

THE BOOTH REFERRAL DRAW:

Design, systems and governance of a studio referral campaign. A structured handover and reference document.

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Approving authority	Ben Lakin, Chairman
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Abstract

This document records the design, build and operating rules of a referral campaign run from the Bristol studio's preview booth. Participants book a free session, see themselves with a prospective tattoo at a mirror screen, and take the preview home as a print. Each participant is assigned a single seven-character code which serves every function in the campaign: referral instrument, draw identity, public record and claim key. Qualified referrals create draw entries; a £500 voucher is drawn by machine over entries, in public, screen-filmed, and the winner is announced by code only. The campaign descends directly from four documents written by the studio's design interns; this report credits that source material, sets out what was corrected or hardened in development, describes the two-deployment web architecture and the single-spreadsheet register that runs operations, walks through the three operating procedures, and closes with the open items that constitute the handover. Four commercial decisions are recorded as gated: displayed, tagged, and inert until the Chairman's one-word sign-off.

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1 Introduction

The campaign has one commercial aim: to convert the studio's preview booth into a referral engine that fills the booking calendar with warm leads at near-zero media cost. Its method is exclusivity rather than promotion. Nothing is advertised; the booth lives downstairs; entry is by invitation and referral only. The instrument is a free preview session, the incentive is a £500 voucher draw, and the connective tissue is a single code per participant.

The objectives against which the campaign should be judged are: (i) qualified bookings attributable to referral, measured in the studio's Measurement Spine under the campaign's own tags; (ii) a draw executed with complete auditability, no personal data published, and no manual code handling; and (iii) a kit reusable by any studio in the group without redesign.

2 Source material

The campaign originates in four documents written by the design interns, Amelia and Ollie: a spoken-word dialogue with three email templates; a four-swimlane process map; a participant tracking spreadsheet; and a landing-and-booking rationale. The structural judgements in that work survive throughout: the three-beat studio pitch, the swimlane shape, the QR-to-page-to-calendar flow, and the decision to keep the prize quiet on the page.

Development corrected mechanics rather than structure: the cash prize became a voucher; a typed "5-7 digit" code became a fixed seven-character alphabet excluding ambiguous glyphs; the randomised-code draw became a draw over entries; hand-typed tracking became a formula-driven register with machine-minted codes; and two competing calendar links resolved into a single stable route. A full made/sorted/still-open ledger per source document is maintained in the team briefing, which accompanies this report.

3 Campaign design

3.1 The mechanism

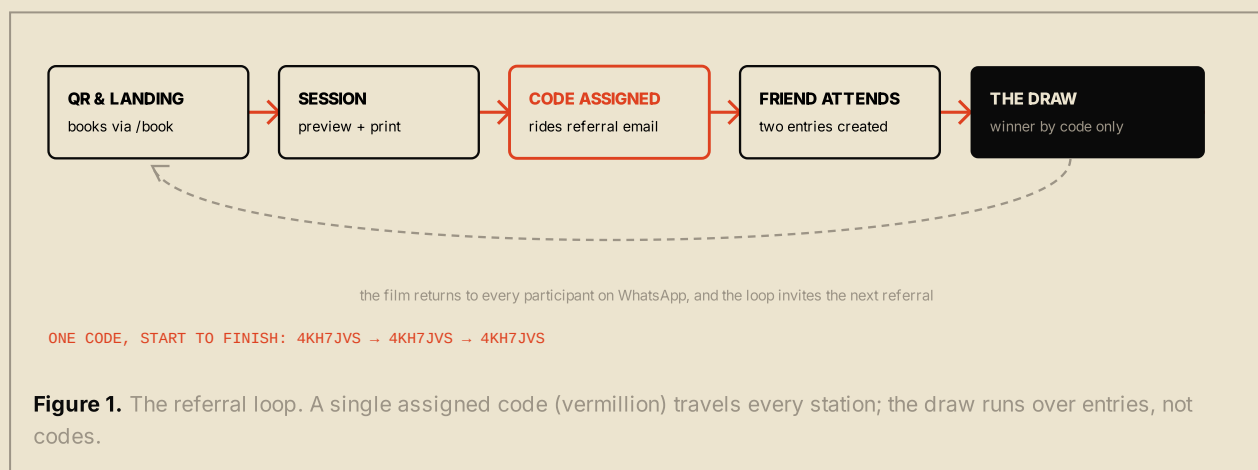
A participant books through the landing page, attends a free booth session, and leaves with a printed preview. At the referral moment they receive their code by email, embedded in a share link. When a referred friend books with that code and attends, the attendance creates **two draw entries**: one for the referrer, one for the friend. No-shows create none. Entries close at 23:59 on Tuesday 15 September 2026; the draw follows **(Wednesday 16 September, gated)**.

