Aurelia Ring

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Plot Synopsis

Harper wakes up in the future on a strange spaceship to the man she went on a bad blind date with the week before. She learns that they were in a relationship in her future (his past) and that he gave her a lost ring that is his passport to his own dimension. They have to work together to save his past and her future, and retrieve his Aurelia Ring.

Aurelia Ring StoryWorld
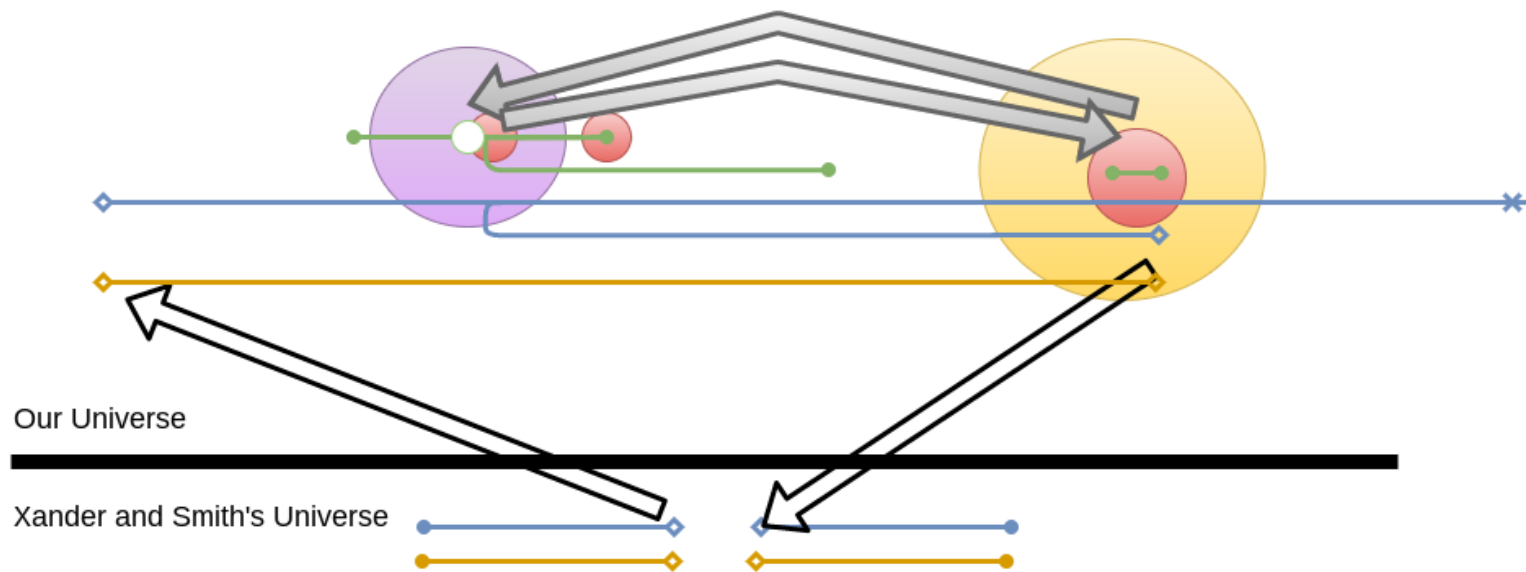
Our Universe

Xander and Smith's Universe
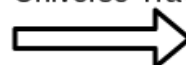
Harper's Timeline	———				
Smith's Timeline	———	Blog	Comic	Game	Inter-Universe Travel
Xander's Timeline	———				Time Travel

Aurelia Ring

A Sci-fi Transmedia story

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Aurelia Ring

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Marketing Plan

Merchandise: Aurelia Ring also sells merchandise online. This allows the creators to create the content and then sell products of the viewer's choice. In terms of merchandise, we considered three different options: Etsy, Redbubble, and CafePress.

