



REVEAL WEEK

VIDEO TRANSCRIPT

A ticking clock.

A story telling technique often found in action thrillers or sporting arenas, but this time, it would be found in a rather unlikely venue.

That clock began ticking May 22nd, 2012, when San Francisco city officials, and media members gathered for the announcement of the Golden State Warriors' new state-of-the-art sports and entertainment complex.

Joe Lacob (Warriors owner): I have looked at every arena in this country personally, so has Peter, we have toured them all. I can assure you this venue this district will be absolutely incomparable.

So, the Golden State Warriors partnered with Accenture to add the Warriors vision of an incredible venue.

Jeremy Thum (Director of Digital Technologies, Golden State Warriors): We're going to be owning and operating a world-class facility in district and partnering with Accenture it helps us go from point A to point B.

That point B would be reached with the help of Reveal Week, five days announcing top tier performances coming to G Center to help ignite an excitement for the new arena. But the design for chasecenter.com's reveal week would be found off the hardwood.

Sami Lukens (Visual Designer, Fjord): The aha moment was actually when I was at the Ferry Building waiting for a friend for dinner and I was watching the board and I was mesmerized by how numbers were ticking down... and it reminded me of the YMCA how they used to use paper flip boards and it was those two bits of inspiration that really drove the count down.

But behind each day's countdown was a hidden Easter egg that kept users hooked on the reveals of one big performer to the next.

Sami Lukens (Visual Designer, Fjord): We really just wanted to engage users because these count downs were up for an entire week, so we wanted them to be able to come back and engage with it some more and try and figure out who they represented.

Weaving together Arena events, district findings and Warriors content into a single vision that kept users engaged.

This vision was dubbed "sleek immersion".

Sami Lukens (Visual Designer, Fjord): Sleek immersion is really photo driven. It creates almost this entertainment field that really brings a user wanting to experience and discover more.

Gregory Jensen (Accenture Managing Director): What's really exciting about our relationship with the Warriors is that we're helping them to reimagine what the fan experience should be.

First day of reveal...please welcome to the stage for Metallica, Lars Ulrich and James Hetfield.

The new design proved to bring a fresh sense of enthusiasm to a hungry fanbase.

Peter Guber (Golden State Warriors owner): My mantra must be "don't settle for the goo, go for the great. [Music] It's show time. Godspeed.

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