

groovy gecko.

Live streaming and production
experts

2022

WHO WE ARE.

We are a live streaming production agency. We build flexible tools so creatives can deliver exciting and engaging live streaming events.

We're a global technology and production agency who are constantly pushing the boundaries on what can be done in live streaming and webcasting.

We build flexible tools on top of streaming technology so brands can better interact with their audience. Streaming to social media channels, clients' existing websites or bespoke microsite builds, we are always thinking about the viewer experience and how to improve it.

Our extensive research & development allows us to stay at the forefront of modern technology, cutting edge features and new, exciting workflows. Our developers, engineers and project managers creatively work to develop new systems and practices that improve the client experience, as well as the end-user audience experience. We work with a diverse range of companies and organisations

on a variety of projects across live production and streaming. We help brands launch their campaigns in innovative ways to engage their audience, with many of our clients receiving awards for the projects we work on, including our Amazon Live Whisky Tasting event which brought agency Ogilvy the **CIPR award for Best Use of Digital and Social Media** and our Nike Strike Night collaboration with agency XYZ who took home the **Campaign Live Event Awards Grand Prix**.

Our work on "The Undeniable Wonders of Family Life" by Amnesty International won in **Marketing for Good and Live Brand Experience** at the Marketing New Thinking Awards, with creative agency partner VCCP taking home the **Agency of the Year** award as well as being shortlisted for **Creativepool's Most Effective campaign and Best Experiential campaign**.

OUR CLIENTS.



CHARITIES WE'VE WORKED WITH.



WHAT WE DO.

SOCIAL MEDIA STREAMING.



Groovy Gecko's client list includes many of the social media giants such as Facebook, YouTube, Instagram, Twitter and LinkedIn. We work collaboratively as live partners and recommended suppliers and have a wide network of global studios and crew, so we can work with you no matter where you are. Social Media Streaming is all about engaging with your audience on a

personal level through the social platforms they use every day. Using our unique set of interactive tools, we're able to engage audiences to help deliver against KPI's, such as increased viewing times, higher levels of engagement and increased responses to CTAs such as purchasing or donating.

ESPORTS + GAMING.



We offer a full-scale managed service for both eSports and gaming events. We have strong relationships with all of our clients, particularly with social media platforms including Facebook, Twitch and YouTube. This means we can stream across any new platform extensions with the ability to integrate our interactive tools seamlessly, creating the best viewer experience possible. We produce high-quality streams while

eliminating risk, and have delivered complex and interactive live eSports, gaming and charity gaming events for brands including Twitch, Vodafone Foundation, McLaren and Square Enix. With our ability to scale, we can deliver everything from small gaming events featuring a handful of players to multi-day live events with hundreds of competitors playing simultaneously.

CORPORATE SOLUTIONS.



We created an online event platform for large corporations to communicate globally. Carefully refined over the past 15 years by our research and development teams, our fully managed, bespoke branded online software, EckoEnterprise, allows companies to deliver

anything from virtual conferences, to internal comms seamlessly. Our interactive tools including personalised agendas, polls, live Q&A's and feedback forms can help you improve engagement and retention rates throughout your event.

LIVE PRODUCTION.



Groovy Gecko can offer both full end to end production or fill in the missing piece of the production jigsaw. From single camera shoots to multi camera broadcasts, we can supply specialist camera equipment, vision mixing, sound and multi skilled operators. We have a

team of producers, directors and crew to create a high-end, seamless production for your event. Our network is global, meaning we secure specialists from any city around the world to cater to any needs or missing pieces in your workflow.

Ultimately at Groovy Gecko, nothing is impossible when it comes to live. If you have an event or an idea where you'd like to maximise your audience engagement, we're interested in talking!

COVID-19 REMOTE SOLUTIONS.

Groovy Gecko understands that events have changed and will never be the same again.

Hybrid events are the events of the future, and we're focusing on helping businesses ensure their events and presentations engage with their audience through interactive live streaming, maximising their potential reach through hybrid platforms.