Comparative Analysis for Online Marketplaces

Etsy	Redbubble	Cafepress
Pros: Etsy already has a built in community of people interested in products. We would get a higher margin of the profits as there is only a 3.5% transaction fee. Gives us a way to sell the products we create	**Pros:** Redbubble covers costs of production. We can set our own price and what margin we make. Redbubble handles delivery. Redbubble handles customer service	**Pros:** Cafepress handles cost of production, delivery, and customer service. Allows more control over storefront. Control over price margin
Cons: We would need to produce our own products and delivery. Has a focus on home made products, which we can make but don't necessarily match our story	**Cons:** Lower margin, since we do not have to make our own products. Less control over storefront. Less flexibility in products. No route to sell our own products	**Cons:** Lower margin, since we do not cover cost. No route to sell our own products

For our merchandise platform, we finally decided on CafePress, as it allows us to control our price margin without needing to look into production, shipping, or administrative costs. It also allows us more control over our storefront if we want to add the ability to sell Aurelia Ring's original merchandise.
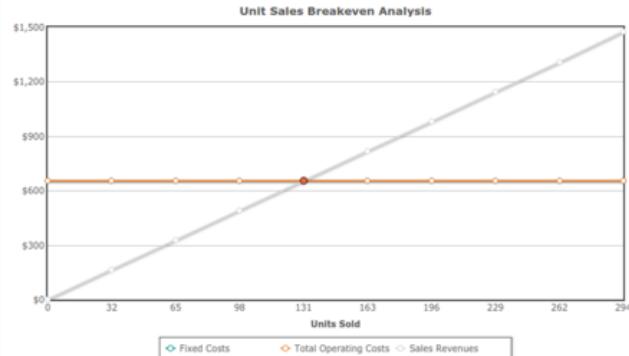
Rings: Aurelia Ring also has a customized product for sale, a laser cut ring based on Smith and Harper's dimension-hopping rings in the comic. This is for fans who want to have a more subtle reference, enjoy the design from the comic, or are interested in cosplay. As of now the inventory of these rings are handmade from our own materials, but if they become popular we could organize a way to have them mass produced.

Price

The story-related materials are available for free on the website, to encourage the audience to get into the story, characters, and universe with as little barrier to entry as possible. Since they have already been produced, there is no additional cost, so this can only be helpful from the marketing standpoint.

For CafePress merchandise, there is no start-up cost, only comission. CafePress covers all expenses, and Aurelia Ring makes royalties off of each purchase. We set our markup at 20%, so we would earn %20 of each sale. For instance, if we sold $1000 of Aurelia Ring branded merchandise, we would have a profit of $200.

The comics will be sold at $5. While this price is higher for trade paperbacks of the length of the Aurelia Ring comic, we believe that it is justified because it is an independent comic. We also believe that people will predominantly be purchasing them after having already read the webcomic, because they are completionists, or more dedicated fans who want the trade. We will start with a run of 250 comics at $2.62 each, giving us an almost %100 markup. We would need to sell 131 units in order to make a profit if we sell a 250 unit print, our profit would be $595. If we begin to sell them at comic book stores, we would be able to purchase greater volumes of prints and lower the price.

Unit Sales Breakeven Analysis

(Chart showing Fixed Costs, Total Operating Costs, and Sales Revenues versus Units Sold, with the breakeven point at 131 units.)

Defining Aurelia Ring as Transmedia

Multi-Story	Multi-Media	Multi-Channel

Story is across multiple character's POV
 	
Story exists in multiple locations
 	
Story exists in multiple timelines
 	
All stories are both stand-alone and interconnected
 	
Room to add additional stories
	Comic
	
	Game
	
	Character Blog
	
	Jewelry
		Web-
		   ● Website
		   ● Blog
		   ● Social Media
		
		Print Comic
		
		Physical Merchandise

Principles of Transmedia Storytelling

Spreadability-

Story exists for free online

On multiple social media networks

Drillability-

Harper's blog allows you to get to know her better

The game allows you to learn more about her past with Smith through his memories

Opportunity to expand into where Smith and Xander are from

Continuity-

Principles of Transmedia Storytelling

Multiplicity- Harper and Smith both exist in two separate timelines created by Harper going back in time

Immersion-

Harper's blog can be experienced as a real-life blog

Game gives character the character's actions, words, appearance, and in future versions, voice

Extractability-

Merchandise, including rings which exist in the universe

Principles of Transmedia Storytelling

Worldbuilding- The world is our world, with the addition of the future, the alternate universe, and contains multiple timelines, all capable of carrying multiple characters and narratives

Seriality- The game is serial as it has multiple levels, and the blog contains multiple of Harper's diaries

Subjectivity- Blog is from Harper's PoV, game is from Smith's PoV, comic is 3rd person omniscient PoV

Performance-

Social Media connections allow viewers to perform by connecting

Rings may be used in cosplay

Possible Future Additions

Story:

Add characters from Xander and Smith's world, or people from Harper's life

Write stories from Xander's point of view

Write stories from both of Smith's timelines

Write stories that take place in the alternate universe

Game:

Additional levels and memories from Smith's point of view

Add voice-acting for further immersion