

Product Launch Event



Client: Merck

Client Objective

Merck wanted a dazzling video show opener for an international sales meeting to launch a new drug product. The theme of the event was *Driven By Strength* and its goal was to motivate and excite their worldwide sales force. They needed a video that was designed to create an energetic, winning tone for the meeting. Merck wanted to provide all the attendees an experience of being brought together for a common purpose.



Solution

Moving Pictures' objective was to visually reinforce the theme of the event *Driven By Strength* by literally placing the audience "in the driver's seat" from the moment the video began. By mimicking the point of view of a NASCAR driver, the audience members could experience the thrill of being in the cockpit of a racecar. Director Ron Honsa captured thrilling race footage by mounting three HD cameras on the front of a high-speed camera car going 140 miles per hour on the California Speedway. These camera angles were later synchronized in our Nitris HD finishing suite to create a complex, effects-driven video. Presented at the event on three HD video projection screens that measured over 150 feet in length, the video provided a stunning start for the international sales event.

