

STOP VECNA

An Augmented Reality
Experience



THE BIG PICTURE

Stranger Things Meets Pokemon Go

Vecna has populated **dozens of portals to the upside-down** in their cities, viewable through a mobile AR application.

Fans must enter the portals and **shut them down within 2 weeks** before Vecna sends his minions through the portals to reek havoc on their city.



THE FLOW

1

App Download. Fans download an AR application that alerts them to the presence of Vecna's Portals across their city.

A hand holding a smartphone. The phone's screen displays the text 'STOP VECNA' in a bold, serif font, with 'STOP' on the top line and 'VECNA' on the bottom line. The text is framed by thin horizontal lines above and below. The background of the phone's screen is dark. The hand holding the phone is visible on the left and right sides. The background of the entire image is a blurred green, suggesting foliage.

**STOP
VECNA**

THE FLOW

2

Dashboard. Fans are shown a dashboard of the locations of the portals, how many are left, and how long they have.

3

Call to Action. Fans are told that they must band together and shut down these portals in 2 weeks time, lest Vecna overtake their city.

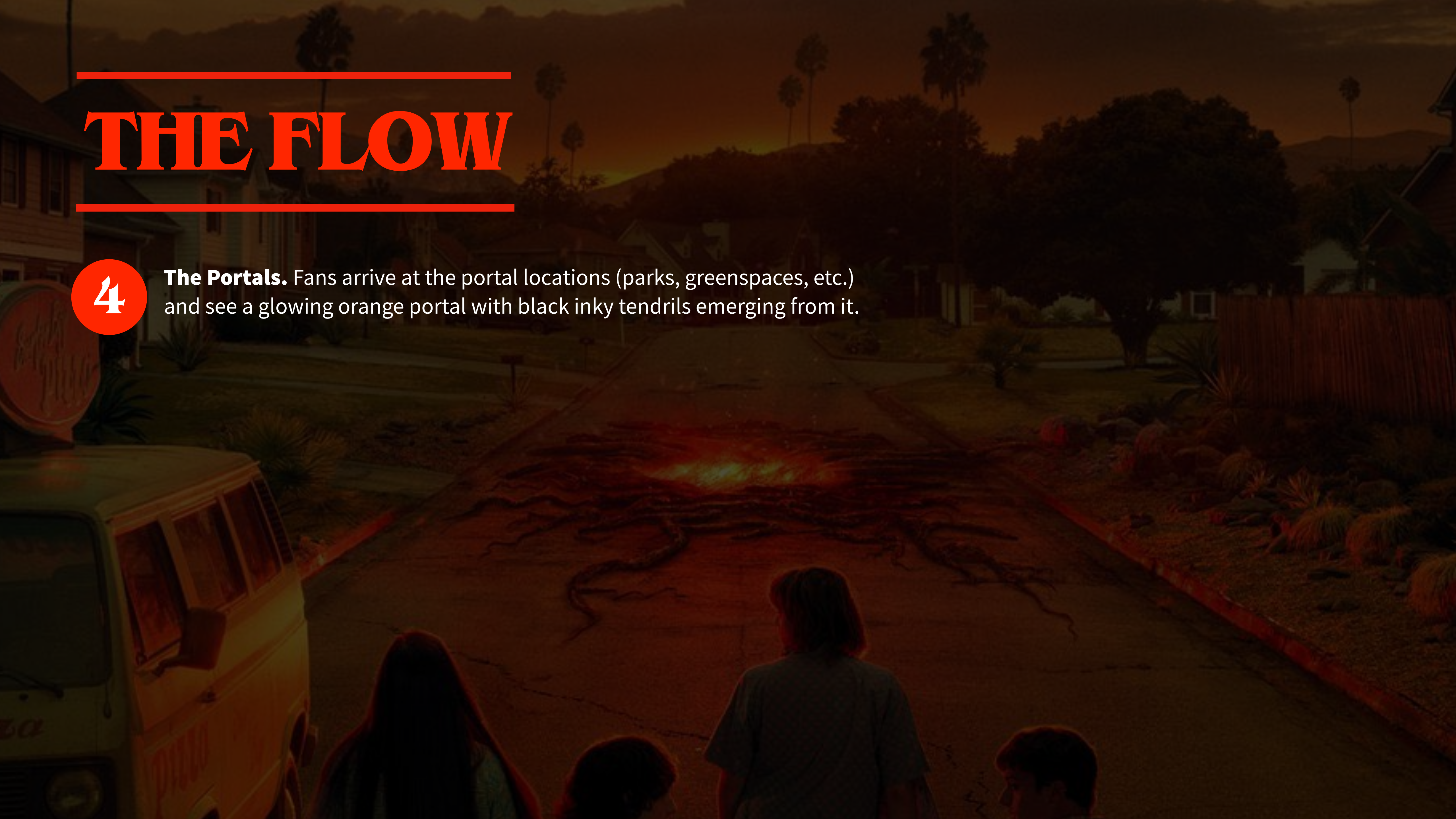
**7 PORTALS
REMAINING**

5 DAYS LEFT

THE FLOW

4

The Portals. Fans arrive at the portal locations (parks, greenspaces, etc.) and see a glowing orange portal with black inky tendrils emerging from it.



