

Project Summary:

1. The Extreme Gardening Olympics project is centered around designing and executing a highly engaging, entertaining, and visually dynamic website to serve as the digital hub for an outlandish gardening competition. The website will provide detailed information about the event, enable participants to register, and serve as a promotional platform for sponsors and partners.
2. Its goal is to reflect the unique, playful, and community-driven spirit of the event while attracting a diverse audience of competitors and spectators.
3. Community building, and event promotion.

Audience Profile Profile the target audience.

1. Who is your target audience?

Occupations for the target audience include hobbyist gardeners, professional landscapers, and event-goers, ages 18-55, and all genders.

2. Users may register for the event, purchase tickets, explore event schedules, read about competitions, or share event details on social media.
3. Think: "This is the craziest, most fun gardening event I've ever seen!" Feel: Excited, curious, and eager to engage. Do: Register, share the event, and invite others to participate or attend.
4. Playful, vibrant, engaging, unique, approachable, and community-oriented.

Communication Strategy or How will you convince the target audience?

1. The Extreme Gardening Olympics is an entertaining, innovative, and inclusive event where gardening enthusiasts and thrill-seekers can unite in their passion for nature and fun.
2. Informative and witty descriptions of events and activities. Bright, bold colors with whimsical illustrations and interactive features. Intuitive layout with clear calls to action.
3. Highlight the humor and absurdity of the event with playful imagery. Showcase the event's scale with dynamic maps and photo galleries. Create a sense of excitement through vibrant graphics.
4. High registration numbers. Increased social media shares and engagement. Positive user feedback on site usability and design.

Competitive Positioning

1. Chelsea Flower Show (<https://www.rhs.org.uk/shows-events/rhs-chelsea-flower-show>): A prestigious gardening event focused on design and horticulture.
- Gardening World Cup (<https://gardeningworldcup.com>): International competition featuring elite garden designers.
2. The Extreme Gardening Olympics stands out for its humor, absurdity, and focus on engaging, hands-on competitions, making it more approachable and entertaining for a wider audience.
3. Interactive schedules and maps like the Chelsea Flower Show. Vibrant photo galleries showcasing competitors and results, inspired by the Gardening World Cup.
4. More playfulness, interactive features, and humorous content tone.

Targeted Message

"Plant the Seeds of Fun and Let the Madness Bloom!"

"Get Your Hands Dirty and Your Heart Racing!"

