

DreamWorld: AI-built homepage

Live entertainment company · built with an AI website builder · audited before the brand pass

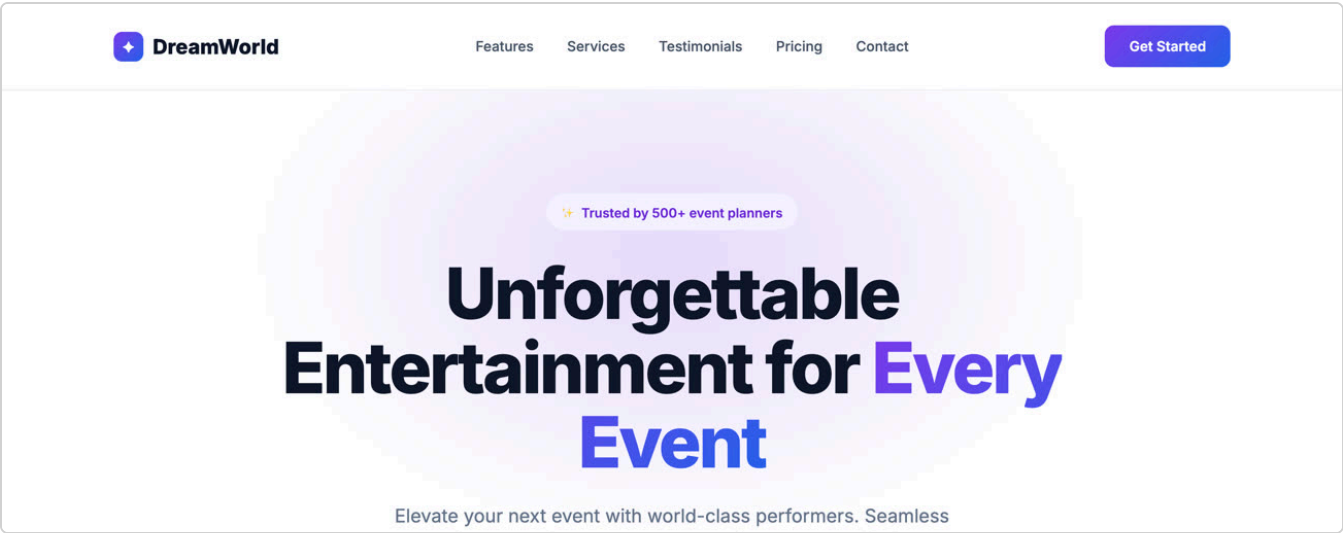
THE VERDICT

The content is solid, but every visual and verbal choice is the default an AI builder reaches for first. Swap the logo and this could be any events company, or any SaaS startup. The real brand is theatrical, hand-made and full of stage light, and none of that reaches the page.

SCORECARD BY LAYER

LAYER	RATING	MAIN ISSUE
Type	GENERIC	Inter ExtraBold with tight tracking, the default AI headline style
Colour	GENERIC	Violet-to-blue gradient on buttons, headline, stats and logo
Hero	GENERIC	A soft gradient glow where the performance footage should be
Layout	GENERIC	Centred hero, stats strip, three icon cards: the standard AI skeleton
Header & icons	PARTLY	Sparkle logo mark and emoji icons instead of the company crest
Copy	GENERIC	"Unforgettable", "seamless", "world-class" and unsourced stats

PAGE AUDITED



1. Type

GENERIC

FOUND Every heading is set in Inter ExtraBold with tight letter-spacing, the most common AI headline treatment. The usual “upgrade” is no better: AI tools now steer towards the same handful of “distinctive” serifs.



RECOMMEND Use a decorative display face with vintage circus-poster character for the wordmark and hero title only, paired with a quiet sans for body text. Check that the fonts actually load for visitors. A font named in the CSS but never delivered silently falls back to system fonts.

2. Colour

GENERIC

FOUND One violet-to-blue gradient (#7c3aed → #2563eb) carries the whole page: logo mark, buttons, headline highlight and every stat. It is the palette AI builders default to, and it clashes with the brand’s own photography.



RECOMMEND Take the palette from the performance photos: purple, hot pink and amber stage light. Keep one accent colour for actions and let the photography supply the rest.

3. Hero

GENERIC

FOUND The first screen shows a headline over a blurred gradient glow. The company’s strongest asset, footage of its performers mid-air, doesn’t appear until the visitor goes looking for it.

RECOMMEND Put a muted, looping performance video behind the headline, with a brand-coloured overlay at about 50% so the footage reads and the text stays legible. Load a poster frame first so the hero never shows up empty.

4. Layout

GENERIC

FOUND Centred hero, then a stats strip, then three identical cards. It’s the default skeleton of AI-generated landing pages, so visitors have seen it a hundred times before they read a word.

RECOMMEND Build sections around real performer photos, alternating image and text, with varied rhythm and section heights. Let the strongest images set the pace.

5. Header & icons

PARTLY

FOUND A sparkle logo mark stands in for the company’s real hand-drawn crest, and the service cards use emoji icons.

RECOMMEND Use the real crest in the header, with a light version for dark backgrounds. Give each service a subject-matched icon from one consistent icon set.

