

# **Group Lebowski**

**Team 7**



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Magdalena Dmowska**

# Intro

Sphere is a fictional brand selling customisable bowling balls. Bowling is both great sport and social activity and it has been in decline for many years. We would like to bring it back to life using its association with the 90's and add some spice with now trending customisation feature.

Brand's vision is to associate bowling with more up to date aesthetics, and let amateurs and professionals express themselves with looks, and functionality of their sports equipment.

## **Concept**

Bowling is a 10 billion-dollar industry with over 12,000 centres worldwide where the whole bowling community has over 100 million active players in over 90 countries worldwide.

This makes bowling a huge industry that contributes to a large consumption and use of equipment. We have seen an opportunity to make a difference in the industry and create something that is groundbreaking and stands out in the regular bowling community. A community that at present can be seen as one-sided and monotonous in terms of atmosphere, clientele and environment.

Our concept is to create an atmosphere where we want to highlight bowling as something innovative and engaging. By creating a new colourful atmosphere with a trendy impression of highlighting the retro vibe in bowling, we see an opportunity in the market with a strong and big group of consumers. Our intention is to be able to convince both very active bowling players and less active players to buy equipment from Sphere. A product that will enhance the experience of bowling and the player's performance, a customized bowling ball.

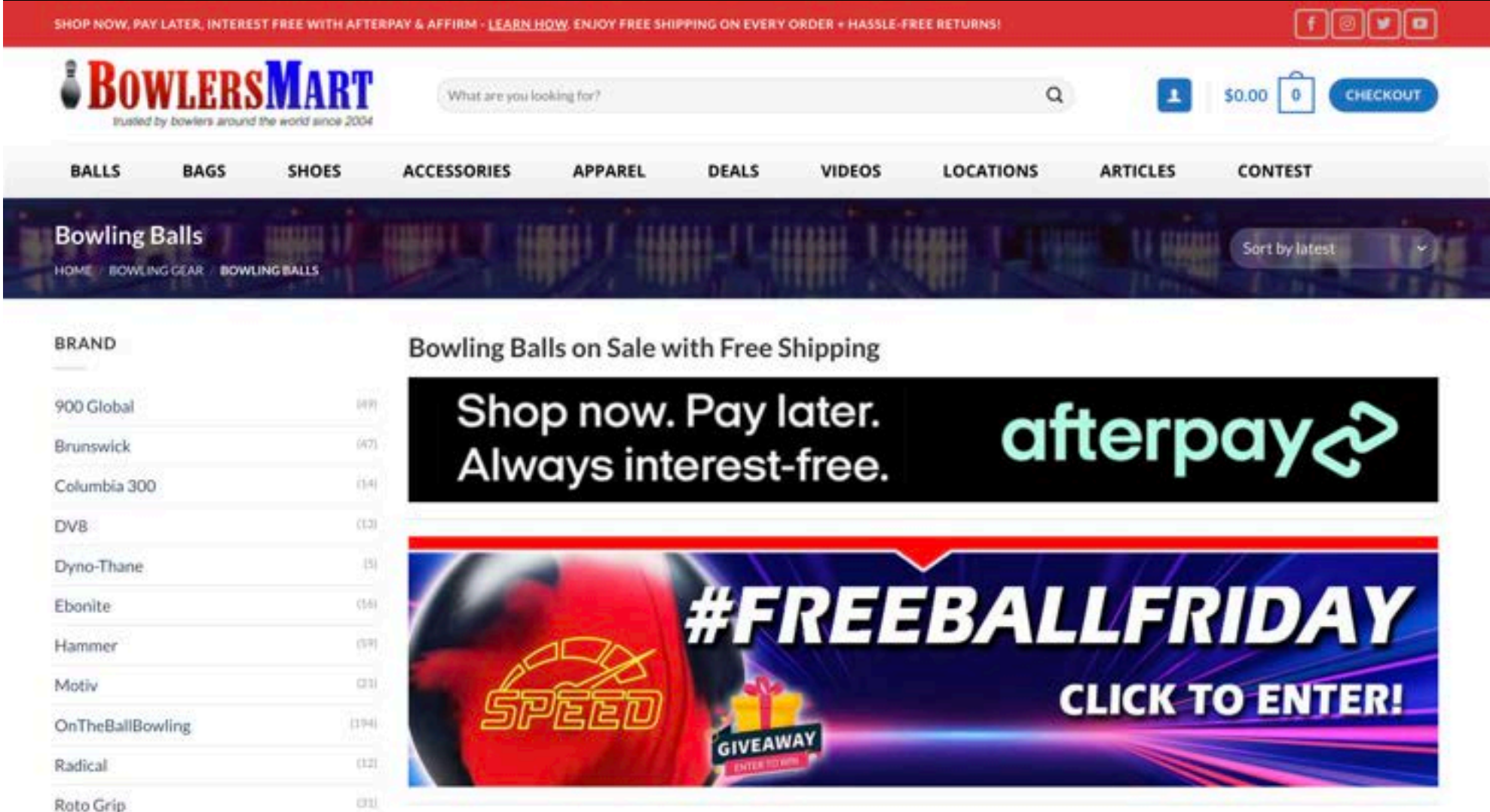
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# RESEARCH

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## Design Benchmark

A lot of popular webshops selling bowling equipment look outdated messy and crowded. In some instances it represents retro aesthetics, but they all need to be refined and adjusted for today’s market.



**ACTIVE EVALUATION** 


**Tools:**  
Wordpress, Woocommerce, Facebook and Instagram shop, Google Analytics, Facebook commerce manager

**Platforms:**  
Facebook and Instagram shop, Website, Google

**Content:**

- Bowling balls with custom designs, customisation panel, product photos, photos showcasing brand identity

**KPI:**  
Bounce rate, session times, performance, discovery, tagged content

**PURCHASE DECISION** 


**Tools:**  
WordPress, Woocommerce, Facebook and Instagram shop

**Platforms:**  
Website, Facebook and Instagram shop

**Content:**

- 3D Models of custom bowling balls, product photos, 3D model close-ups

**KPI:**  
Products sold

**LOYALTY** 

**Tools:**  
Instagram and Facebook, Mailchimp


**Platforms:**  
Email, Facebook, Instagram

**Content:**

- Newsletter
- Facebook feed, stories
- Instagram feed, stories, vote polls
- Thank you email after sign-up for a newsletter

**CTA:**  
Follow us, , Sign up for a newsletter

**KPI:**  
Facebook likes, Instagram follows, Number of emails receiving newsletter

**INITIAL BRAND CONSIDERATION** 

**Tools:**  
Facebook and Instagram ads, Youtube and Google ads


**Platforms:**  
Instagram, Facebook, Google, Youtube

**Content:**

- Motion Graphic with customising bowling ball on the website
- Video of bowling, product and brand identity showcase

**CTA:**  
Make bowling your own

**KPI:**  
Likes, shares, comments, Instagram stories engagement, click through rate

**EXPERIENCE** 

**Tools:**  
Instagram and Facebook, Mailchimp, Trustpilot

**Platforms:**  
Email, Facebook and Instagram, Trustpilot

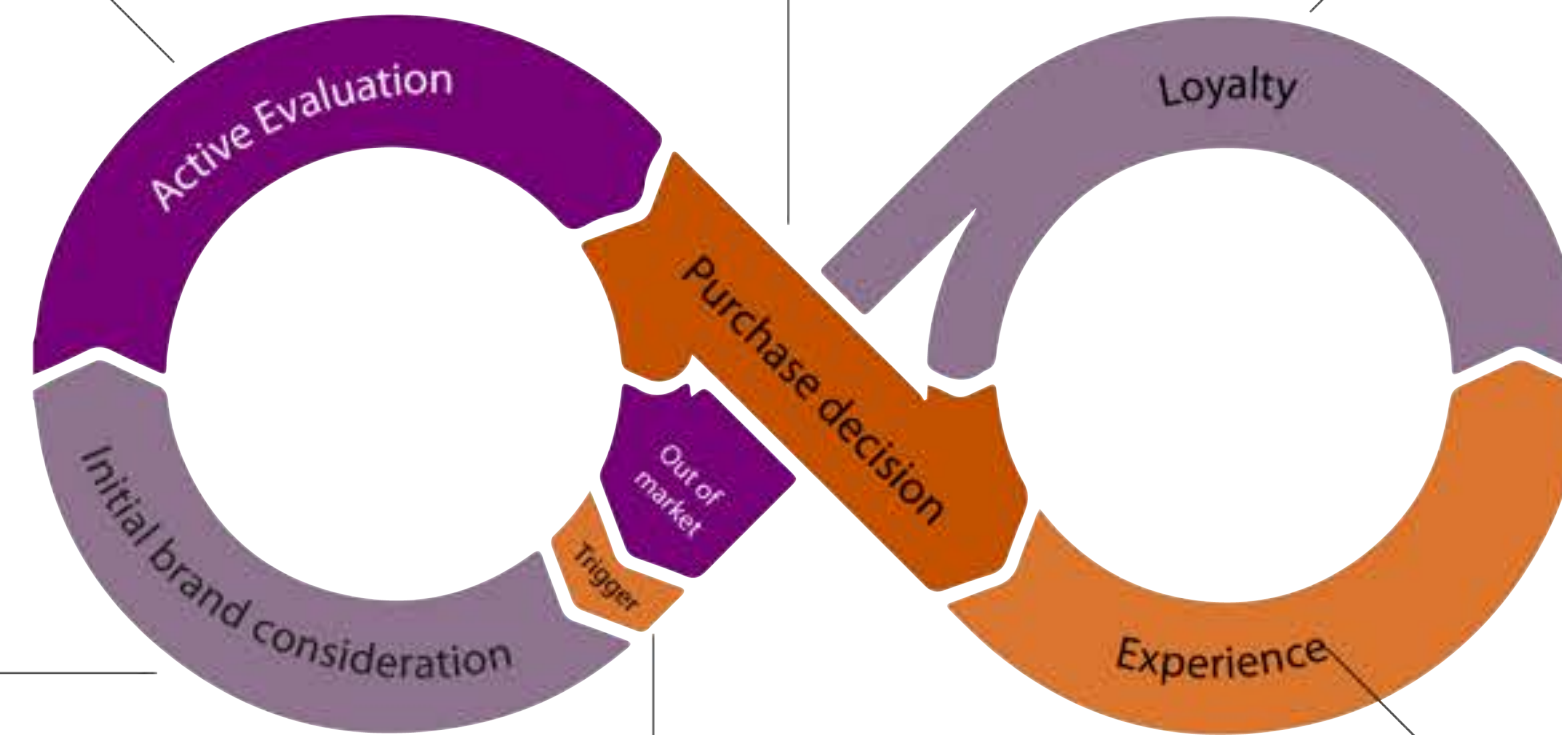
**Content:**

- Pop up asking if you want to share your custom design ball
- Order confirmation email

**KPI:**  
Trustpilot reviews, Shares

**TRIGGER**

- Need for a professional sports equipment
- Desire for an activity with friends



## Trends

With the quality of bringing people together, after times of covid bowling is a kind of social activity that everyone needs. 2020 and 2021 brought “simple life” trend back to life and it’s still much alive this year. People nowadays appreciate gatherings with friends, and spending time in local neighbourhoods while committing to simple hobby. Current world events are getting more and more overwhelming and people seem to return to Nostalgia so much so, that it became a trend for 2022.

The same as Y2K aesthetics are being brought back to mainstream by artists like Charli XCX, Olivia Rodrigo and Bladee.

Aesthetics of the 90’s are being brought back to contemporary culture (for example Pepsi bringing back crystal, wide-leg jeans in stores and platform shoes making a comeback in designers world). We would like to make use of this fact and take bowling onboard to make it come back.



