

# Briefing for the creation of the “Kick Like a Woman” Website

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

INSPIRIERT VON EINER WAHREN GESCHICHTE

**KICK LIKE A WOMAN**

DAS MUSICAL

# Introduction

We are looking for creative minds to give the new musical “Kick Like a Woman” a digital presence that conveys the full emotional power, goosebump intensity, and empowering spirit of this unique production. The winner will be awarded the contract for the design of the new website.

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# 1. Initial Situation and Project Goals

## 1.1 Starting Point

“Kick Like a Woman” is dedicated to women who had the courage to follow their own path. It is a musical about the courage not to conform, about the price one pays for it, and about the freedom that emerges from it. Past and present merge into a story that is more relevant today than ever before.

At the end of September 2024, “Kick Like a Woman” already conquered the stage of the Bergischer Löwe theater in Bergisch Gladbach, where the producers launched the musical following the “Off Broadway” principle (tryouts). A total of nine performances were presented. Standing ovations lasting several minutes and thunderous applause crowned the successful debut.

apiro Entertainment is now bringing “Kick Like a Woman” to Cologne — renovation and reconstruction work has already begun in Depot 1 of Schauspiel Köln on

Schanzenstraße in Cologne-Mülheim. The world premiere will take place there from November 2026.

The currently published website [kicklikeawoman.de](http://kicklikeawoman.de) is a temporary placeholder page (one-pager) containing basic information about the story, team, and the true events behind it. For the world premiere in Cologne in November 2026, the website must undergo a complete relaunch and evolve into an emotional, conversion-optimized experience website.

## 1.2 Project Goals

The new website should:

1. **Make the emotional depth and power of the musical tangible** — not merely describe it, but make visitors feel it. In line with the marketing philosophy: “Show, don’t tell” — tell the story instead of advertising the musical.
2. **Emotionally emphasize the core themes:**
  - **David vs. Goliath** — the struggle of a small team against an entire system
  - **Emancipation** — women forging their own paths
  - **Fighting and winning together** — team spirit and solidarity
  - **The 1980s** — atmosphere, aesthetics, and cultural context
3. **Motivate visitors to purchase tickets** — every section of the website must emotionally engage visitors and guide them toward booking.
4. **Reinforce the positioning as a world premiere** and emotionally powerful musical — authentic, never sensationalist, always story-driven.
5. Provide a **responsive, immersive experience** across all devices — mobile-first approach.
6. Be developed consistently based on the KLAW style guide — ensuring visual consistency with all marketing materials (posters, social media, out-of-home campaigns, print).

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## 2. Target Audience

## 2.1 Primary Target Groups

Target Group	Age	Motivation
Musical audiences (core target group)	35–70	Emotional live experiences, touching stories
Women interested in empowerment	29–65	Identification, inspiration, self-empowerment
Sports enthusiasts / football fans	25–60	True sports story, underdog narrative
Couples and groups of friends	35–60	Shared experiences, emotional evening
People from Cologne and the Rhineland	29–70	Local pride, regional connection to the story
1980s nostalgics	45–70	Rediscovering a forgotten era
Companies, groups, and event planners	30–60	Team events, incentives, special occasions

## 2.2 Emotionale Audience Profile

The website must trigger several **emotional responses** simultaneously:

- **Identification:** “That could have been me” / “I know this feeling”
- **Outrage and sense of justice:** “This must not be forgotten”
- **Admiration and inspiration:** “What courageous women”
- **Curiosity:** “I had never heard this story before”
- **Community:** “I need to experience this with my friends”

## 3. Marketing Philosophy and Tone

### 3.1 Core Communication Principle

**„Story, not Interpretation.“** We tell the story — and leave the interpretation to the audience.

The website serves as the central storytelling hub. It is not a classic sales page filled with superlatives and self-praise, but an emotional narrative world that draws visitors into the story and makes them want to become part of the experience.

