





ANTONIO DI RE

CREATIVE ASSIGNMENT



CONCEPT

• <u>Purpose</u>: Implement new interactive trivia approach using PlayBuzz in order to enhance the user experience and increase page views

• <u>Method</u>: Research, design and build creative assets needed to complete a Knicks specific trivia quiz

• <u>Implementation</u>: Build trivia quiz page in author tool for MSG.com and add promotion for it on the Knicks Fan Zone page



STUDENT ASSOCIATE PROJECT



OPPORTUNITY & BENEFITS

- Introduce users to new interactive content
- Enhance fan interaction
- Increase page views
- Create complete experience for the user
- Attract new audience of Knicks fans to MSG.com

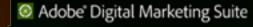




PROJECT RESOURCES













.com





- Research Knicks specific trivia and franchise facts
- Identify current and former player to include in trivia quiz





- Develop a pool of relevant questions for the trivia quiz •Question Examples:
 - 1. Which NBA player only had one stint wearing a Knicks Jersey?
 - 2. What nickname was given to Allan Houston?
 - 3. How many Knicks Banners hang in the Garden?
- Review questions with team and select most fitting for trivia quiz





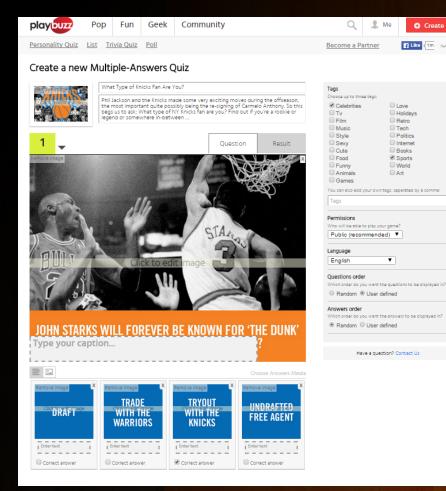
- Determine design templates that fit the look and feel of MSG.com
- Select appropriate imagery for design templates
- Create all necessary images in order to build and complete the quiz



STUDENT ASSOCIATE PROJECT



EXAMPLES



- Design image for questions
- Design images for result
- Design images option for answers





- Review trivia quiz with team to lock down functionality
- Design creative for appropriate promotion
- Work with team to build and push live on MSG.com



STUDENT ASSOCIATE PROJECT



EXAMPLES

Developed 12 question quiz ranging from easy to challenging questions





What Type Of Knicks Fan Are You?

Phil Jackson and the Knicks made some very exciting moves during the offseason, the most important quite possibly being the re-signing of Carmelo Anthony. So this begs us to ask: What type of NY Knicks fan are you? Find out if you're a rookie or legend or somewhere in-between ...

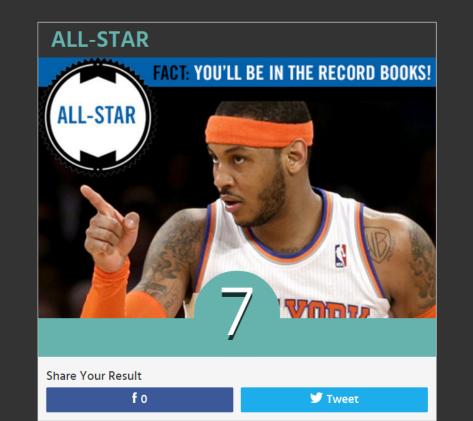


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FINAL RESOURCES

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TRIVIA QUIZ SUCCESS

*As of December 6th, 2014

- No. of Users: 212
- No. of Times Taken: 221
- No. of Views: 254
- Completion Rate: 87 %