# Survey

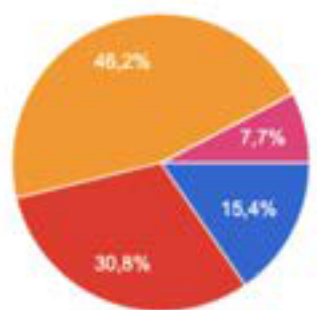
We have made a survey and posted it on facebook group uniting bowling enthusiasts. The results that we got were coming mostly from professionals, and they mostly admitted a need for a customised product amongst bowling players - this was base for our idea of making 2 target audiences later on in the process

Do you own your own bowling ball?  
13 odpowiedzi



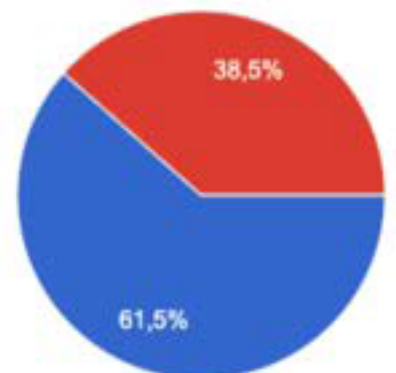
● Yes  
● No

How often do you play bowling?  
13 odpowiedzi



● Every day  
● +3 times a week  
● 2-3 times a week  
● Once a week  
● Once every two weeks  
● Once a month  
● When on leagues

Would you like to buy customised ball just for you?  
13 odpowiedzi



● Yes  
● No



## **Product customization**

A product that is made only for you can make the athlete feel very comfortable with their equipment, which in the end leads to an improved experience and performance.

Customization seems to have a positive impression on people's shopping behaviour. Nearly 59% of consumers seem to have a positive relation with customized products where the buying decision has a positive impact if the product is customized (68 Personalization Statistics, Ted Vrontas).

The process of selling sports products has always been pretty straightforward. Producing and manufacturing were before more of a mass-production system that was based on the volume of customers and leading sales. Today, personalized sports products have turned into a very important role when you're looking for the best sports equipment. The need, both for companies and athletes to be on the front edge regarding production and having the best products make it more obvious that you want to stand out even more against your competitors. Companies want to have the best selling products and athletes who want to peak their performance have made that change in the industry. Today, nearly 40% of executives say that personalization has helped them increase their e-Commerce revenue ( 68 Personalization Statistics, Ted Vrontas). Personalized items are therefore an innovation that is here to stay.

3D personalization lets shoppers see every corner and nook of the product where the users can explore every edge and edit every element. With individual features and options of designing the product with real-time display, it's easy for the shopper to quickly get personalized with the product. Businesses that have adopted 3D Product Visualization into their sales showed a 35% increase in conversions (11 Product Personalization Trends 2020, Akash M).

When it comes to having a customized bowling ball there could be doubts considering the price of investing in your own ball. Statistics show that for anyone that bowls as often as a few times a month during a yearly period, a custom-made bowling ball could be a worthwhile investment. Bowling balls are long-lasting and rarely need to be replaced. If you want to improve your consistent plays, performance and technique when bowling, a customized bowling ball for yourself is something that you should take seriously into consideration.

Renting balls are made out of cheap materials that will only help you shoot straight- down-the-middle shots and will seriously limit your type of playing. Time is also a valuable aspect, spending time in the bowling hall to find the right ball that suits you with the right grip and weight takes effort and time. In the end, you can still end up bowling with a ball that doesn't feel right. You could save yourself both energy and time by having your own ball.

Whether you're a beginner or a long-time player, bowling with your own, perfectly- sized, properly-weighted ball will help you learn proper bowling techniques and improve your game (Custom Bowling Balls, Murrey Bowling).

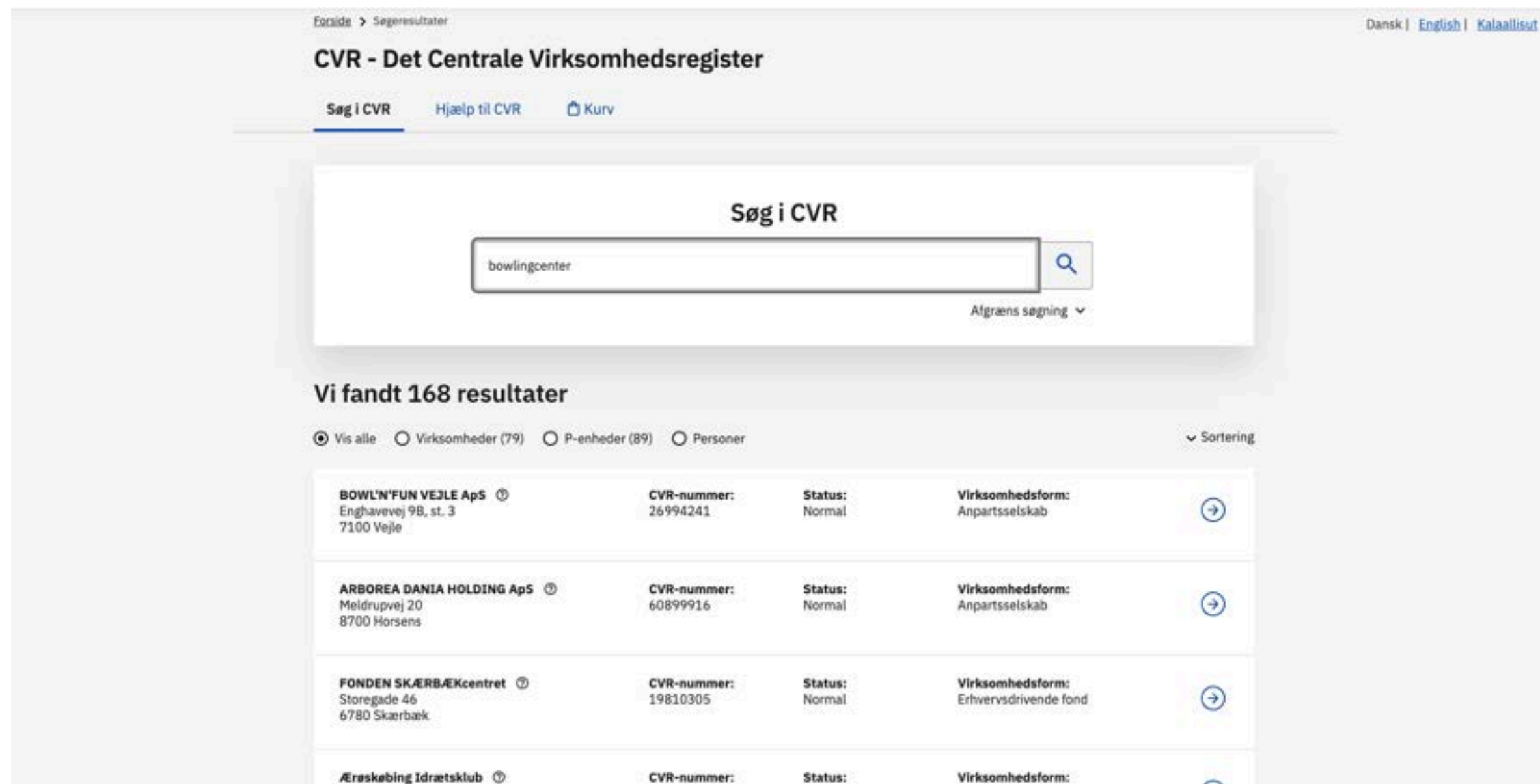


## Target group

In the work of defining our target group, we're looking into bowling as two types of games/activities that would differ in the outcome and reason of playing it. This would also later reflect the different players that are participating and showing they are there for different reasons.

First group sees bowling as more of a professional sport with a very established etiquette with players that plays bowling very often, up to 2-3 times a week or more. Some of them are also competing in tournaments. Those players are very aware of their equipment and know what they're looking for. We found out, that the range of these players was in the age of 30-55 years old.

The second group sees bowling as a form of entertainment, these people play bowling as a social activity with friends. They could be drawn to begging a journey with new hobby and custom designs of sports equipment they could buy.



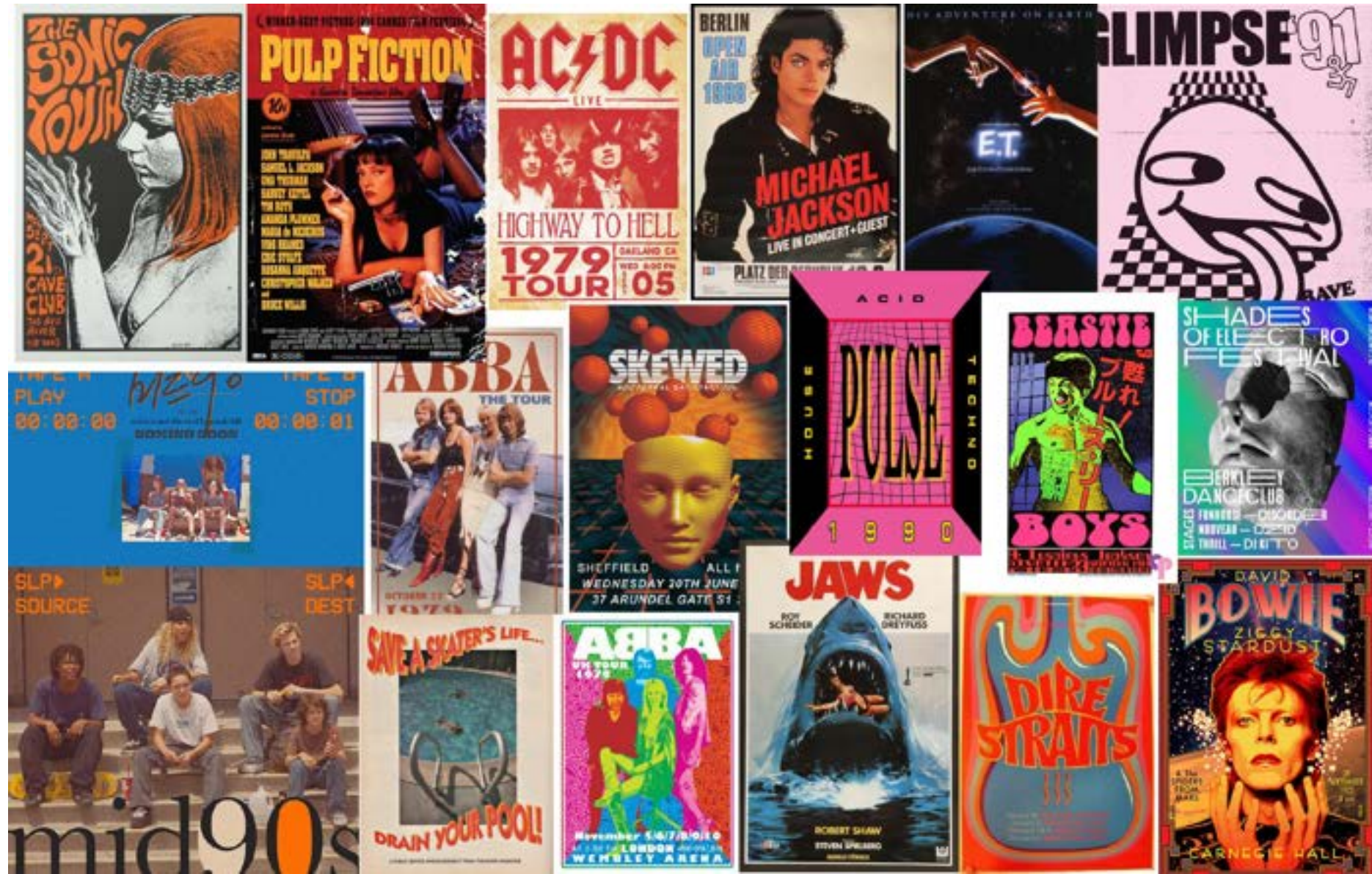
Both target groups are selected to live in bigger cities in Denmark and have a bowling centre within a range of 30 km from their home. To narrow down the target audience and get more specific we used website indexing all CVR numbers in Denmark (<https://datacvr.virk.dk/>) and looked for bowling centres. That led us to specifically find all cities with bowling alleys.

