

# Case Study: ESPYS Custom Renderings & Fabrication

**Date:** July 2019

**Location:** Los Angeles, CA

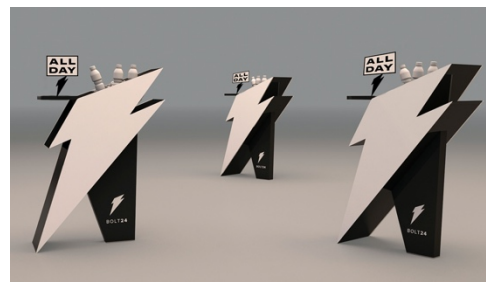
**Client:** ESPN

**Event Summary:** In addition to our role in the Red Carpet production, several ESPN departments utilize Kilowatt when they need to reimagine portions of the show.

The ESPN Sponsorship team has asked us to support them with concepts that fit in with the carpet look & feel while achieving asks coming from Sponsors. We've provided concepts and renderings for clients including Capital One, Cadillac, and Gatorade.

We've also assisted the Red Carpet show with set re-design, working closely with the Director to provide options that met their needs.

In all scenarios, we've provided 3D renderings, engineered drawings, and followed through with fabrication.



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**Challenges & Relevant Experience:** Sponsorship pitches and sales change year to year, and are often finalized as the show is getting close. Happy to support whenever the ask comes in, we typically receive requests for custom rendering on a tight timeline. One sponsored asset, for example, had an 8 day turnaround before it needed to be on the carpet for the live show. Another asset, (fabricated as approved) didn't feel right to the client onsite, so we reprinted the graphics overnight, to ensure the final look on the carpet made everyone happy.



Through our teams' experience working with brands and agencies, we are very familiar with the many departments and tiers that need to see – and give input – on a design prior to final sign off. As such, we are careful to design concepts we know we can deliver and adjust in the tightest of timeframes and, when applicable, budgets.