### 3.2 Tone of Voice

Dimension	Characteristics
Core tone	Emotional, moving, powerful, authentic
Address	Direct “you” form, warm, empowering
Style	Storytelling-driven, cinematic, dramaturgically structured
Avoidances	No self-praise, no exaggerated promises, no overselling
Inspirations	Film trailer dramaturgy, emotional campaigns like Nike “Dream Crazy”

### 3.3 Dramatic Structure of the Website

The website should transfer the trailer’s dramatic structure into a digital experience:

1. Hook → Spark curiosity and injustice
2. Worldbuilding + character setup → Conny, family/society conflict
3. Rising tension / dream activation → Taipei, world championship

4. Climax / claim → “Kick Like a Woman”
5. Call-to-action → Secure tickets

## 4. Design Requirements & Corporate Identity

### 4.1 Brand Colors

The KLAW brand is based on a reduced yet highly impactful three-color palette. The color world simultaneously conveys strength, femininity, energy, and rebellion.

#### Primary Color – PINK

Pantone	205c
CMYK	C4 / M90 / Y24 / K0
RGB	R224 / G51 / B151
HEX	#e03373

Usage: Main color for backgrounds, accent areas, buttons, hover states, emotional sections. Pink is the dominant brand color and stands for femininity, strength, and self-confidence.

#### Secondary Color – YELLOW

Pantone	107c
CMYK	C0 / M10 / Y92 / K0

RGB	R255 / G221 / B0
HEX	#ffdd00

Usage: Logo typography, headlines, accents, call-to-action elements, highlighted text, hover effects. Yellow stands for energy, optimism, and new beginnings.

### Tertiary Color – BLACK

CMYK	C0 / M0 / Y0 / K100
RGB	R29 / G29 / B27
HEX	#1d1d1b

Usage: Body text, high-contrast backgrounds, mono logo versions, footer areas. Black delivers depth, contrast, and a cinematic atmosphere.

### Additional Color – WHITE

Used as a complementary contrast color for typography on dark or colored backgrounds.

### Color Combination Rules

Combination	Usage
Pink background + yellow typography	Hero sections, emotional highlights, CTAs
Black background + white typography	Cinematic storytelling sections



Combination	Usage
Black background + yellow typography	Dramatic accents
White background + black typography	Informational sections
Pink background + white typography	Subheadlines, secondary information
Yellow background + black typography	News tickers, action banners

**Wichtig:** The color palette must create immediate recognition across posters, social media, and all marketing touchpoints. The alternation between pink-, black-, and yellow-dominated sections creates rhythmic dynamics while scrolling.

## 4.2 Background Textures – Grunge-Texturen

The style guide defines two distinctive background textures that are a central brand element.

### Texture 1: Yellow Base with Pink Splatter

- Yellow base (#ffdd00) with irregular pink splashes (#e03373)
- Conveys energy, rawness, and DIY spirit

### Texture 2: Pink Base with Yellow Splatter

- Pink base (#e03373) with yellow splashes (#ffdd00)
- Conveys power, rebellion, and femininity

### Usage on the Website

- Section backgrounds
- Overlay elements
- Section dividers
- CTA areas
- Logo backgrounds

The grunge texture represents authenticity, DIY mentality, and rebellious spirit. It should be used selectively to maintain impact and readability.

### 4.3 Brand Fonts – Typography

#### Headline Font: TUNGSTEN

- Condensed, bold, vertical, impactful, sporty
- Used for all headlines, claims, quotes, and CTAs
- Conveys strength and sports-poster aesthetics

#### Body Font: DIN 1451 LT PRO

- Clear, technical, highly readable
- Used for body copy, navigation, buttons, metadata
- Authentic and functional contrast to the emotional headlines

#### Typography Hierarchy

Hierarchy Level	Font	Example
H1 – Primary Headlines	Tungsten Bold, uppercase	“IT’S NOT HISTORY, IT’S HERSTORY”
H2 – Secondary Headlines	Tungsten Medium/Semibold	“THE MIRACLE OF TAIPEI”
H3 – Tertiary Headlines	Tungsten Medium or DIN Bold	Section titles
Body Text	DIN 1451 LT Pro Regular	Descriptions, biographies
Meta/Small	DIN 1451 LT Pro Light	Captions, footnotes
CTA Buttons	Tungsten Bold or DIN Bold	“GET TICKETS NOW”

Hierarchy Level	Font	Example
Quotes	Tungsten italic/light	Emotional quotes
Navigation	DIN Medium uppercase	Menu items

