

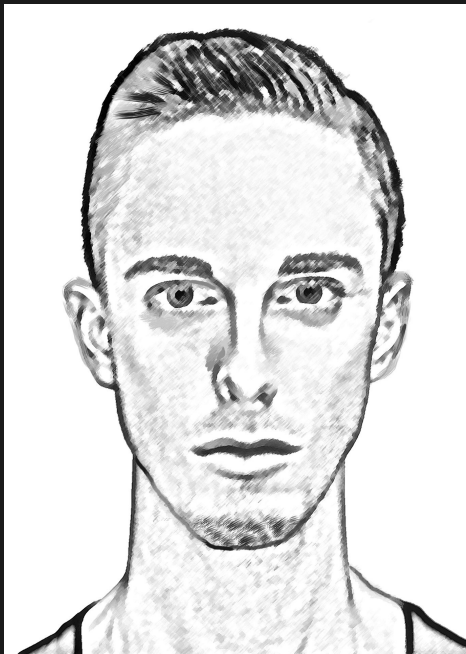


# Phoenix

By: Jacob Frank, Justin Perez, and Tiantong Yang

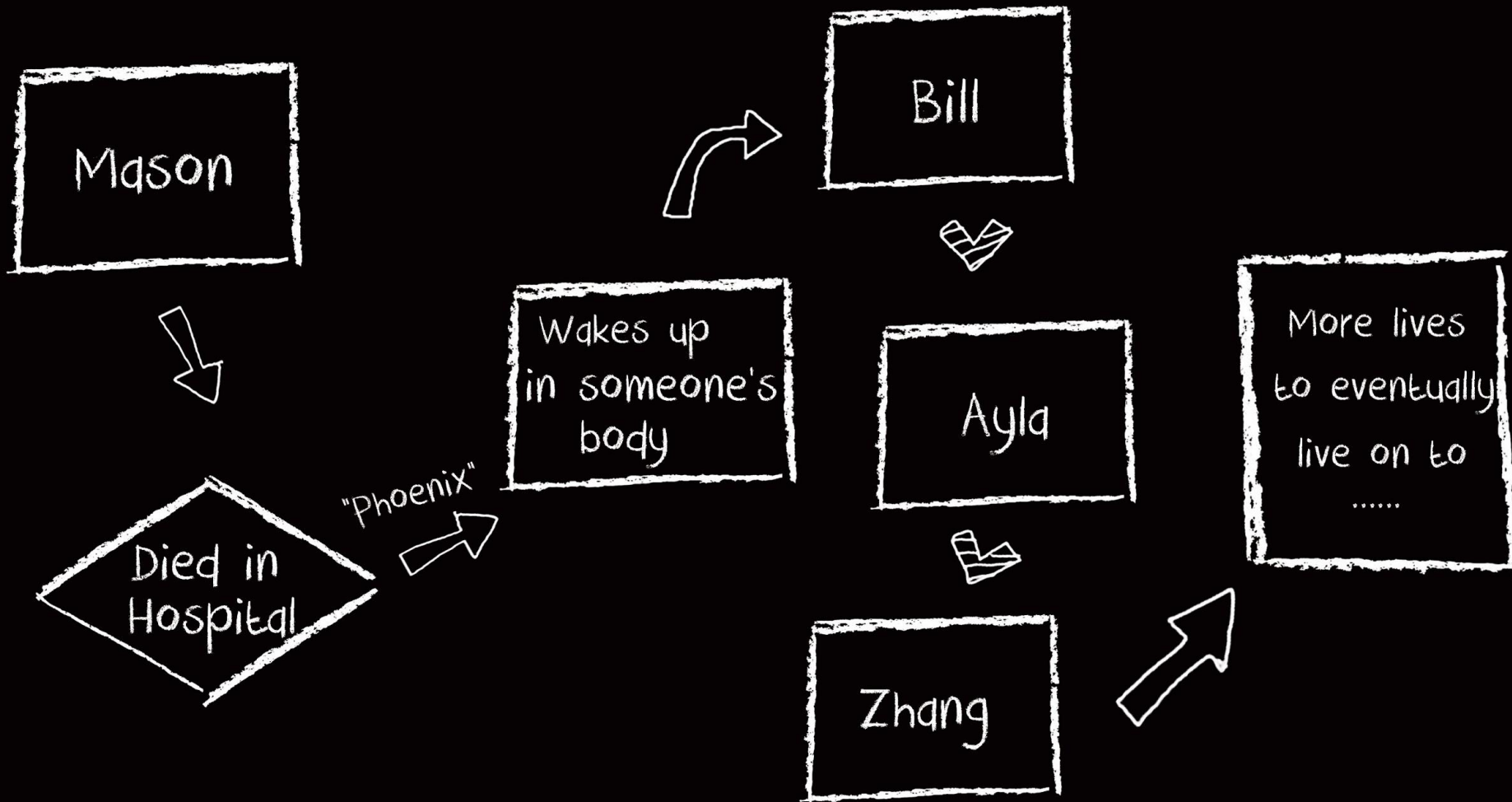


# What is Phoenix?



As a man, Mason lives out his entire life just normal. Born in the 1920's, he fights in world war 2, get's married, and has children. He eventually retires and then dies. But he doesn't die like a regular person, he is reborn as someone new, he is Phoenix. A person who must live life forever. Everytime he dies he is reborn into someone already living, taking over and living their life as an explorer, finding out what their lives once were and exploring his own path in the process.

# STORY MAP





# Who is Mason?

A simple man who lives out his life not very dissimilar to many people of his generation. He loves his family and his wife died before him. He just tries to do good. The character is purposely not very dynamic because that is for the later stories to show and the fans to interpret. Everytime he becomes someone new there is tattoo that is the same as the logo for the story found on them.



