

THE HOT TICKET

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

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THE HOT TICKET

HOT ZONE | SELF-SCANNING KIOSKS | HEAT WAVE
TOUCH TECHNOLOGY | DIGITAL PHOTOBOOTHS



THE HOT ZONE

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 TECHNOLOGY

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



DIGITAL PHOTO BOOTH

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 HEAT WAVE

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



**THANK
YOU**

