



A SPECTACULAR PROJECTION

BLUEMEDIA'S SUPER BOWL LVIII ACTIVATION

bluemia, a well-known player in the event activation industry, has been a trusted partner of the NFL, consistently delivering awe-inspiring experiences. In this case study, we delve into bluemia's remarkable success story during Super Bowl week, where they orchestrated a breathtaking outdoor activation in the heart of Las Vegas, showcasing their expertise in projection mapping and event execution.



bluemia

NW
NATIONWIDE VIDEO

PLANNING AND PREPARATION

Months in advance, bluemia began meticulous planning for Super Bowl LVIII, considering every aspect of the event and its surroundings. They analyzed the venue, Las Vegas Boulevard between Bellagio and Caesars Palace, to identify prime locations for maximum impact. The task at hand was monumental – to create an outdoor activation that would stand out amid the vibrant atmosphere of Las Vegas.

THE VISION

bluemia's vision was ambitious – they utilized the iconic façade of Caesars Palace as a canvas for projection mapping, creating a stunning 65,000-square-foot animated show visible from both Las Vegas Boulevard and Bellagio. This strategic placement ensured exposure to foot traffic and viewers tuning in to CBS Sports' live studio at Bellagio, amplifying the reach of the activation.

EXECUTION

Executing such a grand spectacle required meticulous planning and coordination. bluemia collaborated with partners at Nationwide to secure top-notch equipment, including 42 Barco 40,000 lumen projectors, essential for overcoming the challenges posed by Las Vegas's ambient light levels. The engineering intricacies involved months of preparation, including the installation of window perf on Caesars Palace, setup on Bellagio's rooftop, and precise calibration of projectors.

THE SHOW

The activation, running eight days prior to and during Super Bowl night, captivated millions of viewers across various platforms. Estimates suggest impressions ranging from five to 10 million, with bluemia's social media channels alone garnering three to four million views. The show, synchronized with Bellagio's water shows, ran twice an hour, seamlessly blending into the vibrant atmosphere of Las Vegas.

FAN ENGAGEMENT AND RESPONSE

The response from fans and spectators was overwhelmingly positive. The sheer magnitude and creativity of the projection mapping left an indelible impression. Fan engagement soared as the animated show paid homage to both the spirit of football and the iconic Caesars brand.

LESSONS LEARNED AND FUTURE PROSPECTS

bluemia's success stems from more than 15 years of expertise in projection mapping and event activation. Their ability to navigate complex logistical challenges and deliver flawless executions sets them apart in the industry. As Paul Whitney, bluemia's Executive Producer, emphasizes, "Understanding the nuances of projection mapping, equipment, and site conditions is crucial for executing a flawless program. I knew we could not afford any mistakes or any downtime, and knowing that Nationwide has such solid follow-through with their QC process gave me a level of comfort that we weren't going to have any gear or equipment issues."



CHALLENGES

Creating a large-scale projection mapping experience on Las Vegas Boulevard is no small feat. bluemia faced several unique challenges while preparing for their Super Bowl activation. From intense ambient light to the logistics of moving massive equipment, these hurdles required careful planning and expert execution.

One of the most significant challenges was dealing with the high levels of ambient light along the Las Vegas Strip. With bright LED signs, streetlights, and the dazzling illumination of casinos and hotels, achieving sufficient visibility for the projection mapping required specialized equipment and techniques. bluemia tackled this issue by employing Barco's 40,000 lumen projectors, ensuring that their visuals stood out against the vibrant backdrop.

Nationwide collaborated with bluemia to deliver a truly impactful visual experience by ensuring all projection elements were optimized for the show's requirements on a short deadline. This partnership exemplifies the Nationwide dedication of supplying the tools and expertise to provide what it takes to deliver the highest-quality presentations, even under challenging circumstances.

Transporting the massive projection equipment to the rooftops presented additional logistical hurdles. To achieve the desired projection angle and visibility, bluemia had to stage their projectors on the rooftop of Bellagio, which was approximately 650 feet away from the front face of Caesars Palace. Moving and setting up these heavy projectors required precise planning, coordination with the hotels, and a robust safety protocol. Despite these challenges, bluemia's experienced team managed the process with care, ensuring the successful installation of the projection equipment without damage to the rooftop.

These challenges underscore the expertise and adaptability of bluemia's team. By leveraging their experience and collaborating with trusted partners at Nationwide, they overcame these obstacles and delivered a spectacular Super Bowl activation that captivated millions of viewers.

CONCLUSION

bluemia's Super Bowl activation stands as a testament to their ingenuity and expertise in creating immersive experiences. Through meticulous planning, strategic partnerships, and unwavering dedication, they transformed the landscape of Las Vegas, captivating millions and solidifying their reputation as industry leaders. As they continue to push boundaries and innovate, bluemia remains at the forefront of event activation, delivering unforgettable moments on a global scale.

As a trusted partner, Nationwide Video was instrumental in bluemia's success, supplying the UDX 4K40 projectors that helped create the stunning

visuals along Las Vegas Boulevard. Nationwide's commitment to maintaining top-quality gear and their dedication to supporting projects of this scale ensured that bluemia's activation ran smoothly.

Barco, the manufacturer behind the UDX 4K40 projectors, is known for supporting its rental partners with reliable technology and robust customer service. Through their collaboration, Barco and Nationwide helped bluemia bring their spectacular vision to life, captivating millions of viewers with an unforgettable Super Bowl experience.

Integral to bluemia's achievements is Paul Whitney, the Executive Producer, whose extensive experience spans over 20 years in the OOH, non-traditional, experiential, and event production segments. With a track record of delivering award-winning activations for esteemed clients such as the NFL, Nike, and HBO, Paul brings unparalleled expertise to bluemia. His ability to operate at a high level while delving into granular project details ensures flawless execution and client satisfaction. Paul's laser-focused communication skills, integrity, and keen eye for creativity make him a dependable leader, driving bluemia's success in delivering impactful experiences to audiences worldwide.