Based on the fact that both of these target groups have to have a bowling centre nearby we decided to also use Posters that could be hanged in the areas of bowling alleys along with Facebook, Google and Instagram ads.



# DESIGN PROCESS

# Moodboard



**Header**  
**Rubik Black**

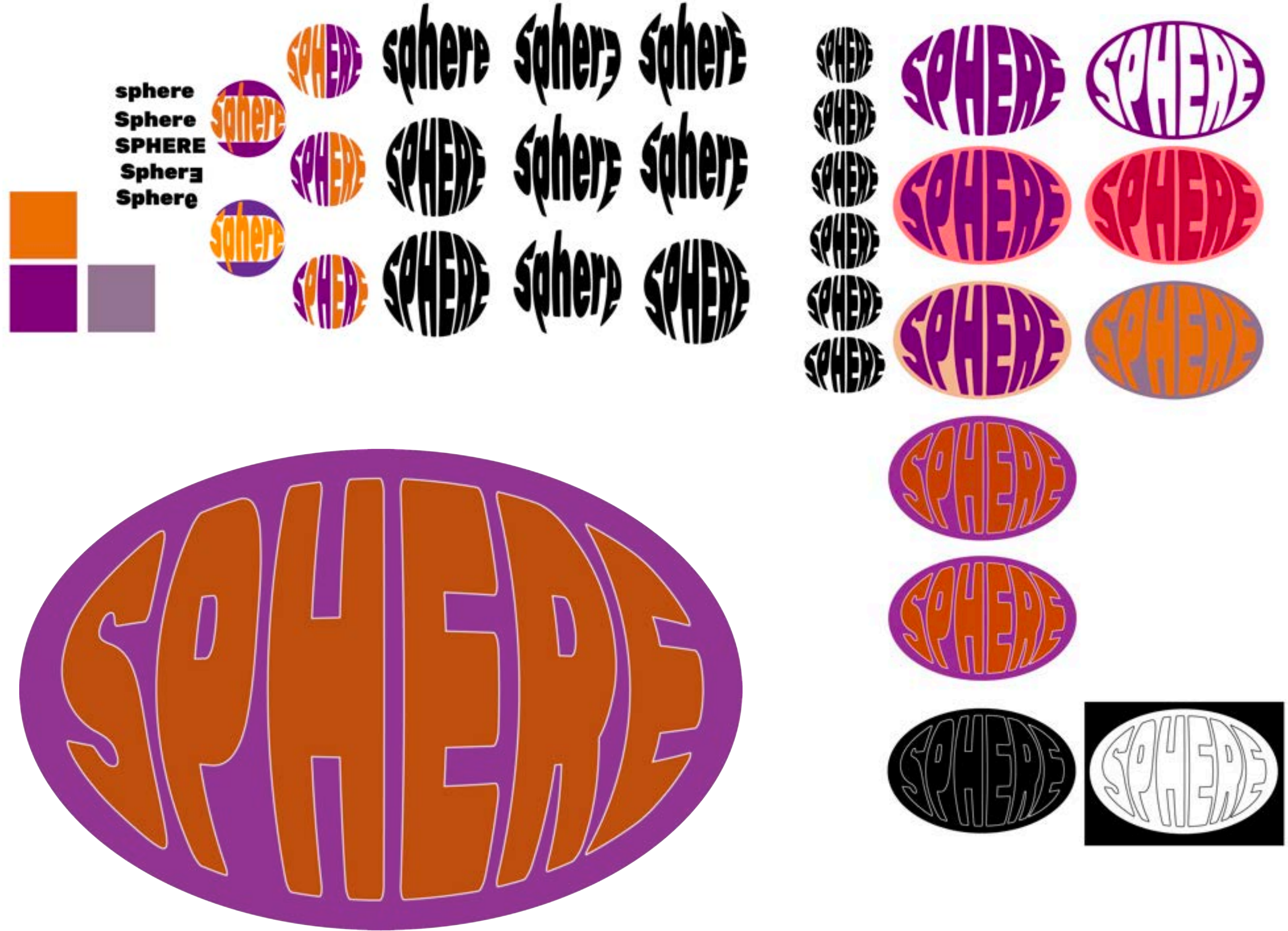
Paragraph  
Karla

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## Logo Design

Firstly the idea was to Warp the name of brand in a circle, so that the look refers directly to the name, but after a couple of iterations we came up with another elliptic shape that is more visually pleasing. The font and colours used are of course aligned with the styletile







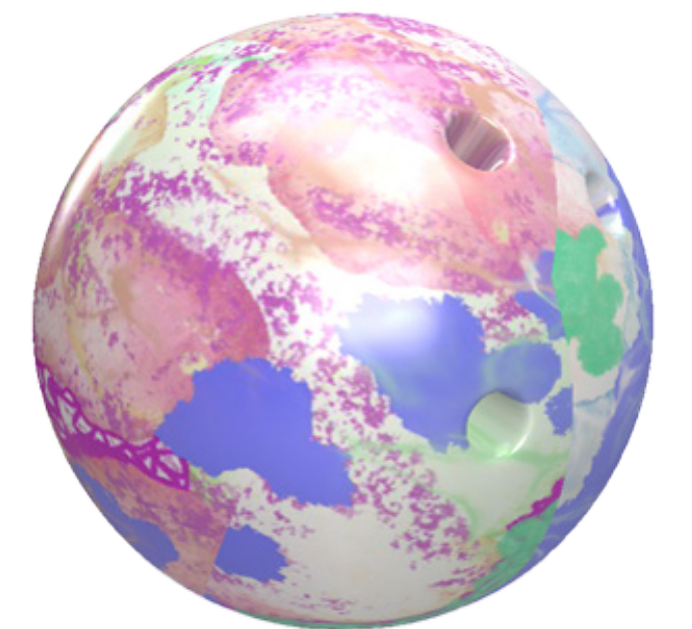
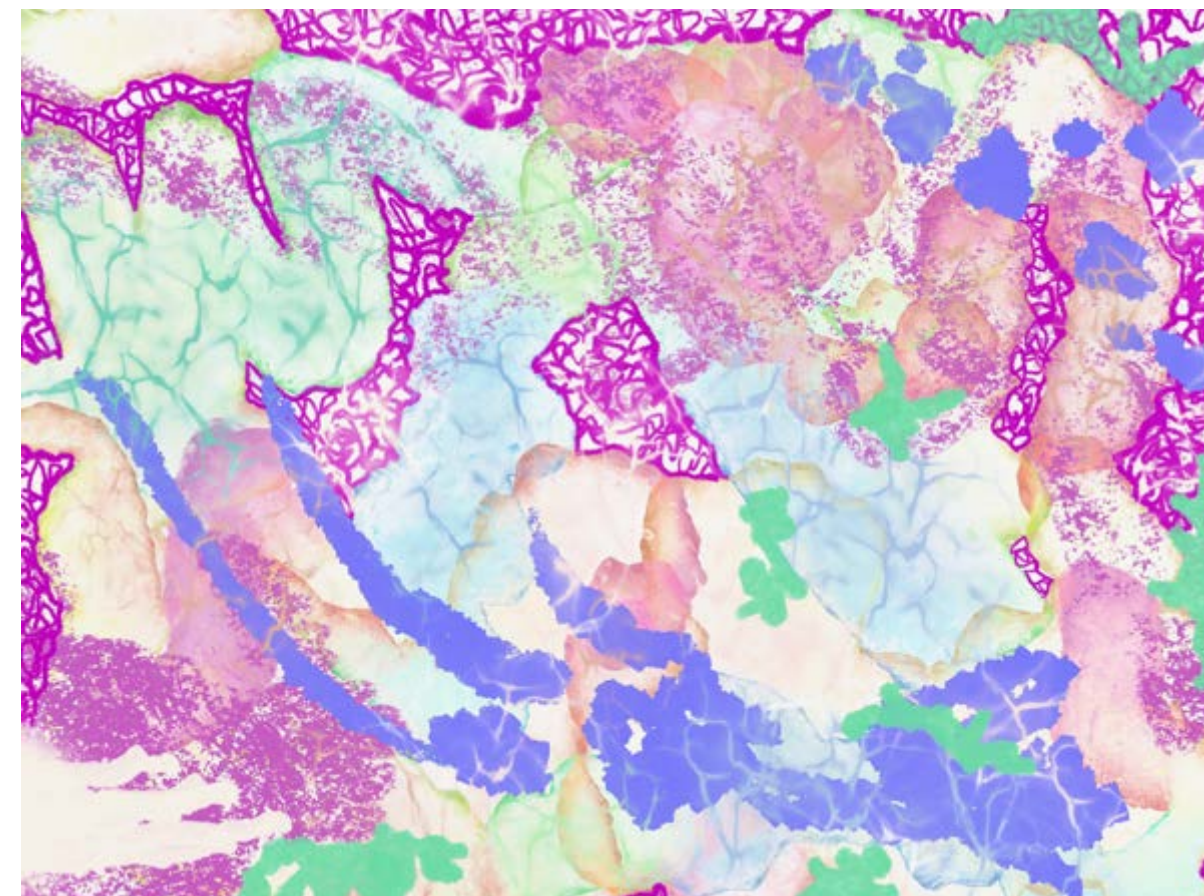
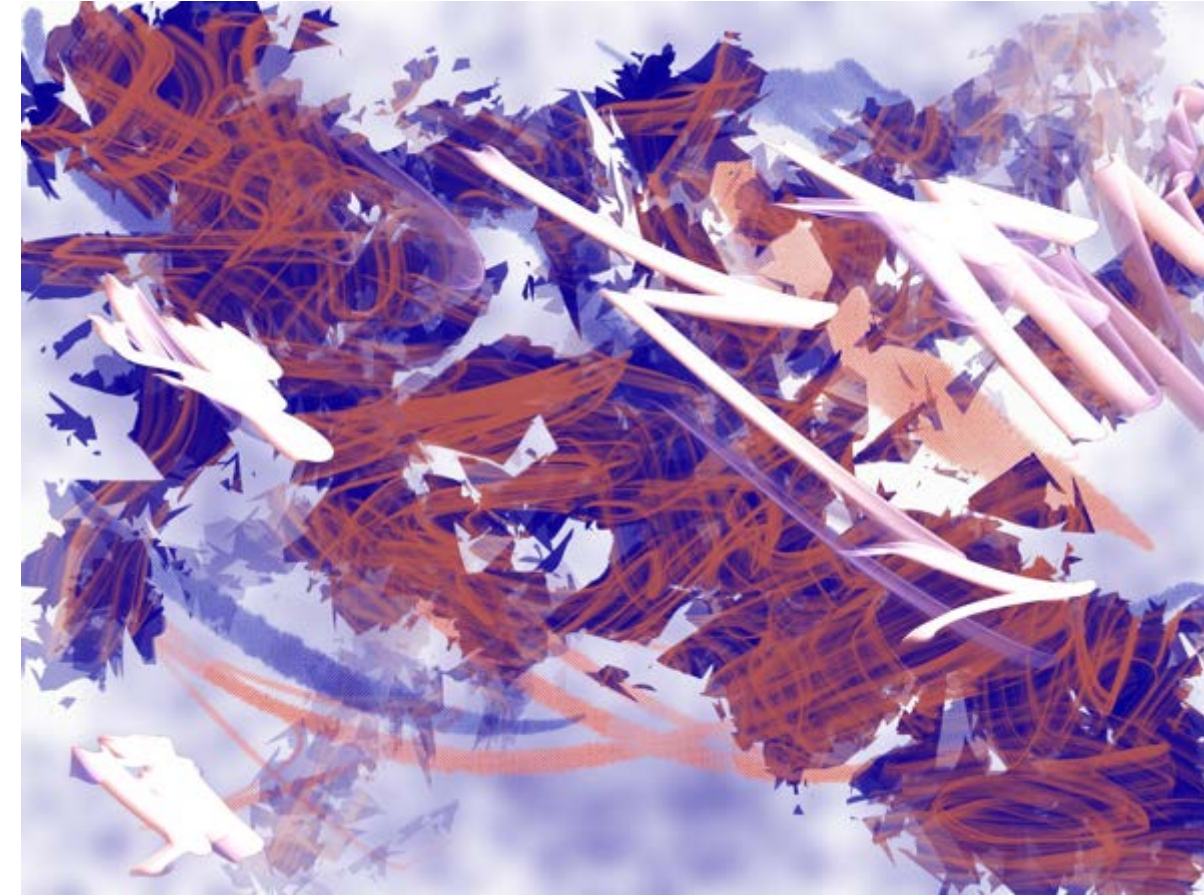
## 3D Models