By using interactive tools and choosing the right platform for your virtual or hybrid event, you can ensure high engagement rates and help deliver a clear Return on Investment. We have a global team of producers, directors and crew which means that you can have a local team manage your event with strict safety measures. The safety of our crew and clients is of the most importance, so we have guidelines and solutions in place so the quality and delivery of your live streamed event is not affected, and you can still see high production value, despite any potential restrictions or travel bans.

Some of our remote solutions include:

- **Live presentations**
- **Low latency**
- **Multi-location virtual link-up**
- **Multi-language streams**
- **Non-live (pre-recorded) sessions**
- **Break-out (networking) rooms**
- **REALM interactive tools**
- **Remote production packs**
- **Local production & venue connectivity**
- **Holographic guests**

Our suite of tools, known as REALM (Real-time Engagement and Live Management), helps our clients increase the engagement, accessibility and reach of their live stream.

Available as part of our managed live streaming packages, our tools offer a user-friendly, front-end platform to manage features such as live questions, polling / voting, multi-language lives and stream syndication.

REALM works across multiple platforms including Facebook, Twitter and YouTube.

If you have something specific that you want to do that isn't listed below, our developers and R&D team can work with you to create bespoke tools for your event.

Our tools include:

- **Live Q&A**
- **Live polling**
- **Multi language tool**
- **Live subtitles**
- **Live reflector**

REALM TOOL SUITE.

STREAM TO:





CASE STUDIES.

INTEL X Superunion

DR LUPO: IN THE ESCAPE

Agency Superunion came to us with an exciting, top-secret brief (even to DrLupo) that involved streaming two activations of live gaming for an Intel campaign with Benjamin Lupo (aka DrLupo). Based in the U.S., we project managed, produced and streamed both secret events with a mix of live and on-demand content.

OBJECTIVES.

SuperUnion needed two activations streamed with DrLupo. The first was to promote a new H45 chip which would allow them to build a mobile streaming rig, and the second was to be a mix of pre-recorded and live content with a live orchestra to launch the start of Gamer Days – the Black Friday of the gaming world with 10 days of deals on Intel products.

WHAT WE DID.

DRLUPO IN THE ESCAPE (1st activation)

This live event took place in LA and was live streamed to DrLupo's Twitch channel. The activation in LA saw DrLupo taking a mobile streaming rig to an abandoned warehouse to play 'Escape from Tarkov'. The abandoned warehouse was chosen to emulate parts of the game, so we wanted to merge the physical and digital worlds and make it feel like Ben (DrLupo) was experiencing the game in real life. Some of the concepts we went with included:

- A Russian actor who played the role of warehouse owner who brought props on (for example, we had in-game food items made in real life – like Rat Cola etc) – he also came on to steer the narrative
- An animatronic bear (creeping around in the shadows!)
- A marching brass band in military uniform
- Paint ball squad fight
- Exploding Squib vest
- Pyrotechnics and sound effects

Our team did the production, venue hire, set dressing, and internet connectivity & power (the venue didn't have either). We also set up and managed the video, audio, lighting and live streaming on site, pre-production for the intro VT, BTS footage & Edits – we did both highlight edits, product focused edits and various social media cut downs (60, 30, 15 in 1:1, 9:16 etc). Our project management team arranged talent travel, accommodation, and concierge while he was in California and organised mods / talent to join Ben on his stream.



WHAT WE DID.

GAMER DAYS LAUNCH (2nd activation)

This activation signalled the opening to Intel's Gamer Days sale. DrLupo played Destiny, with the game soundtrack re-worked by a live orchestra and their composer in real time to react to how DrLupo and his guest were playing. We worked with the game developer and composer to make sure what was being put together for the orchestra to play was authentic to the game.

Our team organised a lot of the elements for this activation as well, including finding a suitable orchestra in the US, hiring a venue, production (16 camera shoot) and live stream management, audio and lighting. Our team also developed the storyboard for the entire shoot for the edit, BTS footage & Edits, filming behind the scenes footage, creating a hero edit as well as a variety of teaser films for Intel to release.

