

Case Study – Bentley Continental GT – The Virtual Launch (Webcasting)

Flourish/Bentley – The Challenge



AVT Connect was chosen by Flourish to produce a streaming application for Bentley's



first virtual car launch - for the new Continental GT.

Flourish, a brand experience agency, chose AVT Connect for its demonstrable expertise in developing bespoke webcasting programmes, and for its 'can do', positive approach to the brief.

The brief's objective was to create a rich, live, interactive, global launch experience, delivered with prestige, exclusively, on line, and that ran 24 hours per day, for 8 days – in short "a thoroughly modern car launch, for a thoroughly modern supercar".

The discerning global audience comprising Press, VIPs and Bentley owners formed an initial invitee list of over 100,000 people.



AVT Connect – The Solution

AVT set about developing a custom streaming application. The application comprised of four main sections; the countdown 'teaser' video, the reveal, interaction time and an outro.

The application initially launched a pre-recorded 'teaser' video. This heightened anticipation by showing the technical set-up surrounding the car with specialist lighting, six live cameras, video and 3 x 3D projectors.

To allow exclusive access to a number of viewers at any one time, the pre-recorded sequence played automatically every two minutes.

A 15 second reveal sequence followed, outlining the new Continental GT's shape using the

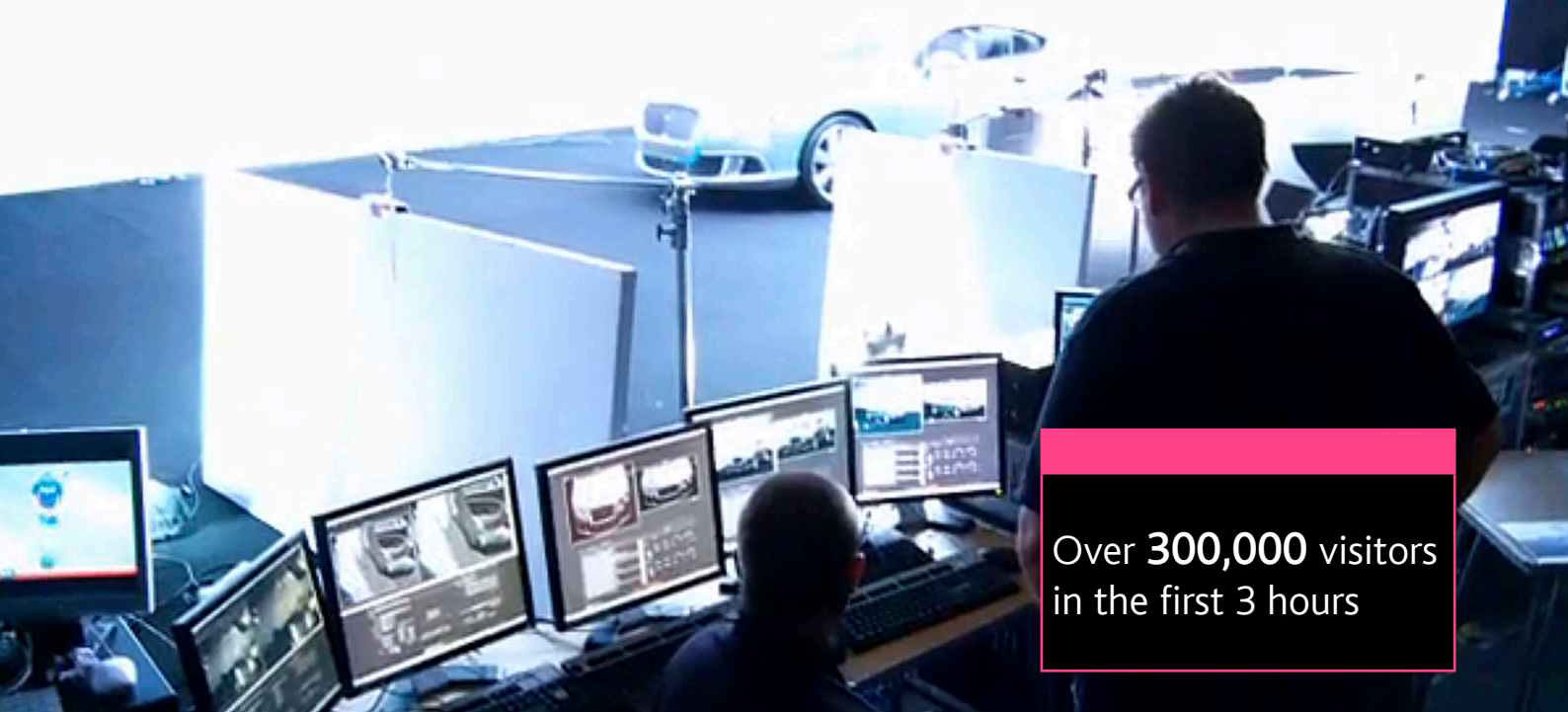
latest 3D projection mapping technology. The camera viewing interface was designed to allow the best possible view of the car.

Visitors could choose to see the car from six live camera angles including one that gave a panning shot of the interior and a bird's eye shot showing car, crew and the technical set-up within the studio.

After one minute the live feed cut to the outro video and visitors were taken to the main micro site.

Returning visitors had the option to view the reveal again or skip directly to the micro site. Real-time statistics were provided to the client via a Google Analytics dashboard and the AVT Connect streaming application communicated with the Bentley micro site to allow for detailed stats.





AVT Connect supplied all equipment and encoding technicians to ensure the 24/7 streaming proceeded smoothly.

The Results

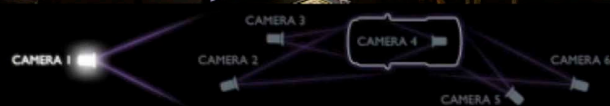
The reveal was viewed by more than 100,000 visitors in 176 different countries. Visitors stayed on the micro site for much longer than usually associated with this type of brand experience event.

The key to the success of a project like this is planning. AVT Connect conducted site surveys and organised redundancy and backup systems to make sure the stream continually operated for 150+ hours.

An on-demand webcast of the launch experience was also delivered to the public for two weeks at the end of the live event. It also attracted huge viewing figures and Flourish's Creative Director commented,

"We're delighted to have delivered this project with AVT Connect, we enjoyed the experience tremendously, and their level of service, professionalism and technical know-how ensured a successful solution to a complex problem."

Flourish's video case study of the New Bentley GT Reveal can be viewed at <http://vimeo.com/16845550>



Call today and our team will be delighted to discuss how we can add value to your communications
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