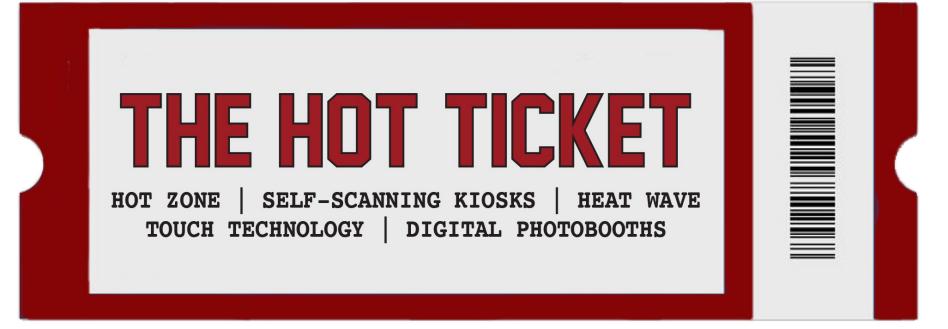
THE HOT TICKET

Bringing back the novelty of a physical ticket, but with a high-technology update.

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL JOMC 377: SPORTS COMMUNICATION ELLY PENNING AMANDA LALEZARIAN POOJA PANDURANGA ALEXA PHILLIPS CHIRSTIAN PHILLIPS







MILLENNIALS EXPERIENCE EVENTS IN A UNIQUE MANNER BECAUSE THEY USE THE DIGITAL REALM TO CONNECT WITH THE EVENT HAPPENING IN FRONT OF THEM.





SELF-SCANNING KIOSKS

MILLENNIALS LOVE FREE STUFF AND THEY SEE SPORTING EVENTS AS A MONEY PIT: \$50 TICKET, \$6 BOTTLE OF WATER, THE COST OF PARKING, AND MONEY SPENT ON A JERSEY OR OTHER FAN APPAREL.





TOUCHSCREEN TECNOLOGY

HAVING GROWN UP IN A DIGITALLY-EQUIPPED WORLD, MILLENNIALS VALUE CONSTANT CONNECTION, CONVENIENCE, EFFICIENCY, AND ACCESS.







MILLENNIALS ARE DRAWN TO CERTAIN ATTRACTIONS BY THE OPPORTUNITY TO SHARE THEIR EXPERIENCES ON SOCIAL MEDIA. ADDITIONALLY, INSTANT GRATIFICATION AND TANGIBLE EVIDENCE OF EXPERIENCES ARE IMPORTANT TO THE MILLENNIAL AUDIENCE.





THE HEATWAVE

A NATURALLY CURIOUS GENERATION, MILLENNIALS ARE DRAWN TO EXPOSURE, NETWORKING AND TRYING NEW PRODUCTS AND SERVICES, ESPECIALLY WHEN THEY ARE FREE.





THANK YOU

