

Lady Gaga



iTV Campaign Proposal

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Analysis of Previous Campaigns

While examining previous interactive television advertising campaigns, I noticed that the majority of the campaigns consist of several components:

- **Ads Overlaying a 30s Advertisement**
- **Ads on the Channel Guide Listing**
- **Standalone Interactive Channel**

The standalone interactive channel is the main component of the campaign and the focus of my proposal. The channel usually provides general information about the product being advertised, some sort of game or other interactive activity meant to engage the user, and a call to action that prompts the viewer to participate in a monetary transaction.

Many of the brands that use interactive television campaigns have a strong pre-existing brand identity: Tylenol, AXE, Dove, Glee, Burger King, Twilight, etc. These brands use familiar logos and offer well-known products.

Why Gaga?

Lady Gaga is a sensational music icon who has made a name for herself over the past few years. She boasts a strong, distinct personal brand that speaks to her fans and helps them feel as though they share a special bond with her. Because of this, she appeals to a wide audience. Even if people don't absolutely love her, they have heard Lady Gaga's name and are probably familiar with a few of her hit songs.

Lady Gaga is actively engaging fans on Facebook, Twitter, and YouTube; iTV advertising would be a natural next step for someone who has already permeated the radio and the web.

Other performing artists could benefit from similar campaigns. In today's music industry, artists rely heavily on ticket and merchandise sales, when previously CDs and other recorded music were a huge source of income. Artists need to find new ways to market themselves and monetize their work, and interactive television ads could do just that.

Design Process

Handwritten Notes

The first thing I did was jot down some notes and rough sketches on a piece of notebook paper.

Initial Ideas for Interactivity:

- Sign up for Lady Gaga's email list
- View tour dates
- Buy concert tickets
- Order The Remix Album
- Tweet to meet Lady Gaga in Vegas
- "Which Lady Gaga Song Are You?" quiz
- Karaoke

Wireframes

The sketches then turned into more formal wireframes, which I have included below.



