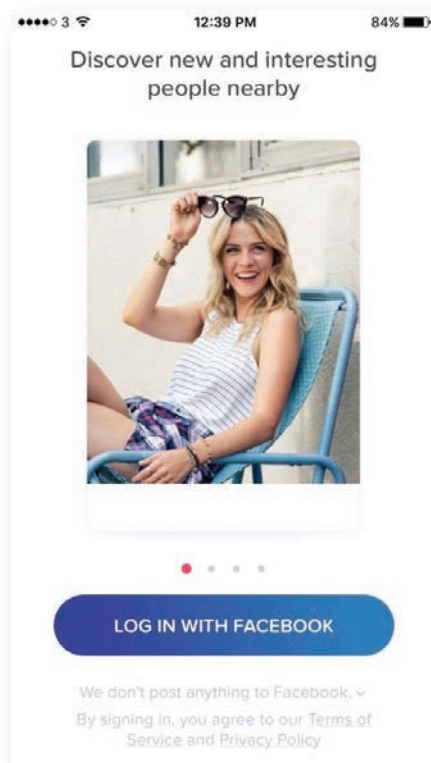
- The event itself is a very messy one, whether you are participating in the battle, or checking out all the fair booths and eating.
- Having an easy way to pay, and lessens the amount of valuables being carried around the event makes everything more convenient.



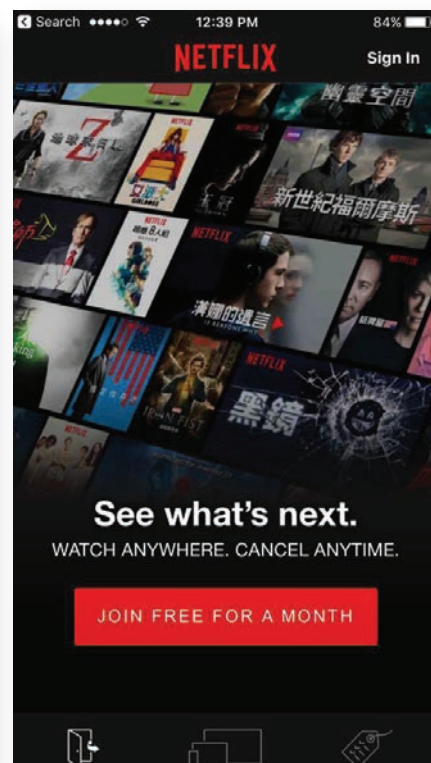
REFERENCES

LOADING/WELCOME SCREENS

TINDER



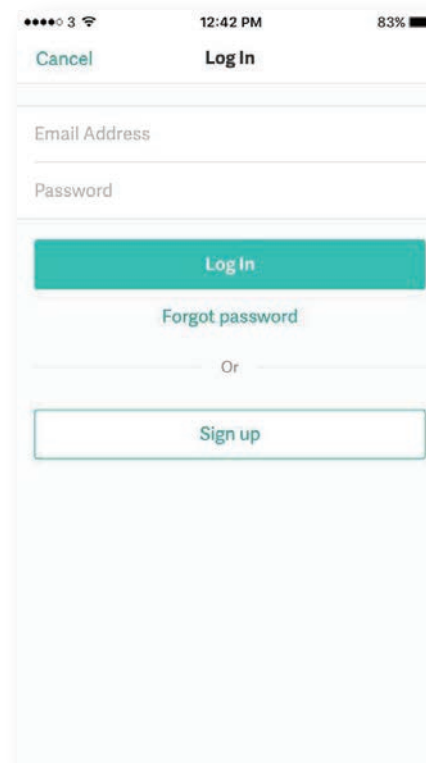
NETFLIX



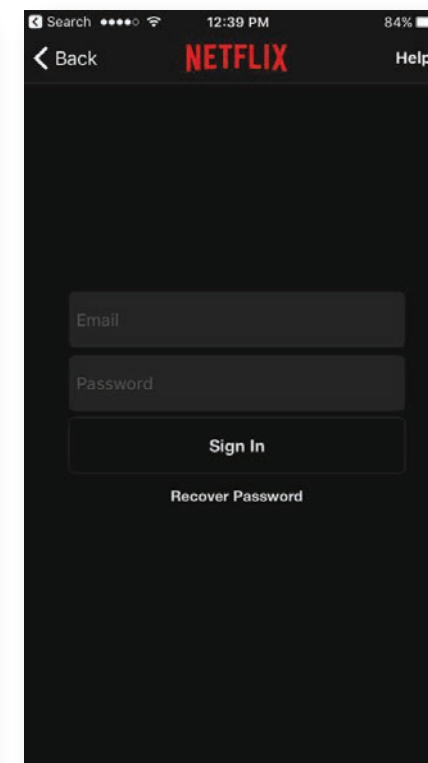
- Summary of features
- Why should I use this app?
- Scroll/Swipe right for information
- Promos/About the App

