



Transmedia Storytelling

Campaign for Happy Socks

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Course code: 25XGAO639A

Lecturer: Maaike Rijnders & Philip Corsius

Introduction

The course Transmedia storytelling gave us the assignment of designing an interesting transmedial campaign for a chosen brand.

The brand we chose is Happy Socks. They are all about creating a little color in the normal day life. The main reason we choose happy socks is because it really is a strong brand that we both liked.

The campaign will focus on spreading happiness and wonder among the customers.

Project Group

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Course information

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Business

In this part of the report, we will focus on the following:

- The brand

A research of the brand, including its values, history, products, global proliferation, target audience and business model.

- Goals

Goals for the campaign from the perspective of the brand, translated to KPI's

- Production team

In general terms, what should the production team of the transmedia project look like.

Short introduction

Happy Socks, a young brand with a distinctive corporate identity. The brand was founded in Sweden and has grown to be available in 35 countries and having multiple partnerships with resellers.

The brand specializes in socks and underwear in bright colors. The socks are all unisex and the underwear is for men, women and children. The dotted pattern with the dark blue background is the most famous.

Next to their expanding product range, they have multiple collaborations which result in limited editions and extra special designs.

History

Happy Socks was founded in 2008 in Sweden. Two friends, Viktor Tell and Mikael Söderlindh, had a vision to spread happiness by turning an everyday essential into a colorful design piece.

Viktor Tell used to work as a graphic designer and illustrator and Mikael Söderlindh had been in the advertising industry for 10 years (Happy Socks, n.d.)



Viktor Tell

Creative director of Happy Socks

Before he became creative director, Viktor worked as a graphic designer and illustrator for several years.

His motto “all play, no work” set the start of creating the fashion label. Inspired by colourful, playful patterns and designs, he turned a simple and overlooked product into a fun, creative and expressive success story.

Mikael Söderlindh

CEO of Happy Socks

Before he became CEO, Mikael worked in the advertising industry for 10 years. He worked in the service department.

Then he started the Happy Socks adventure with his good friend Viktor Tell. He wanted to build their own brand from A to Z for the global market.

Vision

The vision of Happy Socks is: to spread happiness by turning an everyday essential into a colorful design piece with a rigid standard of ultimate quality, craftsmanship and creativity (Happy Socks, n.d.).

Core Values

Happiness;

The products spread happiness amongst the people as it is a bit weird and very colorful. It will bring a smile on your face.

Quality;

All the products are of a high quality, both socks and underwear. All factories are in accordance with International Labour Laws and Standards and are respectful working environments.

Craftsmanship;

The socks are manufactured in Turkey at a family-owned factory that has been in business for over 30 years.

Creativity;

In both the designs, on which a team of designers is working as the fun, positive approach to enhance the brand are special and colorful.

(Happy Socks, n.d.)

motto

**“ALL PLAY.
NO WORK.”**

*We made it our
mission to spread
happiness and
color around the
world*

- Happy Socks, 2017-

Happy Socks®

Est. 2008 Sweden

Products

Socks;

The first and foremost product of Happy Socks, is -of course- socks. All socks are unisex. There are multiple types of socks; regular, athletic, dressed, compression, wool, and kids. All these types have their own composition of materials.

Underwear;

There are three types of underwear available. For men: boxer briefs and boxers. For women: briefs.

All this underwear has the same happy patterns as the socks.

Kids;

The kids section is separate on the website. You can buy both children's socks and baby thighs with happy patterns. The designs are mostly the same as the adult designs.

Gift boxes;

Happy Socks Boxes contain multiple pairs of socks of the same collection. Next to the normal rectangular shape, there are some extras like a song in the lid or a weirdly shaped box.

