

STUDIOCENTER[®]

CASE STUDY



Case Study: IMGoing Virtual Concerts: Funk Fest 2020

The show must go on! Even if they're virtual! IMGoing, a national entertainment company and the City of Virginia Beach didn't let the pandemic stop the FunkFest Beach Party from taking the stage – or should we say screen.



The Ask

IMGoing, a national live entertainment company, came to us with the annual FunkFest concert that needed to be streamed across multiple platforms online and broadcast. Did we mention they gave us only two months to do it? We said, “no problem.”

The Work

FunkFest was recorded “live” on stage, then fully produced and streamed online and on television. We executed 100% of the show including On Camera and VO 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 concert may not have been in front of a live audience, but the viewership was outstanding. Across all the online platforms over 10,000 people watched the concerts at air time.

Watch!

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