SIGN IN PAGES

DELIVEROO



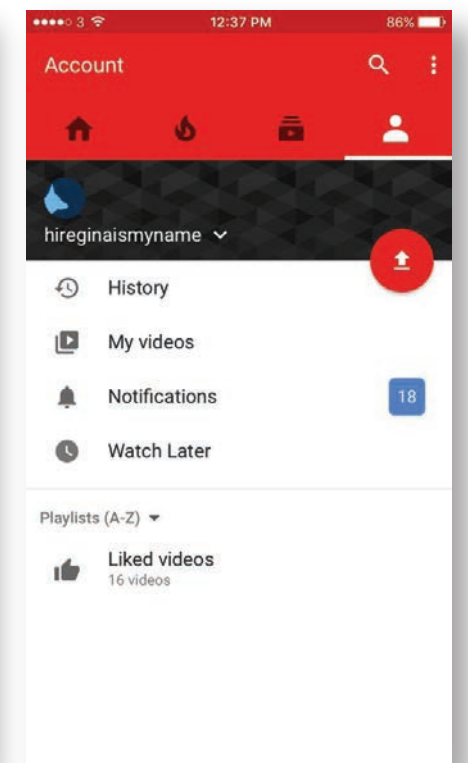
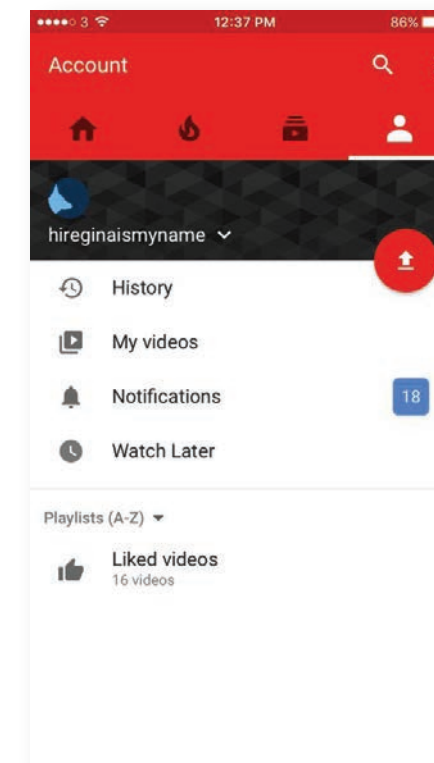
NETFLIX



- Simple, straightforward
- Options for logging in or starting a new account

MENU / TOOLBAR

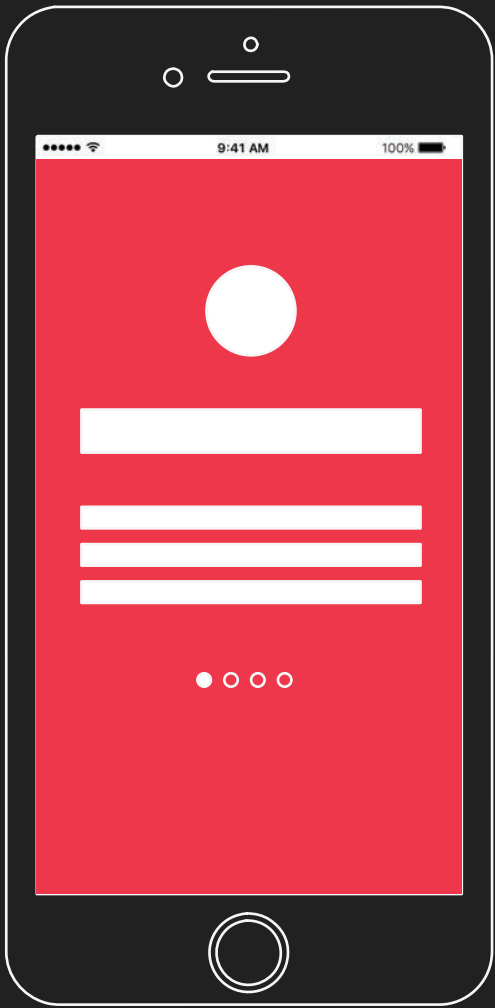
YOUTUBE



- 4 options on toolbar
- Constant no matter what page, always at top of screen
- Name of page is at top of screen

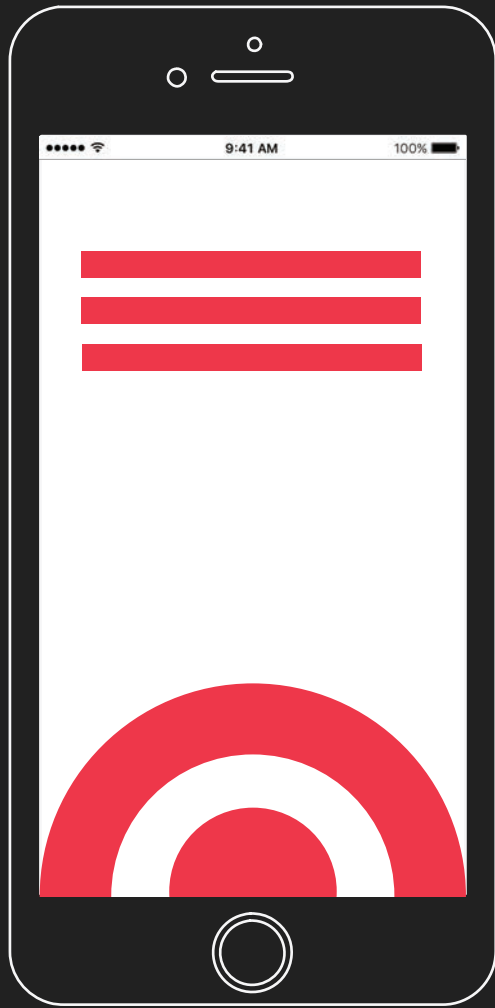
APP MEDIA WIRE-FRAMING
iPhone 6 INTERFACE