(Happy Socks, n.d.)

socks



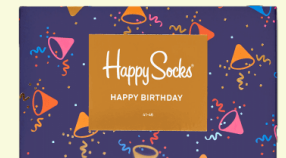
underwear



kids



gift boxes



Collaborations

It all started in 2008 with unisex socks. Since then they have added underwear, tights and specific male, female and children's products. Also, they have had multiple collaborations:

Robert Rodriguez

André

Komono

Paris Saint-Germain

Billionaire Boys Club

Snoop Dogg

Opening Ceremony

David LaChapelle

WeSC

Adidas

Curtis Kulig

Minecraft

Sneakersnstuff

Keds

Miike Snow

Terry richardson

Medicom Toy corp

The standard

Manish arora

Giles deacon for the elton john aids foundation

Colette & kesselskramer

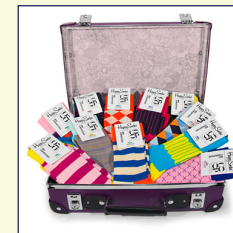
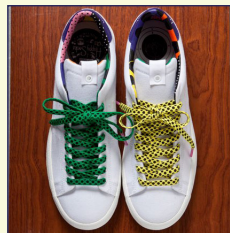
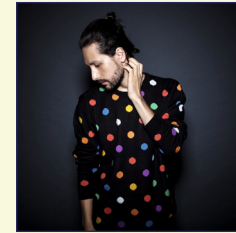
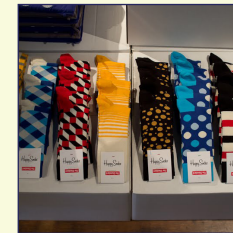
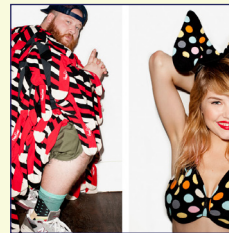
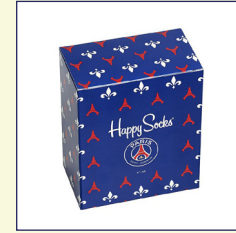
Barneys coop

Wong Wong

Wood Wood

Beatles

(Happy Socks, n.d.)



Communication

Instagram

4.726 berichten

524k volgers

Casual snaps of people wearing Happy Socks. They use the hastags #HappySocks and #HappinessEverywhere.

Some of the pictures are from other instagram users and reposted by Happy Socks with credits.

Facebook

673.236 people like this

(Happy Socks Nederland 4.667 people like this)

On Facebook they post photos of Intsagram users too. On the dutch Facebook they mostly post clean pictures of new products.

They post about three times a day and mix both advertising their products and showing fun ways to wear the socks.

Twitter

10.497 tweets

21.989 followers

9.637 likes

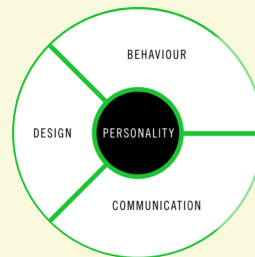
They post exactly the same as on instagram.

Website

The website is mainly a web shop. You can also read about the inspiration for the current season collection and about the brand itself.

Corporate identity

A corporate identity consists of 4 components. Design, behavior and communication result in the fourth component; personality.



Design

The font used for the logo of Happy Socks is Signpainter Casual. It is bright and has a handwritten feel to it.

To let all the colorful products stand out even more, they use simple white backgrounds in both photos and their website.

The patterns they use in their products are very recognizable. Mainly because they have simple designs in 10 main colors. These colors are showed below.

Behavior

The brand is colorful and posts a lot of photos. However, they have no messages of visitors on their timeline on Facebook. They also don't react on questions in comments. This shows that they interact little with their customers.

