

NEW. NOW.

NEXT!

IAAPA

Attractions
Expo



IAAPA

IAAPA ATTRACTIONS EXPO 2015

Conference: Nov. 16-20, 2015 • Trade Show: Nov. 17-20, 2015

Orange County Convention Center • Orlando, Florida, USA

www.IAAPA.org/IAAPAAttractionsExpo



Designing Entertainment: Halloween, Haunts, and Other Seasonal Events

Robin Cowie & Joel Talacko
Nov. 16 2:00PM



Overview for Howl-O-Scream 2015

1. Project goals & scope
2. Ideation & Design
 - Brainstorming
 - Story Guide
 - Design Guide
3. Marketing Production
4. House Design & Production
5. Publicity & Roll Out
6. Results





- Halloween festival
- 16 years
- 3 parks
- 22 haunts
- Roaming creatures
- Live shows
- Lots of food & drink

IAAPA ATTRACTIONS EXPO 2015

www.IAAPA.org/IAAPAAttractionsExpo



1. Project Goals & Scope



- a. Create icon, theme, & experience
- b. Create marketing campaign
- c. Synergize in all 3 parks
 - marketing
 - entertainment
 - merchandise
 - culinary
- a. Sell tickets!

2. Ideation & Design: Brainstorming workshop



- Cassadaga
- St. Augustine
- Living Library

2. Ideation & Design: Development



- 3 experts:

Ben Rock (Hell Boy/ Dark Tower)
Jamie Nash (Altered/ VHS 2)
Robin Cowie (Blair Witch)

2. Ideation & Design: Story Guide



- 90 page story guide
- Backstory
- Contemporary story
- Story as:
 - Haunted House
 - Marketing
 - Card Game
 - In Park Experience
 - Culinary
 - Merchandise

