

Festival Research and Mood Boards

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Assignment 1

Research Report: Framing the Target Audience

The Festival and its Purpose

The festival I have chosen for this project is called DreamHack, which takes place annually in Montreal, Canada. DreamHack is considered the 'world's largest LAN party and computer festival with the world's fastest Internet connection, and the most generated traffic'. Initially founded in Sweden, the festival started out in the early 1990s, as a small gathering of schoolmates and friends in the basement of an elementary school. By 1994, the gathering was moved to the school cafeteria, and became one of the larger regional demo tech and gaming events at the time, with this being the first time the festival was called 'DreamHack'. The festival has since grown immensely, it has branched out to places all over the world such as France, Romania, London, Germany, and of course Canada.

DreamHack started with a simple purpose, to bring the gaming and tech community together in a familiar and enjoyable way. What makes DreamHack so unique is not only the impressive internet specs, but also how it has still held its original simple purpose as a core value at all its events. Those who attend happily bring their own gaming devices and set ups to simply game together in a large arena, which emulates the feeling of bringing your games to school or going to a friend's house to have fun. These days, those who play recreationally have less and less time to come together with their friends like they used to, DreamHack intends to bring that experience and feeling back for them, while still celebrating the growth in the technology sphere.

One large gaming arena is not the only thing DreamHack has to offer. The events typically run over three days. The festival component itself consists of participants bringing their own gaming equipment and participating in many activities while connected to the fastest internet in the world. As there is activity around the clock, participants can sleep in sleeping halls, to which they bring their own sleeping equipment. There are also gaming competitions that can be attended, with a prize pool of over three million SEK, which attracts ESports players from around the world. Digital arts competitions are also held, participants compete in creating all things digital, including photographs, drawings, music etc. This part of the festival is much appreciated as it is a rarity to see such competitions on a big scale. There is a final ceremony where all submissions are shown on a big screen and can be appreciated by all festival goers. Live concerts are also a growing part of the festival with musical acts performing every night on the main stage. Finally, there is an expo component of the festival where companies can test and present their games and give seminars and lectures about their field. All of these events are supported by 800 volunteers which are separated in teams to manage different aspects of the festival, including a helpdesk for tech problems.

Demographics and Psychographics

To understand the demographics and psychographics of this festival, we have to understand the overall statistics of the video game industry as a whole. The Entertainment Software Association released their 2019 statistics which I will be following to scope my target audience. As of 2019, 46% of all video game players are female, while 54% are male. The most prominent age group within the video game industry is between 18-34 years old.

The typical mindset and lifestyle of the player in 2019 is important to target as well. Male millennial gamers are more attracted to action, shooter and sports games. While female millennial gamers are more attracted to casual and action games. Gamers themselves are more likely to have a creative hobby, such as drawing, music or writing. Seventy-eight percent of gamers say they believe games provide mental stimulation for themselves. Furthermore, seventy-nine percent of gamers believe that games provide relaxation and stress relief.

Since this festival invites gamers of all levels, I will be targeting both male and female gamers, aged 18-34, and those who play both seriously, and just for casual pleasure/relaxation, as well as have spare income to attend gaming conventions and transport their equipment. I want to appeal to the stimulation and relaxation that gamers feel and crave while playing.

However, in my research I did find an article that questions whether pinning down a specific 'gamer' demographic is useful. The GamesBeat article states that, "The label of 'gamer' is attached to an audience that isn't just large, but broad, as well, with a variety of niches and subcultures that all intersect in various ways". I also feel that this statement is quite accurate, and will be taking it into account when thinking of how I want to market this event.