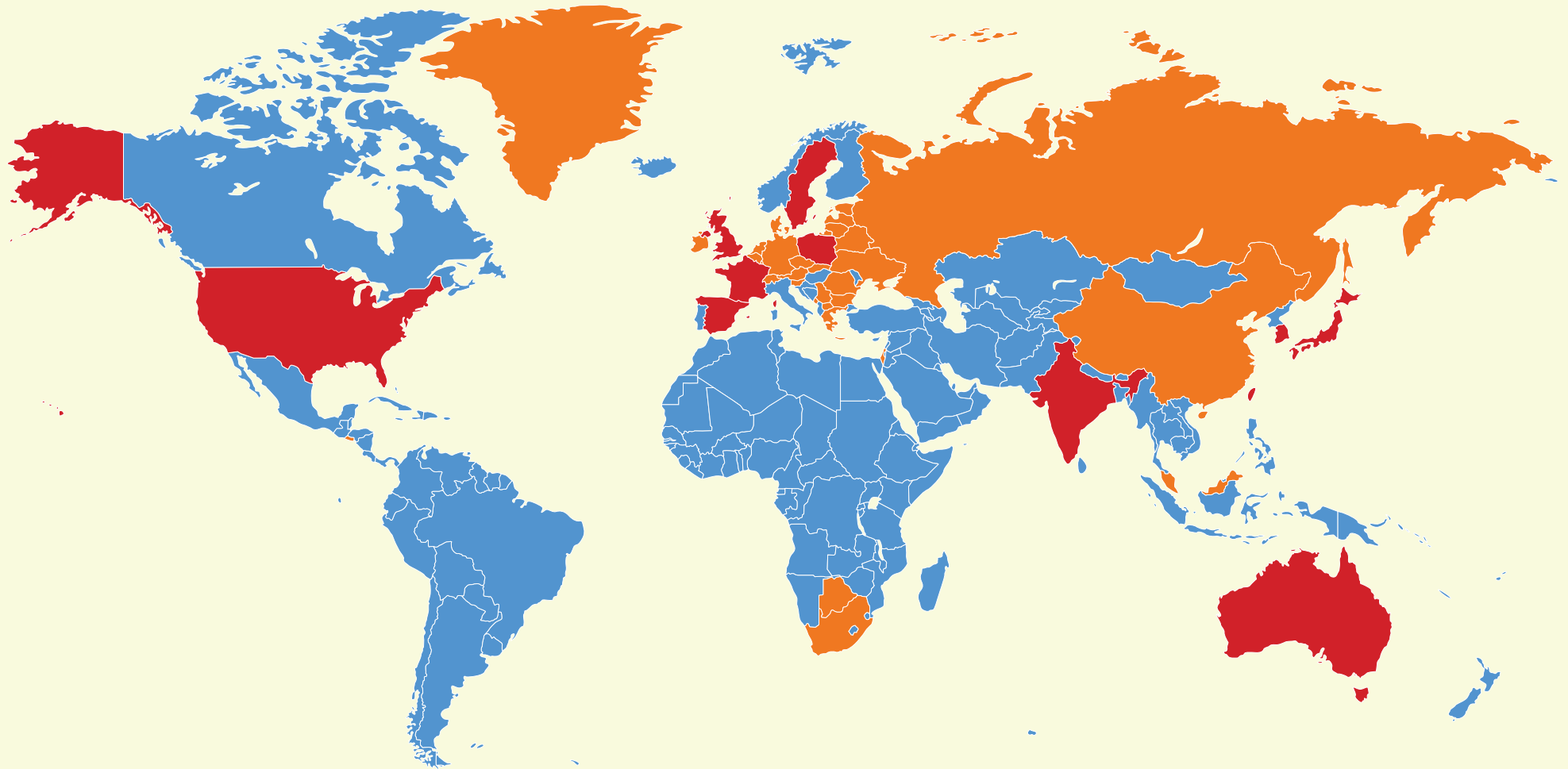
On Instagram and Twitter they neither react on questions and complaints. There are fewer here than on Facebook.

This makes the brand colorful, but a bit flat. They feel not very sympathic as it feels automated and distant.



Happy Socks®

Global proliferation



■ Concept stores
■ Retail stores

Target audience

“Our target group is highly versatile. Happy Socks can be found on pretty much anyone - hipsters, business men/women, kids, grandparents... you name it. It is for people who love colour. Happy Socks will always be there for everyone who wishes to give color to an everyday essential.”
(Happy Socks, 2015)

Key words:

- Unisex
- Global
- Playful
- Young at heart
- Outgoing

Budgetary situation

The budgetary situation of Happy Sock is not shared to the public. However, in January 2017, Palamon Capital Partners acquired a majority share in Happy Socks. This resulted in the company being valued at US\$85.4 million (Beltran, 2017).

