



# HEILUNG

## Background Summary

Heilung is a Northern European musical group that plays music that emulates Viking era-Bronze Age songs. Their hope is to re-connect with the past and show a modern audience "amplified history." The band name meaning "Healing" hopes to use the music produced to help bring peace and a sense of identity with anyone willing to listen, even so far as to begin concerts/live shows with the phrase "We are all one tribe."



Heilung Live at Castlefest

## Main Objective

- Introduce individuals to the culture and music of Heilung
- Have person(s) purchase music and/or merchandise
- Have fans understand any news/updates involving Heilung

## Target Audience

- Fans of Movie Scores
- Fans of "World"/"International" Music

## Assets

- Music Purchase/Streaming
- "About Us" Page
- Video of Live Performance
- Photos of Band

## Features

- Photo Gallery
- Header menu animation. Runic hover state
- Live Video of Band
- API for music purchasing sites (Bandcamp, iTunes, etc.)





**NAME** : Christopher Nolan

**AGE** : 47

**GENDER** : Male

**OCCUPATION** : Director

**LOCATION** : Westminster, UK

## USER SITE INTERACTION

Christopher Nolan has started on his new film set in the Viking era and he is trying to find music that can accompany his film's aesthetic. He has his assistant search for composers that have worked on medieval/viking style musical scores before when they stumble upon Heilung's site. The header has a button called "music" and they check it out Nolan likes what he hears, he decides he wants to contact them. Thankfully, the header also has a "contact" as well and he sees phone number, e-mails, as well as a contact form. He fills it out and hopes to hear back.



**NAME** ∴ Soe Kjellberg

**AGE** ∴ 18

**GENDER** ∴ Female

**OCCUPATION** ∴ High School Student

**LOCATION** ∴ Stockholm, SE

## USER SITE INTERACTION

Soe Kjellberg recently went to a music festival in Stockholm where she heard a band playing some really interesting music. After forgetting their name she finally found their site and had a chance to hear what they sound like live again thanks to a video of them playing live at Castlefest in the Hero of their site. Kjellberg decides to buy their music by following the "music" link and buys their album off of bandcamp.



**NAME** : Ekela Keao

**AGE** : 67

**GENDER** : Female

**OCCUPATION** : Festival/Community Organizer

**LOCATION** : Pearl City, HI

## USER SITE INTERACTION

Ekela Keao is helping put together a Multicultural Festival that will feature food, dance, music, and education on all kinds of different cultures around the world from Polynesia to Africa to Asia. She has been trying to find some more cultural influences from Europe to be represented in the Festival so she searches online for any possible candidates. She finds the Heilung site and listens to some of the music, it certainly sounds culturally impactful but she doesn't know much about them. So she goes to the about page and sees that they care deeply about the history and culture they are representing. She decides to contact them to see if she can have them perform alongside the other cultures at the festival.