

WORK

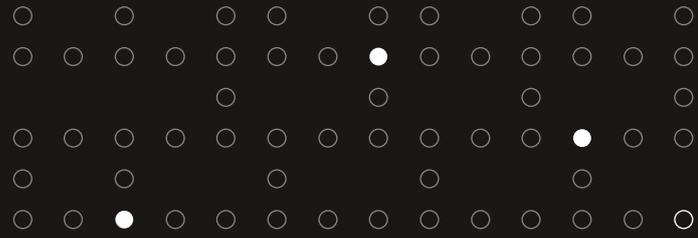
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BRYAN ADAMS LIVE CONCERT

PROJECT INFORMATION



In October 2018, we had an opportunity to be a part of making history when we co-produced the Bryan Adams stadium show in Ahmedabad, India. In addition to organising the tour date, we also curated a special opening set for our artists, Abi Sampa and Rushil. 35,000 people packed out the Sardar Patel stadium for the first ever international live show the state has ever seen. Specific emphasis was placed on visual production for the event and recording of the concert performances, to be used for marketing purposes.



BRAND

The branding was a key part of this project. Imagine a state where very few people speak English and the only music they know is Bollywood. We had to first educate everyone about who Bryan Adams is before the tickets could even be sold - through effective promotion working with local vendors and through physical advertisement that sold the global appeal of the performers.



VISUAL
DESIGN



ACTIVATION
EVENTS



SOCIAL
MEDIA
MANAGEMENT



EVENTS

Unlike other events and stadium shows that we have done, this event required a completely new direction. We used pre-event activations in order to keep people engaged throughout the build-up to the show and to boost the brand power. The management and production of the event on the day was smooth, with several members of our team travelling to India to ensure logistics were handled properly. It went down as one of the most successful events in the history of the state.



HEALTH, SAFETY
& SECURITY



MERCHANDISE
& TICKETS



LIGHTING &
SOUND

MEDIA

Media was the key tool for us when carrying out this project. We had a strong film crew and creative team with us from day one that heavily informed the production process, given the emphasis on visually-producing the performance in a manner that fit their artistic vision for the video production element. We knew the show had to be visually enticing and something extremely memorable and the performance was received as such.



MUSIC
AUDIO &
VIDEOS



DOCUMENTARIES
& FILMS



PHOTOGRAPHY

