

 **SITUATION**

Vivid Seats is an international ticket brokerage company that provides tickets throughout North America as well as Europe. Upon coming to the realization that their image was too generic, Vivid Seats came to I Imagine Studio in hopes of generating a completely new identity for their company.

 **IMPLEMENTATION**

Upon completion of the research, I imagine developed four different marketing elements for Vivid Seats:

1. Corporate Identity
2. Website Redesign
3. Online Marketing
4. Environmental Design

Corporate Identity: I Imagine Studio designed a visual language that reflected a new brand direction. We came up with a logo design that was influenced by the Art Deco movement. Primary and secondary color palettes were established and distinctive colors were assigned to the different ticket categories (music, sports, theater.) Furthermore, in creating Vivid Seats' new corporate identity, I Imagine produced a striking look and feel for the stationary and sales collateral.

NATIONAL TICKET BROKERS
VIVID SEATS
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SPORTS CONCERTS THEATER Enter an artist, team, or venue. SEARCH

Buy and sell sports, concert, and theater tickets. Wednesday, August 06, 2008

SPORTS CATEGORIES
 NFL Football
 MLB Baseball
 NBA Basketball
 NHL Hockey
 NCAA Football
 NCAA Basketball
 NASCAR Racing
 PGA Golf

CONCERT CATEGORIES
 Alternative
 Country and Folk
 Hard Rock
 Pop
 R & B
 Rap/Hip Hop
 Rock

THEATER CATEGORIES
 Arts and Theater
 Broadway
 Circus
 Comedy
 Family
 Musical

TICKETS BY REGION
 Atlanta Michigan
 SF Bay Area Minnesota
 Boston Area New Orleans
 Chicago Area New York
 Cincinnati Philadelphia
 Dallas Portland
 Denver Salt Lake City
 Hartford Seattle
 Houston South Florida
 Kansas City St. Louis
 Las Vegas Washington DC
 Los Angeles **MORE**

SPORTS CATEGORIES
 NFL Football
 MLB Baseball
 NBA Basketball
 NHL Hockey
 NCAA Football
 NCAA Basketball
 NASCAR Racing
 PGA Golf

MLB TEAMS
 AL EAST
 AL CENTRAL
 AL WEST
 NL EAST
 NL CENTRAL
 NL WEST

NEWSLETTER SIGN-UP
 Stay notified when the hottest MLB matchups are in town. Our newsletter subscribers also receive exclusive MLB ticket offers and discounts.
 Email: _____
 Zip: _____ **SUBMIT**

SPORTS CATEGORIES
 NFL Football
 MLB Baseball
 NBA Basketball
 NHL Hockey
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HOT MLB EVENTS
 Boston Red Sox
 Chicago Cubs
 New York Yankees
 MLB All Star Game
 Los Angeles Angels
 Los Angeles Dodgers
 New York Mets
 St. Louis Cardinals
 San Diego Padres
 Philadelphia Phillies
 Tampa Bay Rays
 World Series

AL EAST
 Baltimore Orioles
 Boston Red Sox
 New York Yankees
 Tampa Bay Devil Rays
 Toronto Blue Jays

AL CENTRAL
 Chicago White Sox
 Cleveland Indians
 Detroit Tigers
 Kansas City Royals
 Minnesota Twins

AL WEST
 Los Angeles Angels
 Oakland Athletics
 Seattle Mariners
 Texas Rangers

NL EAST
 Atlanta Braves
 Florida Marlins
 San Diego Padres
 Philadelphia Phillies
 Tampa Bay Rays

NL CENTRAL
 Chicago Cubs
 Cincinnati Reds
 Houston Astros
 Milwaukee Brewers
 Pittsburgh Pirates
 St. Louis Cardinals

NL WEST
 Arizona Diamondbacks
 Colorado Rockies
 Los Angeles Dodgers
 San Diego Padres
 San Francisco Giants

POPULAR EVENTS
 Check out our ticket blog!

MLB Baseball
 The 2008 MLB football season is in full swing. We've got great deals on all available for all your favorite teams, check yours today!

Madonna
 A pop icon for more than 2 decades, Madonna is back with a brand new tour. We've got great seats for every show, get yours today!