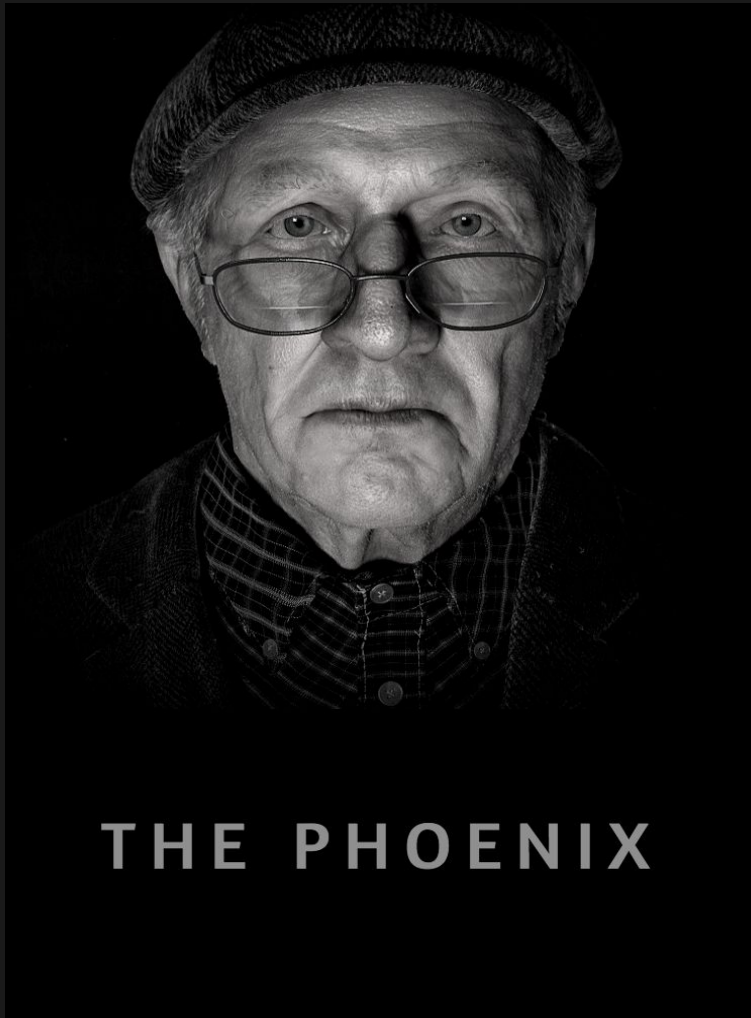


# Types of media

- Main elements of media
  - Video
  - Book
  - Website
  - Comicbook
- Smaller forms of promotion and media
  - Twitter, Facebook, Instagram
  - Photos and video and other stories produced by fans, Ex:  
Tattoos and video
  - Posters



# Phoenix cover book





# Phoenix Book

## THE PHOENI



JUSTIN PEREZ



1

### London woman



Blossoms are scattered by the wind against me as I can smell the sweet cherries in a small village. As I can remember when I sneaked into my grandmother's backyard with full of cherries and got sick by ate too much of it. My grandmother knew what was happening when she watched me through the window in her bedroom. Why didn't she stop me or become angry about it? I think she wanted me to learn the lesson. I still think it was funny and I miss her so much. The wind keeps bringing the sweet aroma to me. I could stay here forever.