## 4.4 Logo – Varianten und Einsatzregeln

### Logo Variant A: Color – Horizontal



- Yellow typography on pink background
- Includes female silhouette integrated into the “O” of WOMAN
- Used for desktop headers, banners and landscape formats

### Logo Variante B: Color – Stacked



- Two-line composition
- Larger silhouette element
- Used for posters, social media, mobile headers, hero sections

#### Logo Variant C: Mono – black on white



Used in press areas and bright informational sections as well as print on white background

#### Logo Variant D: Mono – white on black

Used for cinematic sections, dark overlays, footer and dramatic sections

#### Rules:

1. Always maintain sufficient clear and safe space.
2. The female silhouette is an inseparable logo element.
3. The grunge texture may never be removed.
4. The tagline may be omitted in compact placements but must appear in the hero section.
5. Horizontal version in headers, stacked version in hero sections.
6. Use the mono-white version on dark video backgrounds.
7. The logo must never be distorted or recolored.

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## 5. Home: Structure and Content

## 5.1 Header

- Logo on the left
- Main navigation on the right
- Permanent “Get Tickets” button
- Dynamic news ticker
- Possible navigation items:
  - Home
  - HERstory
  - The Musical
  - Team / Cast
  - Ticket Info
  - Plan Your Visit
  - Corporate Events / Groups
  - Press
  - FAQ
  - Gift Vouchers
  - Blog / News

## 5.2 Hero-Section

Concept: Fullscreen cinematic video background with grunge overlays.

Elements:

- Video loop or scene montage
- Optional heartbeat sound
- Stacked logo variant
- Text overlay: “A team nobody believed in”
- Tagline: “Inspired by a true story”
- Subheadline: “It’s not History, it’s HERstory”
- CTA button: “GET TICKETS”
- Scroll indicator: “Discover the story”

Emotion generated: Curiosity, solidarity, motivation.

## 5.3 Story Teaser Section – “Forgotten Stories That Change the World”

**Concept:** A scrollytelling section that emotionally tells the true story in a condensed format.

**Color Scheme:** Black background (#1d1d1b) with yellow headlines (#ffdd00) and white body text — creating cinematic depth.

Element	Content
Time Reference	“1981 – inspired by true events” – in Tungsten, Yellow
Story Arc	Short version of the story: Invitation from Taiwan → The football association refuses support → The women help themselves → “The Miracle of Taipei” – in DIN 1451 LT Pro, White
Visuals	Historical photos transitioning rapidly with grunge texture overlays and 1980s aesthetics
Emotional Trigger	“Nine games. Eleven days. The only undefeated team. World Champions.” – large-scale in Tungsten, Yellow
CTA	“Discover the full story” → Link to the HERstory subpage, Yellow button

**Emotion Created:** Immersion, connection, wonder.

## 5.4 Conny-Section – „At the Heart of the Story"

**Concept:** Introduction of the main character Conny and her internal conflict — the emotional core of audience identification.

**Color Scheme:** Pink background (#e03373) with yellow headlines (#ffdd00) and white body text.

Element	Content
Character Introduction	Conny: young waitress, passionate about football, torn between family expectations and society

Element	Content
Visuals	Scene image of Conny, potentially split-screen (obedient daughter vs. determined player), framed with grunge textures
Emotional Hook	The journey from a shy wallflower to a self-confident woman
Quote Element	Short text excerpt in Tungsten hinting at her inner conflict
Themes	Emancipation, self-discovery, courage

**Emotion Created:** Recognition, empathy, identification.

## 5.5 Turning Point Section – “A Dream Bigger Than Any Doubt”

**Concept:** The emotional turning point — from hopelessness to “We’re going to Taipei.”

**Color Scheme:** Transition from Black (#1d1d1b) to Pink (#e03373) — visually building momentum.

Element	Content
Dynamics	Rising tension, visual build-up (e.g. parallax scrolling), intensifying grunge textures
Original Quotes	Historical statements from football officials used as contrasting elements in Yellow on Black
Visuals	Scene imagery: training, fundraising, departure
Claim	“Open doors, tear down walls — that’s how we change the world.” – fullscreen in Tungsten, Yellow