2. Ideation & Design: Design Guide and tools



3. Marketing Production: stills and icon

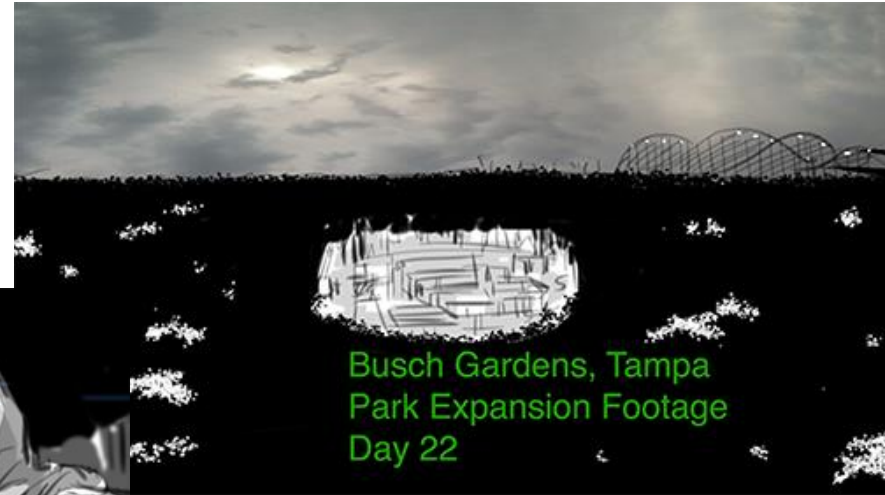


IAAPA ATTRACTIONS EXPO 2015

www.IAAPA.org/IAAPAAttractionsExpo



3. Marketing Production: films & spots

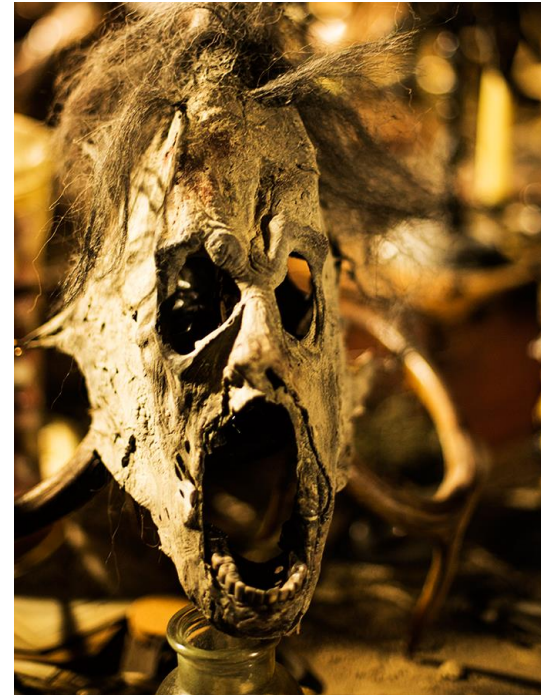


IAAPA ATTRACTIONS EXPO 2015

www.iaapa.org/IAAPAAttractionsExpo



3. Marketing Production: films & spots

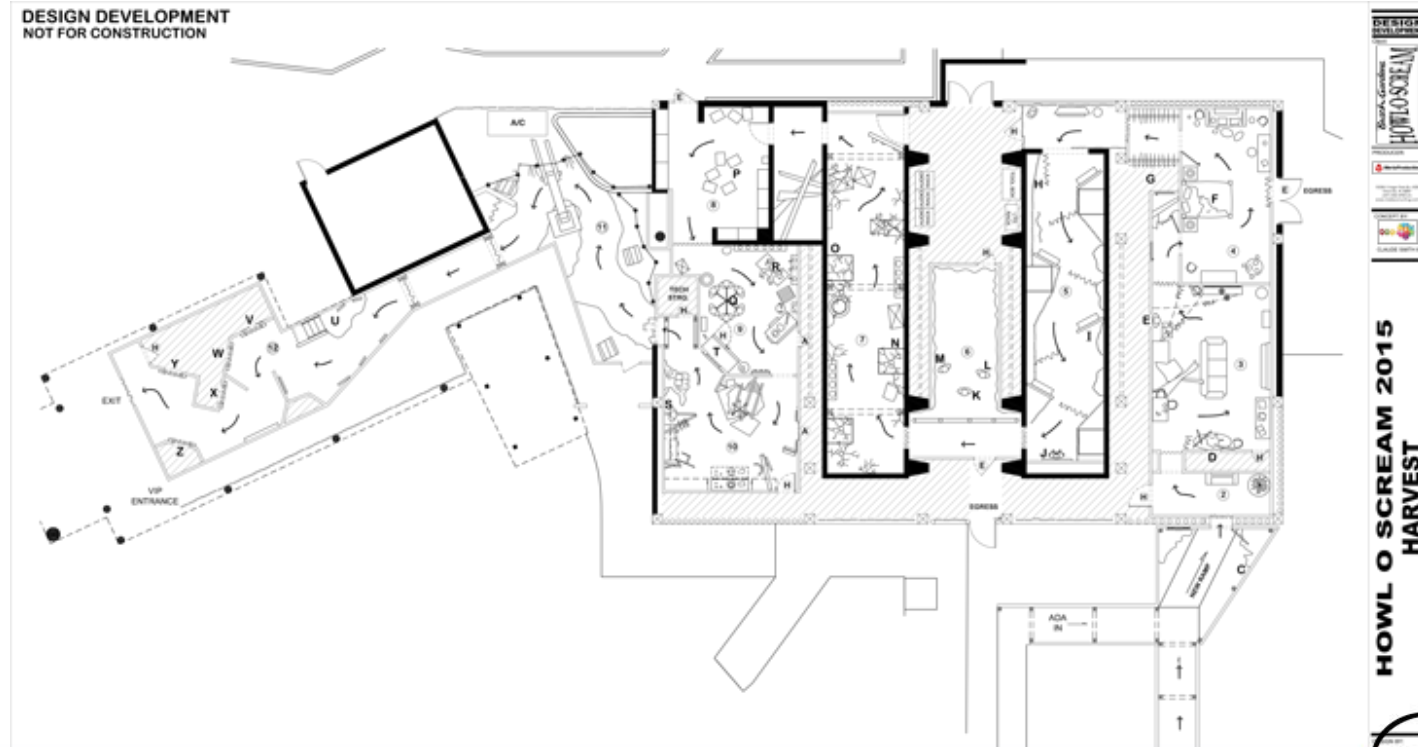


IAAPA ATTRACTIONS EXPO 2015

www.IAAPA.org/IAAPAAttractionsExpo



4. House Design & Production: design



4. House Design & Production: design & story

THE BRIDAL ROOM / THE BEDROOM – ROOM 4

Creative	Scenic/SFX	Lighting	Audio	Costume	Make-up / Props	Cast
<p>Stepping through another set of SEMI-OPAQUE FROSTED FEAR FLAPS, Guests momentarily step into a hallway and then move directly into the Bridal Bedroom belonging to SCARLETT.</p> <p>Looking through holes in the plaster and wood, Guests will see an under-sized double bed against one wall (with a canopy that is in disrepair and falling). A pool of blood has stained the once-white sheets. A very old-fashioned make-up dresser leans against another wall and a pot-bellied stove / fireplace glows in a corner. Several dusty portraits occupy otherwise-empty wall space.