“My hat goes off to all of you supremely talented people for pulling off the most entertaining (and emotional) piece of gaming content ever. The bar has been pushed so high by you guys. I can’t thank you enough for all your amazing efforts and pure dedication to the cause. It’s been a privilege to witness your talent in action, and really enjoyable working with you all.”

SuperUnion



THE RESULTS.

Intel & SuperUnion were incredibly happy with both activations. The fans absolutely loved the shows as well, with lots of positive comments sent in throughout the streams.

The results of the live streams were incredible, with over 750,000 views across both streams, and thousands of comments throughout. The moving orchestra performance set the record as the first ever orchestra “in real time” reaction to live video game play.

750K+

total views

1K+

reactions and comments



PFIZER

THE ACADEMY

Pfizer's agency BCW Global approached Groovy Gecko to help provide a two day internal virtual conference for an exclusive list of attendees. Using our EckoEnterprise corporate software combined with Zoom, we seamlessly delivered an interactive live stream in a tight turnaround.

OBJECTIVES.

Under normal circumstances, Pfizer would have held an in-person conference, but due to Covid-19, they needed to make the experience virtual. The event was for 50 internal employees with special speakers and interactive sessions. However, this couldn't feel like another Zoom meeting as the client wanted a professional and branded broadcast, with video content produced to a higher quality while allowing attendees to move seamlessly between breakout rooms and main conference sessions.

We were tasked with delivering a seamless interactive live stream, combining Zoom with our corporate EckoEnterprise software and our remote production expertise, to achieve a professional and high quality event.

WHAT WE DID.

We decided to use our own software, EckoEnterprise, along with Zoom break out rooms to create a high quality and engaging experience. Doing this, we were able to incorporate Zoom's break-

out rooms within the main online platform that hosted the speakers, presentation slides, and interactive functionality. At the end of the presentations, a link to the attendees' breakout session appeared on-screen, which took them to the networking room in Zoom, which was embedded within our platform, meaning, they could then jump back into the main platform pages seamlessly. We saw a 95% retention rate overall for those returning to the main platform following each break-out session.

Featuring three remote keynote speakers, each presenter also had a second device to control their own slides live. With a mixture of live and pre-recorded content augmented by broadcast style graphic elements, we were able to deliver a high quality production and live streamed event.

THE RESULTS.

The live stream was very successful, with a 95% retention rate throughout both days and consistent engagement in the live questions and polls, as well as live reactions appearing on screen continuously from attendees. Most attendees watched for the entire duration of all video content over both days, and Pfizer was extremely happy with the overall turnout and quality of the experience.

95%

retention rate

50

questions & polls submitted

ARM

DEV SUMMIT 2021

ARM Dev Summit 2021 was a series of large virtual events, particularly a 3-day conference in October 2021. The events welcomed thousands of attendees and allowed them to explore at their own pace with a wide variety of on-demand content, live interactive sessions and an arcade, as well as virtual networking and sponsor experiences.

OBJECTIVES.

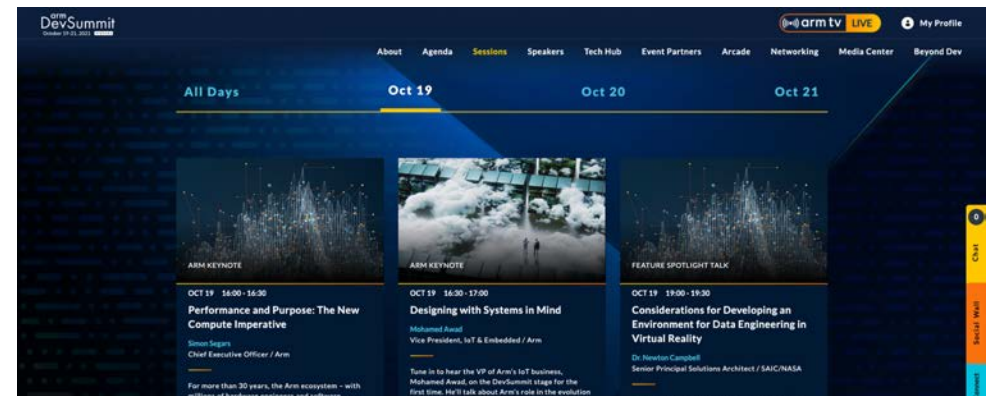
ARM wanted to recreate the Dev Summit virtually, as a series of events over a 3 month period; a fully virtual experience with remote presenters and pre-recorded content available to attendees.

