Case Study

Creative Design Services for a Hit Broadway Musical

Our philosophy is to help our clients define applications faster and more accurately by gaining stakeholder understanding and creating a shared vision of a project from the start.

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Challenge

In 2010, Executive Producer Ken Davenport began working on a Broadway revival of the once off-Broadway musical GODSPELL.

GODSPELL originally opened in 1971, and would be re-launched on Broadway at The Circle in the Square Theatre just in time for its 40th anniversary. Even with an established name like GODSPELL, the Executive Producer faced the challenge of differentiating their production from the numerous other Broadway shows, plays, and musicals on the landscape. Within the musical entertainment industry shorter runs are becoming the new norm, making a compelling marketing campaign more important to a show's success than ever before.

The GODSPELL production team engaged OneSpring to create a creative design concept and compelling marketing campaign for the highly anticipated launch and opening of the GODSPELL revival.

Solution

OneSpring began working with the GODSPELL marketing team to develop a marketing concept, website style, show identity, and branding campaign through the use of our iterative design approach. The design focused OneSpring's artists and designers in a creative direction that focused on making GODSPELL compelling enough to get a potential patron's attention and intriguing enough to keep their attention once they showed interest. The OneSpring team developed assets in collaboration with the GODSPELL marketing team as the teams collaborated together to develop a strategy to make GODSPELL standout and be successful on the crowded street of Broadway.

The GODSPELL marketing team started by sending OneSpring materials from background images and fonts to audio clips and cast bios. OneSpring's team of designers and interactive developers used these assets to begin developing the strategy of how OneSpring could emphasize GODSPELL, the Broadway landscape as represented by the wall, and the main character, "the blonde guy", who doesn't officially have a name.

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The first concept version was purely focused on getting the technology working and stubbing out the initial scenes that would eventually help brand and market GODSPELL. OneSpring used static images from the existing GODSPELL site and started to overlay the first of the foreground images (the tree and Group Sales placeholders). Albeit rough, the design had the makings of something unique for the Broadway community.

The next concept versions focused on refining the imagery, smoothing out each foreground object, matching the main character to other items, browser compatibility, and creating the page transitions. During this iteration, OneSpring started adding transparency to the windows of the cab, the panels in the phone both and the negative space of the street sign.

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The final versions introduced many new elements while finalizing the story, look, feel, and branding of GODSPELL. As the story grew so did the canvas and images used to create the site that was used to represent GODSPELL. The marketing team at GODSPELL provided additional assets like ring tones, videos, posters and other elements that were integrated into the final GODSPELL brand and website.

Mitch Moccia, OneSpring's Senior Web Developer and Designer best described the process as:

> "The creative process was an iterative approach, one in which we went back and forth with the GODSPELL marketing team to craft the story of our character who walks through each scene looking at visual and interactive elements on the wall on Broadway. Most of the objects you see on the wall and sidewalk were taken from actual New York City photos. In conjunction with the creative design we optimized the technology to ensure a smooth experience for each browser and device."

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Impact

OneSpring and the GODSPELL marketing team collaborated to deliver digital assets and images, a cohesive brand and marketing campaign, and a well-received site prior to the announced opening of GODSPELL. On November 7th, 2011, GODSPELL opened to a packed house on Broadway. Over the course of the next nine months the cast of GODSPELL performed in front of more than 153,000 patrons. The production was awarded the 2012 Broadway.com Audience Choice Award for Favorite Musical Revival during its run.

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Our Mission

OneSpring LLC is a diverse group of professionals committed to helping you design competitive solutions in less time, at a lower cost, and with better results. We aim to make product definition and development an exciting process through real-time visualization, innovative meeting formats, and the passion and energy of our team. We partner and collaborate with our clients to help them achieve their goals, bring their vision to life, and effectively communicate the requirements that will make them a success.

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