

A HOWLABALOO EVENT

SILENT
LIGHTS
PARTY ON THE PLAZA

THE UNIVERSITY OF NEW MEXICO

PARTY ON THE PLAZA



The University Communication & Marketing Department (UCAM) took the University's traditional homecoming dance to a whole new level with the introduction of Silent Lights, a silent disco on Smith Plaza, UNM's largest outdoor plaza. A silent disco is an event in which people dance to music heard through wireless headphones rather than using a speaker system. The event on September 29, 2016 became the largest of its kind produced in the state of New Mexico.

The first of its kind experience featured a five-story visual projection experience on the Humanities Building, which was accompanied by three different DJs, playing three different types of music: Top 40, LA Beats/Brazilian Funk and Electric Dance Music (EDM).

UCAM partnered with Associated Students of UNM (ASUNM), Lobo Spirit and Student Special Events to bring this event to campus as part of Homecoming 2016, while also introducing the student population to a new Institutional Branding Initiative.

Close to 2,000 students danced in awe while projections played on the five-story structure. The projections included a kaleidoscope of animations and designs that matched the tempo of the different music genres. All of the video projections were created by a student employee of UCAM. Twice during the night participants were also given the opportunity to see a newly branded video that highlighted living the Lobo life. The Lobo (Spanish for wolf) is the University's mascot.

PRINT MEDIA PROMOTION



POSTER



HANDBILL

The design theme used in print and digital collateral, which was also produced by a UCAM student employee, reflects the new Institutional branding initiative that The University of New Mexico launched earlier in the year. It also incorporates the homecoming theme, Howlabaloo: Let's Get This Party Started.

Five hundred posters and two thousand handbills were printed and distributed weeks before the event. Posters were spread throughout campus, residence halls, and local establishments that UNM students frequently visit.

SOCIAL MEDIA



INSTAGRAM

FACEBOOK

Facebook, Instagram and twitter posts were designed and shared to build buzz and anticipation for the event, which would be the first of its kind in the state. Graphics were posted on Instagram two weeks before the event, with corresponding Twitter and sponsored Facebook advertisements. The week of the event, UCAM paid to promote the Facebook posts to target students.

SOCIAL MEDIA



FACEBOOK EVENT BANNER



SNAPCHAT FILTER No. 1



SNAPCHAT FILTER No. 2

A Silent Lights Facebook event banner ad was created for Silent Lights and was promoted by the various student groups that UCAM partnered with.

To keep the social media conversation going, two Snapchat filters were designed for the event and were used hundreds of times by attendees. Snapchat and Facebook Live became the primary social media engagement method during the event.

EVENT ENGAGEMENT



EVENT T-SHIRT



**ALL
ACCESS
PASS**



CREW BADGE



LIGHT UP BRACELET

Silent Lights T-shirts were distributed and worn by all of the volunteers. Red and white branded LED bracelets that were triggered by hand movements were passed out at the event, adding to the neon light up dance vibe. Food Trucks were also on hand ready for dancers needing to refuel.

Volunteers and VIP attendees, including some University administrators as well as family members of the students that produced the video projection and event graphics, were given All Access Passes. The passes allowed for the attendees to come and go from the event without waiting in line.

PROJECTION MAPPING

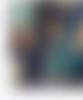


PROJECTION MAPPING ON HUMANITIES BUILDING

The most attention-grabbing aspect of the event was the five-story projection mapped display. The concept was developed by a UCAM student employee who envisioned turning a Tetris-style building into a visual art display. During the event, he was assisted by a former UNM student to create real-time graphic displays that matched the live music. In order to achieve art show, four commercial grade projectors were shipped in from California.

RESULTS: SOCIAL MEDIA

 **Rachel** [\[Profile\]](#) Wow! Just wow!!
Like · Reply ·  3 · September 30 at 3:38pm

 **Arianna** [\[Profile\]](#) Had a blast look forward to another event like this
Like · Reply · September 29 at 11:34pm

 **noah_josiah_** [The University of New Mexico](#) [Follow](#)

44 likes 6w

noah_josiah_ Shout out to last nigh!! My first silent disco ever! Went with some new friends, made some more friends, and the party didn't stop until this morning 🥳🥳🥳 This is exactly what I expected college to be like, and it didn't disappoint! #UNM #collegelife #silentlights #silentdisco

 **Dalry** [\[Profile\]](#) [Follow](#)

#SilentLights was so much fun 🙌 The projection mapping was so cool!

LIKES 2


11:02 PM - 29 Sep 2016

   2 ...

 **tonydukecity** [\[Profile\]](#) [Follow](#)

67 views 5w

tonydukecity This was probably the best concept and most creative event I have ever seen in my 7 years @uofnm and you all chose @ethnograph_ to bring the visuals. A decision I can get behind. Well done everyone! #SilentLights #SilentDisco #UNM #projection #on #building #likewhoadude




 **La County** [\[Profile\]](#) [Follow](#)

There are people just causally head noddin & you see a kid just gettin it, turn to his station & understand exactly why. #UNM #SilentLights

RETWEETS 2 LIKES 9

9:13 PM - 29 Sep 2016

Albuquerque, NM

  2  9 ...

SOCIAL MEDIA FEEDBACK

Facebook, Twitter and Snapchat feedback was overwhelmingly positive. Even days after the event, the hype continued as students shared photos and videos with friends.

PARTY ON THE PLAZA



What started as an idea for a new student homecoming party, quickly became one of the University's most popular and memorable student events. The event was developed for students, by students, conceived and produced by students working for UCAM and the undergraduate student body government, supported financially and logistically by UCAM and Student Activities Center staff.

Before the event began, more than 1,000 students were lined up and ready to party. By the end, thousands were sharing their experience with friends, and hoping to see another "Silent Lights" style event in the future. As students returned their headphones, volunteers were thanked profusely for throwing what more than one student called, "The best event UNM has ever put on."

Silent Lights was later voted Best Student Event in an annual Best of UNM edition of the Daily Lobo, the University's student newspaper. It was rated number 1, above other popular long-standing traditions and student events.

"This is the best turnout we have ever had for a first-time ASUNM sponsored event," said Kyle Beiderwolf, president of ASUNM. "It was an unbelievable experience—so much fun. Everyone definitely wants this to be an annual event."

↘
THANK YOU
↙