WHAT WE DID.

We built a bespoke website with a large amount of pages including a personalised agenda, on-demand content with search filters, and a networking lounge with various workshops. We captured over 200 sessions live and on-demand with a vast array of speakers. Interactivity played a large part in engaging the audience, and the ability for each participant to create their own agenda, select their time zone, and receive notifications based on relevant sessions drove engagement significantly.

THE RESULTS.

The results of this live stream were incredible, with thousands of live views and hundreds of questions and feedback sent in. The ARM team were really pleased with the results of the stream, particularly the seamless integration of their brand guidelines to an entirely bespoke platform.



“Arm DevSummit 2021 is a unique opportunity to bring together the brilliant developers who are developing innovative systems that ensure we enter this era of secure, specialized processing efficiently, economically and sustainably.”

Simon Segars, CEO, Arm.

ENCORE GLOBAL

LEGO® CON 2021



Encore Global asked us to help them create LEGO's first ever LEGO®CON. We built this event using our bespoke platform software, EckoEnterprise, into their existing website on a unique page. Fans interacted live with Q&As, voting and emojis throughout the event.

OBJECTIVES.

LEGO wanted to treat fans everywhere to tons of exciting and awe-inspiring moments at LEGO®CON 2021. From building challenges and official set reveals to exclusive behind-the-scenes access to LEGO designers and special guests, LEGO wanted to create an online experience that kept viewers engaged throughout the two-hour livestream on [their website](#) and their [YouTube channel](#).

WHAT WE DID.

We built a bespoke platform that would host the event's live streams within the LEGO website using our platform software [EckoEnterprise](#), seamlessly working with the LEGO branding. In addition to the default English language feed, we enabled live open captions in 4 other languages and provided separate streams for ASL (American Sign Language) and BSL (British Sign Language). A total of 7 simultaneous live streams available on the platform.

We also created and enabled the interactive elements on the page for the live audience, including polls, live Q&A submissions on various topics, and a live emoji function where users could submit various emojis in real-time throughout the show.

THE RESULTS.

The results of this live stream were incredible, with hundreds of thousands of live views and tens of thousands of questions sent in. The LEGO team and Encore Global were really pleased with the results of the stream, particularly the high interaction rates.



“We wanted to connect with LEGO fans in a new way, and seeing the idea which we first pitched internally ten months ago now brought to life feels truly incredible. I’m absolutely thrilled to see the engagement from fans who fully emerged themselves in the event, whether it was through voting in a poll, creating a LEGO DOTS design, or connecting with other like-minded fans in the live chats. I can’t wait to see what’s in store for LEGO®CON moving forward!”

Emma Perkins, Senior Director, The LEGO Agency.

ANGLO MANAGEMENT

FATBOY SLIM AT WEMBLEY ARENA

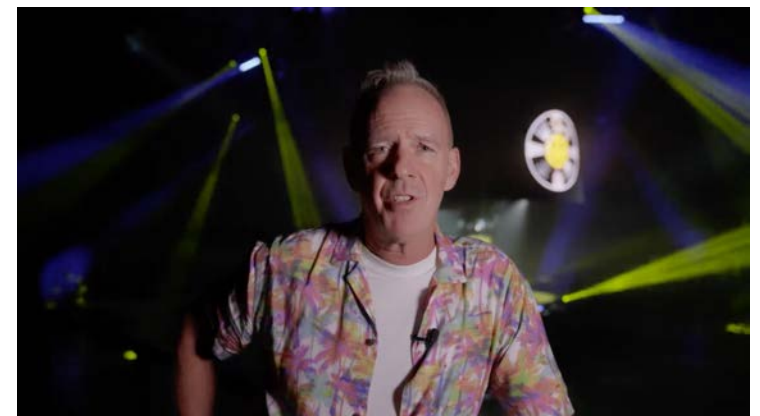
We helped Legendary DJ Fatboy Slim bring an explosion of musical creativity to the SSE Wembley Arena. We produced and live streamed the event, integrating with the ticketing system and platform, No Cap. We worked with Anglo Management to develop a strategy for a unique online experience to make the audience feel like they were immersed in the physical audience.