NFL Football
 Are you ready for another great season of football? Tickets for the 2008 NFL season are available now!

Jonas Brothers
 Don't miss the Jonas Brothers on their US tour. Come see Nick, Joe, and Kevin perform live at a venue near you! Tickets are going fast to get your today!

Kenny Chesney
 See Kenny Chesney on tour this summer with Luke Ryan as they hit a stadium near you!

Colt Hay
 Colt Hay is back on tour with a new album. See them when they perform at an arena near you!

100% BUYER GUARANTEE

SPORTS
 NY Yankees
 Boston Red Sox
 Chicago Cubs
 World Series
 LA Angels
 US Open Tennis
 Chicago Bears
 Dallas Cowboys
 Pittsburgh Steelers
 Chicago White Sox
 New York Giants

CONCERTS
 Celine Dion
 Cher
 Tina Turner
 Tom Petty
 Radiohead
 Eddie Vedder
 Jonas Brothers
 Dave Matthews Band
 Jimmy Buffett
 Journey
 American Idol Live

THEATER
 The Lion King
 Mary Poppins
 Wicked Tickets
 Celine Dion
 Young Frankenstein
 Jersey Boys
 Spamalat
 The Drowsy Chaperone
 Phantom of the Opera
 Blue Man Group

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 Detroit Tigers
 Kansas City Royals
 Minnesota Twins

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 Circus
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 Family
 Musical

TOP THEATER
 Wicked The Musical
 Jersey Boys
 The Lion King
 Celine Dion
 Elton John
 Phantom of the Opera
 Mamma Mia
 Legally Blonde
 The Color Purple
 Young Frankenstein
 Blue Man Group
 Dirty Dancing
 Grease

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TOP THEATER PICKS

Lion King
 Sing along to all your favorites at this spectacular reinvention of the Disney movie, The Lion King! Watch as this award winning Broadway hit brings the cartoon classic to life! Buy your ticket today!

Wicked
 Think you know the story of the Wizard of Oz? Think again. Wicked provides the most fabulous stories ever told.

The Lion King
 Perfect for family fun night, Disney's The Lion King is entertainment for adults and children of all ages.

Cirque du Soleil
 Cirque du Soleil has been mesmerizing audiences for a decade and they're looking to a venue near your Grab your tickets today!

Disney on Ice
 Are you looking for an event that the whole family will enjoy? You've found it with all Disney on Ice events. Choose the event nearest you and get your tickets today!

The Jersey Boys
 Telling the story of Frankie Valli and The Four Seasons, The Jersey Boys has taken the spotlight as one of the hottest shows in the nation.

Phantom
 For decades the Phantom of the Opera has been captivating audiences with its compelling love story and powerful music. Don't miss this classic and get your tickets today!

BROADWAY
 Jerry Seinfeld
 Chris Rock
 Eddie Izzard
 Larry the Cable Guy
 Kathy Griffin
 Jeff Dunham
 Brian Regan
 Margaret Cho
 Ron White
 Carlos Mencia
 Lewis Black
 George Lopez

MUSICALS
 Avenue Q
 Mamma Mia
 Gypsy
 South Pacific
 Spring Awakening
 Chicago The Musical
 Cats The Musical
 Mary Poppins
 Les Miserables
 Hairspray
 Spamalat

FAMILY
 Disney on Ice
 The Little Mermaid
 Doodlebops
 The Backyardigans
 The Wiggles
 Ringlin Bros B&B Circus

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Website Redesign: I imagine Studio developed a dynamic, visually appealing and user-friendly website interface. This entailed selecting and stylizing photography and icons for the site and developing a new interface.

Online Marketing: I imagine Studio came up with an appealing style for email marketing, created eye-catching online banner ads and crafted an interface for a Facebook application as well as a newsletter design.

Environmental Design: IIS also designed merchandise and exterior facility signs reflecting Vivid Seats' new identity.

RESULTS

The new identity generated a positive reaction from both customers and employees as they found it to be more in line with the company's positioning.

In addition, the website is visually striking and user-friendly, enables Vivid Seats to stand out among its competitors.