**Briefing for the Website Relaunch of "Himmel und Kölle"**

[www.himmelundkoelle.de](http://www.himmelundkoelle.de/)

With this briefing, we are looking for creative minds to give our successful production "Himmel und Kölle" a digital presence that is just as cheeky, witty, and surprising as the musical itself. The winner will be awarded the complete implementation of the new website.

**Current Situation and Project Goals**

"Himmel und Kölle" has established itself as Germany's cheekiest and funniest musical. With over 144,000 enthusiastic viewers, four awards from the German Musical and Theatre Prize, and recognition as Cologne's cultural event of the year in 2021, our success speaks for itself. Our digital presence must reflect this success while attracting new visitors.

The new website should:

* Authentically convey the cheeky, witty, and surprising personality of the musical.
* Feature a harmonious design.
* Spark curiosity and motivate ticket purchases.
* Reinforce its position as "Germany's funniest musical."
* Offer a responsive, user-friendly experience across all devices.
* Be developed based on the provided style guide.
* Include illustrated key visuals alongside images from the musical (refer to style guide or past promotional materials).

**Target Audience**

Our primary target audience is diverse:

* Musical enthusiasts aged 35–55.
* Predominantly female visitors.
* Cologne locals and Rhinelanders with local pride.
* Tourists and visitors to Cologne.
* Companies and groups seeking unique events.
* Comedy and theatre lovers.

**Design Guidelines (as per Style Guide)**

**Color Scheme:**

* **Primary Color:** Magenta-Violet.
* **Accent Color:** Gold/Gold tones.
* **Complementary Colors:** Shades of the primary color and neutral tones for body text.

**Typography:**

* **Headlines:** Bebas Neue (sans-serif, no italics or small caps).
* **Body Text:** Open Sans Condensed (all weights allowed, no italics).
* Clear hierarchy for optimal readability and brand recognition.

**Logo:**

* The heart logo must always appear on a heart-shaped background.
* Variants with the tagline "Das Köln-Musical" are allowed.
* Prominent placement across all website sections.

**Key Visuals:**

* A combination of bold illustrations with local Cologne symbols.
* Cologne skyline featuring the cathedral and TV tower.
* Golden accents (e.g., stars, shine effects, frames).

**Frontpage Structure and Content**

**Header Section:**

* Dynamic news ticker with current offers and show dates.
* Logo (left) and main navigation (right).
* Prominent "Get Tickets" button.
* Main menu items: The Musical, Ticket Info, Plan Your Visit, Corporate Events, FAQ.

**Hero Section:**

* Emotionally impactful video background or rotating key visuals.
* Bold headline: "HIMMEL UND KÖLLE - The Award-Winning Cologne Musical."
* Subheadline with a humorous touch.
* Eye-catching CTA button "GET TICKETS" with price indication.

**Celebrity Endorsement Section:**

* Creative slider concept showcasing celebrity guest appearances at select performances.

**Awards & Highlights Section:**

* Visual emphasis on awards received.
* Infographic highlighting visitor numbers (144,000+) and recommendation rates.
* Integration of four German Musical & Theatre Prize badges/icons.

**Show Description Section:**

* Humorous portrayal of the storyline around Pastor Elmar.
* Creative visualization of show highlights (live orchestra, choreography).
* Incorporation of Cologne’s local charm.

**Press Reviews Slider:**

* Dynamic concept for showcasing press reviews with quotes from major publications like *Welt am Sonntag*, *Express*, *Kölner Stadt-Anzeiger*.

**Highlight Scenes Section:**

* Interactive image gallery with witty descriptions or short video snippets.

**USP Section (Unique Selling Points):**

* Four concise icons with accompanying text highlighting features such as live orchestra, unique venue, sustainability focus, and Cologne culture.

**Gift Voucher Banner:**

* Eye-catching design promoting gift vouchers with emotional messaging like "Give unforgettable moments."

**Visitor Testimonials Section:**

* Authentic testimonials featuring real visitor photos and quotes from prominent attendees.

**Discover Cologne Banner:**

* Linking the musical experience to Cologne’s landmarks with a strong CTA for ticket booking.

**Corporate Events Section:**

* Presentation of business packages with VIP options.

**Functional Requirements**

**Responsive Design:**

Ensure optimal display across all devices (desktop, tablet, smartphone) with a mobile-first approach prioritized.

**Performance Optimization:**

Fast loading times despite multimedia content; all images/videos should be optimized.

**Wireframe Requirements**

The wireframe should already reflect the cheeky, witty tone of the musical while incorporating surprising elements that evoke smiles and capture Cologne’s spirit.

Key considerations include:

1. **User Path to Ticket Purchase:** Strategic placement of CTAs; reducing click paths; emotional triggers at decision points.
2. **Interactive Elements:** Examples include a singing Cologne Cathedral on hover or humorous loading animations.
3. **Multi-device Concept:** Demonstrate how navigation works on mobile devices or how complex elements like seating plans are displayed on smaller screens.

**Evaluation Criteria for Submissions**

Submissions will be evaluated based on these criteria:

1. **Creative Representation of Musical Character (30%)**
   * How well is the cheeky tone conveyed?
   * How original are proposed interactive elements?
   * How effectively is Cologne visually represented?
2. **User Experience & Conversion Optimization (25%)**
   * Is navigation intuitive?
   * How effectively does it lead users to purchase tickets?
3. **Technical Feasibility & Responsiveness (20%)**
   * Is technical implementation realistic?
   * How well is responsiveness planned?
4. **Adherence to Style Guide (15%)**
   * Are design guidelines followed consistently?
5. **Innovation & Surprise Elements (10%)**
   * What unexpected features set this website apart?

**Submission Format**

Please submit the following materials:

1. Wireframes for key pages:
   * Homepage (Desktop & Mobile).
   * The Musical page (Desktop & Mobile).
   * Ticket Info page (Desktop & Mobile).
   * Corporate Events page (Desktop & Mobile).
2. User Flow:
   * Visualization of user journey from first visit to ticket purchase.
3. Optional Mockups:
   * Visualization of key elements in final design.
   * Animation/video showcasing special interaction elements.

This briefing outlines everything you need to create a standout website concept that embodies the spirit of "Himmel und Kölle." We look forward to your creative ideas!