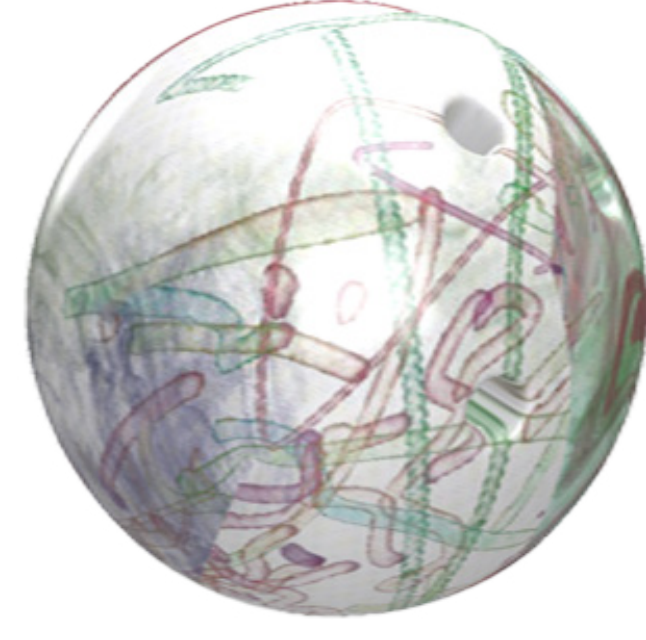
To display custom designs of our product in the most attractive way, we decided to display 3D models of bowling balls on our website.

As a base to our models we used a model that we have found online -

(“Bowling” (<https://skfb.ly/osMEF>) by Minelul is licensed under Creative Commons Attribution (<http://creativecommons.org/licenses/by/4.0/>).)

Later on we smoothed out the geometry of ball in Blender and projected artworks onto it. We did the same thing to make all the models, and then took pictures of them still in blender to display them as images in the facebook shop where 3D models aren't acceptable. Artworks were created in Procreate by Monika Bronowicz.





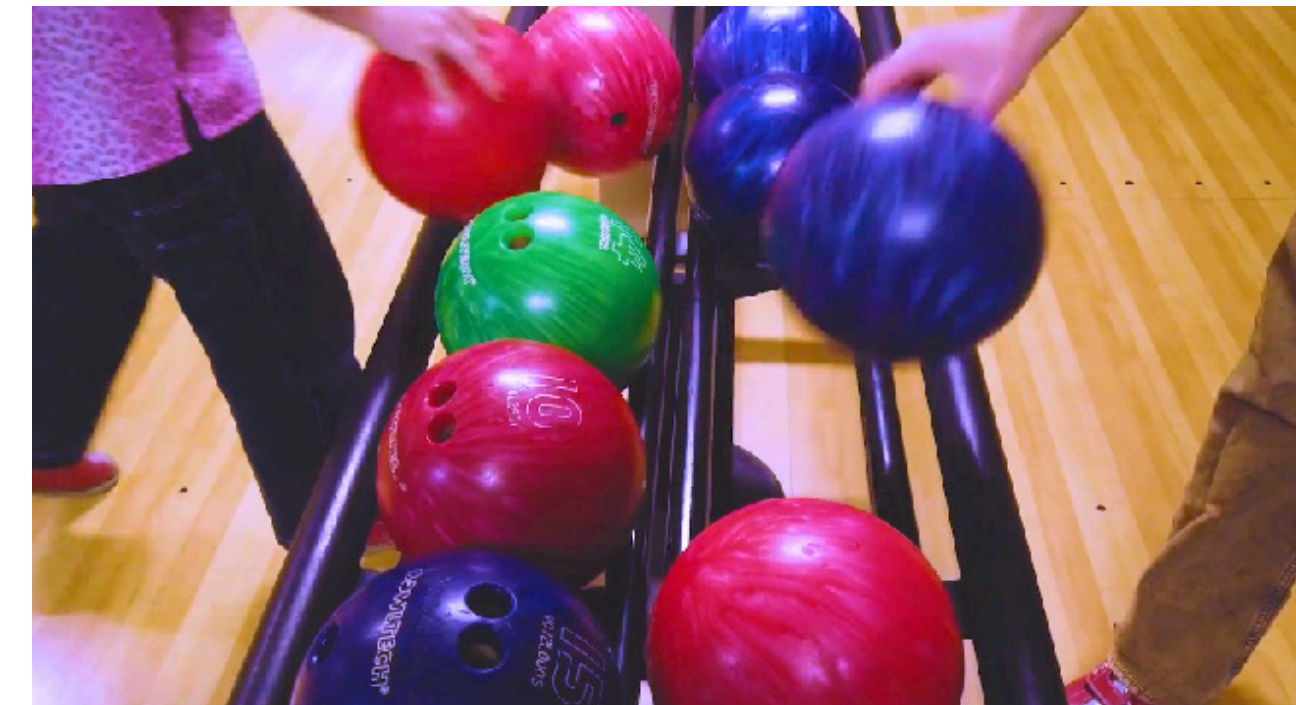
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## VIDEO

While shooting and editing the video we went with 80s/90s aesthetics. Colours, grain, effects and bowling alley in itself are supposed to give off retro vibe. The video is a standalone part of the project, as well as being used as short clips on Instagram and in ads.

<https://www.youtube.com/watch?v=Y2Y4C1t30A4>



## **POSTERS**

As having a bowling centre nearby was one of the things that let us target the audience, posters came out to be great way to advertise the product. We used some stock footage and screenshots of bowling balls with designs projected onto them

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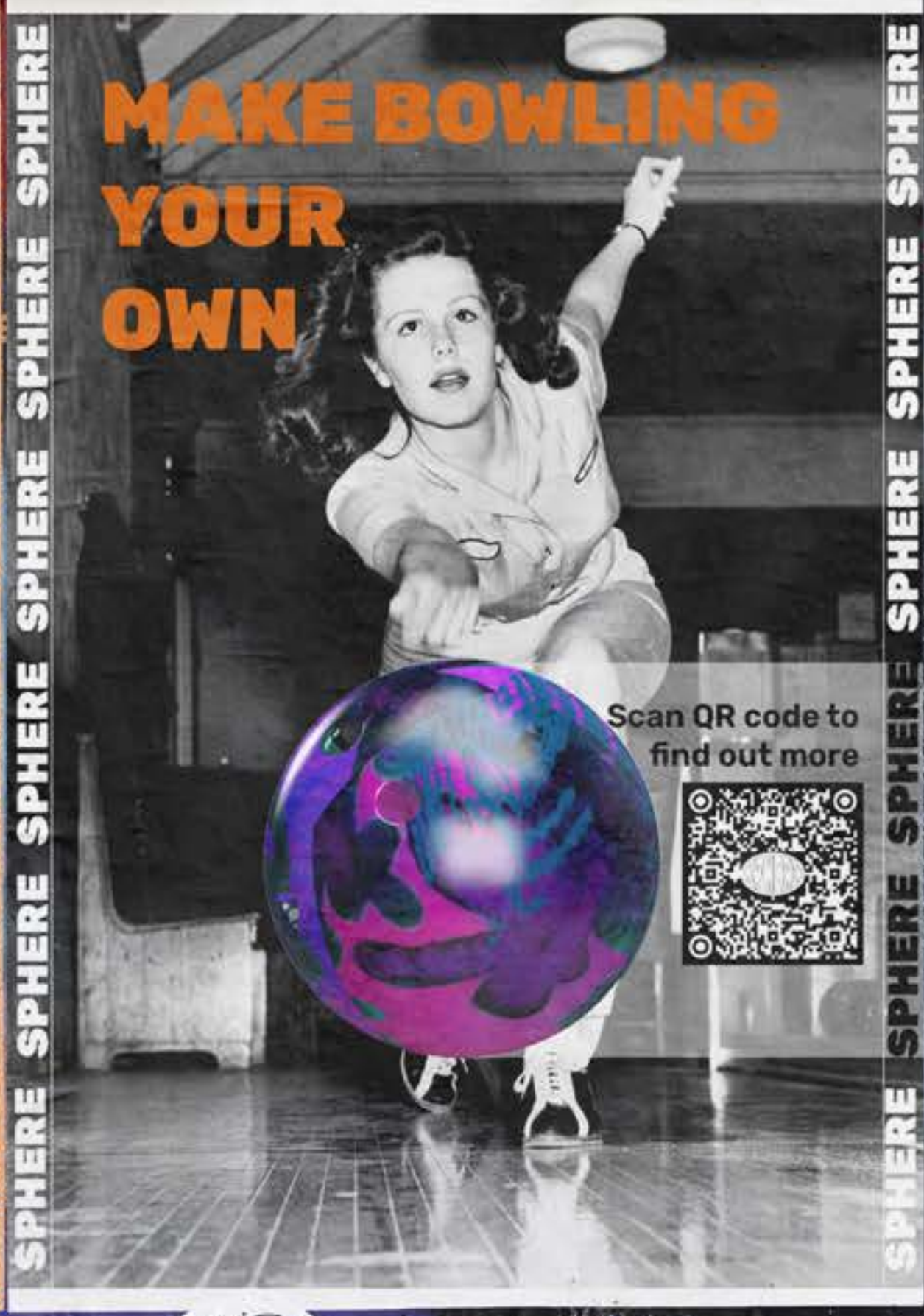
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**SCAN  
THE CODE**

**TO  
DESIGN  
YOUR  
OWN BALL**

PERSONALISED EXPERIENCE PERSONALISED EXPERIENCE PERSONALISED EXPERIENCE



**MAKE BOWLING  
YOUR  
OWN**

Scan QR code to  
find out more



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make bowling your own make bowling your own make bowling your own make bowling your own

**GET YOUR  
SPHERE BALL NOW!**



**ROLL IT  
LIKE IT'S HOT**



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**MAKE BOWLING  
YOUR  
OWN**