**Emotion Created:** Hope, emotional awakening, rising tension.

## 5.6 Powerful Climax – “Kick Like a Woman”

**Concept:** The climax — the section that brings everything together and triggers the impulse to buy tickets.

**Color Scheme:** Full Pink (#e03373) with maximum use of Yellow (#ffdd00) — inspired by the poster design.

Element	Content
Visuals	Powerful stage scenes, celebration, team spirit — enhanced with grunge overlays
Heartbeat Transition	Visual or audio transition: heartbeat → silence → moment of empowerment
Text Sequence	“A story that must be told” → “This is how we change the world” → “Kick Like a Woman – From November 2026 in Cologne” — all in Tungsten, Yellow
CTA	Oversized “GET YOUR TICKETS NOW” button: Yellow background (#ffdd00), Black typography (#1d1d1b), Tungsten Bold. Hover effect: Pink (#e03373) with white text

**Emotion Created:** Euphoria, determination, purchase motivation.

## 5.7 Musical Details Section – “A Musical That Gets Under Your Skin”

**Concept:** Informative yet emotionally charged presentation of the show.

**Color Scheme:** White background, black body text, with Pink and Yellow accents.



Element	Inhalt
Show Highlights	Captivating 1980s vibes, powerful emotions, humor, and touching songs
Creative Team Highlights	Constanze Behrends (Author), Stephan Kanyar (Composer), Gil Mehmert (Director)
Technical USPs	State-of-the-art LED stage technology, interactive elements, live band
Authenticity	“Based on moving interviews with the real protagonists”
Typography	Section headline in Tungsten/Yellow on a Pink banner; body text in DIN 1451 LT Pro

## 5.8 Historical Timeline – „The True Story"

**Concept:** Interactive timeline of the history of German women’s football.

**Color Scheme:** Black background (#1d1d1b), years displayed in Yellow (#ffdd00, Tungsten), text in White (DIN 1451 LT Pro), highlighted moments in Pink (#e03373).

Element	Content
Timeline Format	Visually engaging, scrollable timeline with grunge texture accents
Time Period	1955 (DFB ban on women’s football) to the present day
Highlight Moments	1981 – The Miracle of Taipei as the central climax (visually emphasized through Pink accents and larger presentation)

Element	Content
Historical Images	Original photos of SSG 09 Bergisch Gladbach framed with grunge overlays
Context	Embedding the musical's story within the broader history of women's emancipation

## 5.9 Press Review and Social Proof

**Concept:** Dynamic slider section.

**Color Scheme:** Yellow background (#ffdd00) with black typography — designed for maximum attention, inspired by the banner style of the poster design.

Element	Content
Press Reviews	Quotes from media coverage (including media logos)
Audience Testimonials	Authentic testimonials from preview performances
VIP Quotes	Statements from prominent guests attending the previews
Social Media Feed	Integration of user-generated content
Rating Statistics	Results from audience surveys conducted in Bergisch Gladbach

## 5.10 Preview Section – „Tryouts in Bergisch Gladbach"

**Concept:** A retrospective on the successful preview performances as a trust-building element.

**Color Scheme:** White background with Pink and Yellow accents.

Element	Content
Image Gallery	Photos from the previews, celebrities, cast members, standing ovations — framed with subtle grunge textures
Video Snippets	Short impressions from the performances
Highlight	Presence of the real 1981 world champions

## 5.11 Team Section – „On Stage and Behind the Scenes"

**Concept:** Divided into Cast and Creative Team.

**Color Scheme:** Black background (#1d1d1b) for a cinematic atmosphere. Names in Yellow (Tungsten), roles in White (DIN 1451 LT Pro), portraits framed with grunge textures.

### On Stage

- Cast presentation with professional portraits and short biographies
- Band members

### Behind the Scenes

Person	Role
Constanze Behrends	Author
Stephan Kanyar	Composer
Gil Mehmert	Director
H.C. Petzoldt	Musical Director

Person	Role
Faye Anderson	Choreography
Britta Tönne	Set Design
Claudio Pohle	Costume Design
Michael Grundner	Lighting Design
FuFu Frauenwahl	Digital Content

