

# STUDIO CENTER<sup>®</sup>

## CASE STUDY



### Case Study: MEAC

The goal was to create a lot of hype and excitement for this year's tournament – we wanted to give it a lot more edge and use the player's personalities to convey the competitive nature of the MEAC conference tournament.



### The Ask

Create a television commercial to promote the athletes, the schools, the conference, and their championship game in Atlanta.

### The Work

We invited the two top players from each team to our studio and let them loose. We filmed them working out, going through game-time rituals, trash talking and good old fashion posturing. The environment was raw and industrial and really captured the grit and love these athletes have for the game and their schools.

### The Result

The Celebration Bowl at the Mercedes Benz Stadium in Atlanta was sold out. MEAC has named Studio Center their agency of record, including the men's and women's basketball tournaments, along with football – including social media and media placement.

### Watch the Video

Click play to see the video.