6. Copy

GENERIC

FOUND “Unforgettable” appears twice above the fold, alongside “seamless”, “world-class” and “elevate”. The stats (500+ events, 98% satisfaction) have no source.

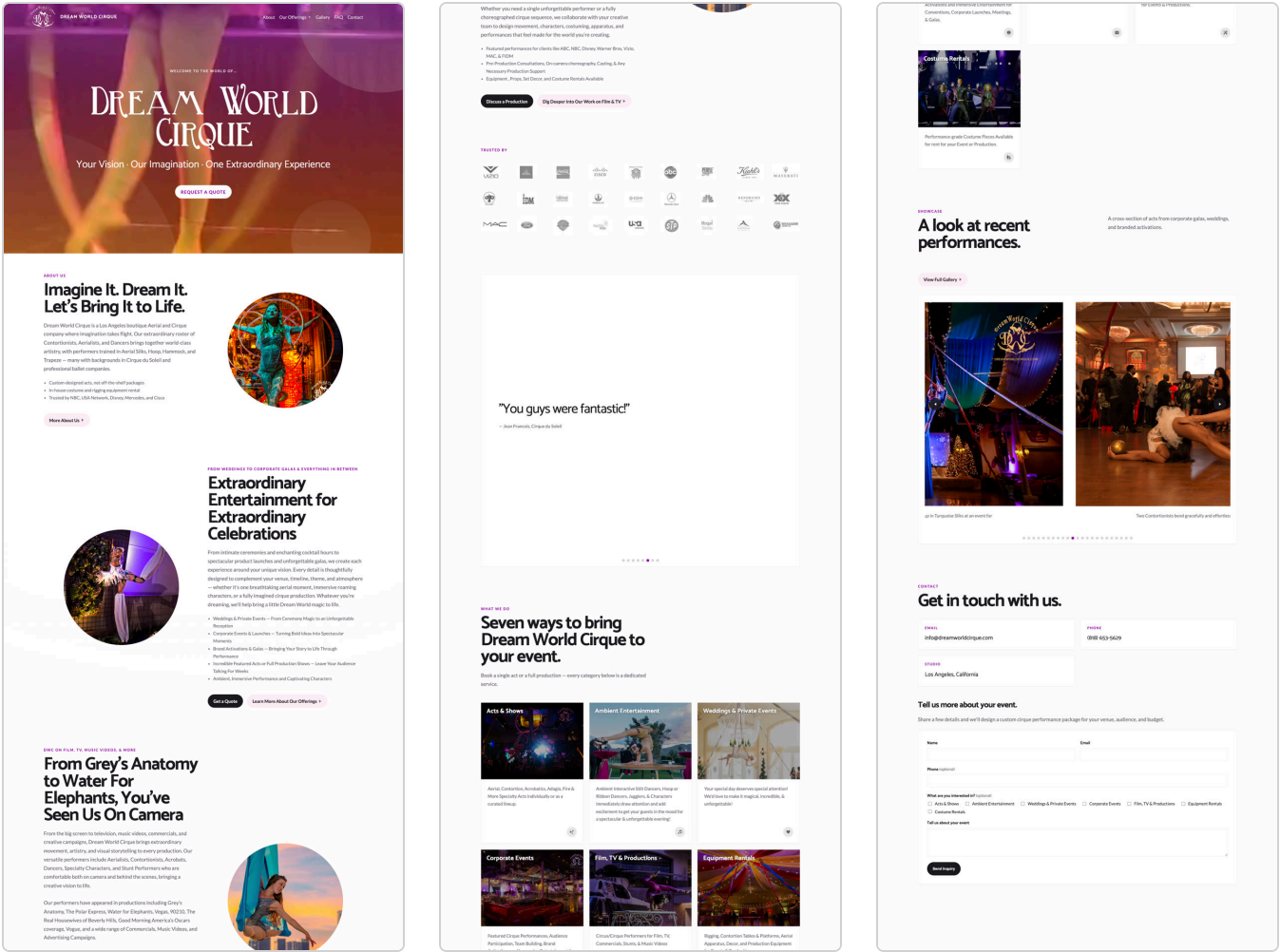
RECOMMEND Lead with specifics no competitor can claim: the acts on offer (aerial silks, hoop, trapeze, contortion), performers with Cirque du Soleil backgrounds and named clients. Replace invented numbers with proof you can verify.

PRIORITY PLAN

#	FIX	LAYER	EFFORT	IMPACT
1	Brand display type + font delivery check	Type	Low	High
2	Palette taken from performance photography	Colour	Low	High
3	Performance video hero with tinted overlay	Hero	Medium	High
4	Rewrite hero and service copy with specifics	Copy	Medium	High
5	Real crest + subject-matched service icons	Header	Low	Medium
6	Alternating photo-led sections	Layout	Medium	Medium

DREAM WORLD CIRQUE HOMEPAGE AFTER THE BRAND PASS

The full live homepage, top to bottom, reading left to right. Every fix in the priority plan is in place: brand display type, a palette taken from the performance photography, a video hero, the real crest, subject-matched icons and photo-led sections.



dreamworldcirque.com