LOADING SCREEN



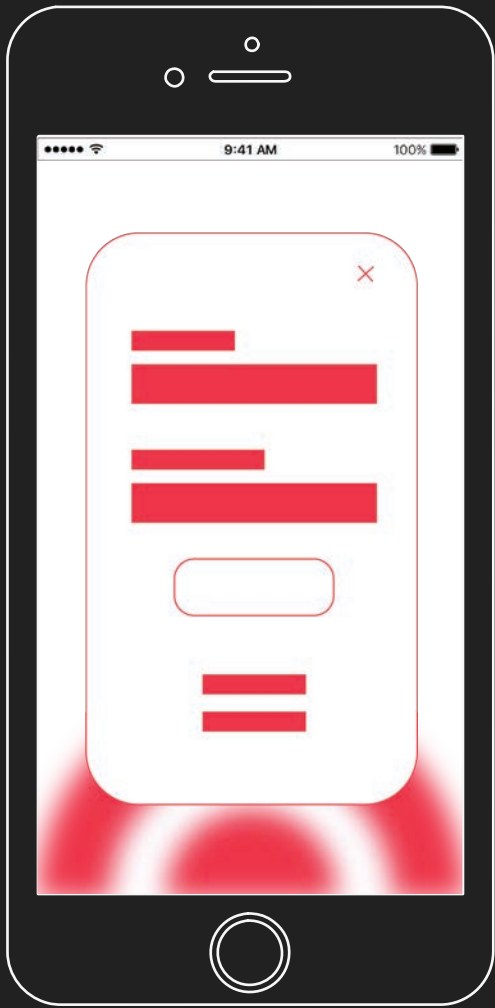
swipe right
for summary of app
features/tutorial

OPENING SCREEN



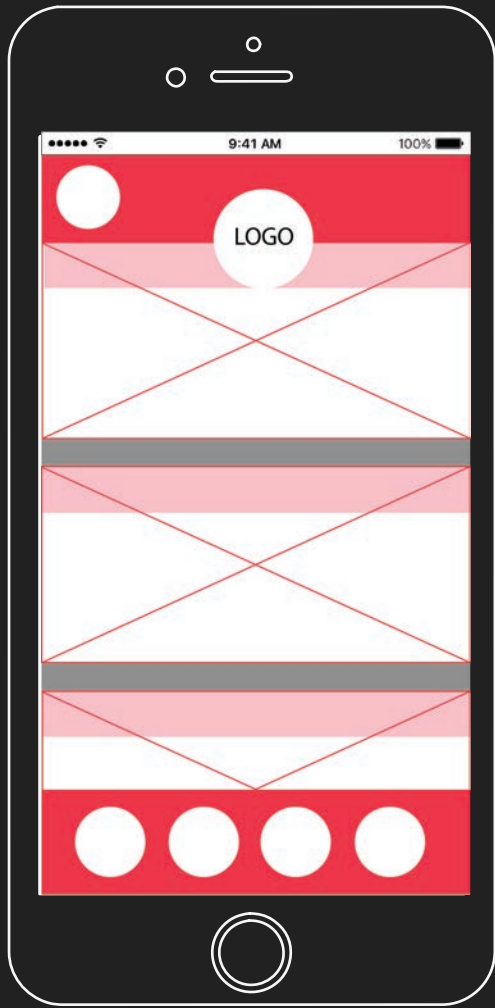
Spin logo dial:
• sign in
• about page
• sponsors

SIGN IN / SIGN UP



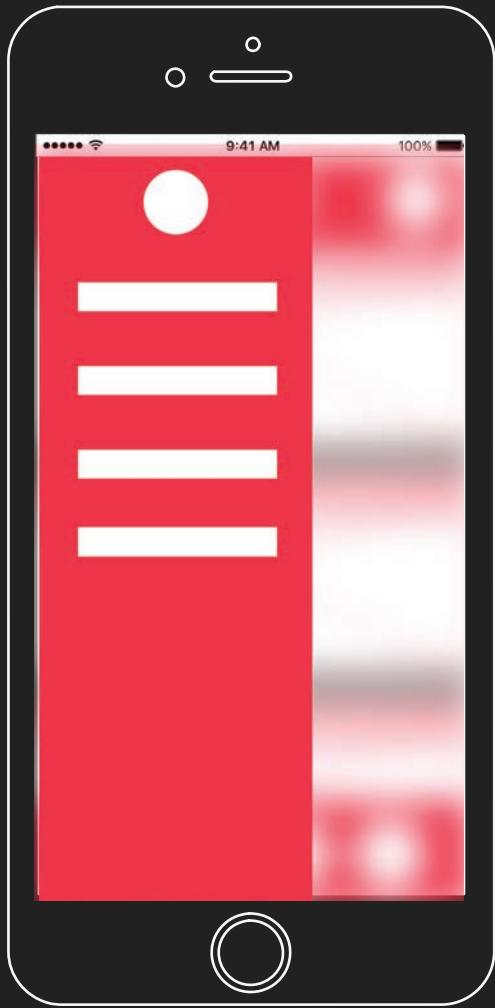
Pop Up:
• sign in
• sign up by scanning
their ticket's QR code