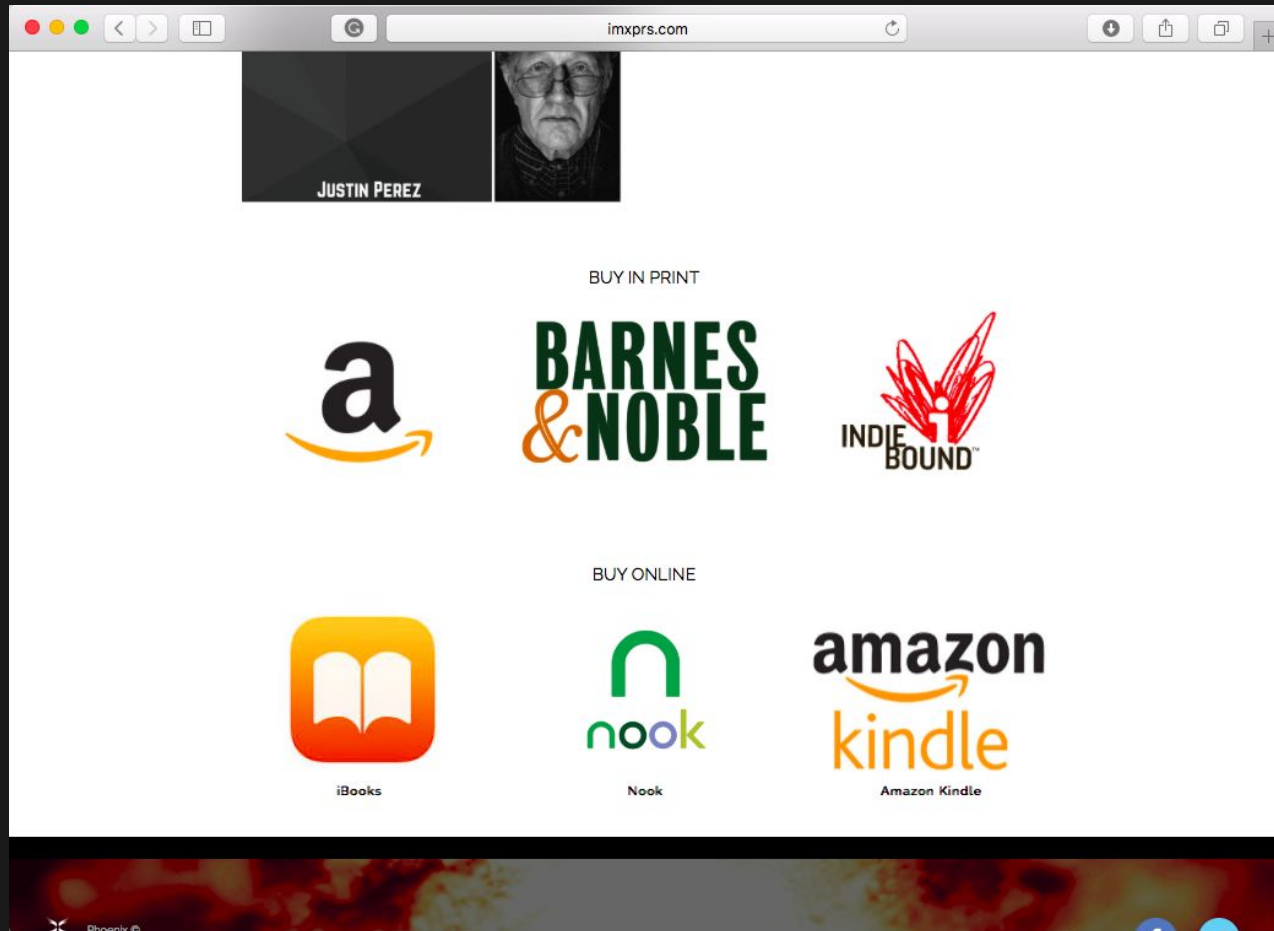
Then I heard something on my left, there is only a green hill far away. It sounds like a cathedral bell and it gets louder and louder like the bell is getting closer to me. The bell sounds change into the blends of sounds of sirens wailing, cars honking, and subways rumbling, beautiful Italian music out of people's voices. I couldn't tell what's going on on the green hill. I closed my eyes for a moment then I heard the light knocks. "Room Service" in Italian in a lovely voice.