OBJECTIVES.

The Fatboy Slim team wanted fans worldwide to join the concert from wherever they were in a first-of-its-kind immersive streaming experience of the show. They needed production, live stream management, and a unique VIP experience for viewers at home to access premium content including backstage access with Fatboy Slim and an exclusive Q&A, as well as an integration with their payment and live music platform choice, No Cap.

WHAT WE DID.

A state-of-the-art camera set-up on a speed extension over the crowd gave an ever-moving view of Fatboy Slim, centred in the iconic yellow smiley face crossbones he used as his stage. Fans were given a 360-degree view of the 90-minute concert in all its glory. Offering a live stream ticket enabled people from all over the world to attend the epic event while travel is still uncertain. Live stream viewers were not only able to dive into the concert's lights, colours and shapes from all angles, but were also given exclusive access to behind-the-scenes content. VIP viewers had access to Fatboy Slim himself in a Q&A style pre-show chat with viewers, along with a full venue tour – with the live stream showing on stage, under the stage, the arena, and views from the front row. Typically, VIP backstage tours at concerts are money-can't-buy experiences, but Fatboy Slim offered this experience to fans for just £15.



PRETTY LITTLE THING

PINK FRIDAY SHOPPING CHANNEL

We were chosen by Pretty Little Thing to live stream their annual Black Friday event, this year going completely virtual. Recreating a live shopping channel experience, we live streamed the PLT Pink Friday event consisting of competitions, flash sales, and models showcasing the brand's favourite styles in the big sale to thousands of live viewers.

OBJECTIVES.

Pretty Little Thing wanted to create a live shopping channel experience, poking fun at the style of live shopping network TV. This event needed to incorporate engaging graphic overlays, live feeds mixed with pre-recorded content, and high quality production to showcase their stylist-picked looks comprised of items in their Black Friday sale.

WHAT WE DID.

We sent crew on-site at the Pretty Little Thing studio in Manchester, while our streaming engineers managed the live audio feeds, visual feeds and graphics remotely from our London hub. As the event was a mixture of pre-recorded and live content, our Project Management team worked with the PLT team in editing and managing the time slots of the pre-recorded content and planning the run of show to incorporate all elements needed to create a seamless live event.

THE RESULTS.

14.8K+

views

13.5K+

comments sent in



Curate42 X Ministry of Defense (Air and Space Power)

DEFENSE SPACE 2020

Agency Curate42 approached us to create a bespoke virtual conference: Defense Space 2020. We built the entire conference as a website, with our corporate presentation software, EckoEnterprise, embedded within it to create a seamless branded experience for attendees.

OBJECTIVES.

The Ministry of Defense wanted an interactive virtual conference that spanned across two days, combining an array of space related live sessions as well as a spatial networking space for sponsors and media within the platform.

WHAT WE DID.

This conference was a bespoke build using our EckoEnterprise software to create the online platform, accessible from the Defense Space 2020 website and designed to be a seamless extension of their brand and website. We worked with Air & Space Power Association for user registration, to ensure users were registered externally and incorporated into our platform which ensured smooth sign-ins. The conference consisted of sponsors' pre-recorded content as well as live video content from various speakers. We worked with the Curate 42 and their clients to provide equipment to speakers and onboarding for their live sessions, as well as bespoke graphics for the webcast to elevate the event's branded experience. All of the live sessions from the conference were made available to watch on demand shortly after each presentation was completed and continue to be available for those who registered until the 17th of February 2021. The biggest challenge for us was managing the large amount of international speakers (50+) across different time zones and ensuring the connections worked between them, their hosts, and their correct presentations were streamed to YouTube and EE in real time, correctly and smoothly.

THE RESULTS.

2K+

log-ins on Day 1

1.5K+

log-ins on Day 2

2:52 HR

average viewing time