HOMEPAGE



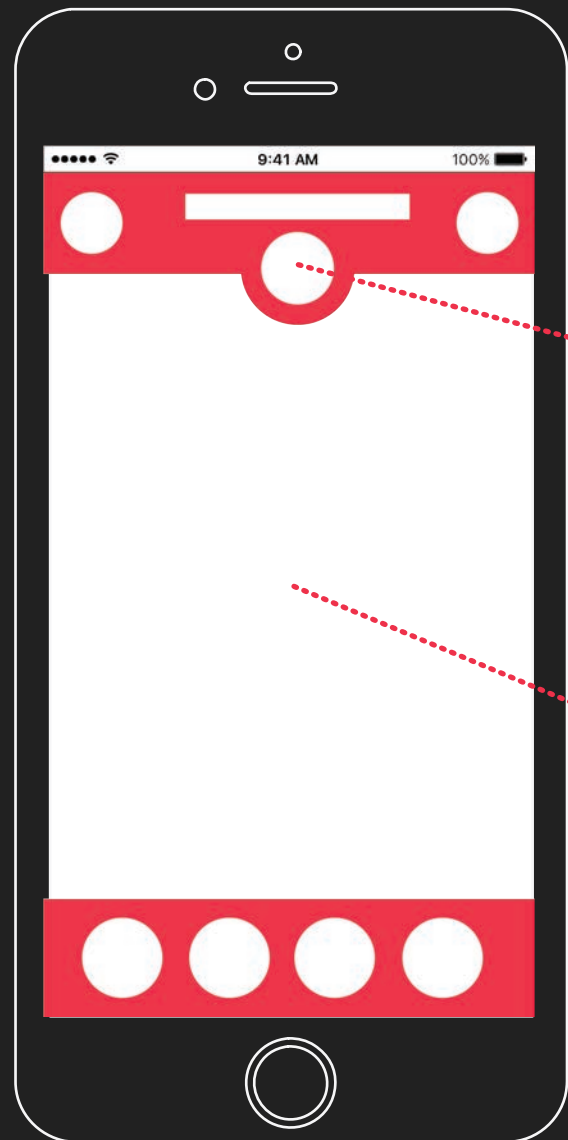
Tool Bar:
• home
• my cash

MENU POP UP



Menu Pop-Up:
• home
• my cash

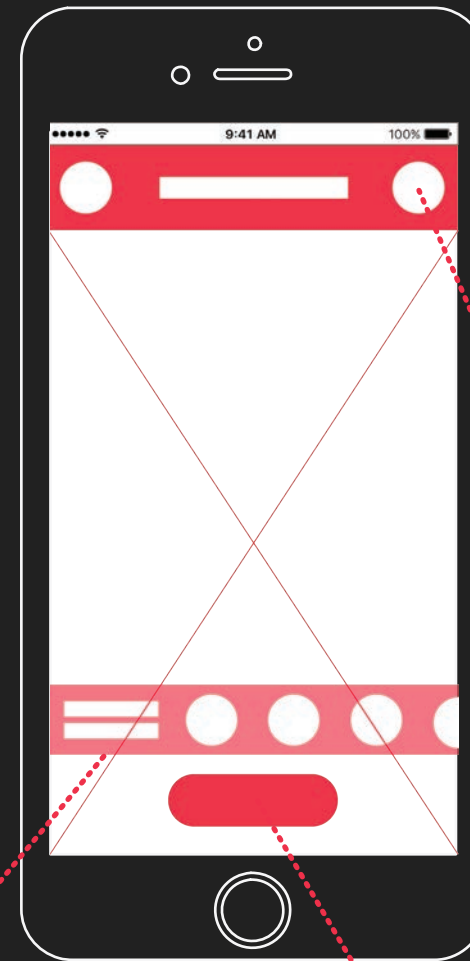
TOOL BAR PAGES



Page Title & Icon
(same as on toolbar)

Page Contents

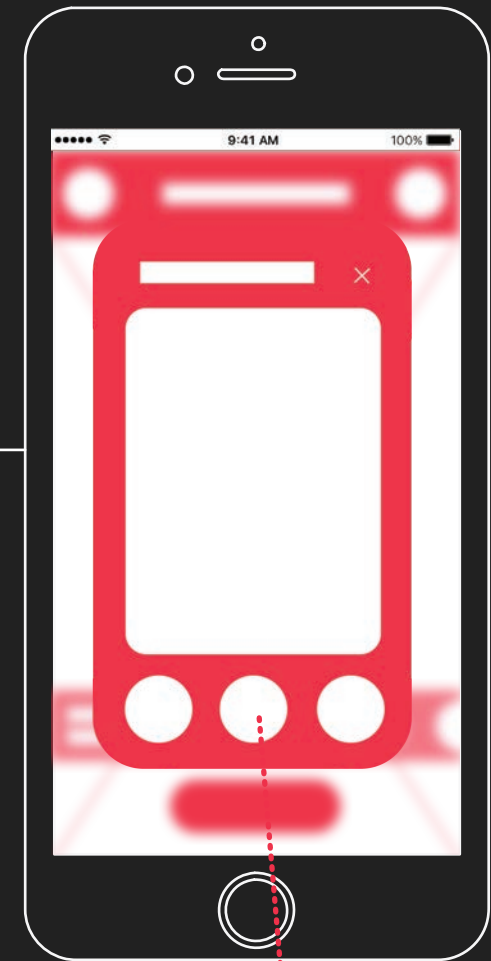
MY DAY FEATURE (CAMERA)



