



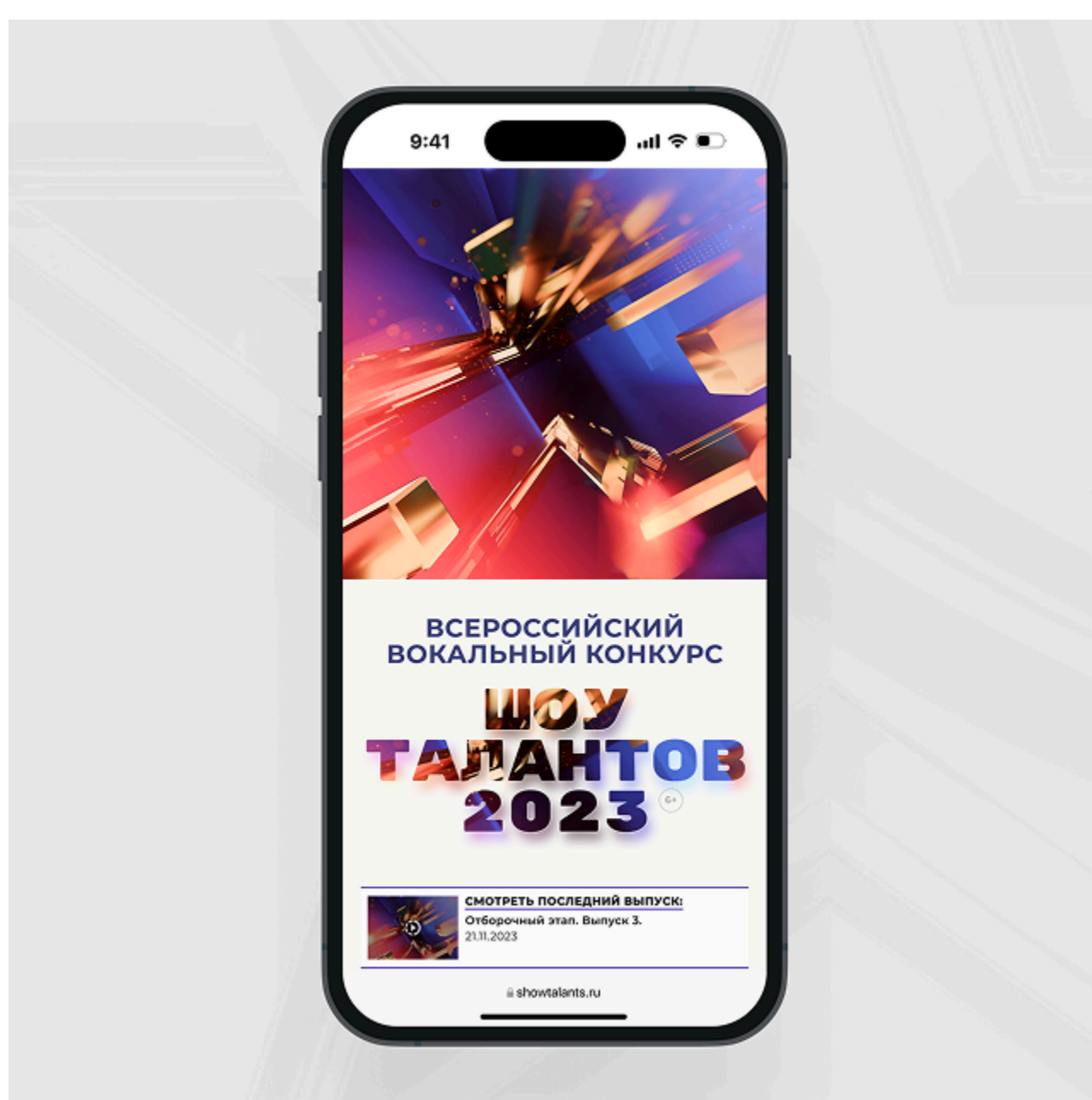
TALENT SHOW

Entertainment

WEBSITE FOR A TV TALENT SHOW

// TASK