Figure 1.1 Home screen of Lady Gaga interactive TV channel

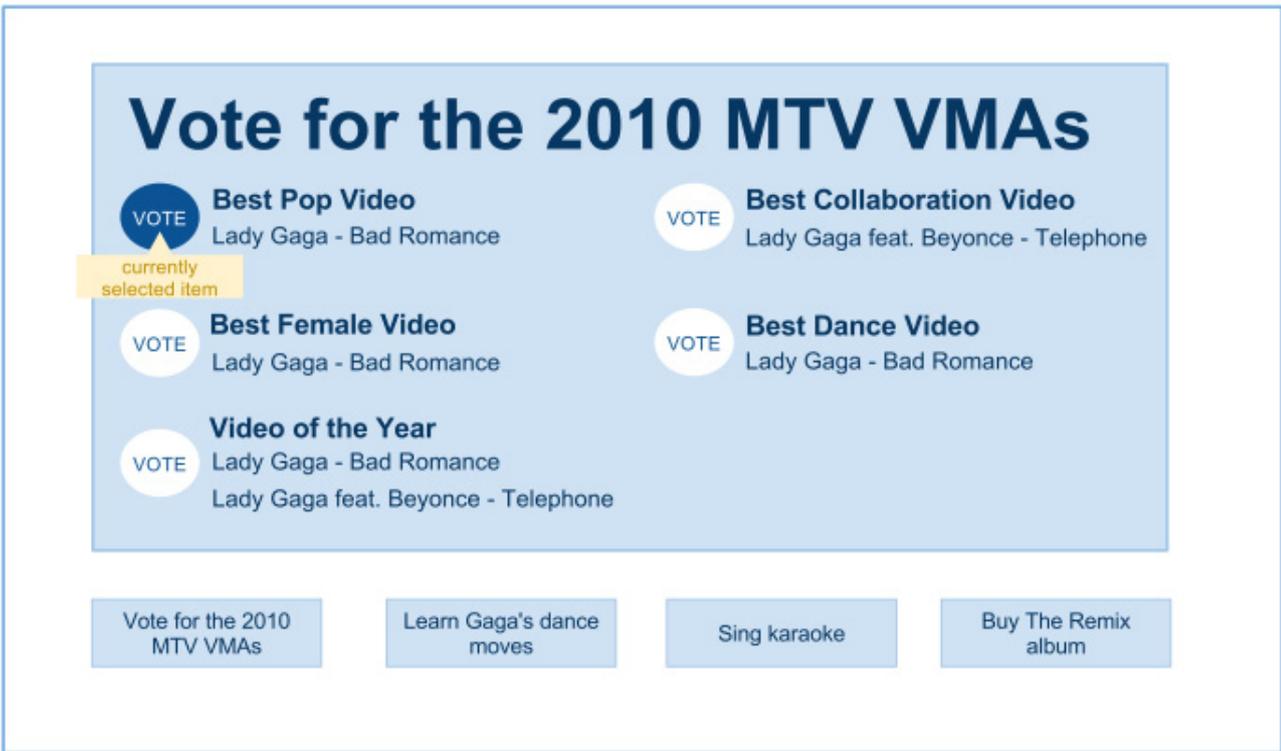


Figure 1.2 Vote for the 2010 MTV VMAs screen

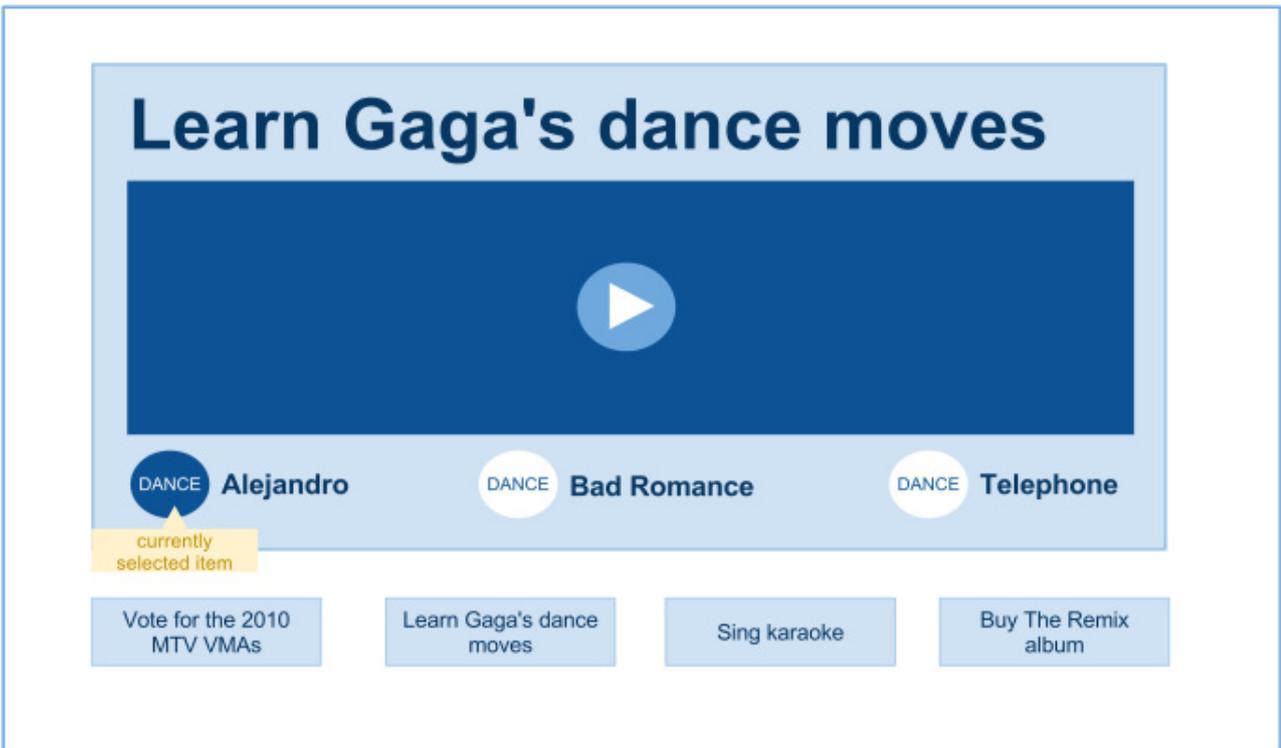