Scroll to view
filters and graphics

Tool bar dissapears to
widen camera screen

Click to go back
to main app

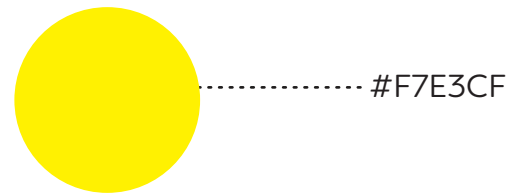


Sharing Option Icons

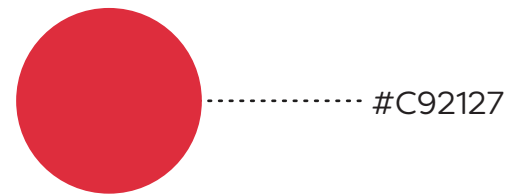
- Save to camera roll
- Public share on app
- Personal Social Media

ELEMENTS

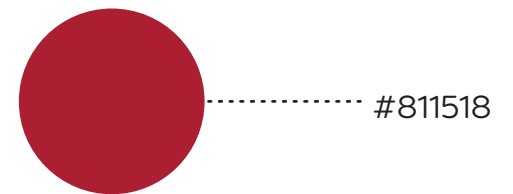
COLOR PALETTE



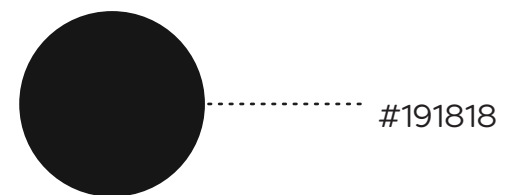
#F7E3CF



#C92127



#811518



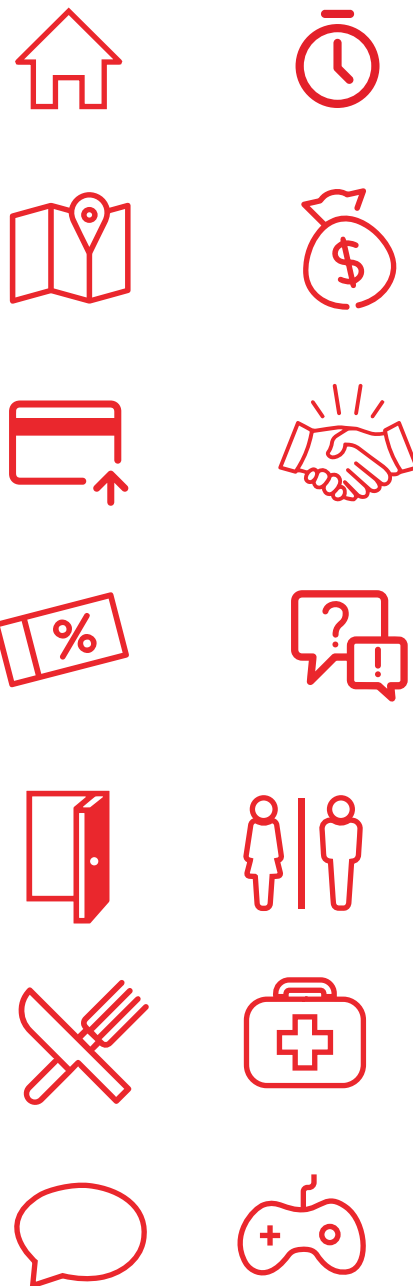
#191818

TYPEFACES

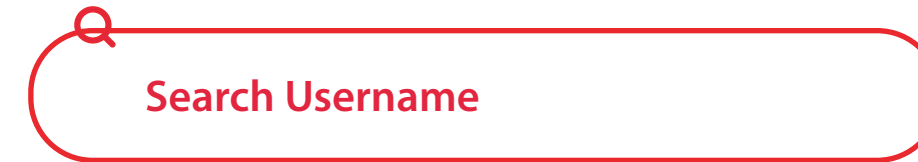
Username

MYRIAD PRO, SEMIBOLD

ICONS



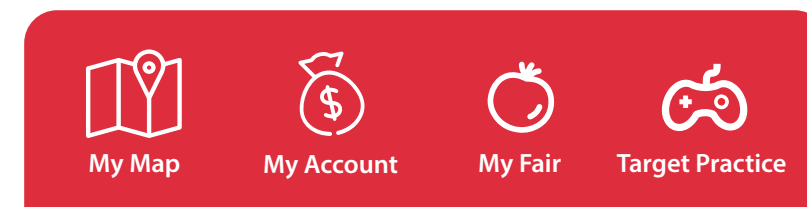
BARS/BUTTONS



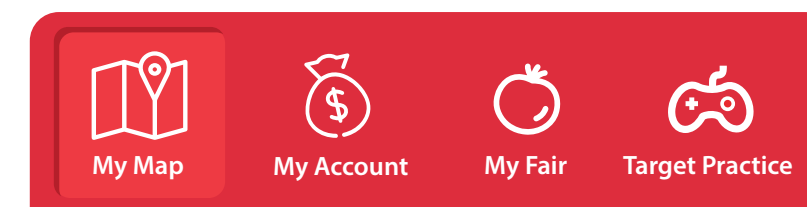
Transaction
History

ICON BUTTONS

TOOLBAR



DEFAULT



PRESSED BUTTONS



COLLAPSABLE

CONTENT/ FEAUTURES

EVENT SCHEDULE

This is structured as the home-page of the app.

It is the initial landing page and shows upcoming events, as well as provides information on where, when, and what each event is about. Users can scroll down the feed to look at future events.

DIRECTORY

This includes a full directory in alphabetical order of different stands and kiosk.