## 5.12 Venue Section – „Depot 1 at Carlswerk"

**Concept:** Presentation of the venue as a unique industrial and atmospheric location.

**Color Scheme:** White background, black text, with Pink accents for interactive elements.

Element	Content
Atmosphere	Industrial charm meets musical magic — photos/renderings of the transformed venue
Seating Plan	Interactive seating map (if available)
Address	Schanzenstraße 6–20, 51063 Cologne (Cologne-Mülheim)
Directions	Interactive map + public transport information
Parking	Carlswerk parking garage with event rate of €5, visitor parking spaces behind the venue

Element	Content
Public Transport	Tram stop Köln Keupstraße (4-minute walk); bus stop Schanzenstr./Schauspielhaus (1-minute walk)

## 5.13 Ticket Information Section

**Concept:** Clear and structured presentation of all ticket options with a strong conversion focus.

**Color Scheme:** White background with a clean layout. CTAs in Yellow (#ffdd00) with black text or Pink (#e03373) with white text.

Element	Content
Categories	Overview of ticket categories with visual differentiation
Group Discounts	Tiered discounts for groups
Social Tickets	Cultural access for everyone
Showtimes	Calendar overview with availability display
CTAs	Multiple strategically placed “Book Now” buttons in brand colors
Ticket Partner	Integration of the KölnTicket booking system

## 5.14 Plan Your Visit Section

Element	Content
Gastronomy	Partner restaurants nearby / Carlswerk gastronomy

Element	Content
Hotels	Hotel partnerships for out-of-town visitors
Combined Packages	Dinner + Show, Hotel + Show
Tips for Cologne-Mülheim	Discover the neighborhood – the Schanzenviertel district

## 5.15 Corporate Events Section

Element	Content
Offers	Team-building events, corporate parties, VIP packages
Combination Options	Business meets empowerment – thematic integration
Contact Form	Direct inquiry form for corporate events
References	Previous corporate clients (if available)

## 5.16 Voucher Banner

**Color Scheme:** Pink background (#e03373) with a Yellow CTA button (#ffdd00).

Element	Content
Design	Eye-catching visual with emotional imagery and grunge textures
Messaging	“Give the gift of an evening that gets under your skin” – Tungsten, White

Element	Content
CTA	“ORDER YOUR GIFT VOUCHER NOW” – Yellow button with black text

## 5.17 Newsletter Section / Community Integration

**Color Scheme:** Yellow background (#ffdd00) with black text — designed for maximum visibility.

Element	Content
Newsletter	Email signup with emotional incentives (e.g. 5% discount, exclusive updates)
Community Claim	“Become part of the movement” – Tungsten, Black
Social Media	Integration of Facebook, Instagram, YouTube, TikTok

## 5.18 Footer Area

**Color Scheme:** Black background (#1d1d1b), logo in mono-white version, white text, links in Yellow (#ffdd00) or Pink (#e03373) on hover.

Element	Content
Logo	Mono-white version (stacked or horizontal)
Newsletter Signup	Repeated newsletter subscription option
Contact Information	Ticket hotline, email, address
Social Media	White icons with Yellow or Pink hover effects

Element	Content
Quick Links	Directions & parking, ticket categories, showtimes, corporate events, FAQ
Partner Logos	Ticket partners, media partners, sponsors
Legal	Imprint, privacy policy, terms & conditions

## 6. Subpage Structure

### 6.1 Overview of required Subpages

Page	Core Content
Home / Frontpage	Complete story journey (as described above)
HERstory	Detailed true story + women's football timeline
The Musical	Story, creative team, show details, music information
Cast and Team	Ensemble, band, creative team with biographies
Ticket Information	Categories, prices, calendar, booking system
Plan Your Visit	Directions, parking, gastronomy, hotels



Page	Core Content
Corporate Events	B2B offers, packages, contact form
Press	Press section, download center, press contact
FAQ	Frequently asked questions
Gift Vouchers	Online gift voucher ordering
Blog / News	Latest news, behind-the-scenes content, interviews

**Design Consistency:** All subpages use the same color palette, typography, and texture language. Each subpage features its own dedicated hero section (smaller than the frontpage) with either a pink or black background and a Tungsten headline in Yellow.