In July 2017, Fashionista stated Happy Socks had reached the \$100 million mile (Fashionista, 2017).

KPI

FACEBOOK LIKES
616.586 current
700.000 goal

YOUTUBE VIEWS
50.000 views

Goals

What is the economic goal, from the brand's point of view?
brand engagement

What is the artistic goal, from the creative team's point of view?
adding a touch of fun to your normal routine

What is the practical goal, from the user's point of view?
adding a touch of fun to your normal routine

Production team

The production team for the campaign exists of a large number of people. The 11 most important functions are listed next.

x

Transmedia producer / team leader



A Transmedia Producer credit is given to the person(s) responsible for a significant portion of a project's long-term planning, development, production, and/or maintenance of narrative continuity across multiple platforms, and creation of original storylines for new platforms.

Experience designer



Experience design (XD) is the practice of designing products, processes, services, events, omnichannel journeys, and environments with a focus placed on the quality of the user experience and culturally relevant solutions

Convergence director



In order to manage the simultaneous use of standards, a convergence manager (CM) is introduced as a functional entity to manage the inter-working between multiple standards and the mapping between different services.

Creative technologist



A creative technologist is interchangeable with a developer, but what we mean by creative technologist is a developer who understands the creative process and the world of advertising. It's the person who's responsible for actually making and coding.

Social Media expert



Social Media Expert is someone who is a specialist in social media marketing. Someone who has a thorough knowledge and skills in the social media area. She will choose the different channels and post the stuff for the right target audience.

Story architect



The story architect creates a story from beginning to the end. He will also make a script for the actors.

Interior designer



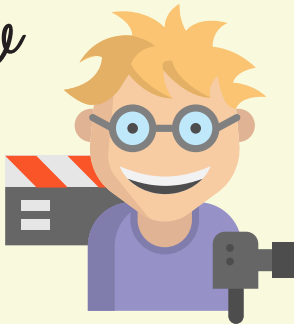
An Interior designer makes sure that everything on the mood board will be made. He will create the happy socks factory and designs all the backgrounds on the youtube videos.

Costume designer



The costume maker can design and create the costumes of Ryna, Simba and Jasper. He or she will also make the costumes of the sock scientists and maybe for the figurants.

Film crew



A company that will film the entire campaign and makes the commercials.

Actors



For this campaign, we need 8 actors. 2 actors will play the main characters Viktor and Mikael, the sock scientists. The other 6 actors will play Simba, Ryna and Jasper. 2 people will play the same role.

Figurants



For in the background we need some figurants. Some in a costume and some are ordinary people.



Content

In this part of the report, we will focus on the following:

- The Characters

The main characters of the story, including personal details and archetypal functions.

- Synopsis

A story summary describing what happens in each medium.

- Migratory cues

When will a user go to the next medium and what elements are the jumping-off points

The Sock Factory

The Sock Factory is a secret place that you only can find with a Golden Ticket. It's like Charlie in the Chocolate Factory, but with socks instead of candy.

It is heaven on earth for socks. It has a happy, special and warm feel to it. Look at the mood board on the next page for more details.

The Sock Factory was founded by two guys: Victor and Mikael, the founders of Happy Socks.

Everyone in the Factory is extremely happy and is having fun. In the Factory there will work normal people with colorful clothes and creatures that came alive from the socks. In the middle of the page, you can see the sock factory what it should look like.