This feature is just for the fair counters.

Icons also show which sell food, for dining, and which offer workshops or sell products



MY ACCOUNT

CASHLESS

On the My Account tab, users can load money from their credit or debit cards onto their account and go through the event cashless.

They can easily see their account balance.

GAINING “TOMATOES”

Users can gain “tomatoes” or points, which are displayed on the My Accounts tab as well.

These tomatoes can be gained through:

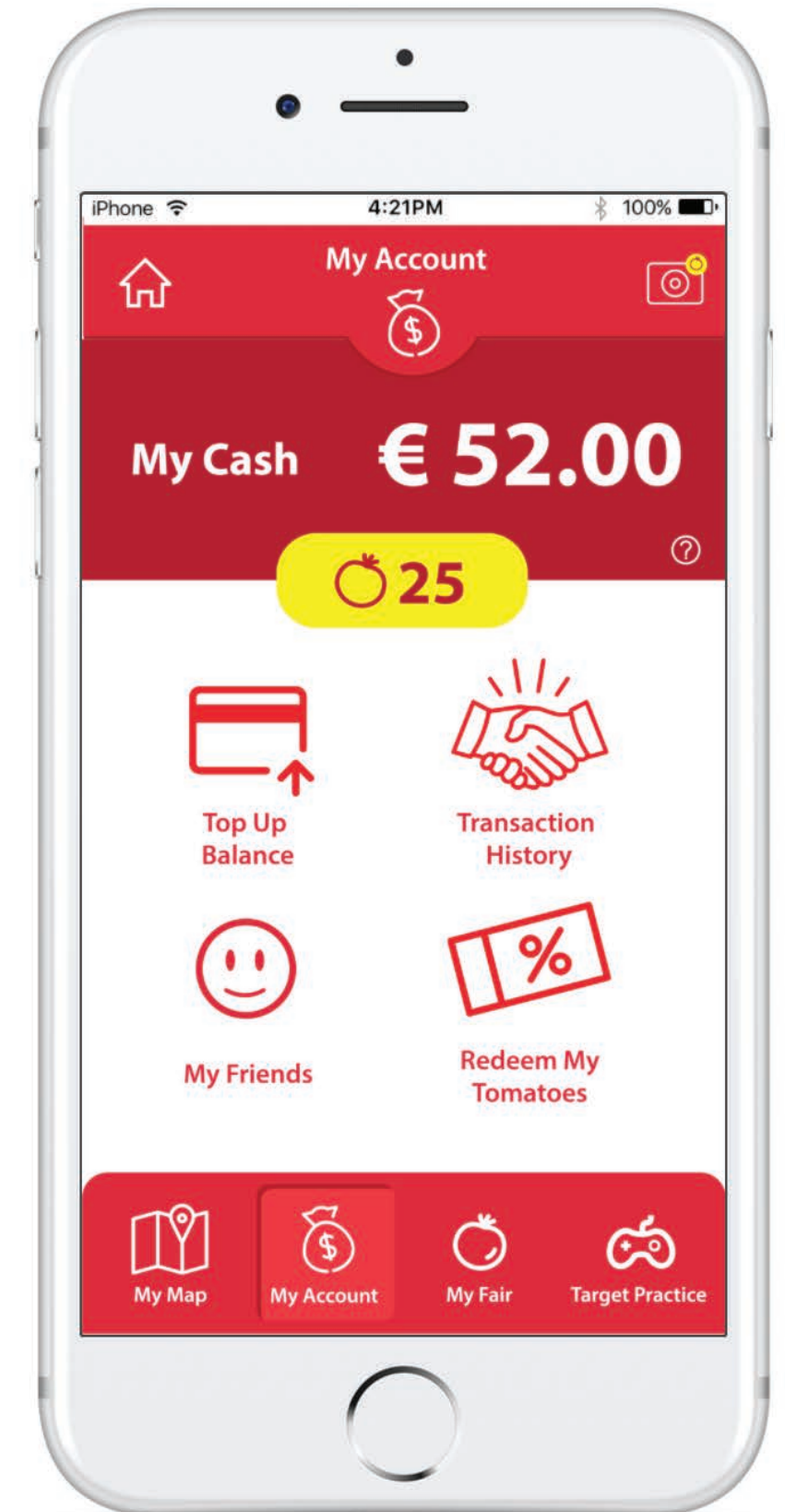
- playing the Target Practice game
- adding new friends
- visiting selected events and counters at the fair

These tomatoes can be exchanged for fun promotions and gifts in the form of food, shopping, merchandise, etc.

“FRIENDS”

Users can add other users through the usernames they initially register with. This connects them, allowing them to meet many new people, with the incentive of gaining “tomatoes”, or points.

By adding friends, they can also challenge each other on the Target Practice game feature. It allows them to be found through GPS using the “buddy finder” on the map.



MAPS

IMPORTANT MARKS

- battle ground & fair ground
- help/check-in counters
- toilets
- dining areas
- first aid clinic

STREET VIEW

Because Buñol is not that big of a town, it would be very easy to create a virtual street view of the small alleys and roads. This can make the experience for the users more fun and convenient.

FRIEND FINDER

Users can easily find out which of their friends are in a close vicinity to them.

They may also search for them on the map and easily locate where they are, in case of any emergencies.



