



IdeaTree
Events.

STRATEGY / PLANNING / PRODUCTION

OVERVIEW

With its internal production team at capacity, **Derse** recognized a need to quickly scale up its efforts during a period of high demand. Idea Tree Events was brought in by Derse to project manage the development of motion graphic creative assets along with a soundtrack to be displayed on an LED ribbon inside the entryway to their Customer Experience Center. Derse recognized the technical and agency knowledge the project would require, and looked to Idea Tree Events to oversee the chosen motion graphic artists and technical teams to move forward with a successful project.

APPROACH

Idea Tree Events sourced multiple partners to install all elements of the space to confirm all technical requirements. Approved storyboards were brought to life through partnering with a creative and motion graphic design team. Throughout the project, Idea Tree Events coordinated the creative share, approval and revisions process with the end client to avoid costs and delays. With extensive agency experience and an understanding of the creative project management process, Idea Tree Events became a seamless extension of the Derse team.

OUTCOME

The motion graphic creative assets featured 3 different 30 second segments, providing a variety of transition options based on the current and changing needs of the Customer Center. The final assets were well received by the end client and exceeded expectations of the vision outlined in the storyboards. The completion of the project was as scheduled and within budget, without having to over extend the current production team which was at full capacity.

DERSE

PROJECT MANAGEMENT:
MOTION GRAPHICS



IDEA TREE EVENTS, LLC
AUSTIN, TX 512-799-1861
KATE@IDEATREEEVENTS.COM