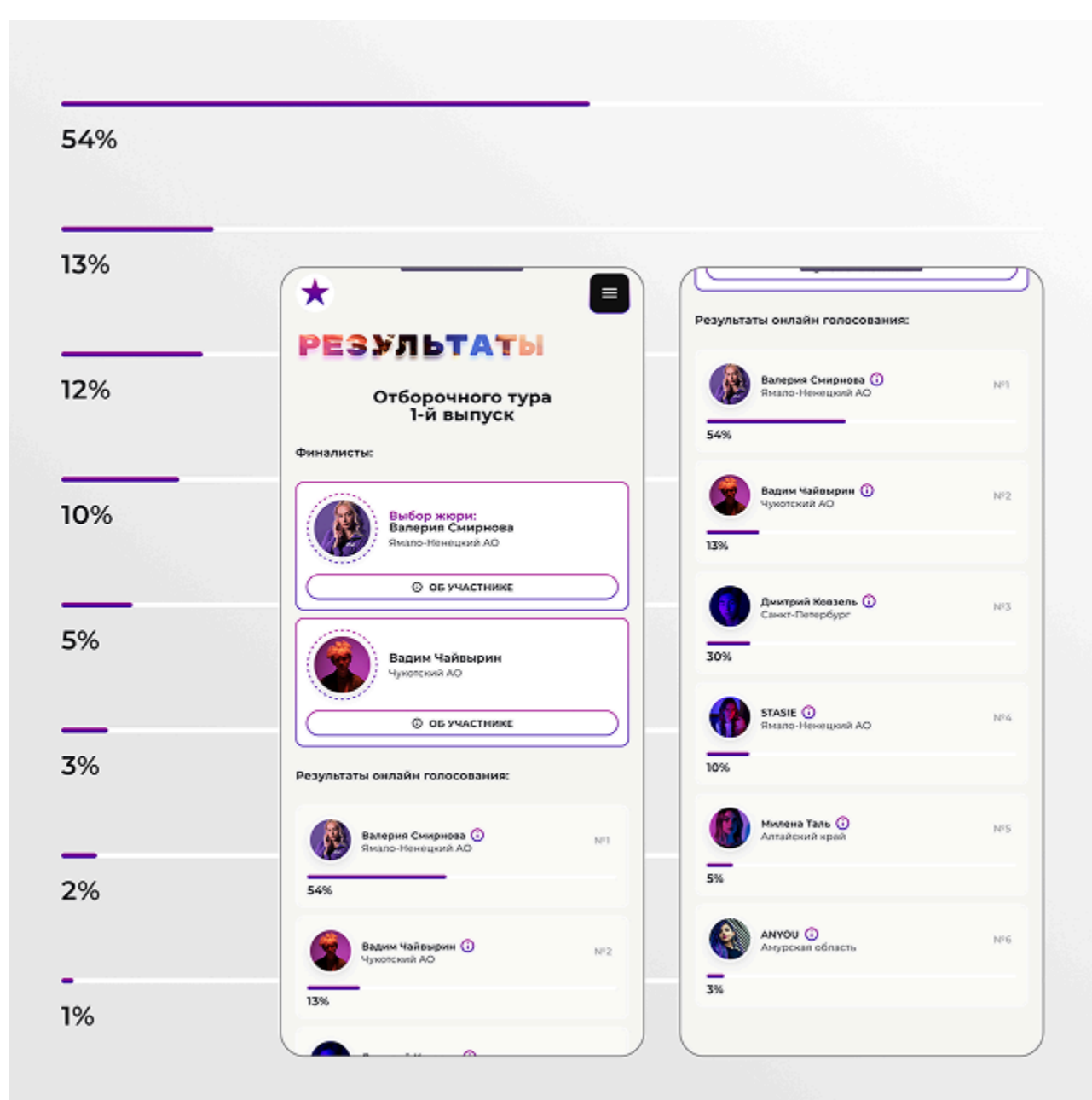
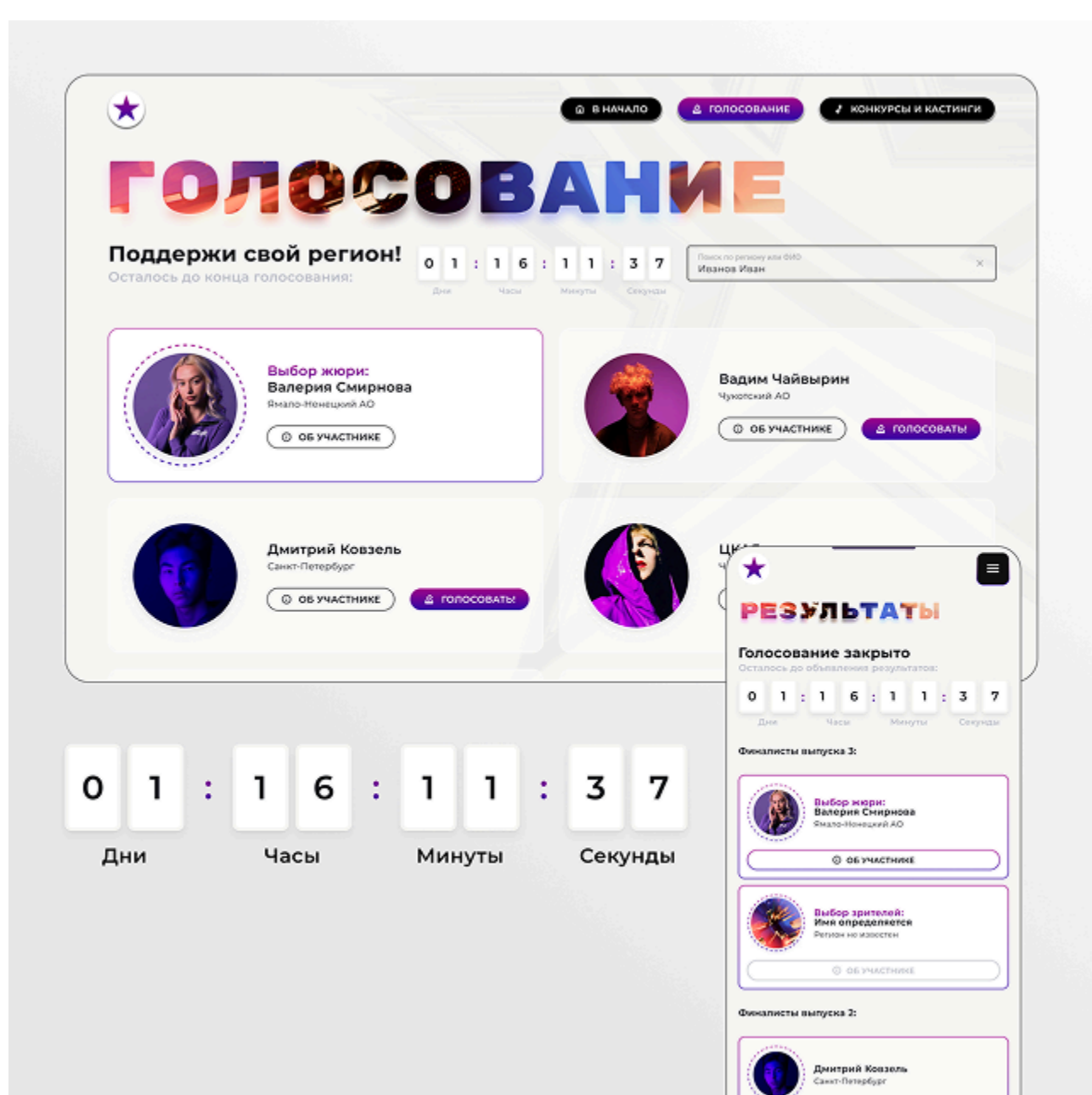
It was necessary to create a bright, functional website for the federal song contest, a platform that supports the direct involvement of viewers and helps discover new pop stars.