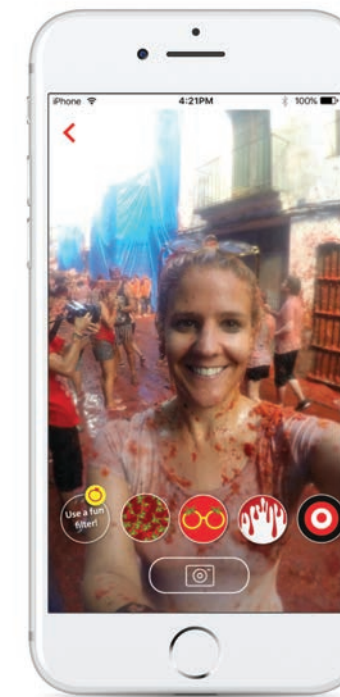
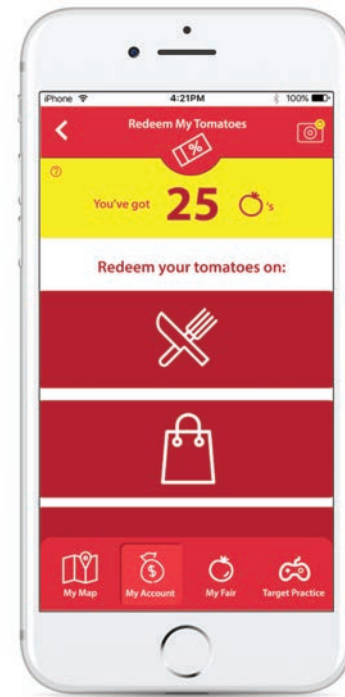
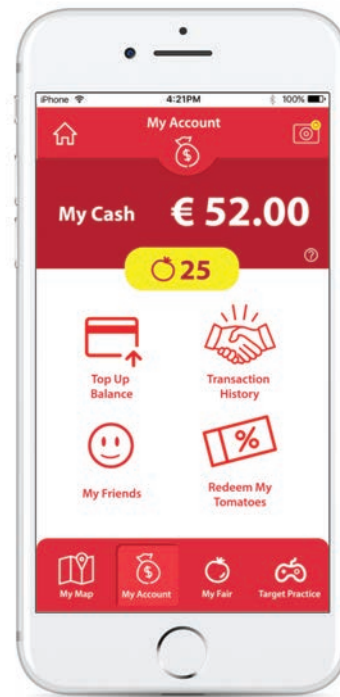
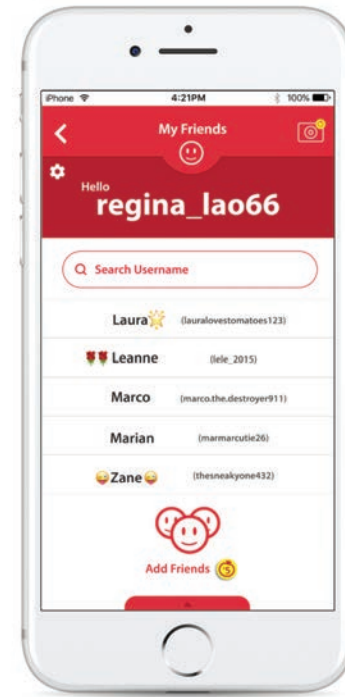
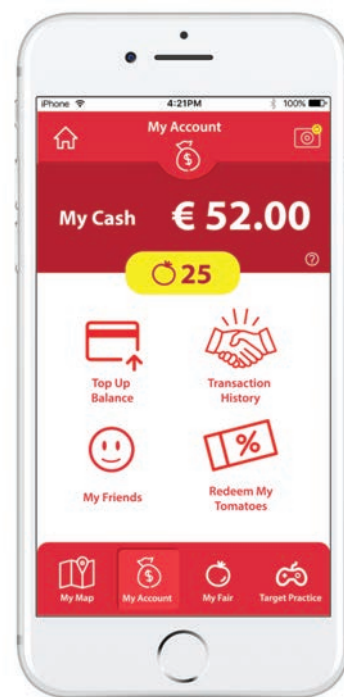
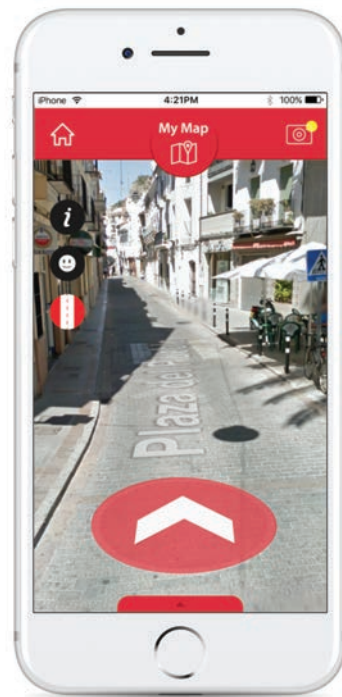
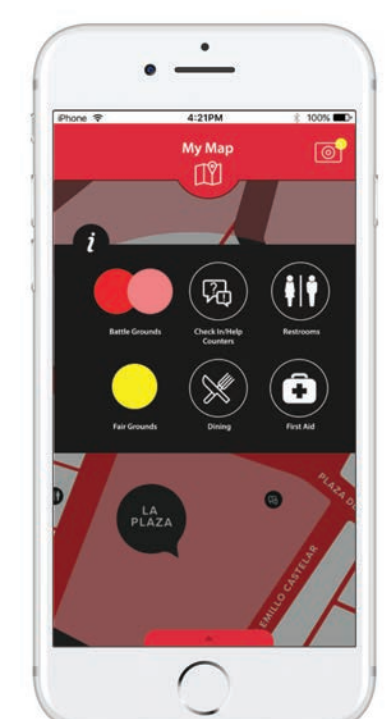
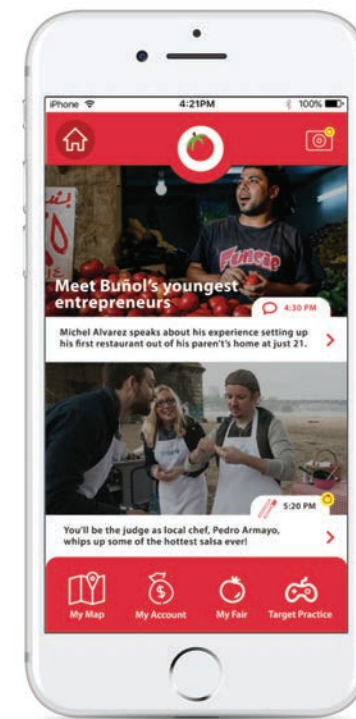
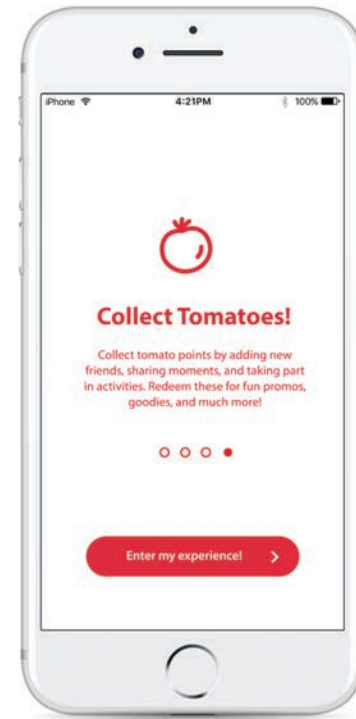
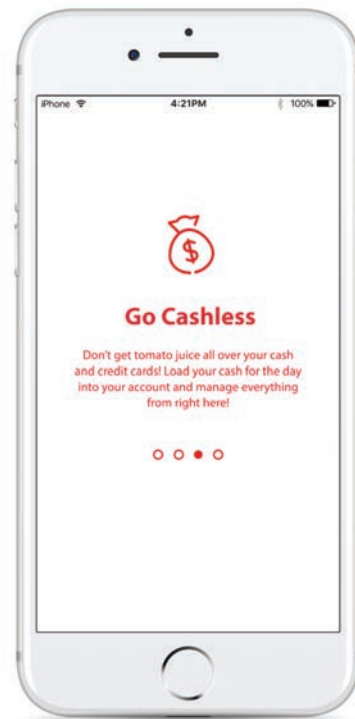
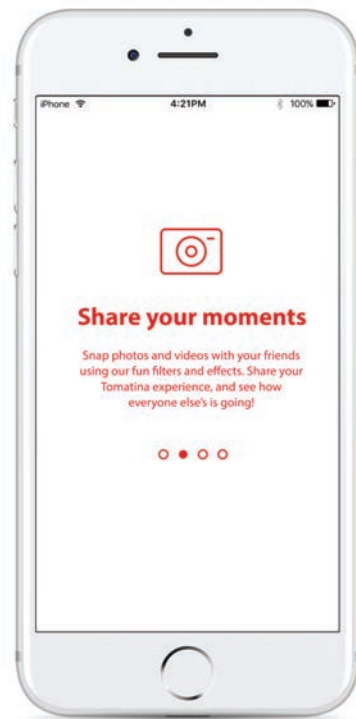
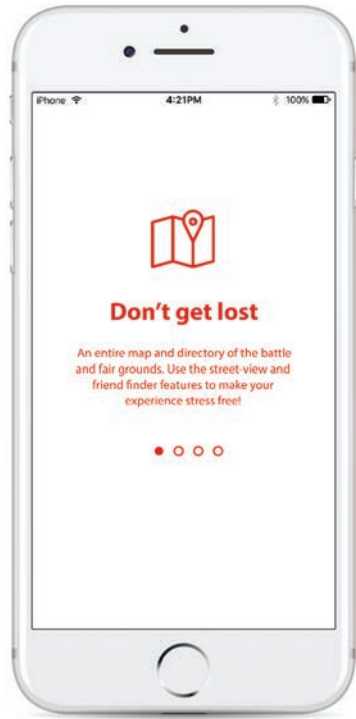
MY MOMENTS

The “My Moments” feature is an image and video-capturing feature that allows users to easily click on the icon on the top bar and shoot photos and videos of them and their friends.

They can also make use of the unique tomatina filters, and share them either with their own friends, save it to their phone, or add it to a public collection of moments of everyone at the event.



VIEW PROTOTYPE HERE



IN CONCLUSION

My objective for this project was to take the current state of the La Tomatina Fest, with its very poor, tacky, childish, and over-the-top design and branding, and create print and digital material in order to refresh this very traditional event.

My **print material** attempts to show more of the event's fun and energetic personality, also reflective of the nature of the actual event.

The **digital media**, including web and handheld app media, are re-designed to be more convenient, straightforward, and informative, as well as introduce more modern and fun features to the event.

All in all I think I was able to create materials that were very integrated and follow a similar design system.

These are all done in order to not only expand the target audience of the event, but to also create a stronger brand and event identity.