</p> <p>On the wall next to the bed is some sort of shrine to SCARLETT's dead husband, Abraham. There we see a wedding portrait of the two of them in a frame that resembles a snake eating its tail. Candles, small ingredient bottles, mortar & pestle, and other unusual items indicate that something sinister has been performed here.</p> <p>Guests will be surprised to discover a SCARLETT MINION (F) with a long metal "grasping tool" hiding behind the torn canopy and moving purposefully about the environment. She is dressed like SCARLETT, but does not have the bare headpiece.</p>	<p>SEMI-OPAQUE FROSTED FEAR FLAPS</p> <p>UNDER-SIZED DOUBLE BED STANDS AGAINST ONE WALL w/ ripped canopy</p> <p>MAKE-UP DRESSER WITH MIRROR.</p> <p>POT-BELLIED STOVE / FIREPLACE.</p> <p>DIRT & MILDEW SCENT POPS</p>	<p>"SPECIAL" on <u>shrine</u> and pools <u>where</u>.</p> <p>SCARLETT MINION <u>moves</u> in the <u>room</u>.</p>	<p>Commercial music. Pre-recorded <u>females</u> voices <u>chanting</u> something in <u>unfamiliar</u> languages.</p>	<p>SCARLETT MINION (F): Dressed in a similar way to SCARLETT.</p>	<p>SCARLETT MINION (F): Similar to SCARLETT, with the veil and</p>	<p>2</p>

