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My service is named StoryScape Creations and the slogan is “Innovative immersion, practical pricing. StoryScape Creations is a service that offers three immersive design packages for themed entertainment corporations. These packages are able to be applied to existing attractions at these venues, as affordable overlay options rather than the complete overhauls of the attractions that would be required otherwise. This is a B2B strategy, focusing on selling to smaller entertainment venues, such as amusement parks, zoos, aquariums, and museums. These smaller corporations tend to not have design teams for their attractions and can suffer the consequences with lack-luster attractions that don’t pull guests in. Attractions that are fully immersive and interaction are more likely to attract and retain guests, leading to better guest satisfaction rates and higher profits. By offering affordable ways to plus an attraction, these entertainment venues have the opportunity to create long-lasting, highly regarded spaces.

These packages will come in three separate tiers that allow for variability with what a client would prefer. Tier 1 is the most basic plan, titled “Narrative Additions.” This is a general attraction overlay which focuses on adding a story to the existing attraction, developing plot and adding themed scenic elements throughout the attraction. What’s most important here is creating the feeling that a guest is stepping directly into a story, rather than merely seeing it around them.

Tier 2 is titled “Start-to-Finish Story” and includes all parts of Tier 1. In this tier, there is a focus on including the queue in the story and especially adding interactive elements. These can include games, puzzles, and sensory experiences as well as virtual continuation through an app. The guests can now influence the story themselves. Interactivity is proven to encourage high levels of guest retention and is a valuable aspect of any modern attraction. Few guests will return to an entertainment venue that offers no form of interactivity.

Tier 3 is the final tier and is titled “Complete Immersion.” It offers everything that Tier 1 and 2 do but continues the story of the attraction to the space around it. From here, seating, dining, and shopping are all included in the story and are built around a large, overarching narrative plot. The story doesn’t end when the attraction does but continues as the guest explores the rest of the area. This can also include overlays to other nearby attractions.

Our mission statement is to provide complete immersive packages for themed entertainment venues at affordable pricing in order to create spaces where guests can play, learn, and interact in ways that create lasting, lifelong memories.

Since this is a service and not a product, making connections in the industry is the best way to sell the business. Creating a social media presence is a high priority, as much the industry is greatly reliant on social media and looking at both negative and positive news. Once one contract has been made with a client, there is opportunity for great growth, since referrals can be powerful as well.

I have not worked in the industry at all and so have no idea what it generally costs to develop these types of experiences. There are many variable costs to consider, such as paying workers such as contractors and engineers to the cost of materials that will always change with

every client. Additionally, it will never be a one-time cost, as some projects may last months. However, since the service focuses on reworking existing attractions and not developing anything from complete scratch, I think a base cost of \$500,000 is reasonable. This, however, could change with every contract and be cheaper or more expensive.

Keeping the service affordable is a large priority for me so each tier will be a different price, allowing for customization. Additionally, the prices will be adjustable as collaboration occurs, so no cost is set in stone. It's also important to keep in mind that creating any immersive experience will have a hefty price tag, so my service is affordable compared to most other design vendors. Tier 1 will be \$2 million, Tier 2 will be \$5 million, and Tier 3 will be \$15 million. This price would not be listed upfront but discussed once a client reaches out. Clients can find the service online and speak remotely with advisors. If a contract is struck, teams will travel temporarily to work in-person. A down payment is required but monthly payments will be allowed.

As mentioned before, target customers are smaller entertainment venues. These companies may not be able to afford complete theming around their attractions like billion-dollar companies can but are likely aware of its effectiveness at creating profitability. My website would be sure to describe in detail how this service can be beneficial for them to invest in. Of course, while my target customers are businesses, I cannot forget that designing these attractions is done for the guest. Guest demographics vary widely, but age is the most important consideration. Every age desires a different type of experience, so it's important to design an attraction that has an element for every age. This will be considered and discussed during every contract.

Competition is scarce because of the uniqueness of the service. Most large entertainment venues, such as Disney or Universal, have their own in-house development teams and aren't concerned about affordability. And while there are a number of other B2B narrative design firms, they usually work hand-in-hand with these larger companies from the very beginning and are not outsourced later, especially after a project has been completed. My unique intersection allows for little competition and great opportunity.

It's hard to predict revenue without knowing the exact costs and profits I would be working with but I would hope around \$30 million a year. While some projects, especially any Tier 3 ones, might take months to complete, Tier 1 projects can be completed quickly and be stacked together, allowing for higher revenue.

The service is not initially socially conscious, but it does cater to a large number of venues that are incredibly socially conscious. Zoos, aquariums, and museums have large educational components and often give back to local communities and large charities, meaning that driving greater profits will have large benefits.

The service fulfills the need for attending to smaller venues. These venues often lack attention and struggle to bring in funds, largely depending on grants and donations. By offering an affordable way of bringing in greater profits and creating enjoyable guest experiences, the service sets itself apart from others.

On the following pages are some images from entertainment venues around Cincinnati that have embraced themed, immersive experiences. This is the type of experience that should be replicated across all of their attractions and what my service would offer.



The Elephant Trek at the Cincinnati Zoo



Public Landing at the Cincinnati Museum Center



Mystic Timbers at Kings Island