THE FLOW

5

The Upside Down. After stepping through the portal, fans see the world around them, but as the grim, dark upside-down.

6

Shut it Down. Fans find a pulsing egg not far from the portal entrance. It must be squished to shut down the portal.

7

Get out! Fans then have 10 seconds to get out of the portal before it is closed. If they fail to get out in time, they are stuck in the upside down and must find another portal to escape through.



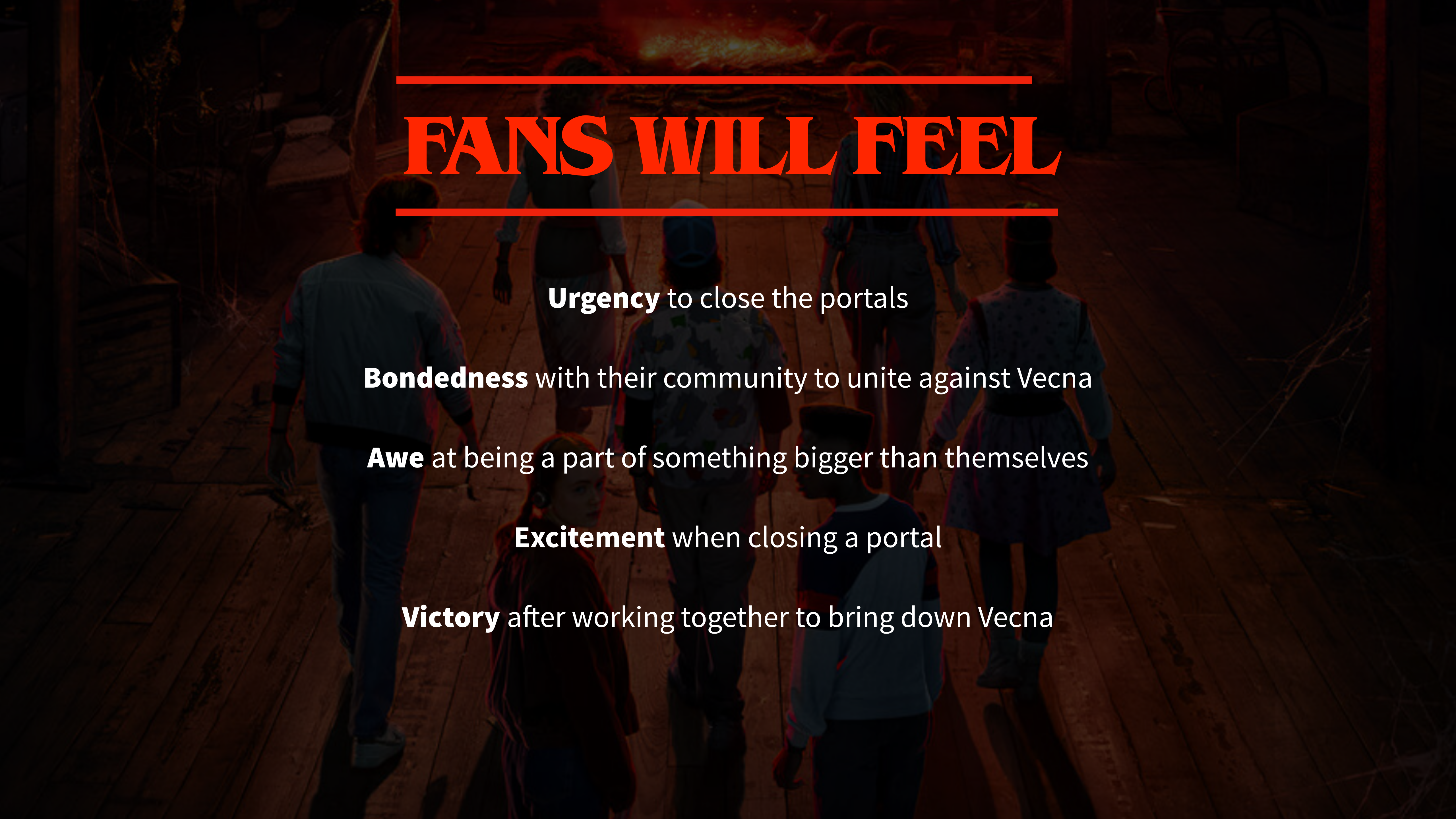
THE FLOW

8

Victory! Should fans close all the portals with the timeframe, they have successfully stopped Vecna.

9

Defeat... Should fans fail to close all the portals with the timeframe, monsters... kind of... destroy their city...



FANS WILL FEEL

Urgency to close the portals

Bondedness with their community to unite against Vecna

Awe at being a part of something bigger than themselves

Excitement when closing a portal

Victory after working together to bring down Vecna