

STUDIOCENTER[®]

CASE STUDY



Case Study: IMGoing Virtual Concerts: The American Music Festival

The American Music Festival is usually a weekend of live music on the beach in front of thousands of sun burnt music lovers. IMGoing, a national entertainment company and the City of Virginia Beach didn't let the pandemic stop the concert from happening - albeit virtually.



The Ask

IMGoing tapped us to create the American Music Festival virtual edition to be streamed across multiple platforms online and broadcast. They wanted to give the AMF fans the experience of a live concert on the beach, without being live and on the beach.

The Work

AMF was created from many “home recordings”, then fully produced and finally streamed “live”. We executed 100% of the on camera and voice over casting, all production, all post production, graphics, logos, sponsorship commercials, digital media and streaming. There were a lot of moving parts but we are fortunate to have so many in-house capabilities and infrastructure. We also put our digital marketing team to work by targeting prospective viewers across the country.

The Result

The concerts my not have been on the beach as usual, but the viewership was outstanding. We reached over 27,000 people across all the online platforms and helped sell thousands of dollars in merchandise.

Watch!

The actual concerts lasted hours over several days, but we've compiled the highlights into shorter versions. Click play on the image to watch.