

Multiplatform Report - 1123

Summary of Project Aims

I decided to create my project around the idea of a dog event which would give all profits to RSPCA. The aim was to create a community of dog lovers throughout different platforms with each having a different way to interact with it. For example competitions on Instagram and polls on Facebook. I also aimed at making the event based on the viewpoints and demands of the followers to make the event for the people by the people, once again more community.

Specification

To make this work I went with the following:

- QR Codes – to connect platforms
- E-Posters – to advertise on platforms
- Radio Advertisement – to advertise the event/social media accounts
- Instagram – brand awareness
- Facebook – community group/find local dog related businesses
- A Website – to buy tickets
- An App – unique selling point - vote at the show

Research Summary

Throughout this project I've learnt quite a few new things. I've researched several different platforms including Instagram, Facebook and merchandise. my research into merchandise led me to understand the different categories which include convenience, impulse and specialized. In my case, my merchandise would be impulse which means that it would be bought without planning. This research led me to understand how to market my merch to then sell to the right buyers which would be impulse buyers.

Another thing I researched was the statistics of social media. this led me to understand the popularity of Instagram and Facebook as well as the most popular age groups. for example, I

learnt that Facebook is the most popular social media platform for people aged 50 plus while Instagram is the most popular one for people aged 18 to 35. Using this research, I put together my social media platforms to reflect the different styles that would get the attention of these age groups. for example, the older generation may want something more simple and easier to understand when it comes to technology while younger people may want something more informal without explanation as they understand technology a bit better on average. Because of this, I made my QR code for Facebook say scan me but left this out on my Instagram one.

My research also taught me about the different benefits of different website builders and that understanding your website needs is important before deciding what software to go with. I also further learnt about new tools in Wix that I hadn't used before so that I could sell tickets as well as showing my Instagram feed on my home page.

Technical Review

There are a lot of different technical points that I could have focused on during the event, for example, the stalls and the sponsors. However, this project is to reflect on my use of multi-platforms to grow awareness of the event. This is why I decided to focus on only the impact of my social media and then spend my time planning out the event in every detail. One technical part I did decide on though was what the prices of show tickets be. Study shows "that consumers have a perception of value reflected in prices of firms' products" (Agwu, 2018) which means that the event holds more value when tickets cost money. This also means more profit towards good causes therefore not greatly affecting event interest. This is why i decided to make tickets cost money but also b cheap to keep them exclusive to all people.

Another technical part I looked into was how the app would look and work. As the event was more based on having fun rather than being competitive, I decided that the app would need a code given when bought when tickets were bought this way it made it more personal and exclusive to buyers and had less chance of being ruined by non-tickets holders. If this were a real event, My long terms goals would to further add to the app for the next year to keep it new and keep it in the modern age.

Outcome

One of the successful decisions I made was creating a Facebook group. Facebook is great for creating places where everyone can get involved and post instead of one person posting and everyone else looking. This emphasizes my idea of creating an online community where everyone is involved making it something to interact with which is what transmedia is all about. There are many different tools on Facebook including polls, adding events to groups and sharing QR codes and posters through posts.

One point that didn't work so well was my idea to create posters, looking back I believe these don't give much more information than already given on the platforms they're found on. I still believe these would work effectively if printed out and put in local areas like Community boards. This would act as a way into the transmedia story. Next time, i would spend more time learning what makes a poster effective online and put it in my plan to print them for doors and local areas, along with QR codes that could be separately put through doors.

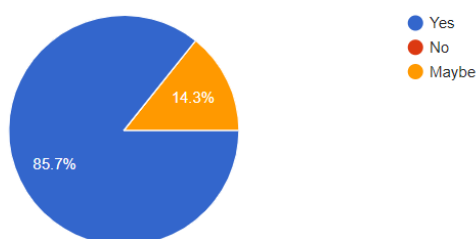
I asked a few different people to interact with my platforms and fill out a survey. 87% who interacted with my Facebook platform said yes to the question 'Did the Facebook group make you want to go to the event' with the remaining saying maybe. I then went on to ask what they liked about the group with the overall pattern being that they feel their voices are heard and they have a say over the event.

Next I asked 'Did the Instagram page make you want to learn more about the event?' which led to 85.7% saying yes. I then followed up with what they like about the page giving the general answer of the informal language and the colourful design. This leans into the idea that my decision for a more informal colourful look for a younger r=target audience successfully worked at getting their attention.

Did the Instagram page make you want to learn more about the event?

7 responses

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Finally, I asked about the usefulness and ease of the QR Codes which led to 100% of people agreeing that they were easy to use and find other platforms about the event.

Conclusion

In conclusion, each platform connects with the other but each platform can be experienced differently making it up to the viewer how much or little they interact. I believe that therefore I have successfully created a transmedia story about an a dog event in Carmarthen which is further backed by the overall positive responses on the questionnaire. If I were to do this again I would spend more time developing my app and website ideas as well as further understanding how radio advertisement works. I would also spend more time developing posts for Instagram.

Agwu, E. (2018). *A Review of the Effect of Pricing Strategies on the Purchase of Consumer Goods*. 2nd ed. International Journal of Research in Management, Science & Technology.