3.2 The code doctrine

One kind of code performs every role. It is seven characters from an alphabet excluding 0, O, 1, I and L; minted by machine into a pre-loaded supply of one hundred; and **assigned, never generated at the moment of need**. The same string refers friends, accumulates entries, is drawn by the machine, names the winner in public, and keys the WhatsApp claim. Nothing separate is ever created for the draw, which is why attribution and audit reconcile by construction.

3.3 Prize and promoter

The prize is a £500 studio voucher: no cash alternative, non-transferable, standard validity per the terms. The promoter of record is **The Artist Collective Limited, company 13295411 (gated)**. Winner identification is by code only; a surname and county are available on request as the advertising codes require, and nothing more is ever published.



4 Systems and architecture

4.1 Two deployments

The web estate is deliberately split. A **public door** carries exactly three files: the landing page, its social image, and a redirect file whose /book route is the only booking URL ever printed. A **private door**, on an unguessable address shared person to person, carries the Booth OS: an installable offline-first application holding every tool and document. Nothing on the public door links to the private one.

4.2 The register

One spreadsheet runs operations, with four tabs: READ ME (rules), CODES (the minted supply of one hundred), PARTICIPANTS (one row per person), and ENTRIES (two rows per qualified attendance; the draw runs over this tab and nothing else). Voided rows are flagged, never deleted. A VALID ENTRIES counter must equal what the draw machine announces, which is the campaign's reconciliation test.

4.3 Data flow

Two pipes fill the register automatically; humans only move data between tabs. The booking form writes submissions into its own tab through Google's native link. The code generator posts minted batches through an Apps Script endpoint. Every move into PARTICIPANTS or ENTRIES is a deliberate human paste, which is where the draw's integrity lives. The mobile number captured at booking keys the Measurement Spine, so campaign results reconcile into the commercial read under the campaign's own attribution tags.

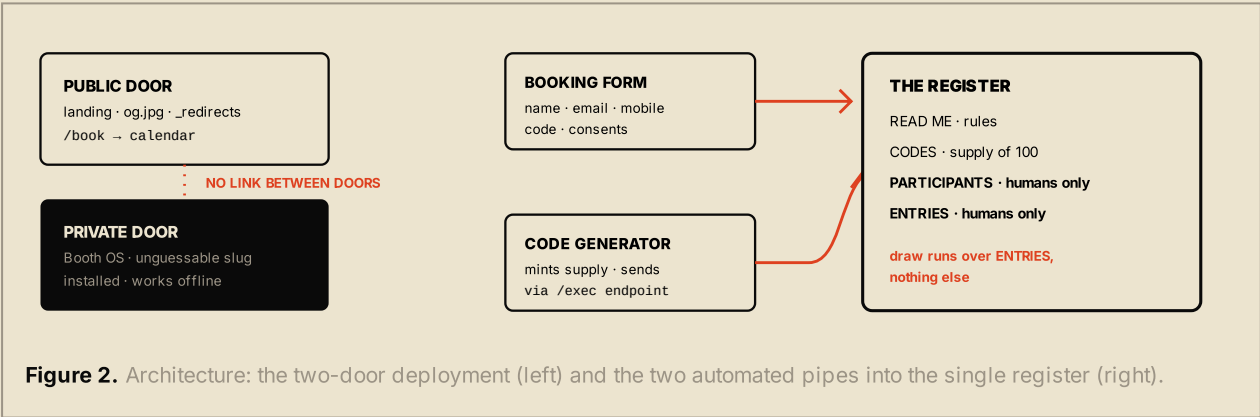


Figure 2. Architecture: the two-door deployment (left) and the two automated pipes into the single register (right).

5 Legal and compliance framework

The draw is operated as a free prize draw: entry requires no purchase, and the qualifying acts are booking and attendance. The terms follow the UK advertising codes' sales-promotion requirements: a fixed closing date, a described prize with no cash alternative, an independent and auditable selection method, and winner information limited to what the codes require. Personal data is processed for appointment administration and draw operation under a published privacy notice; the required consent is a single unbundled line at booking, with marketing opt-in kept separate and optional. Artwork appears in the booth only under a signed artist release (**all signatures confirmed**). Two items in the legal texts remain **gated pending sign-off**: the promoter's identity and the draw date; the terms, privacy notice and runbook update together in one pass upon the Chairman's word.

6 Operating walkthroughs

6.1 The participant's journey

1. **Invitation.** The studio team introduces the booth in person, three beats: exclusive access, the experience, the reward. If interest: the QR goes up.
2. **Booking.** The QR opens the landing page; the button books through /book. The form takes name, validated email, mobile, an optional referral code (pre-filled when they arrived by share link), and one required consent line.
3. **The session.** Free, no needle. The participant stands at the mirror and sees the tattoo on them, life-size, moving as they move. The preview goes home as a print.
4. **The code.** At the referral moment the participant receives their seven-character code by email, inside a share link that carries it, so friends type nothing.
5. **Referral.** A friend books through the shared link and attends; the attendance creates two entries. The chaser email nudges unused referral capacity two weeks before close.
6. **The draw.** After close, the machine draws one entry in public, screen-filmed. The winner is announced by code; every participant receives the film on WhatsApp; the claim is made from the registered number.

