

# Sports Marketing



## Client Objective

The New Jersey Devils needed to produce a sports marketing video for their new arena while it was being built in Newark, NJ. The video would serve as the centerpiece of the Devil's marketing efforts while the arena was under construction. The video's purpose was to pitch naming rights, sponsorship opportunities and the sale of luxury boxes to corporations. They wanted the video to be used on multiple platforms to attract potential customers, including onsite screening with HD projection, an online video for their website and distribution on DVD.



## Solution

Moving Pictures' concept was to create a virtual tour of this state-of-the-art arena while it was being built. In order to meet this challenge, we wrote a script that literally brought the viewer into the future stadium by using HD live-action and aerial footage, 3D architectural animation and green screen studio elements. Jim Nantz, the CBS sports announcer served as the host of this fast-paced sales presentation, which was edited in our Nitris HD finishing suite. This "call to action" video was instrumental in acquiring naming rights and sponsorship for the stadium while selling all the luxury boxes before the arena opened.