The main goal: finding the Sock Factory. At this Factory there will be an exclusive party and you can order one year free socks. Everyone at this factory will get the 10th year anniversary exclusive edition socks. There will only be 100 pairs evaluable. The design of the Factory will be industrial and in the style of happy socks. (see mood board)



The Sock Scientists

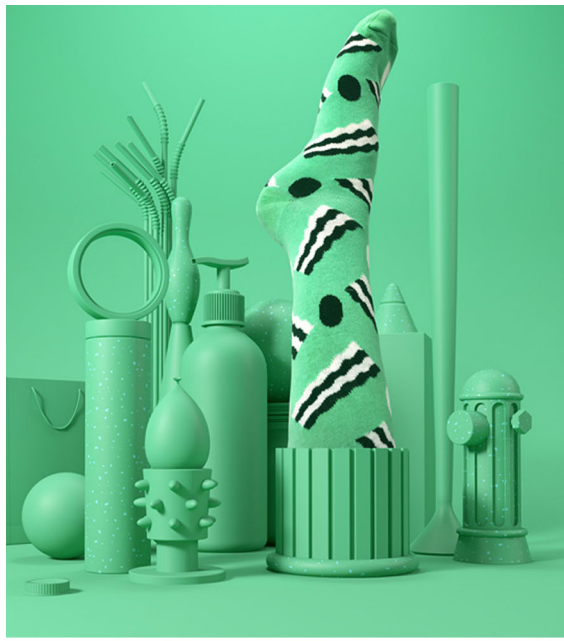
The story begins in the spring of 2008 with two friends. The creative Viktor Tell, a graphic designer and illustrator and his friend Mikael Söderlindh, a serious businessman with a heart for advertising.

One day when they try to walk home from the bar and they get lost. When they are walking for half an hour the sun slowly comes up, it is around 6 o'clock.

They are walking past a forest and when they look into the forest they see a strange and colorful animal watching them. The creature runs very fast back into the forest, before the friends can say something. Mikael and Victor look at each other and decide to follow it.

They walk in the forest following the creature and they come at a magical place with a lot of these creatures. Victor takes of his shoe and starts drawing the creatures on his white socks. Victor didn't had any other things to draw on at that moment.

A magical colorful portal shows where the creatures where coming from. The creatures are making Victor and Mikael forgetting all there problems. They are having a lot of fun. The next day they wake up at the same spot where they fell asleep. Victor sees his socks and the socks of Mikael full of colorful drawings and decides to finish it at home. At home he draws all the creatures and decides with Mikael to open a factory.



Background of The Sock Scientists

Before victor and Mikael become the sock scientists they both live a ordinary life. They are high school best friends and ones in a while they meet up to have some drinks, like every month. Every time they meet up it is like the old days and they have fun and talk about their lives.



Victor

Victor is very creative and has a free spirit, a bit of a hippie. His job in 2008 is an illustrator and a graphic designer at a strip book maker. He is very Chaotic, a little impulsive and always have a touch of humor. He is 25 years old in 2008. He lives in a house with a woman from India and a tech nerd.

Brands he likes:



Mikael

Mikael is a businessman, he loves to plan things, is very serious and knows what he want. Mikael always does the right thing and he already planned his future. He is working a 50-hour job and lives alone. He is always busy and likes to smash some balls on the tennis field.

Brands he likes:



Magic Socks

Normal people can't see the happy creatures. People can only see them if they are wearing the happy socks.

Victor and Mikael are different, they can always see the happy creatures because they are the bridge between the creatures' world and our world. Through the socks they bring you happiness. In the factory there is a mystical portal where every sock is going through before it goes into the socks in box. Every sock is washed in a holy water of happiness.



Happy Creatures

In the factory there are over 30 kinds of happy creatures, in all shapes and sizes.

All the creatures are based on the designs of the socks. This is to make them recognizable and coherent with the brand.

The happy creatures are always happy and full of joy because of the world they came from.

The creatures are like the pair of Happy Socks you're wearing in your shoes, hidden from sight by your pants. You can't see them, but you know they are there and they make you happy.

In the story, people can only see the creatures if they are wearing Happy Socks. Still, they walk around in the human world, but only when they have the day off from their work in the Happy Factory.

All the happy creatures are really great friends with Viktor and Mikael. They love to spread happiness around the world and that's the main thing they do in the factory. They give every sock a touch of happiness.



Simba

Simba likes to sleep as much as possible. His dream is to become a circus artist.

