

CASE STUDY

STUDIOS

OUR CLIENT

Nissan is a Japanese multinational automobile manufacturer with brands such as Nissan, Infiniti, and Datsun. The company associates itself with the word “innovation” in every sense. Nissan’s reputation for audacity and cutting-edge vehicles is what makes “owning a car exciting and amazing.” Nissan prides itself on having employees that strive to change the future through new and adventurous vehicle solutions.

THE PROJECT

- Corporate Year-End Meeting Recording from CTS Main Stage
- Organization-Wide Livestream

THE OBJECTIVE

Nissan recorded their annual year-end meeting for their employees and dealers at the CTS Main Stage. This was an opportunity to highlight achievements over the past year, recognize employees, ground everyone on future ambitions, and speak about innovations to come.



OUR SERVICES

- Audio/Video/Lighting Design & Production from the CTS Main Stage
- On-Site Staffing/In-House Production Management
- Pre-Recorded Content Capturing
- Final Editing
- Livestream Upload

THE RESULTS

By recording from the Main Stage and later livestreaming the content, Nissan was able to have an end-of-year meeting disseminated to employees & dealers nationwide in an engaging virtual format. The content was diverse and comprehensive, ranging from specific employee call-outs and Q&A to education about Nissan’s value of innovation and future company goals.



**CONNECT
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