

CASE STUDY

IMAGINE MUSIC FESTIVAL



Leveraging Creative Partnerships for Charitable Impact at Imagine Music Festival

In collaboration with Axis Replay and Tiltify, Film Quality Services (FQS) enhanced the Imagine Music Festival experience by integrating artist interviews, gaming segments, and a charity initiative to support Children's Healthcare of Atlanta (CHOA).

SERVICES PROVIDED

- Strategic Leadership
- Artist Lounge Activation Execution and Support
- Broadcast Content Development
- Set Design
- Talent Wrangling
- Staffing
- Post-Activation Marketing Content



CHALLENGE AND SOLUTION

Imagine needed a dependable partner for planning and executing a professional event activation, high-quality live broadcasting, and engaging content to both entertain attendees and encourage charitable donations.

FQS enabled Imagine to:

- Deliver a seamless live broadcast experience for festival-goers and viewers at home
- Engage artists and attendees in charity-driven activities and interactive gaming segments.
- Create compelling content that captures the identity of the festival and promotes its charitable mission.

Broadcast guests included Shaquille O'Neal Cherdleys, Jericho, Darude, Bluts and Blonds, Sudden Death, Ghastly, and others



Strategic Leadership

FQS partnered with Axis Replay for the necessary hardware and Tiltify to manage the charity fundraising aspects effectively. We focused on audience-driven decision-making to maximize engagement.

Content Development

FQS developed broadcast graphics content, designed sets, selected games, and coordinated talent for engagement within the Artist Lounge.

Broadcast Execution

FQS set up everything needed to meet the festival's vision, ensuring all the technical and experiential elements were in place. We handled the live streaming and used the best equipment available to guarantee a quality audience experience. FQS put together a team of 11 professionals who took care of everything from creating content to managing the day-to-day operations of the event.

Post-Activation Marketing

Our team worked with event talent including Base Clan, Soar Gaming, and Atlanta Content Creators. We provided post-activation support for editing interviews with notable personalities including Shaq, Cherdleys, Darude, and others for future marketing purposes.



STREAM SUMMARY

STREAMED ON SEPTEMBER 20-22, 2019

View Clips - <https://twitchtracker.com/imaginemusicfestival/clips>

Stream
Duration

15+ Hours

Average
Viewers

1,445

Total Viewers

410,862

Peak
Viewer

2,665



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Service Provided

**STRATEGIC
LEADERSHIP**

Service Provided

**CONTENT
DEVELOPMENT**

Service Provided

**BROADCAST
EXECUTION**

Total Viewers

410,862

Broadcast guests included Shaquille O'Neal
Cherdleys, Jericho, Darude, Bluts and Blonds,
Sudden Death, Ghastly, and others



axis
replay
 TILTIFY

