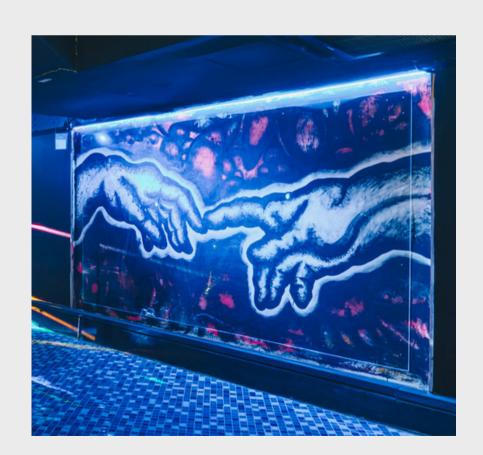




Guestlist: Megan, Stefani, Yilin, Timothy





Dance

Vibes and atmosphere

Special themed events

why are people into clubbing?

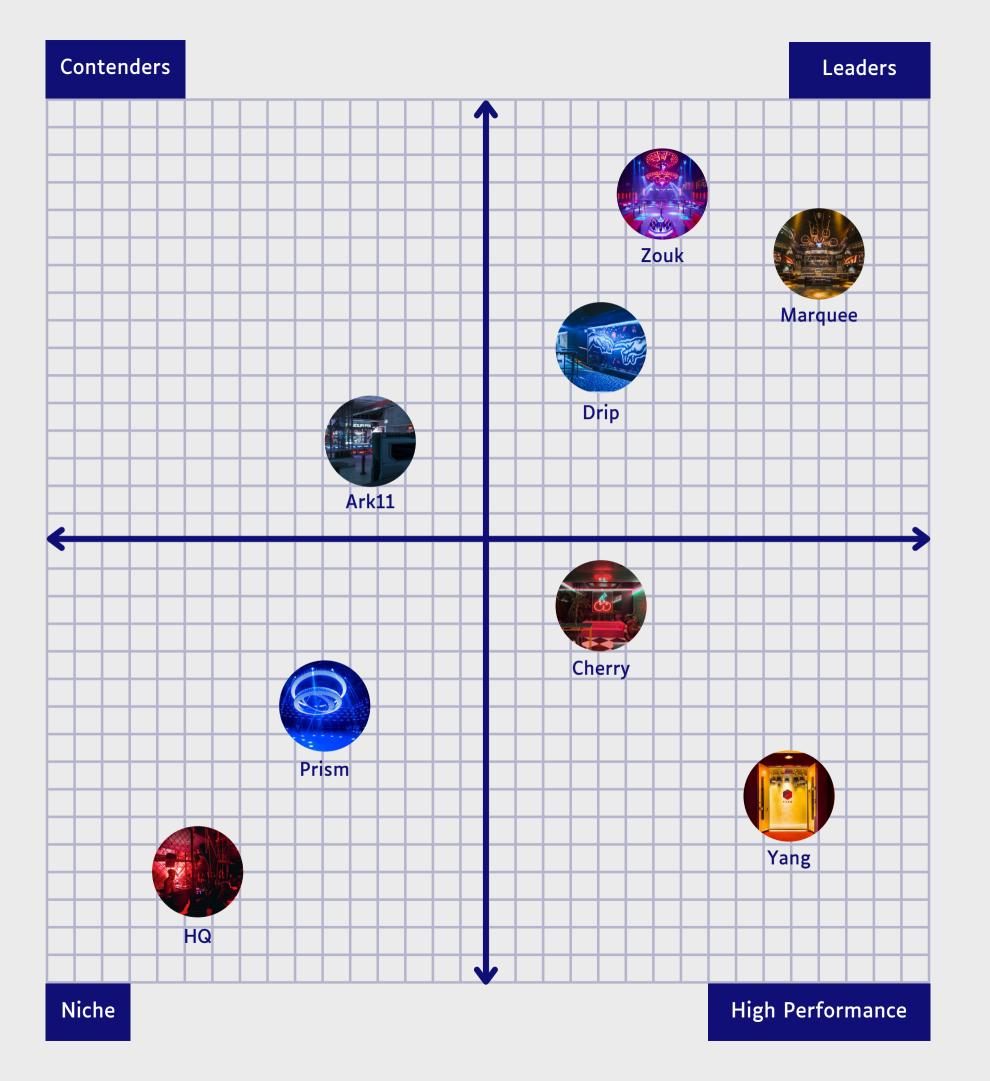
Music

Unwind and go wild

Have fun with friends

Guest DJs







? Not sure how to let loose

!

