

www.discover-smallville.com

by

„Moving experience“

Content

- Welcome and Introduction
- former Website www.smallvilleledger.com
- Briefing
- Intro
- Main idea
- Concept
 - structure
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 - games
 - community
- URL

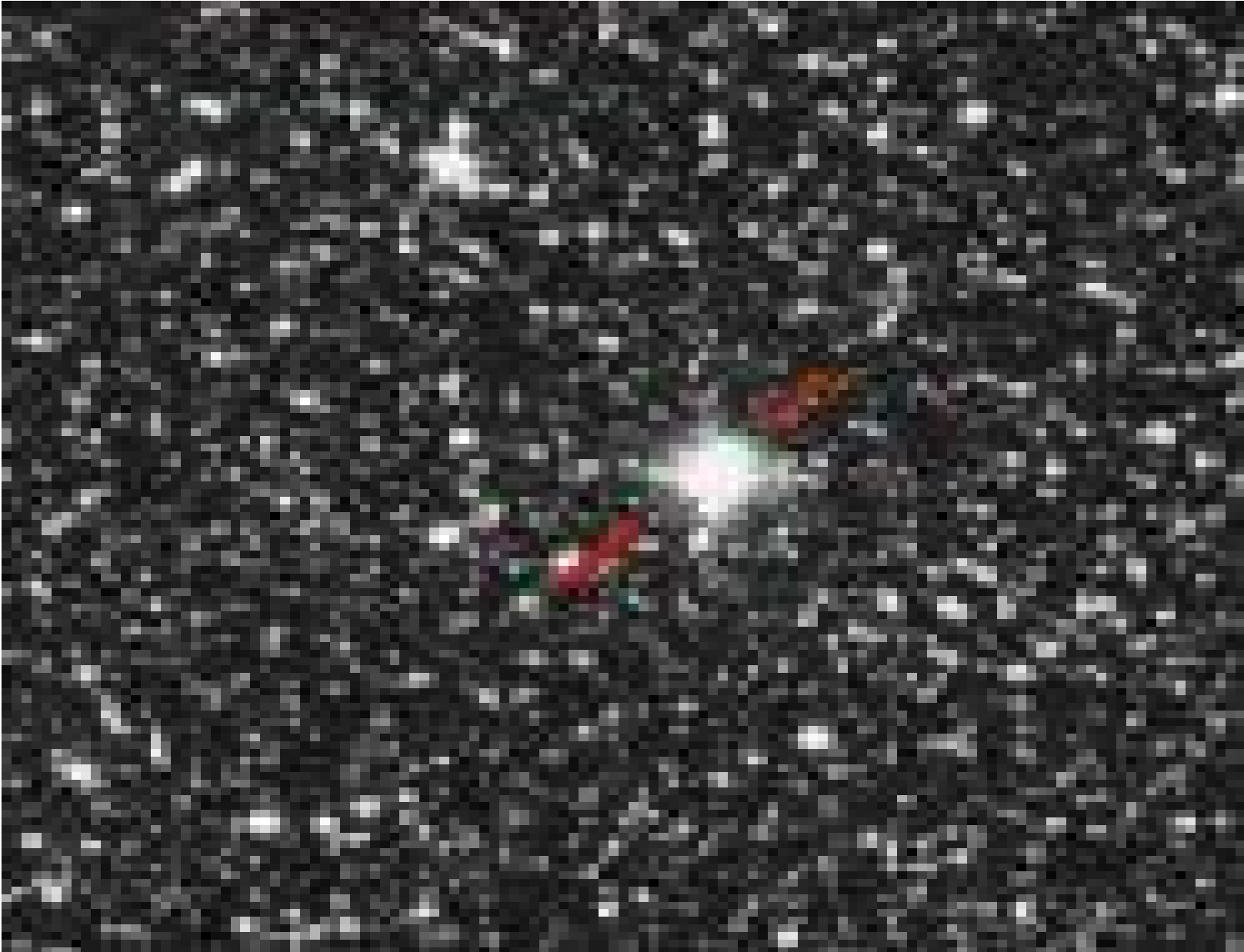
Former Website

- good content, but boring presentation
- no fun inside

Briefing

- breathtaking webpage
- target Group 14-29 (plus younger and older Superman Fans)
- Superman is American Culture, but...
- Webgames, Location-Based Mobile Game
- Convergence- and Revenue possibilities

Intro: breathtaking zoom from universe to smallville







Welcome to

SALINAVILLE
KANSAS
FOUNDED 1850

The Meteor Capital of the World!



Main Idea

“smallville as a webtown”

Main Idea

- the town grows with each episode
new characters bring new locations

Concept structure

Starring

Actors (Fotos, Vita, Interview), personal links

Episodes

Summary, photos & trailer

Smallville Torch

Superman helps, chatroom, contest, articles

Have Fun

Making of, downloads, games, e-cards, radio (soundtrack)

Smallville a-z

lexikon

Go Shopping

Shop with all merchandising articles

Mail us

contact



Superman world:
History of
superman



Warner Brothers
Main page

Concept structure & locations in the city

Starring

At the character's home

Episodes

cinema

Smallville Torch

school

Have Fun

Pool hall

Smallville a-z

library

Go Shopping

Grocery store

Mail us

Post office

telephone booth



Games

- three levels

1. level: small games at each place

2. level: a new game each week in connection to
the new supervillain

3. level: global game starting from episode 12 to
episode 24

Games 3. Level – global game

- episode 0-12 advertisement campaign: the user can sign in with an e-mail address
- episode 12 (game start): each registered user gets the game instructions via e-mail
- episode 12-24: global game: each user has to play the weekly game with the goal to built up a superman figure.

community

- newspaper „smallville torch“

Thanks for your attention!

We hope you enjoyed the presentation!