Figure 1.3 Learn Gaga's dance moves screen

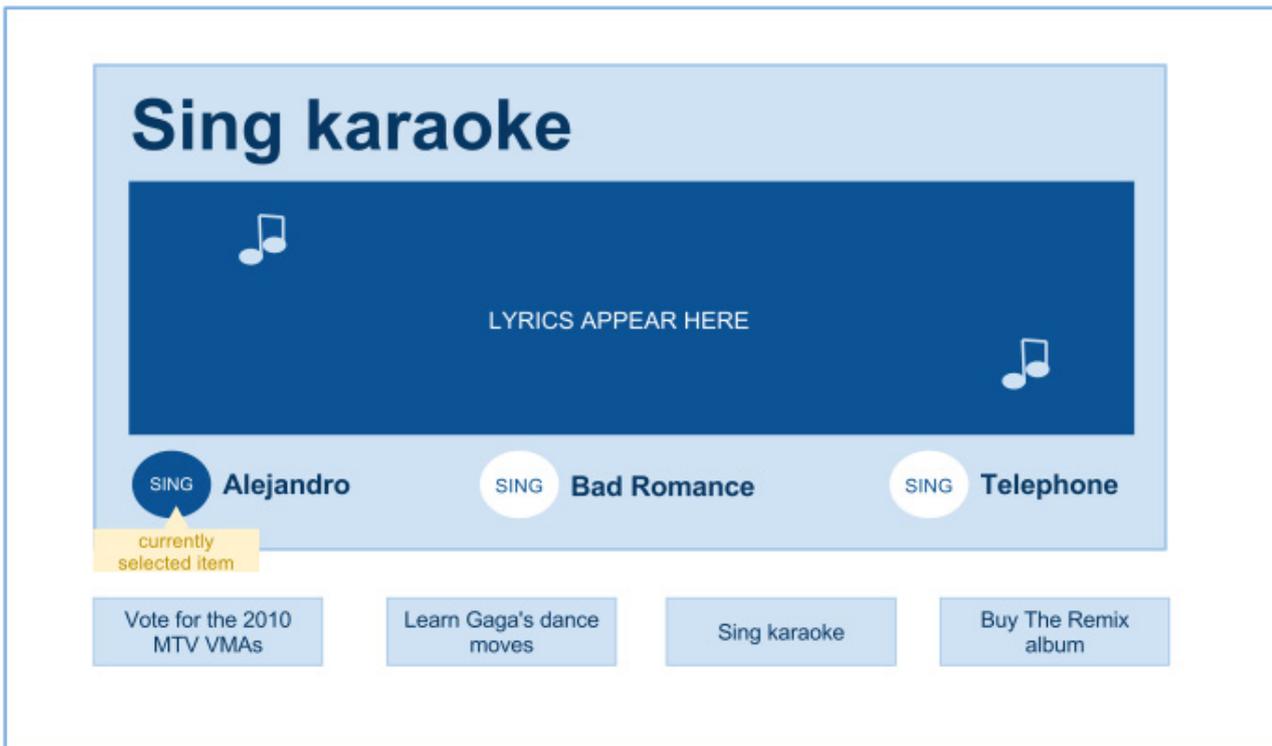


Figure 1.4 Sing karaoke screen

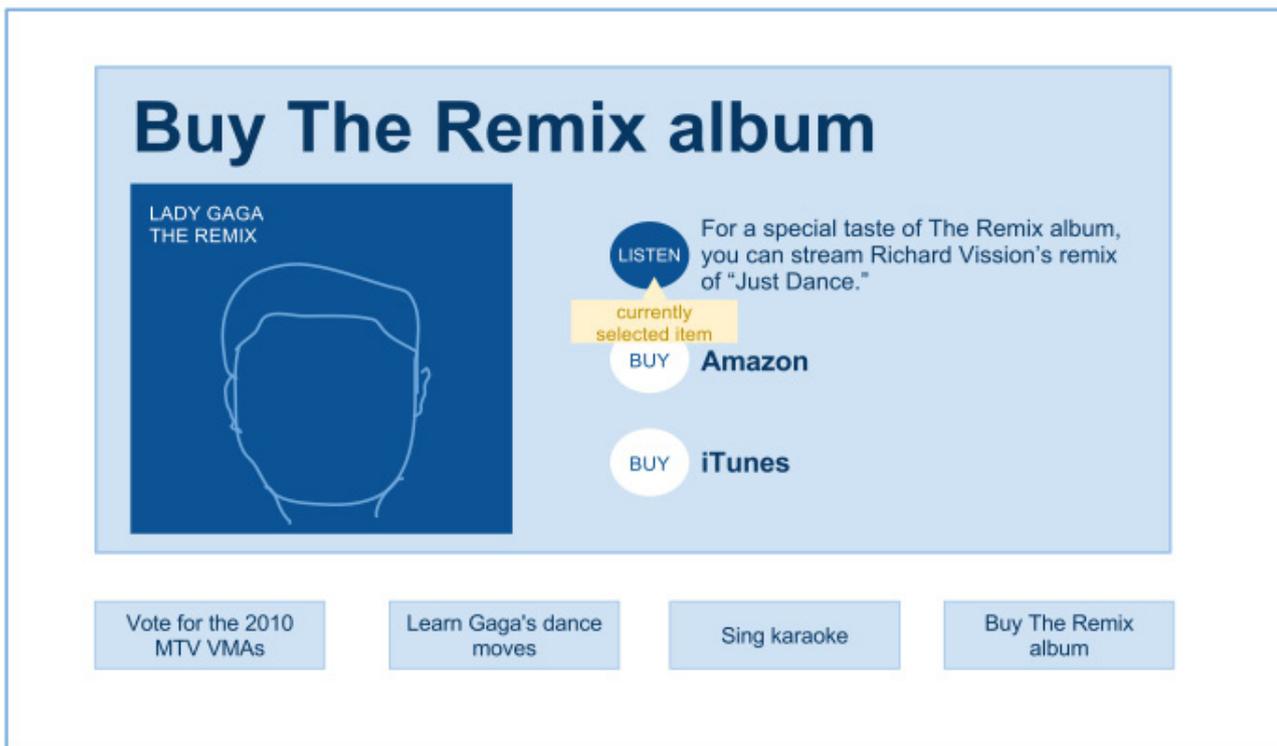


Figure 1.5 Buy The Remix album screen