6.2 The studio day

1. **Every visit begins with the code-ask.** "Did someone send you?" The answer is recorded before anything else; it is the backstop that saves attribution when links fail.
2. **New participant:** confirm the form arrived in the register's inbox tab; confirm attendance; create the participant row; paste the next unassigned code from CODES at the referral-email moment, and mark it assigned.
3. **Referred attendance:** verify the code exists and is assigned; confirm attendance; add two rows to ENTRIES, one per party, same timestamp.
4. **Reconcile** at the pre-appointment email: a form entry without a calendar booking, or the reverse, is chased that day, not on draw day.

6.3 Draw day

1. **Morning validation:** freeze a copy of the register; a second pair of eyes checks ENTRIES against the rules; the VALID ENTRIES counter is noted. **With the gated date, validation is a same-morning discipline.**
2. **Build the entries file** from the frozen copy; load the draw machine; confirm the on-screen count equals the counter. Any mismatch stops the day.
3. **The armed run:** one shot, in public, screen-recorded from before RUN until after the code inks. A completed draw is never re-run; the single exception is a failure before any code has inked, which means no draw happened.
4. **Publication and claim:** the winner card goes out with the code only; the film reaches every participant on WhatsApp the same day; the claim is validated against the registered mobile number. Unclaimed prizes follow the redraw window in the terms.

7 Governance

Nine standing rules ride with the campaign, each printed in the document where it operates and indexed in the team briefing: the two-door separation; the single booking route; the filming disclosure; winner-by-code; machine-made codes; the artist-release gate; no-show-no-entry; the one-shot armed run; and the sign-off gate. The gate is the governance keystone: the Chairman's replies to the four commercial questions are displayed and tagged on the OS front page but remain inert: nothing enters the terms, the privacy notice or the runbook until his one-word sign-off, upon which all three update together.

8 Handover: open items

Everything automatable is built. The open items are precisely those requiring the studio's own accounts, devices and authority:

Nº	ITEM	ACTION	OWNER
1	Calendar	Choose the studio Google account; create the appointment schedule; point /book at it; retire both old links.	Studio team
2	Form	Run the form-builder script in that account; bind to the register.	Studio team
3	Register	Upload to Drive; bind the endpoint script; wire the generator; retire the old sheet.	Studio team
4	Deploy & install	Two doors per the guardrails; OS installed on every team phone via the install guide.	Studio team
5	Diary	Chaser 1 September; dry run in the week before the 15th; draw day per sign-off.	Operations
6	Sign-off	One word on the gated replies; the name discussion concluded; terms, privacy and runbook then update in one pass.	Chairman

9 Conclusion

The campaign demonstrates a repeatable pattern: take a sound structural draft, correct its mechanics against legal and operational reality, collapse every function onto the smallest possible set of objects (one code, one register, one route) and place the remaining judgement calls behind a single explicit gate. The kit that results is small enough to hand over on one page and complete enough to run from a phone with no signal. Its first live test is the Bristol draw; its second, intended from the start, is the next studio that copies the folder.

Appendix A · Document register

All artefacts live in the Booth OS library; this register lists the operative set.

ARTEFACT	FUNCTION
Team briefing (letter + ledger)	Orientation; source-material credit; the six-move list
Terms & conditions · Privacy notice	The legal instruments; gated fields marked
Artist release	Signed clearance per projected design set
Dialogue cards	Spoken script and three email templates
Process map v2 · End-to-end map · Form-to-sheet map	The operational, conceptual and data-plumbing views
Deployment guardrails · Install guide	The two-door rules; five-tap phone installation
Draw-day runbook · Draw machine · Winner card kit	The ceremony: validation, armed run, publication
Live register · Code generator · Endpoint & form-builder scripts	Operations: data, supply, and the two automated pipes
Campaign diary (.ics)	Chaser, dry run, and draw day as calendar events

Appendix B · Glossary

The code	Seven characters, alphabet excluding 0/O/1/I/L; assigned once, serves every campaign function.
Entry	A draw ticket created only by qualified attendance; two per referral, none for no-shows.
Qualified attendance	A referred friend's completed session, verified against the register.
The gate	The rule holding displayed decisions inert until the Chairman's written one-word sign-off.
Two doors	The public landing deploy and the private Booth OS deploy, never linked.
/book	The only booking URL ever printed; a redirect whose target may change, whose face never does.
The Spine	The studio's measurement sheet; campaign rows key on the mobile number under campaign tags.
Armed run	The single live execution of the draw machine, screen-filmed, never repeated after completion.