

STUDIO CENTER

CASE STUDY



Case Study: Virginia Beach Tourism

We love where we live and we were honored to be a part of Virginia Beach's 2020 campaign "We're Open". This campaign was an idea Pharrell Williams ideated for his hometown and asked us to bring the idea to life. So, we did – and then some.



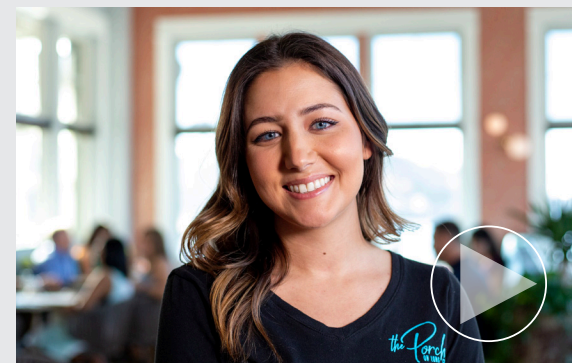
The Ask

Take "We're Open" and make it something Virginia Beach and it's people can own. Something we can be proud of and place in our windows all over town.



The Work

We started by collaborating with a local sign artist and created a custom "We're Open" sign. Then we filmed two commercials in local businesses as they get ready to open and when they are open. The campaign extends to online ads, video and static outdoor boards, wrapped light rails, various banner placements, from NYC to DC to South Carolina.



Watch the Commercials

https://reel.io/__zi43T/VBTourism

Copy and paste the link into a browser or click the image to watch.