I woke up, I can still hear the blends of sounds through the window. The white curtain is fluttering from the wind out of my window and it so brightens as my eyes are adjusting. I realized that I was dreaming then I heard knocks again with an Italian voice "Room Service". Oh, am I still in dreaming or is it actually real? I look around and spot a pink bra hanging on the brown vintage chair. Oh, is there a lady around here? Again,





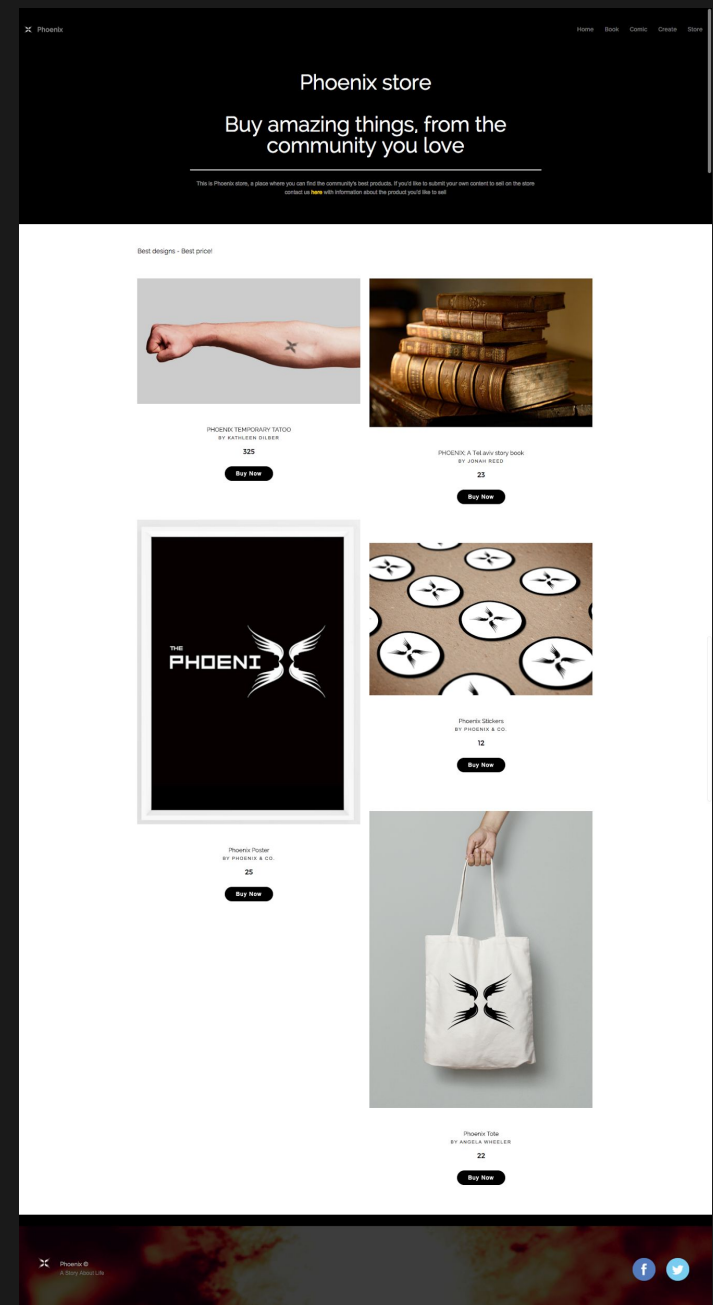
# Phoenix Book





# Website

- The website functions as a sort of hub where the consumer can find out about the story as well as submit content, learn a bit about each medium and visit the store.
- Used XPRS
- [http://www.bit.ly/Website\\_Phoenix](http://www.bit.ly/Website_Phoenix)