One day, he was at an event and decided to go on stage, even though nobody could see him. Only one girl saw him, as she was wearing happy socks. He was full of joy and the 5year old girl was laughing at his funny shenanigans. Since then, he has been wishing that everyone could see him shine. Simba is not fast and talks a little slow, like a sloth.

In the story you'll find him in a circus.



Ryna

Ryna is kind of a redhead, he is a little mad at the world. It is his nature. Ryna can run really fast. When he is mad, he will run you over like a bull.

One day, Ryna is at the store and sees a big tomato cardboard, he is in love with it and all his hate disappears for a moment. He takes this cardboard home to the factory. Ryna can't talk, the only thing he can say are a few words.

In the story you can find Ryna between the tomatoes in a super market.



Jasper

The smooth criminal Jasper is a happy creature and lives with the others in the factory. Jasper really loves shiny things and is a little dodger. This doesn't mean he wants to harm people, but when he sees shiny things Jasper always loses control. One day, Japser leaves the factory to find himself the shiniest pearl on earth. As far as we know, he is still looking...

In the story you'll find Jasper in a store stealing pearls.





Design

In this part of the report, we will focus on the following:

- Campaign

What will the campaign look like?

- User journey

What route will the user follow when coming into contact with the campaign? What are the entry points?

- Media

What media will we use, and what part of the story will they tell?

Campaign

The campaign will be set around a contest to win a Golden Ticket as invite to the Happy Factory.



Spreading Codes

The Sock Factory Website is online. We start with spreading 2.500.000 codes worldwide. The moment we start is 2 weeks before the commercial starts. You get a code with a purchase in a store, an online purchase or you can get a code online if you solve a riddle on www.happysocks.com. This riddle is kind of a minigame about happy socks and the happy creatures, really easy to win but you need to put some effort in to obtain the code.



People that login

People can login on the website www.Happysocksfactory.com and they can join the community. You can make your own account with an username and look into the story of the two sock scientists so far. In this account you can create your own happy creature as a profile picture and you can discuss with other people about tips, tricks or work together to achieve certain goals. We guess that only 600.000 people will log in. This number may be variable.



Crack the code

To get from the amount of people to the 100 winners, we will have multiple rounds of challenges in which only a certain amount of people may continue.

Jasper, one of the happy creatures is missing! We need to get him back as soon as possible. How? Finding him on the internet. Some hints will be visible and with multiple riddles you can find him. In a video of Ryna, there will be a hint and also in the video of Simba. Out of all those riddles there will come the sentence: Jasper the smooth criminal with pearls.

If you type the sentence into internet like: www.jasperthesmoothcriminalwithpearls.com you will see the story of jasper.

"OH NO! you've got me!" Jasper really loves his pearls and tells you about all his crimes in a sneaky way. He tells about a unique sock, a sock with golden lines and a very expensive one. Jasper continues the story and says that you can find this sock somewhere in the world. This sock is really special because it contains the key for the end game. Only 120.000 players can get this story of jasper. If you are 120.001 that means you are out of the game.



The missing sock

In every of the 25 countries that have Happy Socks selling points, there will be a secret launderette where they can find the golden socks with the last key for the endgame. Every day for 7 days there will come new hints from Simba, Ryna, Jasper, Victor and Mikael. With those hints you can find the location in your country for this golden sock. Only the first 5.000 finders can join the end game and really get a golden sock.



The end game

The end game will test you on 4 levels: happiness, creativity, craftsmanship and quality. You need to design a happy sock. Out of every country there are 3 winners. You can earn votes only from people of your own country, for one week. This results in 75 winners.

The other 25 winners are from a side competition. This skips the 'missing sock' game and you immediately start designing a sock. All people (with a code) from countries that have happy socks selling points can participate.

Golden Ticket Winners

If you belong with the best 100, you earn your ticket to the factory and your design ends up in the country box. Everyone can buy these 3 pairs of happy socks box.

All the people can bring 1 person to the factory so there will be 200 people. The people in the factory will get one day of fun and pleasure.