Mockup

This mockup of the home screen emerged from my wireframe.

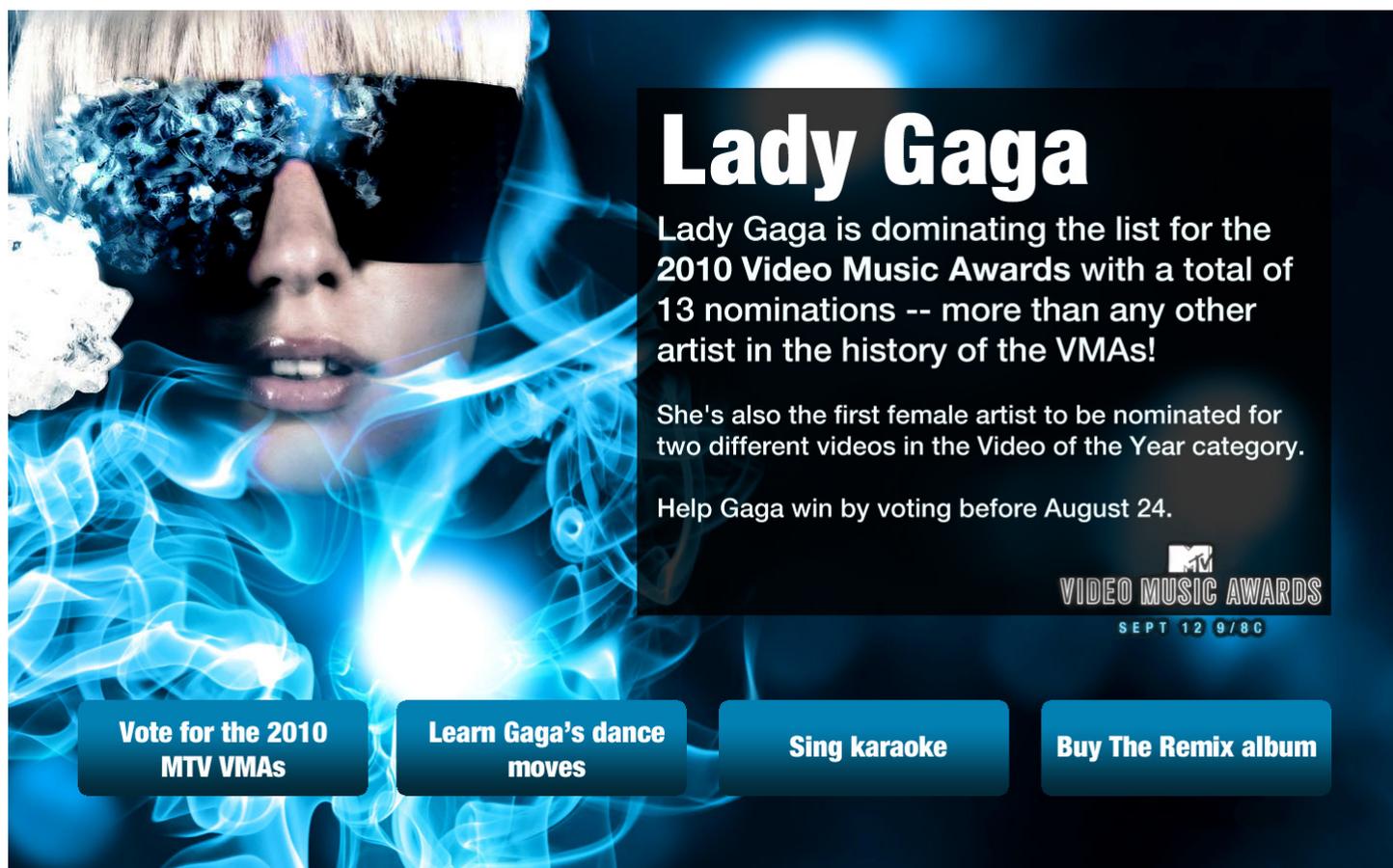


Figure 2.1 Home screen of Lady Gaga interactive TV channel