# Video

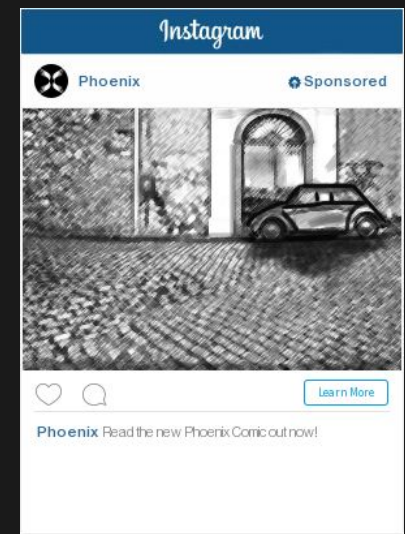
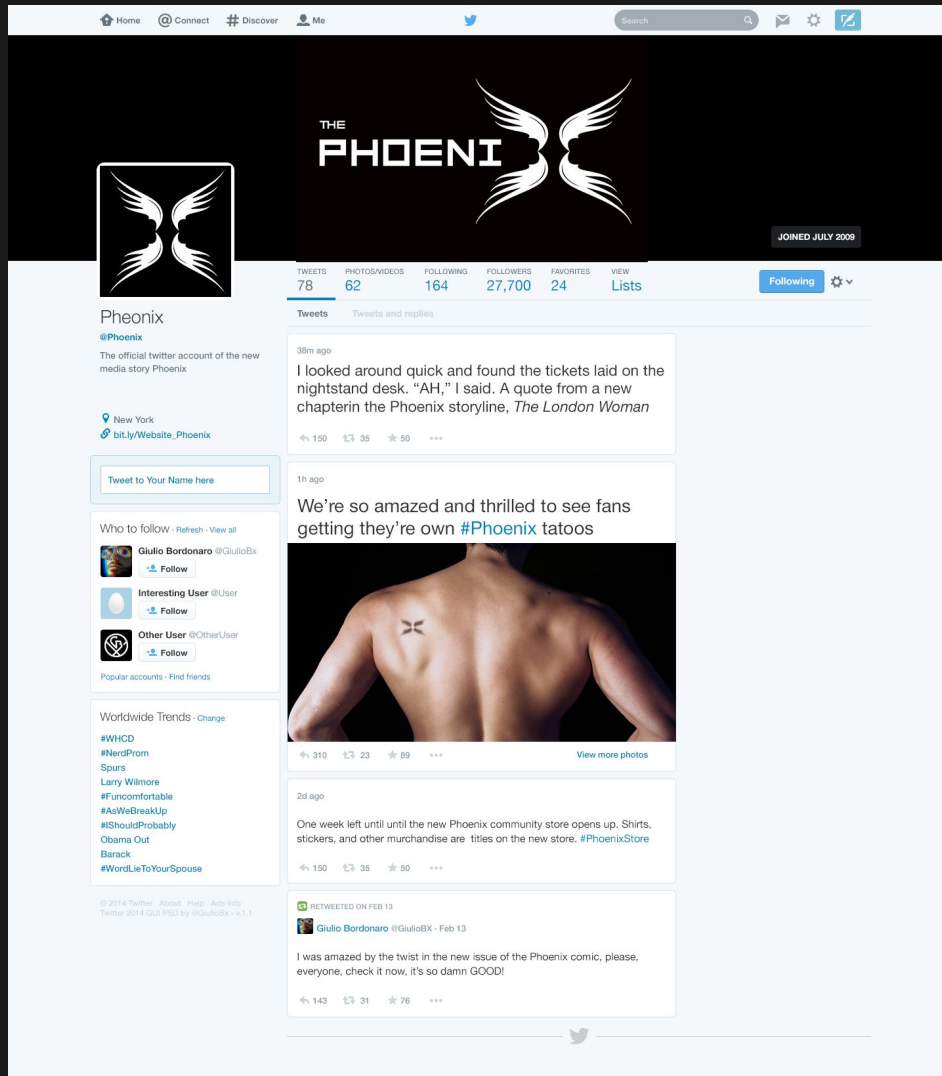
- Focuses on telling the first main part of the story.
- Posters for the video
- #phoenix
- Could've done a couple things

better

- Gives consumers a jumping off point.