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## 7. Functional Requirements

### 7.1 Responsive Design

- Optimized display across all devices (desktop, tablet, smartphone)
- Mobile-first approach — prioritizing the mobile user experience
- Special attention to the rendering of grunge textures on mobile devices (performance vs. visual quality)
- On mobile, the logo may switch from the horizontal version to a compact/stacked version

### 7.2 Performance

- Fast loading times despite multimedia content (target: under 3 seconds loading time)
- Grunge textures implemented as optimized SVGs or WebP files
- Optimization of all images and videos (lazy loading, WebP format, CDN)

- Core Web Vitals within the green performance range
- Efficient loading of webfonts (Tungsten, DIN 1451 LT Pro) using techniques such as font-display: swap and font subsetting

### 7.3 SEO Optimization

- Technical SEO fundamentals (sitemap, robots.txt, structured data)
- On-page optimization for core keywords (e.g. “Musical Cologne”, “Women’s Football Musical”)
- Local SEO optimization (Google My Business, local keywords)

### 7.4 Tracking and Analytics

- Google Analytics 4 / Matomo integration
- Event tracking for all CTAs and user interactions
- Conversion tracking for ticket bookings
- A/B testing capabilities for landing pages
- Integration into the weekly reporting dashboard according to the marketing strategy

### 7.5 Integration Requirements

- Ticketing Integration: Seamless integration w/ Ditix
- Newsletter System: Integration of an email marketing tool
- Social Media: Feeds, share buttons, Open Graph optimization
- Cookie Consent Management: GDPR-compliant
- Font Licenses: Tungsten (webfont license required) + DIN 1451 LT Pro (Adobe Fonts embed or webfont license)
- CMS: WordPress (like the current website) or a comparable system with easy content management

## 8. Special Requirements for the WordPress Theme

### 8.1 Emotionality and Storytelling

The theme must convey the deep emotionality and power of the story — supported by the bold KLAU color palette and typography.

- **Scrollytelling:** The story unfolds while scrolling — text, images, and videos build dramatic tension. Color transitions between sections (Pink → Black → Yellow → Pink) enhance the dramaturgy.
- **Parallax Effects:** Depth and dynamic movement, with grunge textures moving independently from the content.

- **Video Integration:** Scene snippets with grunge overlays at emotional key moments.
- **Sound Design Options:** Optional audio elements (heartbeat sounds, musical excerpts) activated by the user.
- **Text Animations:** Tungsten headlines that build up while scrolling (letter by letter, line by line).
- **Texture Dynamics:** Grunge textures that subtly move or intensify while scrolling.

## 8.2 User Journey Toward Ticket Purchase

- **Strategic CTA Placement:** A clear call-to-action after every emotional peak, always in Yellow (#ffdd00) or Pink (#e03373) for maximum visibility.
- **Reduced Click Paths:** Maximum of three clicks from any point on the site to ticket purchase.
- **Emotional Triggers at Decision Points:** Story-driven moments that reinforce the urge to buy tickets.
- **Sticky CTA Button:** “Get Tickets” button permanently visible in the navigation (Yellow button).
- **Urgency Elements:** “World Premiere”, “Limited Engagement”, countdown banners in Yellow.

## 8.3 Surprising Interaction Elements

Design unique interaction elements that match the character of the musical and reflect the KLA design language:

- **Football Interactions:** A football that is “kicked” on hover; pitch animations in brand colors.
- **1980s Easter Eggs:** Retro TV effects with grunge textures, VHS glitch animations in Pink/Yellow.
- **Timeline Interactions:** Time-travel effects while scrolling through the story.
- **Empowerment Moments:** Tungsten quotes that “break free” while scrolling / walls made of grunge textures tearing apart.
- **Heartbeat Element:** Pulsating pink rhythm as a transition effect.
- **Referee Whistle:** Optional sound trigger between section transitions.
- **Texture Interaction:** Grunge splatters reacting to mouse movement.

## 8.4 Multi Device Concept

- **Mobile Navigation:** Hamburger menu in brand colors (Pink icon on Yellow background or vice versa).

- **Logo Adaptation:** Logo switches to a more compact version on mobile devices.
- **Video Elements on Small Screens:** Alternative display using still images with grunge overlays.
- **Mobile Grunge Textures:** Lightweight texture versions optimized for performance.
- **Mobile Tungsten Headlines:** Careful testing of scaling and line breaks on smaller screens.