Scan QR code to  
find out more



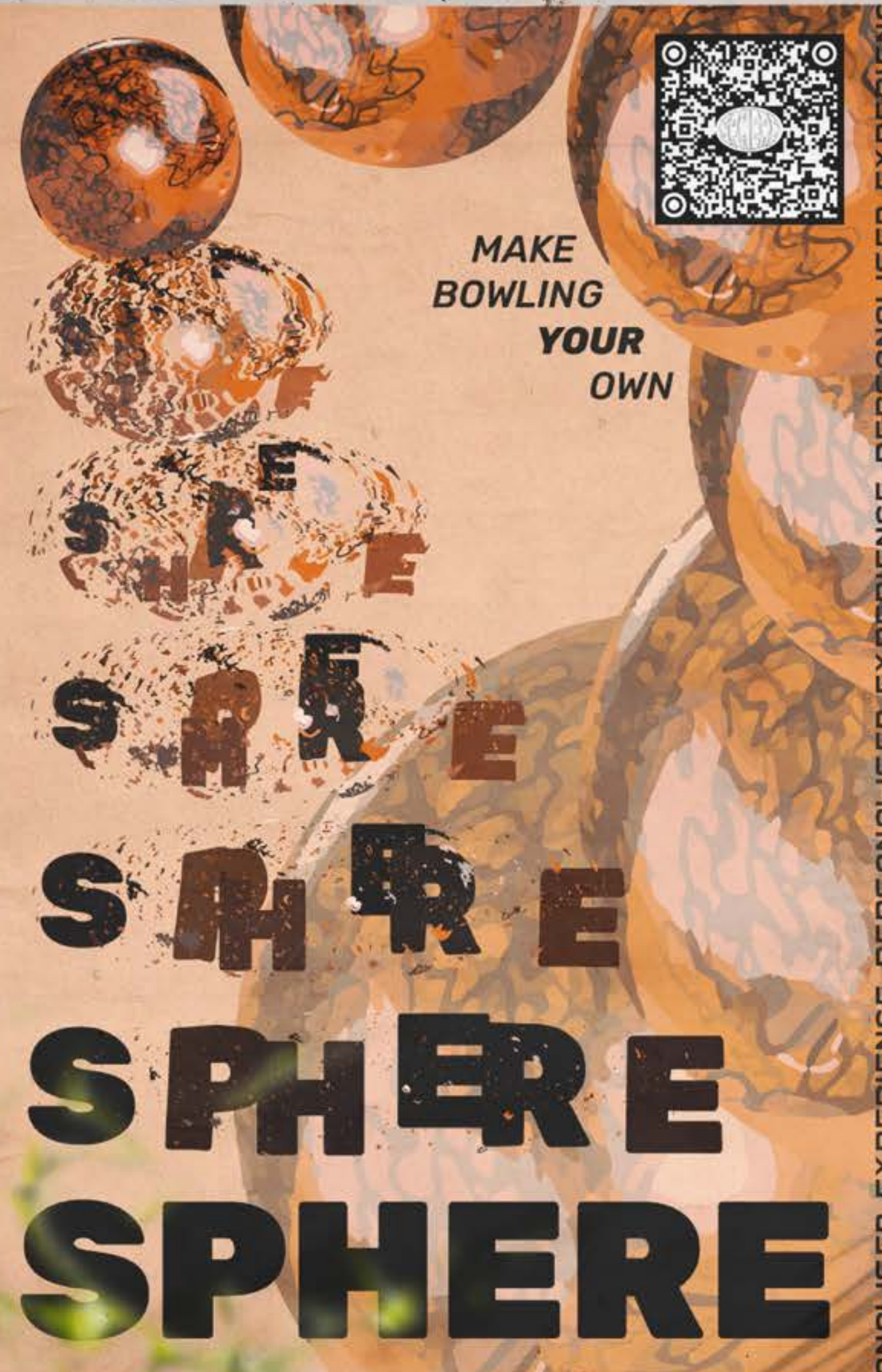

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MAKE  
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# PERSONALISED EXPERIENCE

CREATE YOUR DESIGN FOR YOUR OWN BOWLING BALL. LET YOUR IMAGINATION RUN WILD. GET CREATIVE AND SEE WHAT YOU CAN DO WITH ALL



GREAT FEATURES THAT WE PREPARED FOR YOU. MAKE BOWLING YOUR OWN.



PERSONALISED EXPERIENCE PERSONALISED EXPERIENCE PERSONALISED EXPERIENCE

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SCAN THE CODE TO BRING YOUR GAME TO ANOTHER LEVEL

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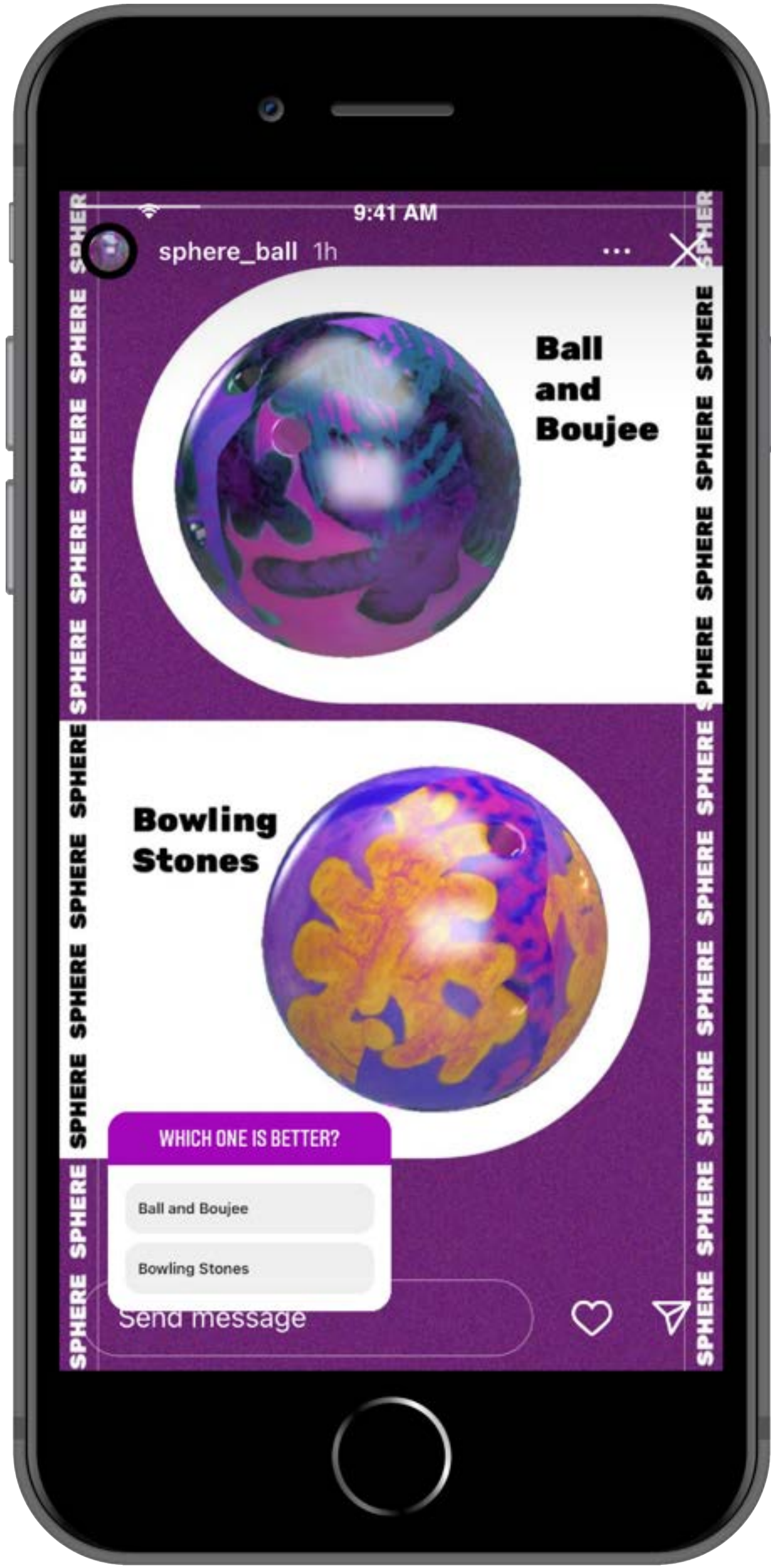
# MARKETING

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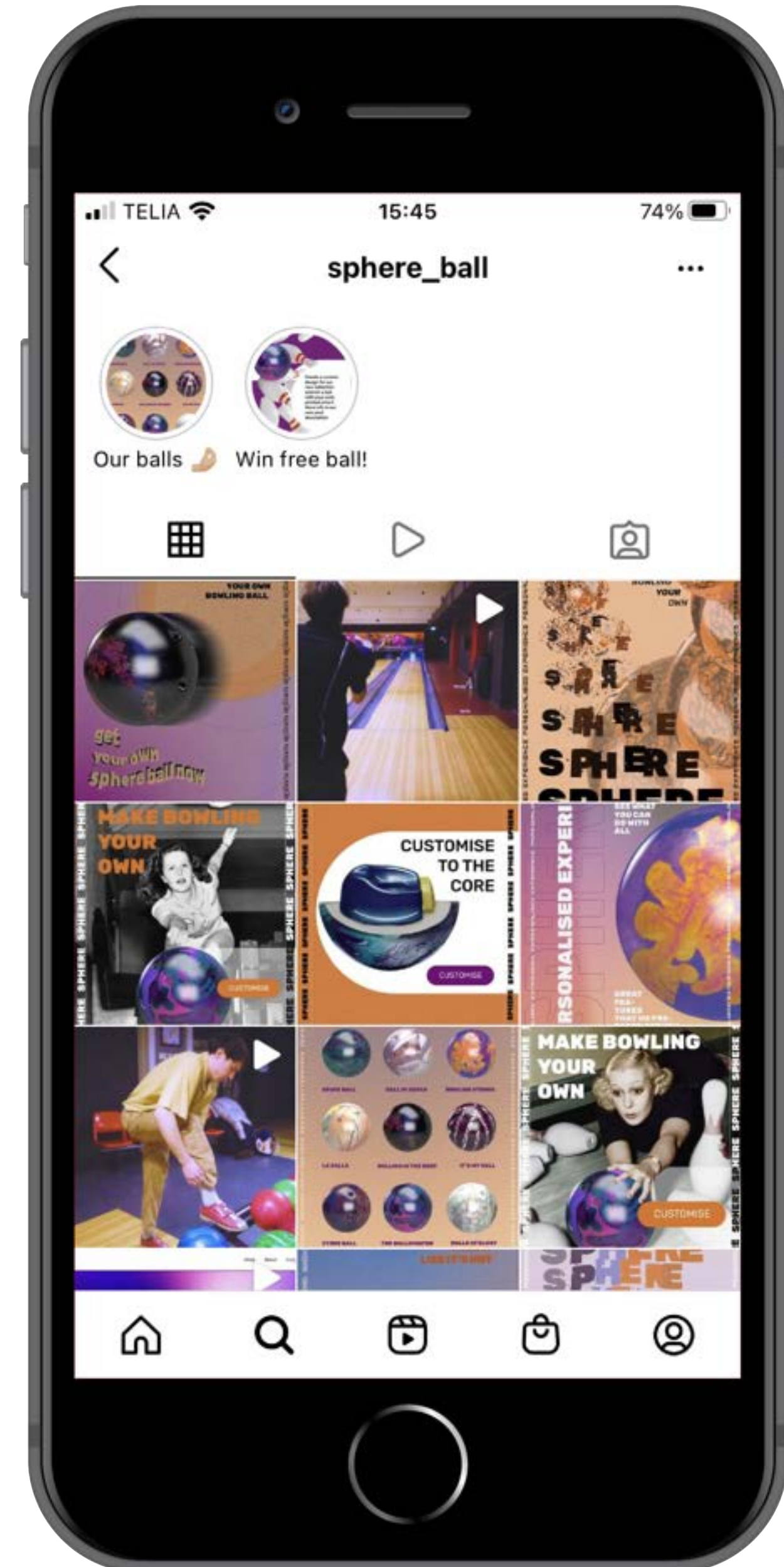
## **Documentation of SoMe**

In our SoMe strategy we focused mainly on Instagram. We created Facebook account as well, in order to create shop and ads. For our content we used videos, explainer and posters. As we have two target groups, we had to come up with idea to make feed interesting for both groups, but also cohesive. That is why we created two types of posters/illustrations which provide audience with two different types of information, but still being in the same style. With professional bowlers we focused on showcasing technical pros of customised ball, and with amateurs we focused more on creating appealing branding that would encourage them to purchase personalised ball as nice accessory.

For Instagram we decided to make Insta Stories, which engage audience like surveys and open questions(Which ball is your favourite?), as well as contest in which they can win a free ball. We also focused on making post descriptions fun and playful, which would create a sense of community and let customers believe that brand is engaged in their experience (for example “Let us know which one would you choose in the comment section!”). Our coherence is also visible in descriptions, as they are referring to 80s/90s popculture.