# Social Media and community interaction



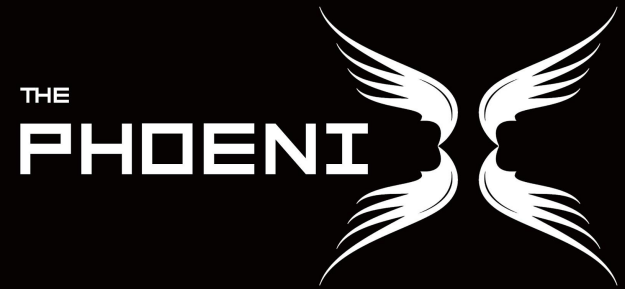
- Shows the latest news about the story/project
- Promotes fans
- Let's people involve themselves
- Creates community and loyal fans
- Promotes growth and new content
- Fans create content to sell as well for other fans



## COMIC

Comic is the third main part of story.

Mason awakes as a man in china, the whole experience of giving birth and waking up is utter shock to him. He thinks for a bit about everything that happened and goes on and tries to figure out what is happening next. The year is 2020.





# COMIC





# COMIC





# COMIC

Two versions: Print and Mobile.

Potential buyer (Target audience):

Age: 21-30

The person who has been reading  
print comic for a long time.

Where to buy : Comixology (an  
Amazon company).



SCAN ME!



# POSTER

What do you mean? I see something wrong.  
Where am I? Who am I? What happened?  
Where am I? Who am I? What do you want?  
What happened? What's the issue? What  
is there something wrong? What  
where am I? Who am I? What  
am I supposed to do? What  
is this place?  
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PH<sub>ENIX</sub>

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PH<sub>ENIX</sub>



# PRODUCT





# CORE PRINCIPLES

- Spreadability and Drillability
  - Website [read text, and posts from social media].
  - [Social networking sharing]: Facebook, Instagram, and Twitter: Phoenix trailer.
- Continuity and Multiplicity
  - Comic book series: follows [Zhang] Chinese man's mystery life.
  - Users can imagine themselves into the different stories, point of view, and characters.
- Immersion and Extractability
  - Consumers will be immersed depending on which medium they read or watch.
  - Involves that users take elements of universe to integrate in their daily life.



# CORE PRINCIPLES

## ➤ Worldbuilding

- Story changes in the different location: U.S, London, and China.
- U.S. and London featured in trailer and book. China is featured in the comic book.

## ➤ Seriality

- Expand characters, plots, etc in social media, TV shows, Book, and Comic book series.

## ➤ Subjectivity

- Phoenix story is most often told through POV of each characters.

## ➤ Performance

- Users will be able to create their own story and character on the Phoenix website and Facebook discussion page.



# Audience

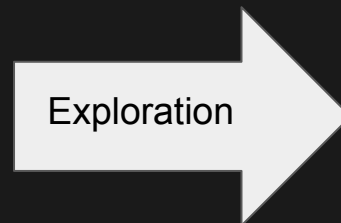
- 18-30 year olds
- Looking for a new community
- Those interested in traveling and expansive stories
- Show with an air of mystery about almost everything



Find on social media, watch trailer and first episode



See the comic and learn more about the character



Look at other content fans have created, be interested in more, create your own or buy into the community

- Engage: watch trailer or see a poster and be interested in more
- Involve: be interested in the characters and the story
- Extend: Audience is directed through the mini series and can explore other stories through different mediums or content
- Surprise: Throw a new character in the mix, advance a storyline somewhere new
- Reward: The story ends and starts anew.



## Experience



## Participation

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Phoenix website allow users to create their own story. Able to borrow their idea to add into a story plot.

## Narrative

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Characters experience different story in different platforms.





## BUSINESS MODEL

- Advertisement on the videos

Standard banner Ad, in-video overlay ad and in-stream video ad.

- Online store on the website

- Affiliate marketing

Viewers of the video or comic book became very attached to the characters, so that they wanted to have the products they saw in the episodes or comic book. With the video's affiliate marketing strategy, if a character wears a t-shirt in the video, we will actually link to that t-shirt and collect a cut of the sale.

- DVD, Comic book and Novel Sales.



## Why is it Transmedia?

- Tells a story across many media platforms and promotes, fuels and needs audience participation
- Built around promoting a community
- Integrated media experiences that occur across a variety of media.
- Multiple stories and different parts told cross-platform
- Tell one large story about a character, engaging the audience to find out and create more



## What's Next?

- The story will be continued with a regular amount of content from the original creators.
- More than just first 4 episodes
- Social media and website will promote fan created content
- Possible new characters may come about, "maybe he's not the only one?"