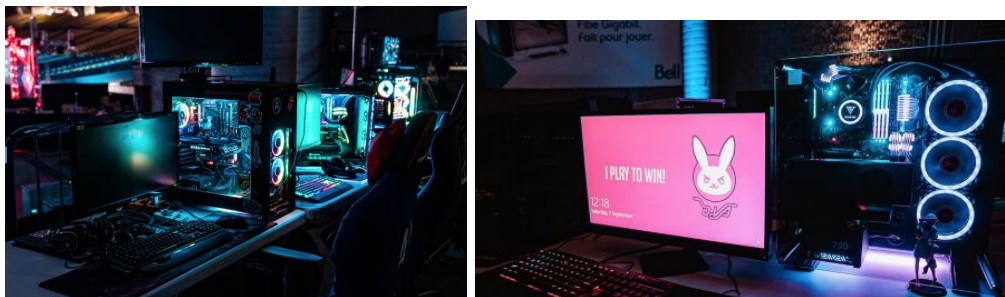
Festival Visuals



Main Stage Arena, dreamhack.com



Festival goers with their gaming equipment, dreamhack.com



Gaming equipment set ups, dreamhack.com



Festival arena lit up by screens, dreamhack.com

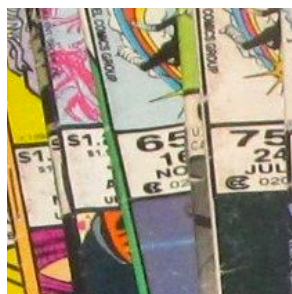
Statement of Intent

Through this project, I aim to emulate the feeling of community and excitement that participants have felt their whole lives while gaming, while still highlighting the rise of technology and competition they have enjoyed as well.

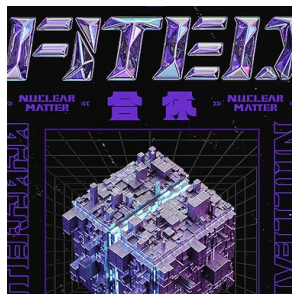
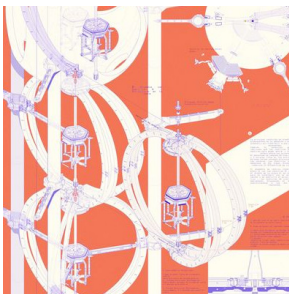
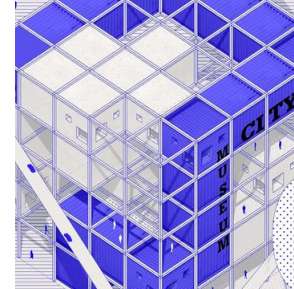
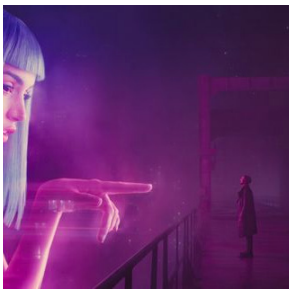
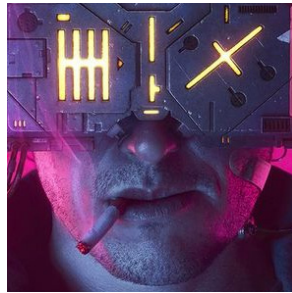
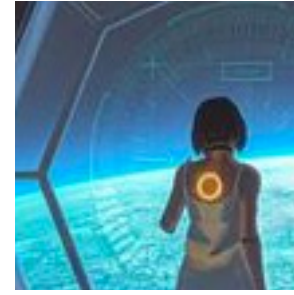
Key Words:

- Futuristic
- Rivalry
- Nostalgia

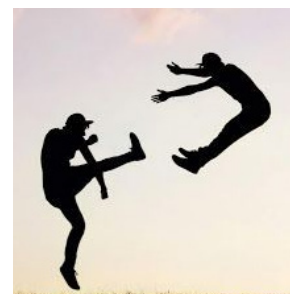
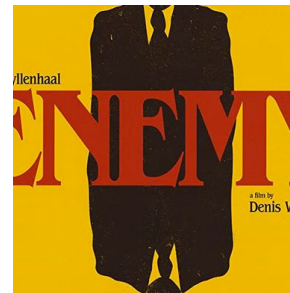
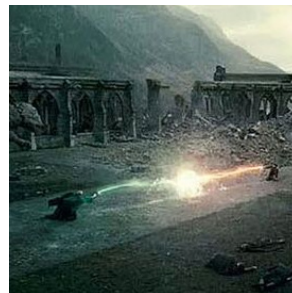
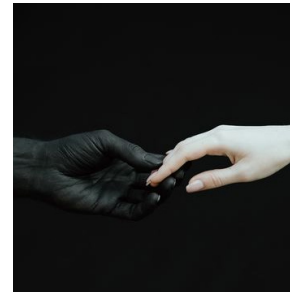
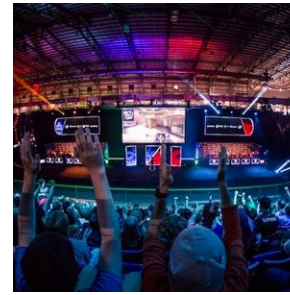
MOODBOARD 1 - NOSTALGIA



MOODBOARD 2 - FUTURISTIC



MOODBOARD 3 - RIVALRY



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“LAN. Esports. Expo. Music. Cosplay. Streamers. We Got It All. Welcome to DreamHack.”

DreamHack - Official Website, DreamHack, www.dreamhack.com/.