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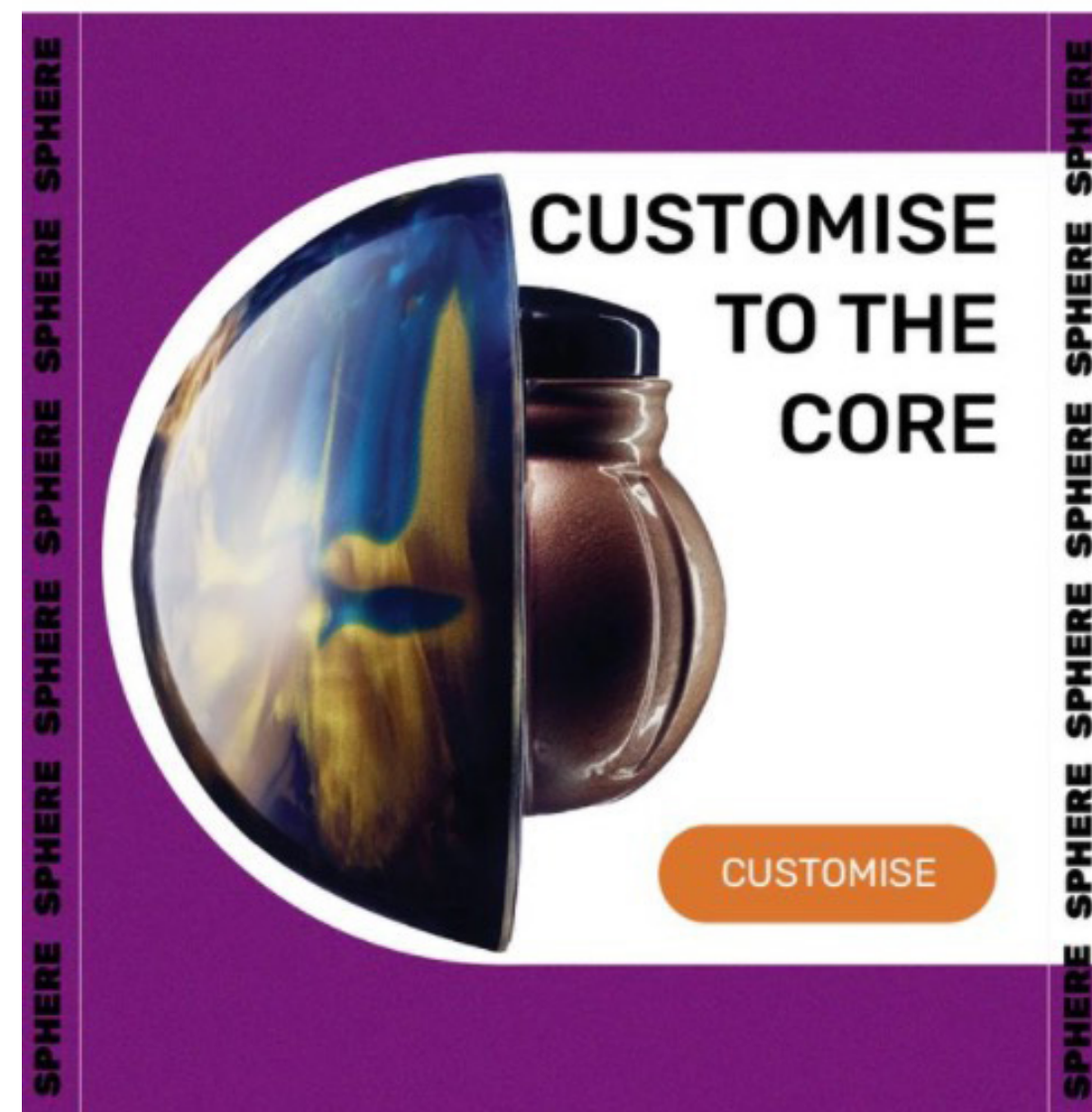
## Ads

As we decided to target two groups of audiences we made ads suited for professional bowlers as well as amateurs. Both types of these ads are meant to be displayed on Facebook, Instagram and Google.

# Professional target audience



Ball with custom core, can help you boost your score. Find out about different core types that we offer!



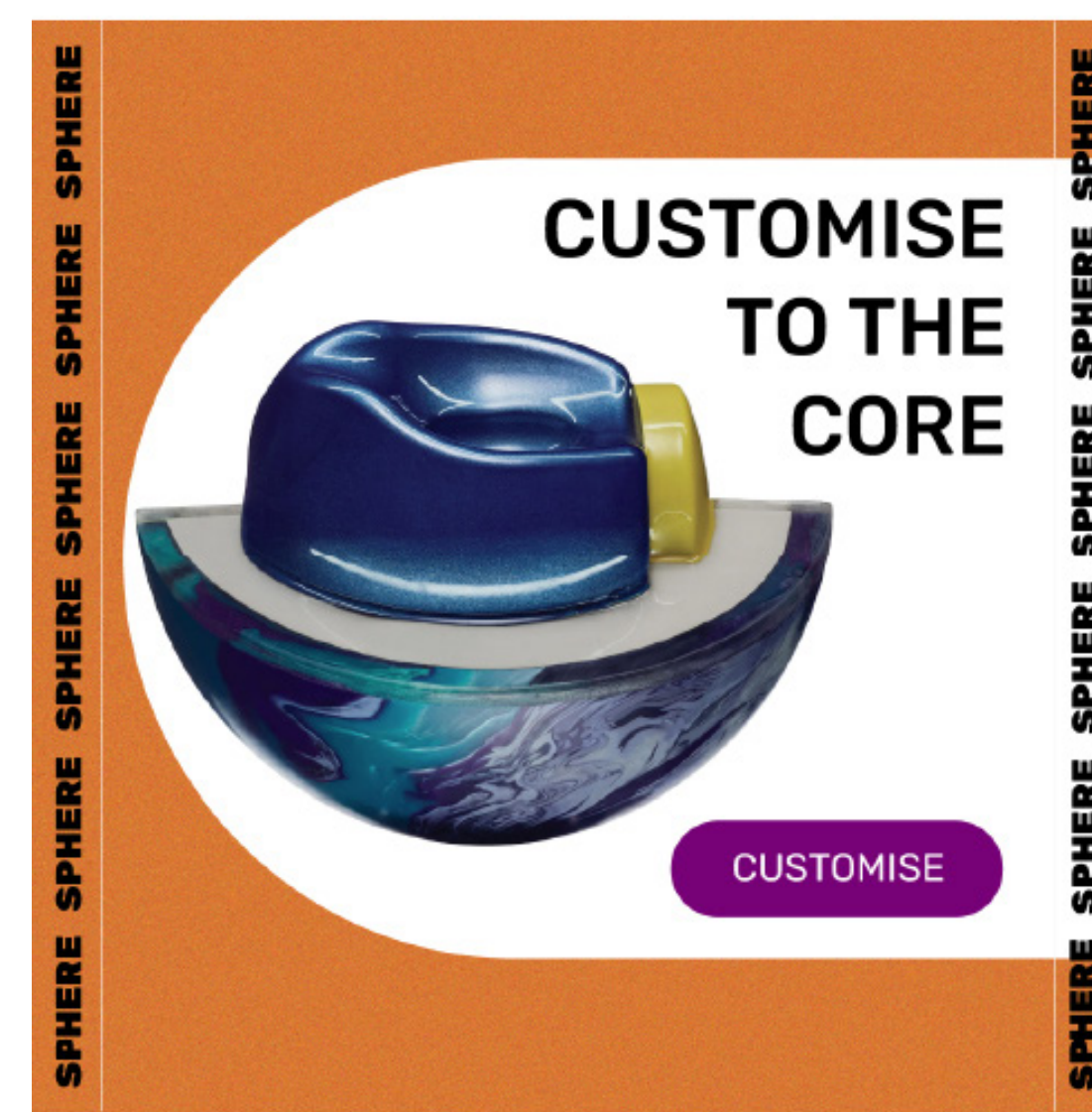
Sphere Sports

[LEARN MORE](#)

Like Comment Share



Ball with custom core, can help you boost your score. Find out about different core types that we offer!



Sphere Sports

[LEARN MORE](#)

Like Comment Share

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## Amateur target audience

Instagram

Sphere Sponsored

**MAKE BOWLING  
YOUR  
OWN**

CUSTOMISE

Shop Now >

532 Likes

**Sphere** Roll it like it's hot baby!

This advertisement features a professional-looking woman in a black dress leaning over a bowling lane, holding a colorful, textured bowling ball. The text "MAKE BOWLING YOUR OWN" is overlaid in white. A vertical watermark "HERE SPHERE SPHERE SPHERE SPHERE SPHERE" is visible on the left and right sides of the image. At the bottom, there is a "Shop Now" button and a "CUSTOMISE" button.

Instagram

Sphere Sponsored

**MAKE BOWLING  
YOUR  
OWN**

CUSTOMISE

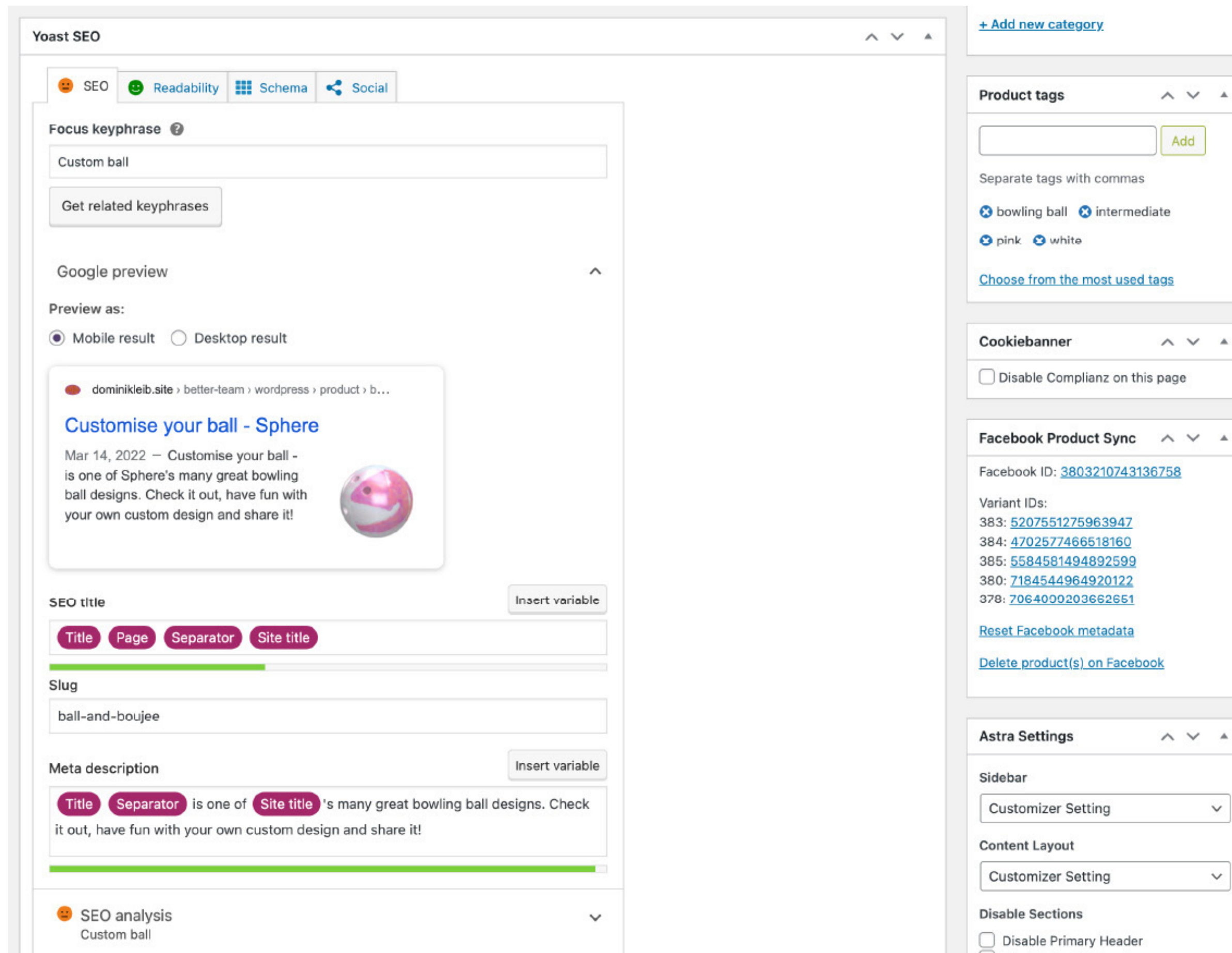
Shop Now >

532 Likes

**Sphere** Roll it like it's hot baby!

This advertisement features a woman in a white bowling shirt and shorts, captured in a dynamic pose as if bowling. The text "MAKE BOWLING YOUR OWN" is overlaid in orange. A vertical watermark "HERE SPHERE SPHERE SPHERE SPHERE SPHERE" is visible on the left and right sides of the image. At the bottom, there is a "Shop Now" button and a "CUSTOMISE" button.

