

Client Brief

Client

Cactupuncture Society and Resorts

Background

Cactupuncture is a form of real fake news and an alternative to alternative medicine, in which thin cactus needles are inserted into the body through a relaxed hug or squeeze. Meaning, this practice is not based upon scientific knowledge and cactupuncture is completely made-up, admitably ridiculous and not exactly sterile.

Assets Needed

Logo, graphics, imagery and content.

Primary Objective

Create a website that provides creativity and strong visual appeal. This tongue-in-cheek concept should have the graphics to match the humor.

Deliverables

Logo
Illustrations
Website

Target Audience

Male and female audience between 25-45 years of age who appreciate mockumentaries and possibly read The Onion. An audience that believes in evidence-based science and likes to question trends and fads.

Concepts & Ideas

Pop-art theme— imagine Cactus pins as the dots.
South-western theme—dry deserts (Arizona and New Mexico).
Dystopian theme—Mad Max and futuristic.

Precedents

Beat 2020—<http://beat2020.com/>

Catheter Cowboy—<https://www.youtube.com/watch?v=10W-GQPbIkW>

The Shed—<https://www.theshed-restaurant.com/>