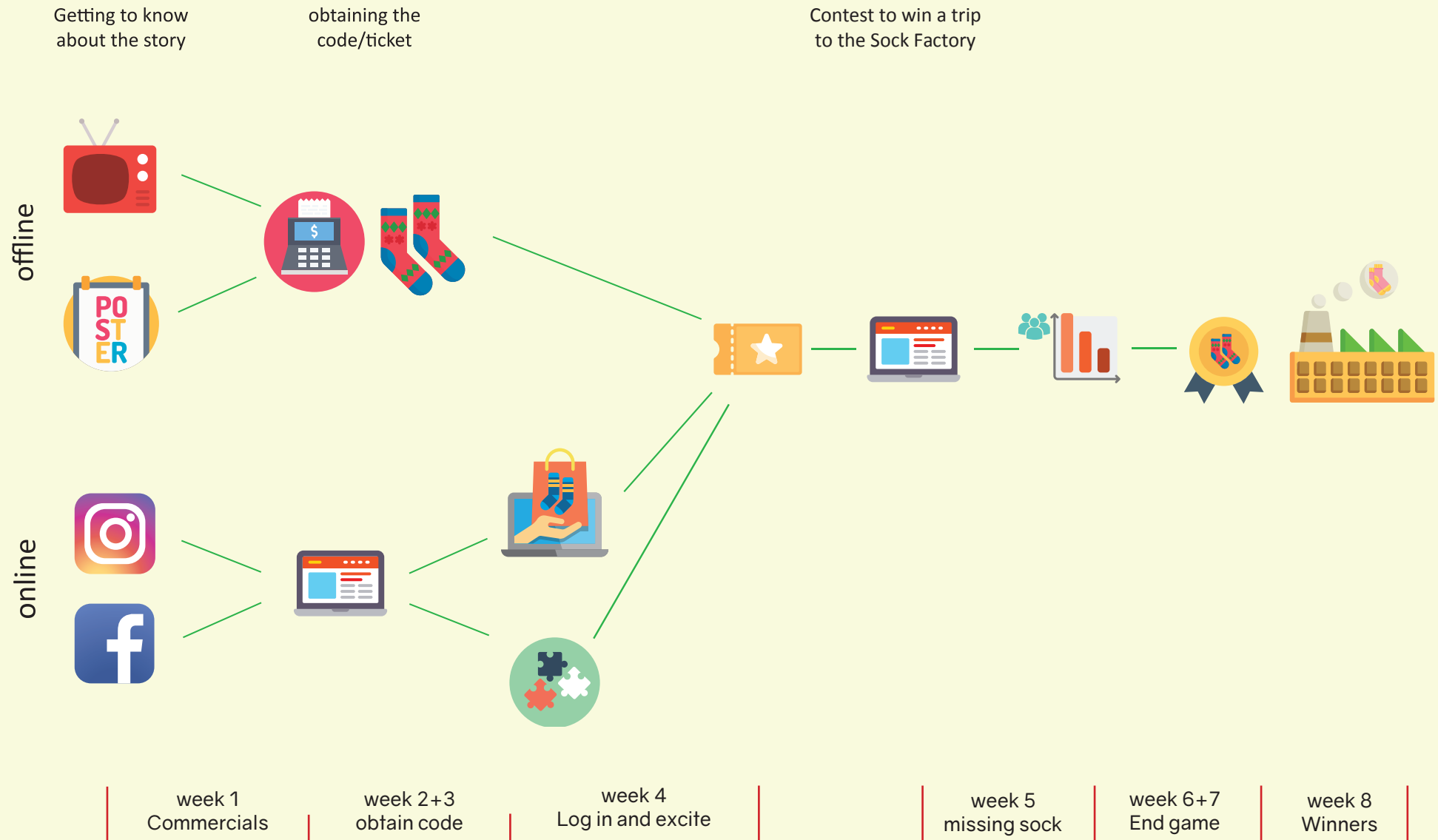
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Customer Journey and entry points