HERE SPHERE SPHERE SPHERE SPHERE

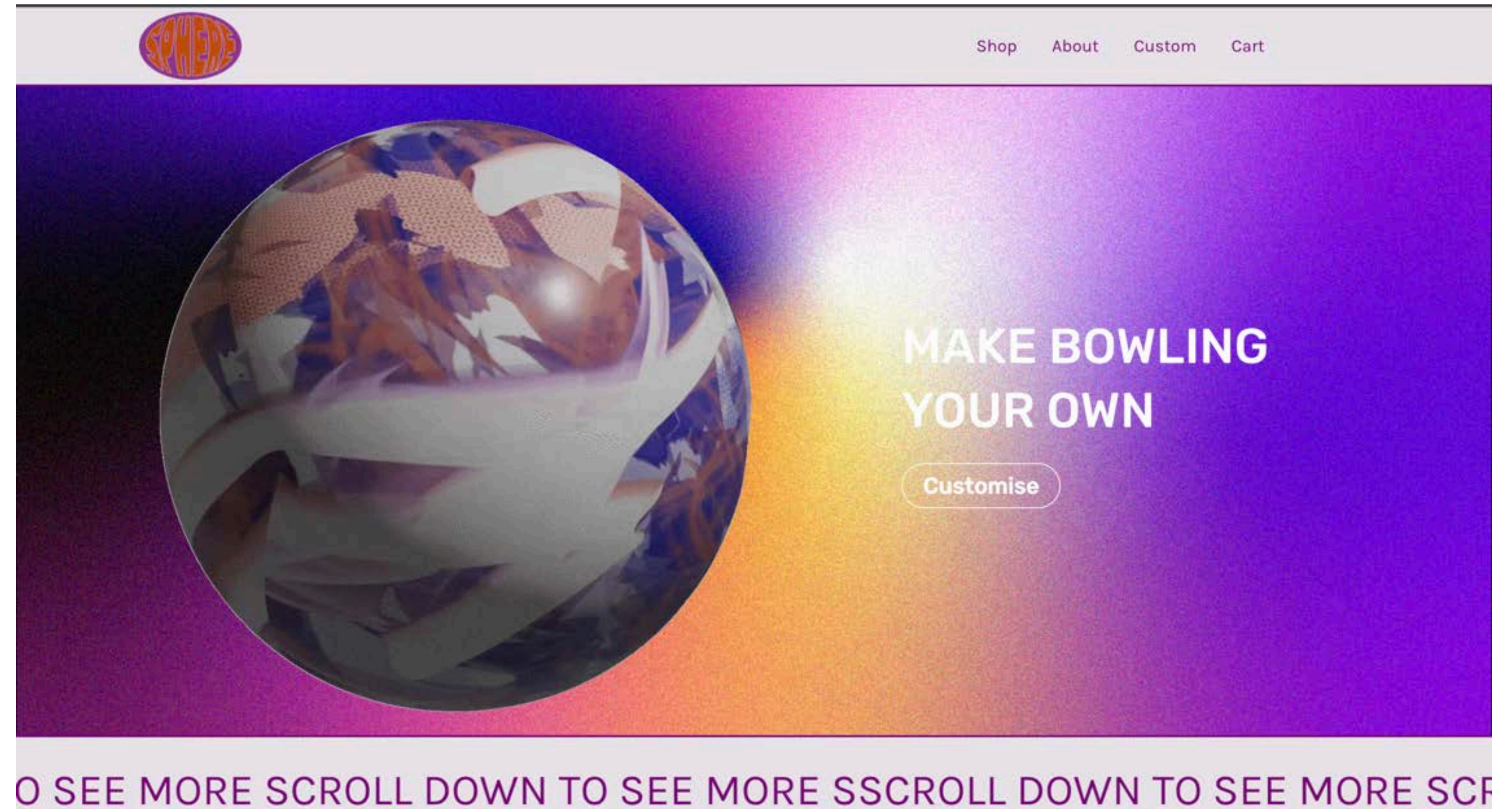


## SEO

Each page so as all the products have their own meta descriptions with implemented SEO titles, adequate key-phrases and slugs. Every product has its own tag referring to colour and level of advancement. Images have assigned alt texts and outbound so as internal links can be found throughout the website.

## WEBSITE

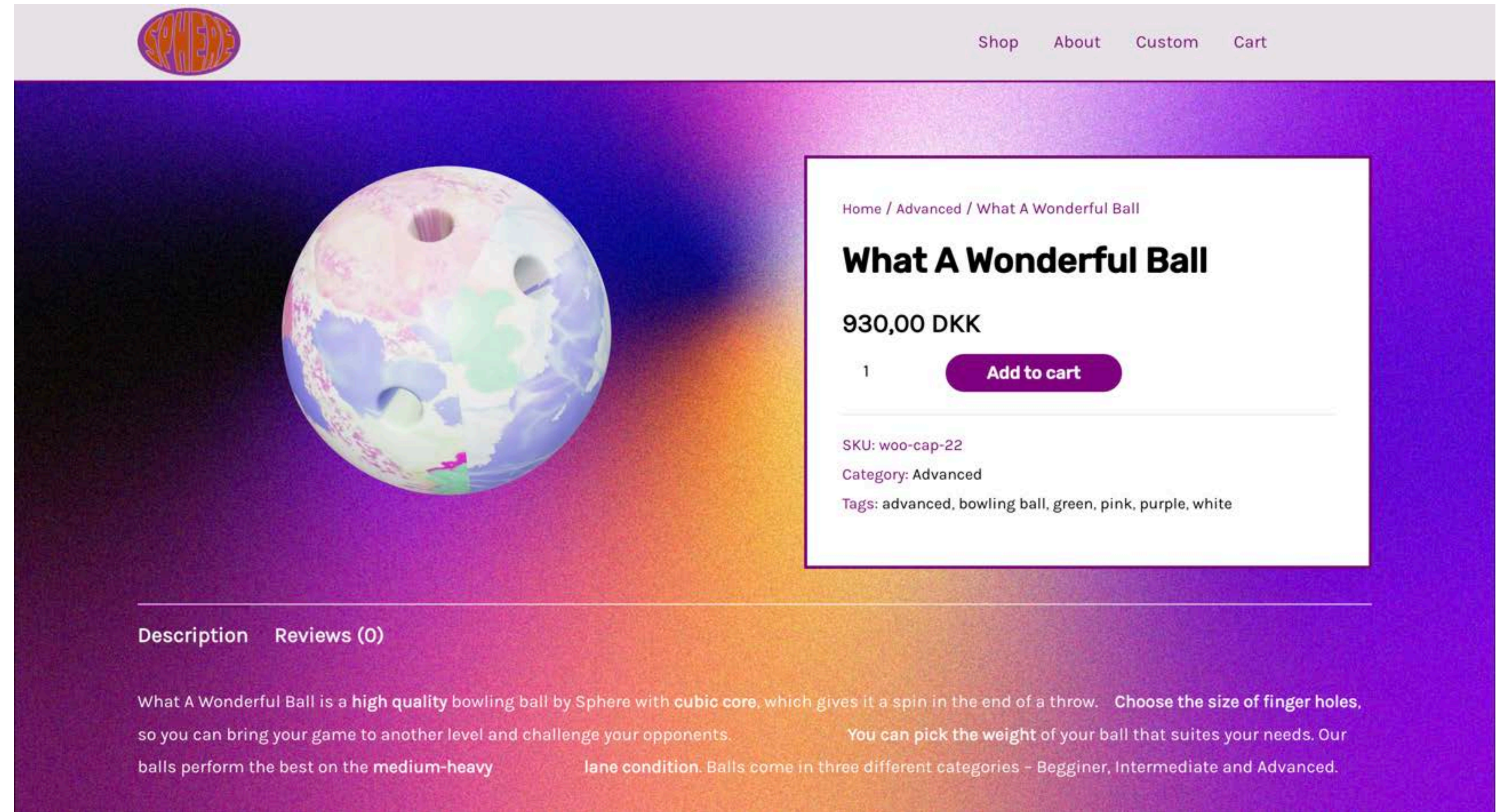
The webshop is built on WordPress using WooCommerce, and numerous plugins. Design is colourful and striking, yet in the boundaries of not being messy. On the homepage there is a GIF showing 3D model of bowling ball, scroll indicator in the form of marquee, and the background is not moving, yet the colour palette is changing when user scrolls down, this is accomplished using simple JS attached to the site.