4. House Design & Production: design



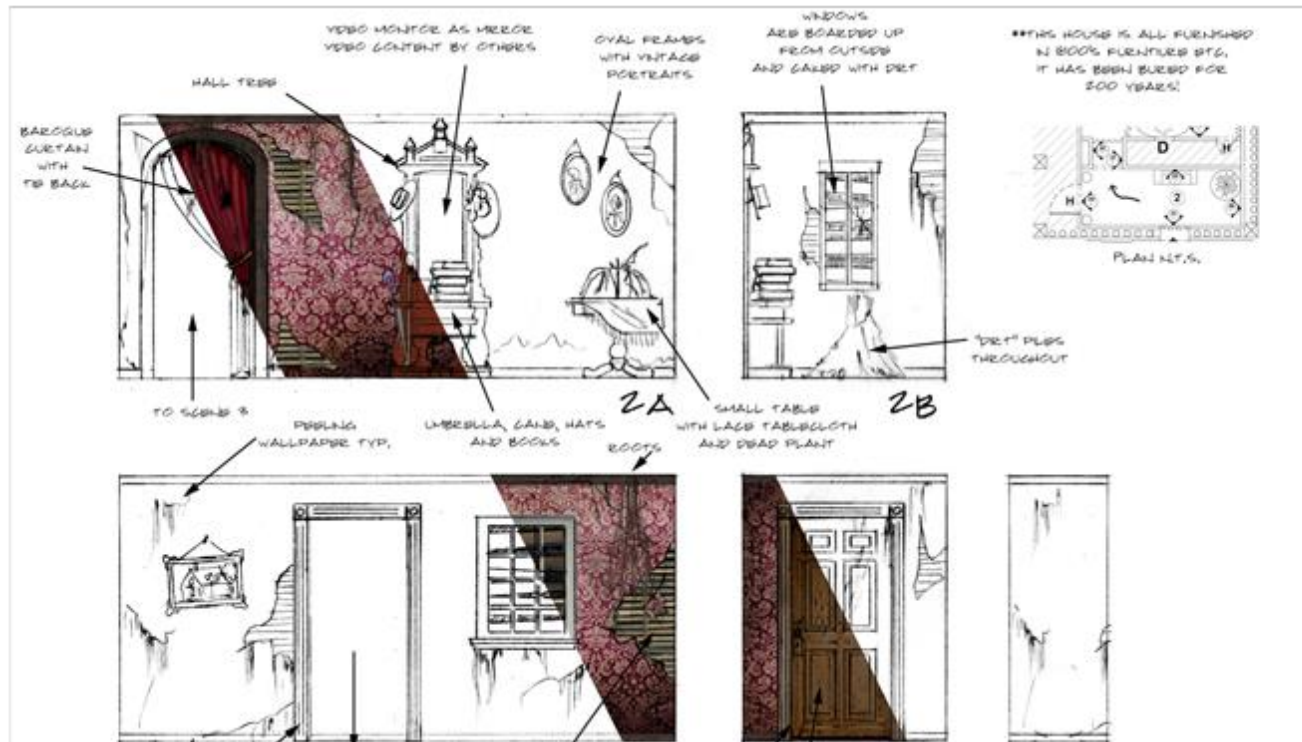
HOWL O SCREAM 2015
HARVEST

IAAPA ATTRACTIONS EXPO 2015

www.IAAPA.org/IAAPAAttractionsExpo



4. House Design & Production: design



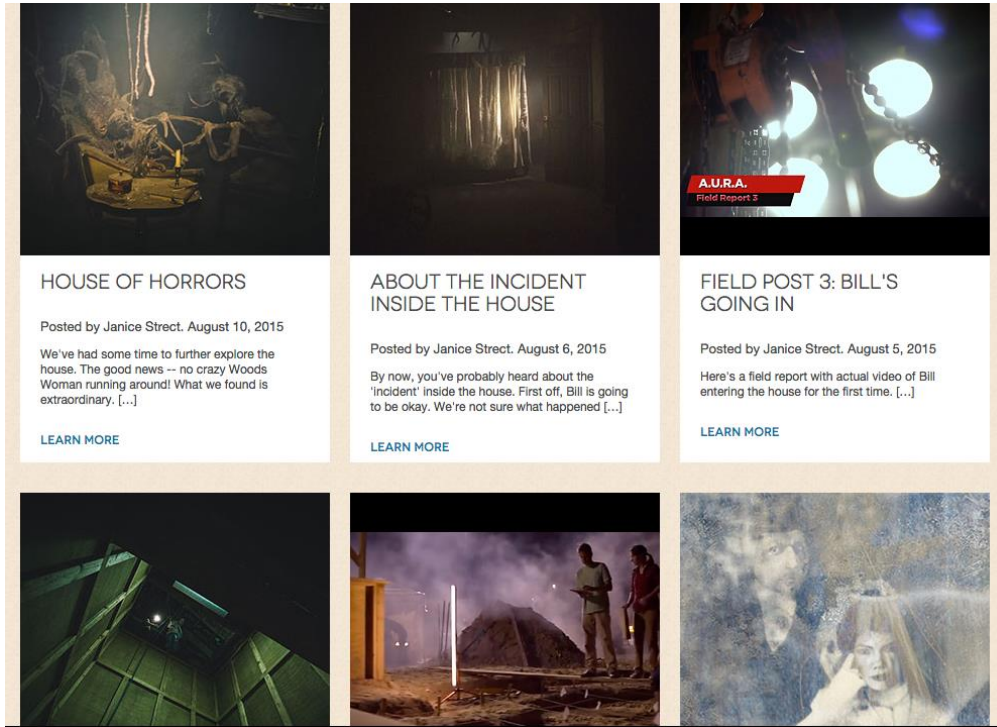
4. House Design & Production: design



4. House Design & Production: production



5. Publicity & Roll Out:



- Howloscream.com
- AURAttec.biz
- Social Media

1 x join us video

4 x story documentaries

Hundreds of posts/ images

5 x making of videos

3 x what to expect videos

Hundreds of interviews

5. Publicity & Roll Out:



IAAPA ATTRACTIONS EXPO 2015

www.IAAPA.org/IAAPAAttractionsExpo



6. Results - advertising



1 x extended online film
1 x branding commercial
1 x testimonial commercial
Outdoor

Print

Radio

Partnerships/ Co-brand

All tied to in park experience.

6. Results – merchandise & culinary



6. Results – raves & attendance



Best Theme Park Halloween Event
As chosen by readers of USA TODAY and 10Best



Theme park scares: Halloween Horror Nights vs. Howl-O-Scream



Scenes from "Unearthed: Scarlett's Revenge" at Howl-O-Scream at Busch Gardens Tampa (left)

ORLANDO SENTINEL

Get unlimited digital access
at OrlandoSentinel.com. Tap

IAAPA ATTRACTIONS EXPO 2015

www.IAAPA.org/IAAPAAttractionsExpo