Potential place for bad things

Intimidating

:/

Creepy men

Dangerous and unsafe



People acting inappropriately

opportunities

Competitive landscape

Changing trends and preferences

Clubbing concerns

Cecilia Undergraduate, 23 years old



Cecilia

Undergraduate, 23 years old



attitude and personality

- Enjoys drinking and socializing.
- Work hard, party harder.
- "Hiphop music is my life!"
- A fashionista at heart.

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pain points

- Clubbing experience in Singapore is getting "boring and repetitive".
- Unaware of her alcohol consumption limit.
- Wants to be able to let loose without having to hold up her guard all the time.

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core needs

- "Safe" clubbing.
- Experiences that promote a sense of community.

How can we create distinctive experiences and cultivate a secure clubbing environment that sets Drip apart from other clubs?

"Its Friday night! Let's go clubbing!"

Club considerations

Visit Drip's pop-ups

"Its Friday night! Let's go clubbing!" "Is there any club that I never went to? Which club is famous now?" "Let's go to Drip! I heard that they are having experiential pop-ups that other clubs have not done before."

Club considerations

Visit Drip's pop-ups

Alcohol patch & dance defense

Food & Drinks

to? Which club is famous now?"

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Wow! They're teaching self-defense dance moves and even gave an alcohol patch sticker to monitor my alcohol levels.

"By showing dance defense moves, I get discounts on any food/drinks I order."

Club considerations

Visit Drip's pop-ups

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Head to Drip

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"It has been so fun, and my mood is pumped up now! I feel like I'm part of a vibrant community with my new friends."

Club considerations

Visit Drip's pop-ups

Alcohol patch & dance defense

Food & Drinks

"It has been so fun, and my mood is pumped up now! I feel like I'm part of a vibrant community with my new friends."

Head to Drip

"I will definitely visit Drip again and introduce it to my friends."

Loyal to Drip

"Its Friday night! Let's go clubbing!"

"Is there any club that I never went to? Which club is famous now?"

"Let's go to Drip! I heard that they are having experiential pop-ups that other clubs have not done before."

Wow! They're teaching self-defense dance moves and even gave an alcohol patch sticker to monitor my alcohol levels.

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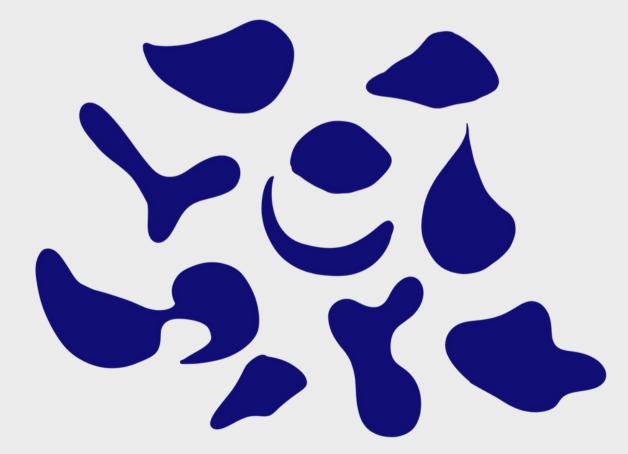




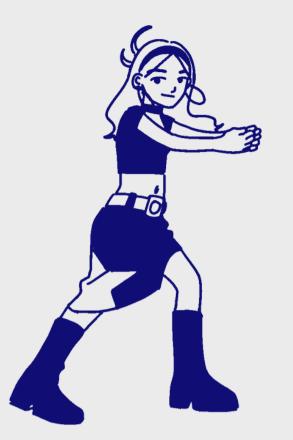


Photo-worthy Backdrop



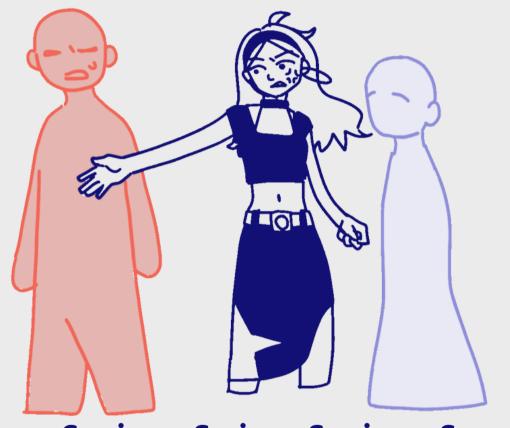


Back Off



Elbow Strike





Saviour Swipe, Saviour Scoop, Pervert Push



Elbow Strike

Saviour Swipe, Saviour Scoop, Pervert Push

Back Off







Bar snacks and drinks