<https://dominikleib.site/better-team/wordpress/>



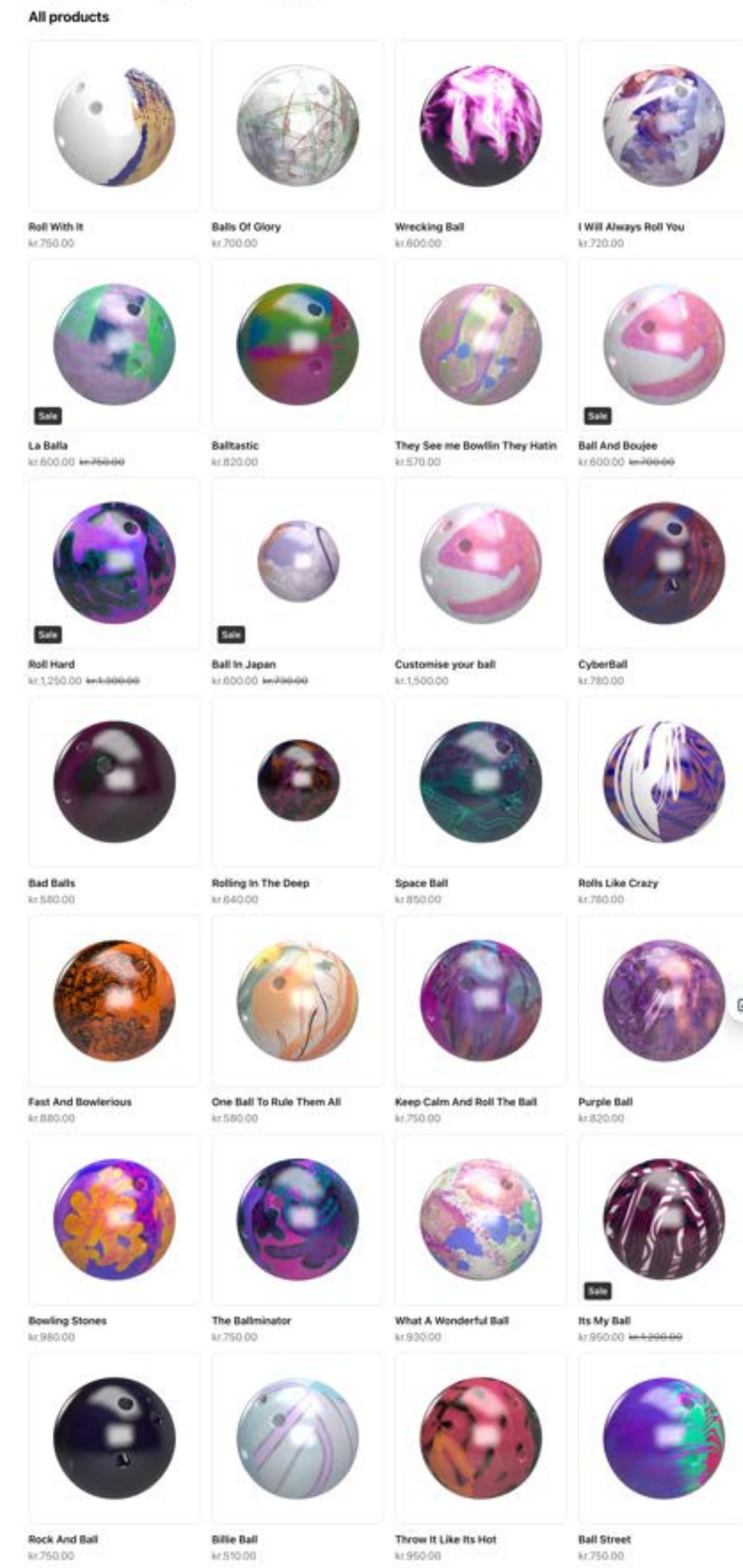
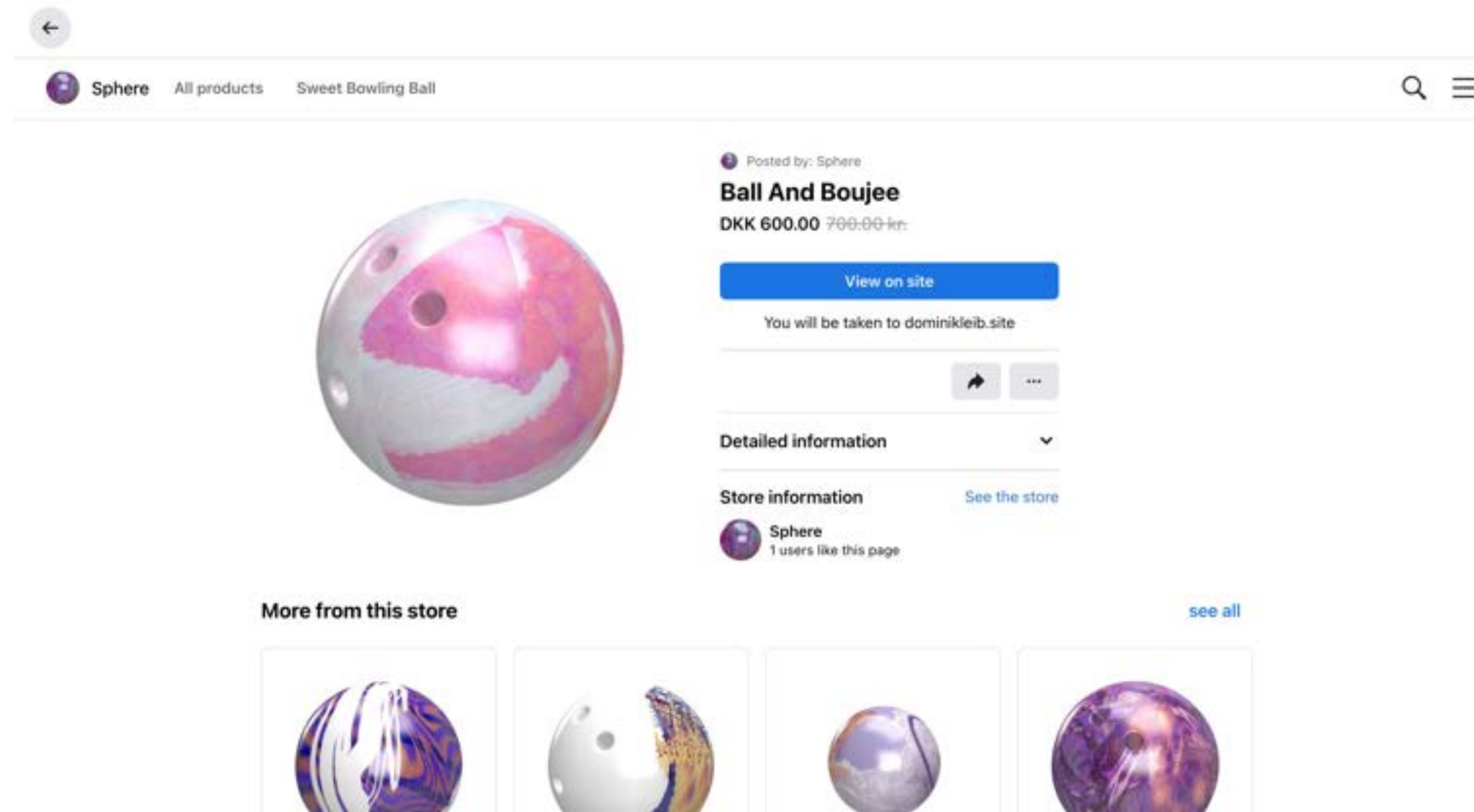
As mentioned in the research 3D display of products is a great way of showcasing the product, and to show the designs in the most efficient way we decided to include those on our website. In the product section one can rotate the ball and see it from every side.





# Facebook Shop

Facebook does not support 3D models as pictures of products, that's why we have replaced them with screenshots. The shop is connected with Woocommerce to our website, which makes the products update simultaneously whenever products are modified in the Wordpress admin panel.



## Newsletter

We have used MailChimp to create a newsletter on our website, to avoid bad practices of pop-ups being the first thing that welcomes the user on the page we have set a Timeout, so that Newsletter shows only after a while, so that user have a chance to look around the website before being offered to sign up for the mailing list



Throw your email to subscribe our newsletter and stay updated with new features and competitions! Let's roll together!

Email

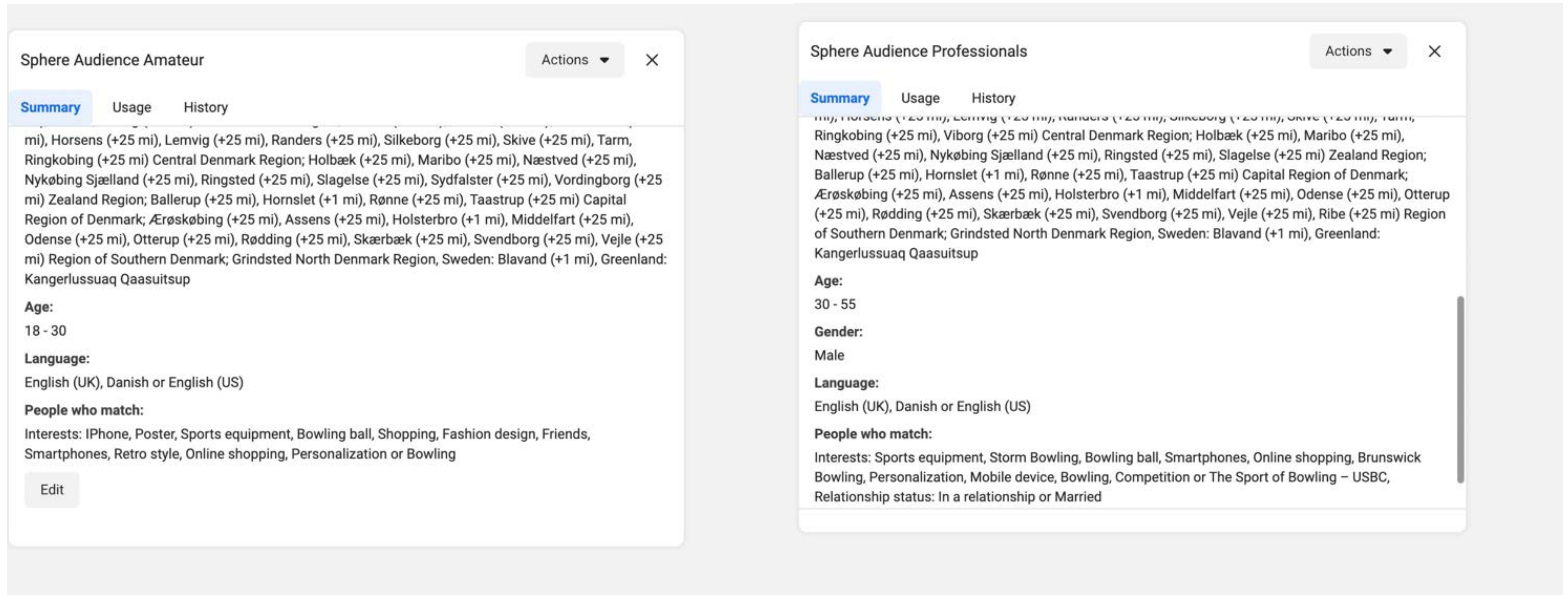
SUBSCRIBE

By sending this form and clicking the option "SUBSCRIBE", I, as the Data Subject, hereby consent to the processing of my below given personal data.

Made with Mailchimp

# Audience Setup Screenshot

As we decided to target two groups of audiences we made ads suited for professional bowlers as well as amateurs. Both types of these ads are meant to be displayed on Facebook, Instagram and Google.



## Appendix

### SoMe

<https://wearesocial.com/uk/blog/2022/01/digital-2022-another-year-of-bumper-growth-2/>

<https://www.facebook.com/business/news>

<https://blog.hootsuite.com/facebook-statistics/>

[https://www.hootsuite.com/research/social-trends?utm\\_campaign=all-tier\\_1\\_campaigns-digital\\_trends\\_2022-glo-none----Digital2022\\_SocialTrends-2022SurveyResults---q1\\_&utm\\_source=report&utm\\_medium=owned\\_content&utm\\_content=Digital2022\\_SocialTrends2022SurveyResults](https://www.hootsuite.com/research/social-trends?utm_campaign=all-tier_1_campaigns-digital_trends_2022-glo-none----Digital2022_SocialTrends-2022SurveyResults---q1_&utm_source=report&utm_medium=owned_content&utm_content=Digital2022_SocialTrends2022SurveyResults)

[https://www.hootsuite.com/research/social-trends?utm\\_campaign=all-tier\\_1\\_campaigns-digital\\_trends\\_2022-glo-none----Digital2022\\_SocialTrends-2022SurveyResults---q1\\_&utm\\_source=report&utm\\_medium=owned\\_content&utm\\_content=Digital2022\\_SocialTrends2022SurveyResults](https://www.hootsuite.com/research/social-trends?utm_campaign=all-tier_1_campaigns-digital_trends_2022-glo-none----Digital2022_SocialTrends-2022SurveyResults---q1_&utm_source=report&utm_medium=owned_content&utm_content=Digital2022_SocialTrends2022SurveyResults)

### Bowling

<https://www.whitehutchinson.com/leisure/articles/whats-happening-to-bowling.shtml>

[https://www.bowl.com/Welcome/Welcome\\_Home/How\\_A\\_Bowling\\_Ball\\_is\\_Made/](https://www.bowl.com/Welcome/Welcome_Home/How_A_Bowling_Ball_is_Made/)

<https://sketchfab.com/tags/bowling-ball>

### Inspiration for website

<https://www.gretamusic.co/>

<https://tote.design/>

<https://www.devrandogaroglu.com/>

<http://chalovak.com/>

### Music

[epidemicsound.com](http://epidemicsound.com)

### Pictures

<https://www.shutterstock.com/da/image-photo/young-woman-playing-bowling-91707029>

<https://www.freepik.com/>

33