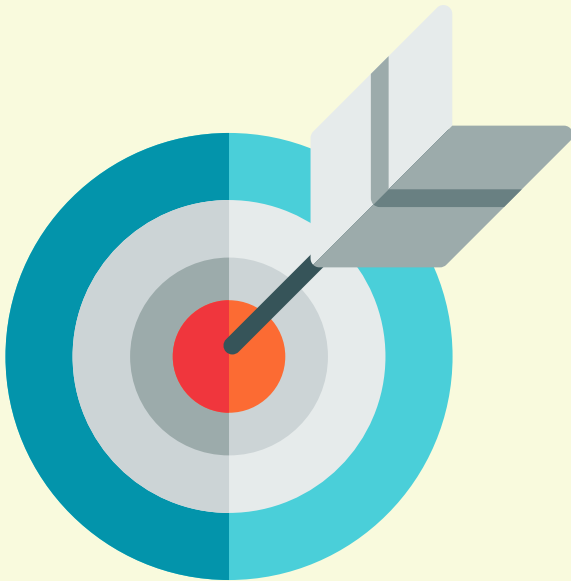


Strategy

30 Days before the anniversary day there are 2.500.000 codes available. There will be only 100 Golden tickets to win and you can win them all

over the world. If you buy a box with socks you get a riddle to find one of the golden tickets. The riddles and The Golden Tickets are in every country different. Based on the volume of people living in a certain country a certain amount of golden tickets will be available.

The code will be on the back of the golden ticket in the socks box. This is just a invitation to join the hunt, not a real ticket yet.



Facebook Instagram

Main storyline about the scientists and how the factory came to be. Amateur videos with the creatures walking by.

The following hashtag: #TheSockFactory will be used as the main hashtag in this campaign.



Television

There will come a commercial about the Sock Factory. It is going to look like the mood board showed previously. Happy creatures are walking around and everyone is happy. Everyone is wearing the happy socks, because if you aren't wearing them you are just normal and don't see the creatures. The sock scientists want to invite the 100 most loyal and happy people to this factory to give a factory tour and show the magic.



Website

Website with a forum, a minigame where you can design your own socks and buy them, puzzles for the locations. You can find Golden Tickets in the Socks boxes one month before the activation starts. On every flyer ticket there will be a unique code for the website. You can make an account on this website and login. On this site you can play minigames and design your own socks. You can purchase this too.



Posters

In every store there will be a poster to announce the campaign of the Happy Factory.

Also, people will get a flyer when they buy something in the store. This flyer contains a unique code that you need to log in at www.happysocksfactory.com.



Reflections

In this part of the report, we will focus on the following:

- What did we learn from the course?
- How did the group project go?

Reflection Iris

At the start of this advanced course, it was really clear what we had to do. The lessons after the first lessons was a bit troublesome because of the changing teachers. However, me and Lena did go on as planned.

I really like the 6th lesson because we could really learn from our mistakes. With the input of the other students, we decided to change some things about our concept. This lesson was really helpful. What I did not like about the lessons was that we didn't spend much time working on the concept.

The lessons provided sufficient material to achieve the rapport goals. I really like to create new stories and with this course, I could go wild. That was a fun thing to do. Before I had this course I thought really easy about transmedia storytelling. Now I think different, I guess you need a story that doesn't consist of any holes and it should be a story that you can really easy adapt to other media. That is not something easy to make.

Reflection Lena

In the beginning, it was a bit difficult to come up with a good concept. We started of enthusiastically, but failed to make the story coherent to the target audience. After that we struggled and then decided to devide and conquer.

We had a brainstorm on what we would want with the story. Next, Iris came up with a story and I focussed on the business part and the design of the report. Then we came together, talked everything through and adjusted when necessary.

In our presentation, we asked help to the fellow students for our design part. We had too many ideas and that would make it chaotic. They had valuable ideas and again we devided the parts and made adjustments. This way, we could both bring our ideas into the concept, but did not have to work together on the same screen all the time.

Mostly, I learned that there is much more to a campaign than an interesting story. Everything is connected and should be coherent. If you don't reach the audience, it doesn't matter how great your story is.