// SOLUTION

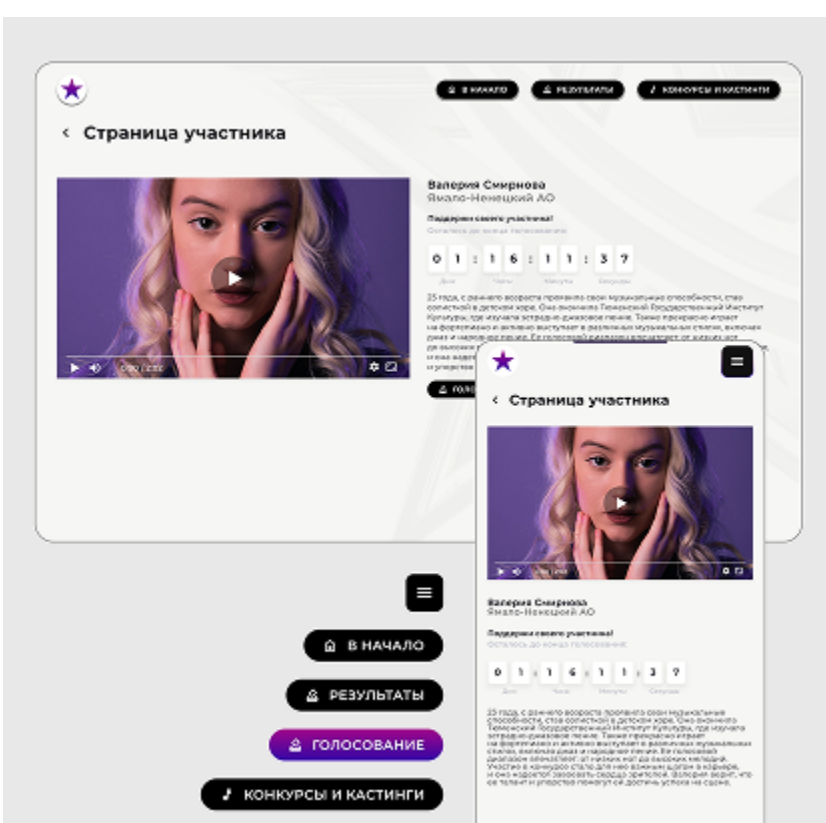
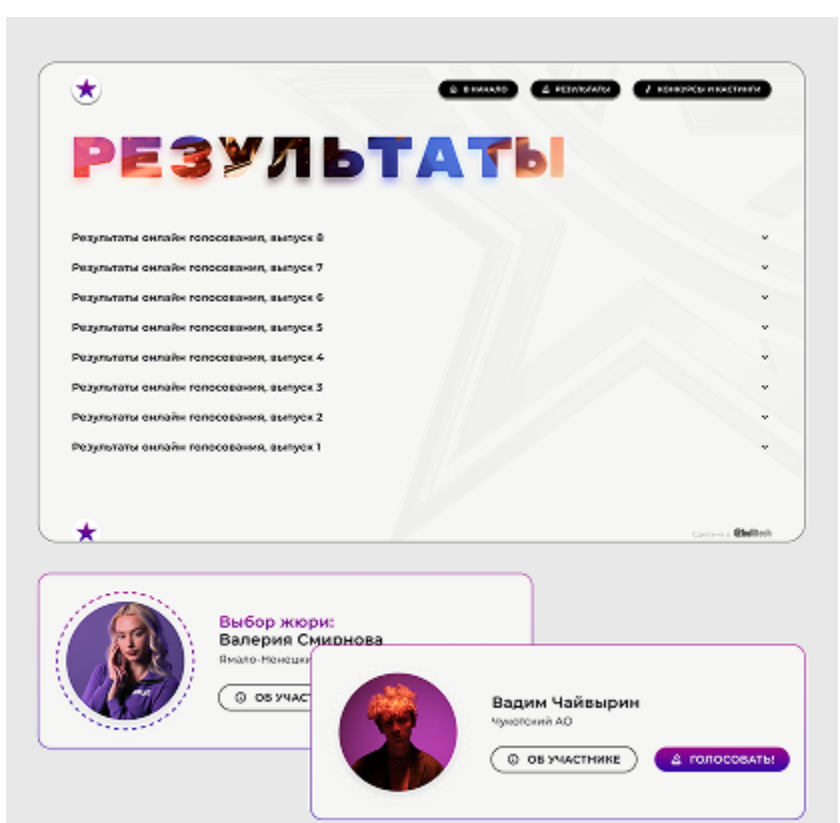
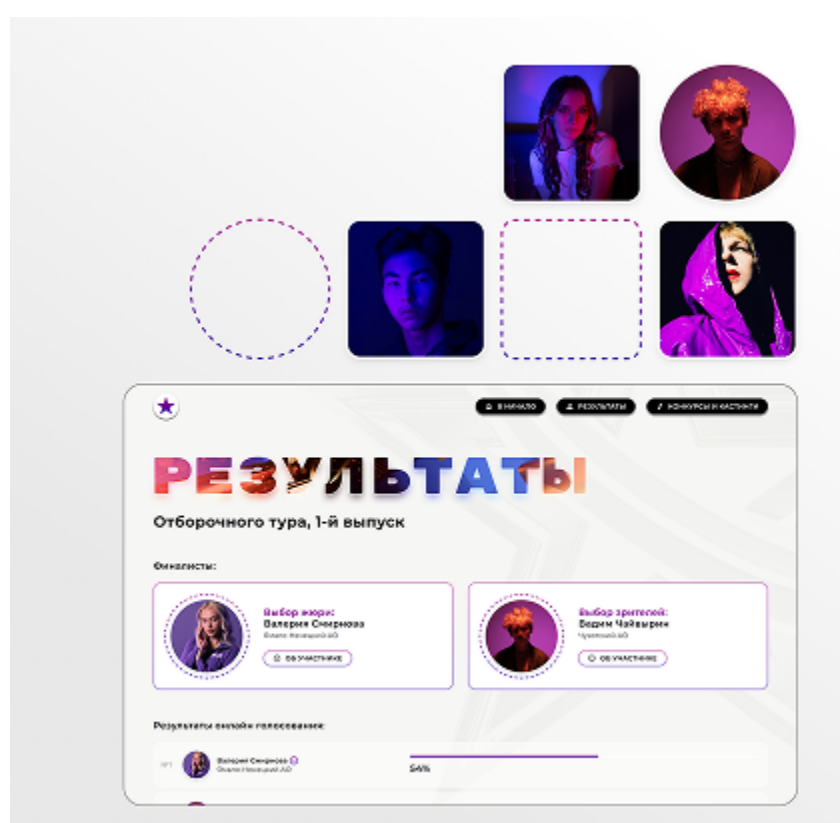
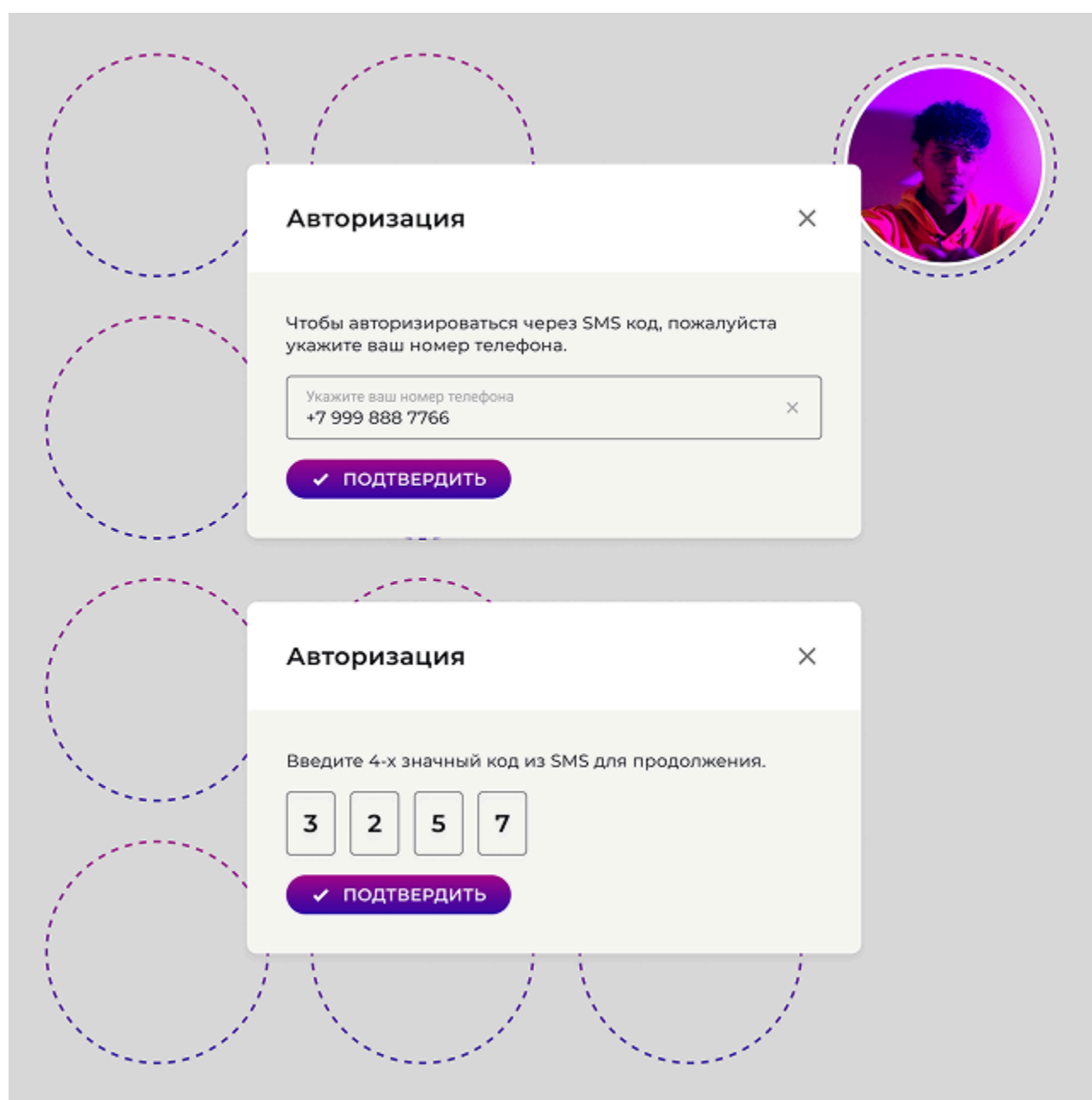
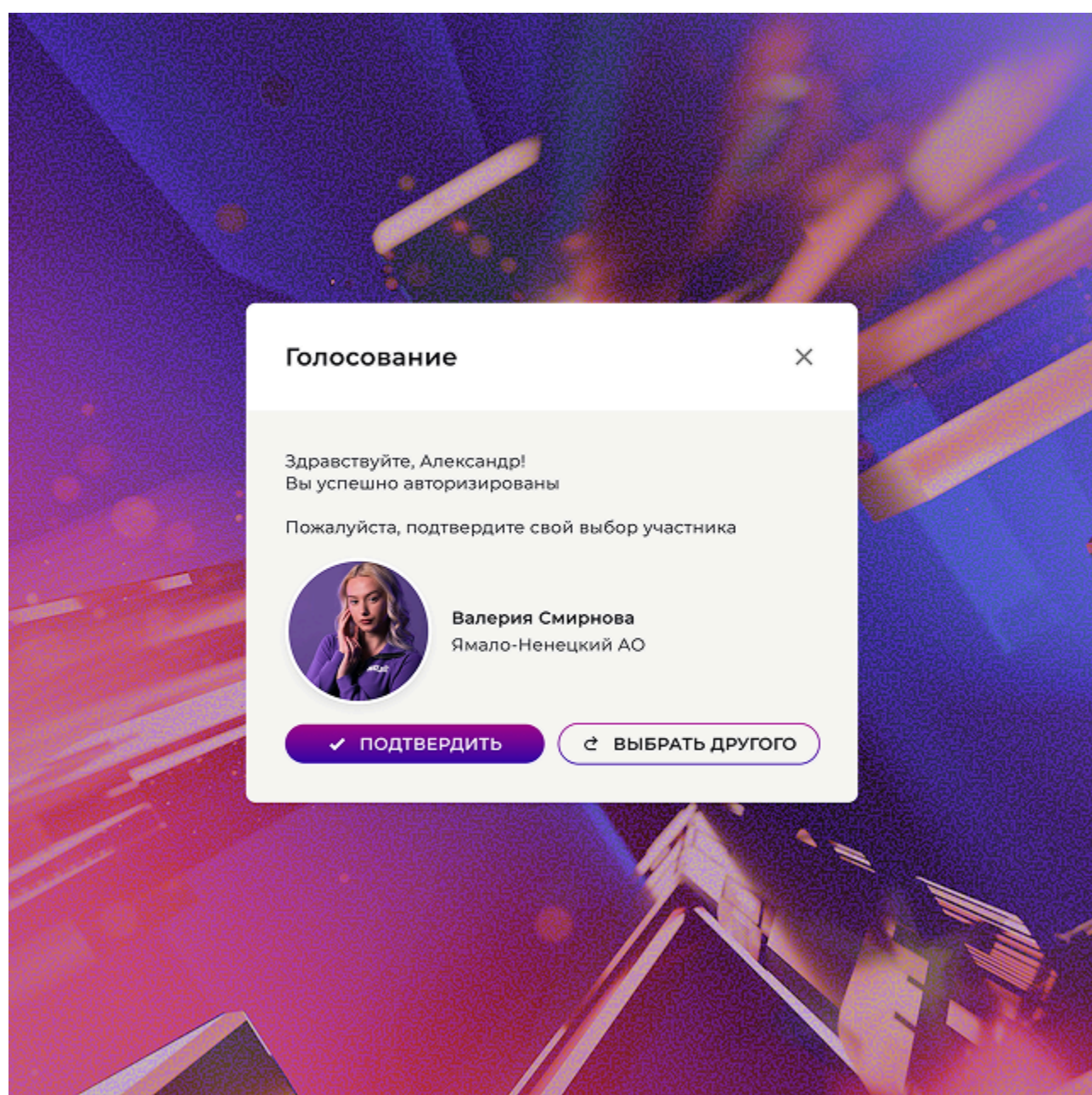
01 A modern, dynamic website has been developed, which has become a full-fledged digital continuation of the show. The design refers to the scenic aesthetics: the light, rhythm, and atmosphere of the concert all convey the energy of the project. At the same time, the key elements of the corporate identity are preserved: the logo, palette and visual language of the brand of the competition.

02 An online voting system with protection against repeated attempts has been implemented. This made the participation of viewers honest, transparent and as simple as possible — even during peak periods during live broadcasts.



03 A convenient archive of performances has appeared on the website — each issue can now be reviewed at any time. A full-fledged mobile version was also implemented, adapted to all popular devices, so that viewers could be in touch with the project anywhere.

04 Feedback forms have been added and the structure of the pages has been carefully thought out: the user easily finds the necessary information about the contest, the schedule of broadcasts and participants — without unnecessary clicks and confusion.



// RESULT

The website has become the digital center of the contest: viewers across the country vote in real time, follow the broadcast, get to know the participants and review the performances. The platform can withstand peak load during broadcasts and collects hundreds of thousands of votes without failures. The archive, schedule, and jury sections support stable engagement, and the adaptive mobile version is convenient on any device. The project received a lot of positive feedback, enhanced the TV show and expanded its reach.