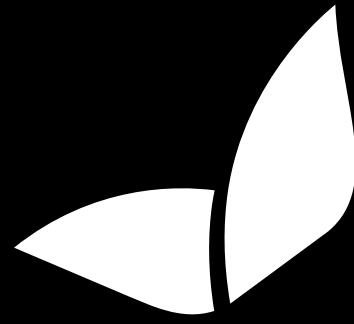


VIVA 
CREATIVE

We create extraordinary live and online experiences.



Viva is a full-service experiential production agency. From initial conception through onsite installation and event management. We design and produce every aspect of your event.

EVENTS

- Live
- Digital
- Hybrid
- Marketing & Comms
- Messaging & Scripting
- Theme
- Speaker Coaching

CONTENT

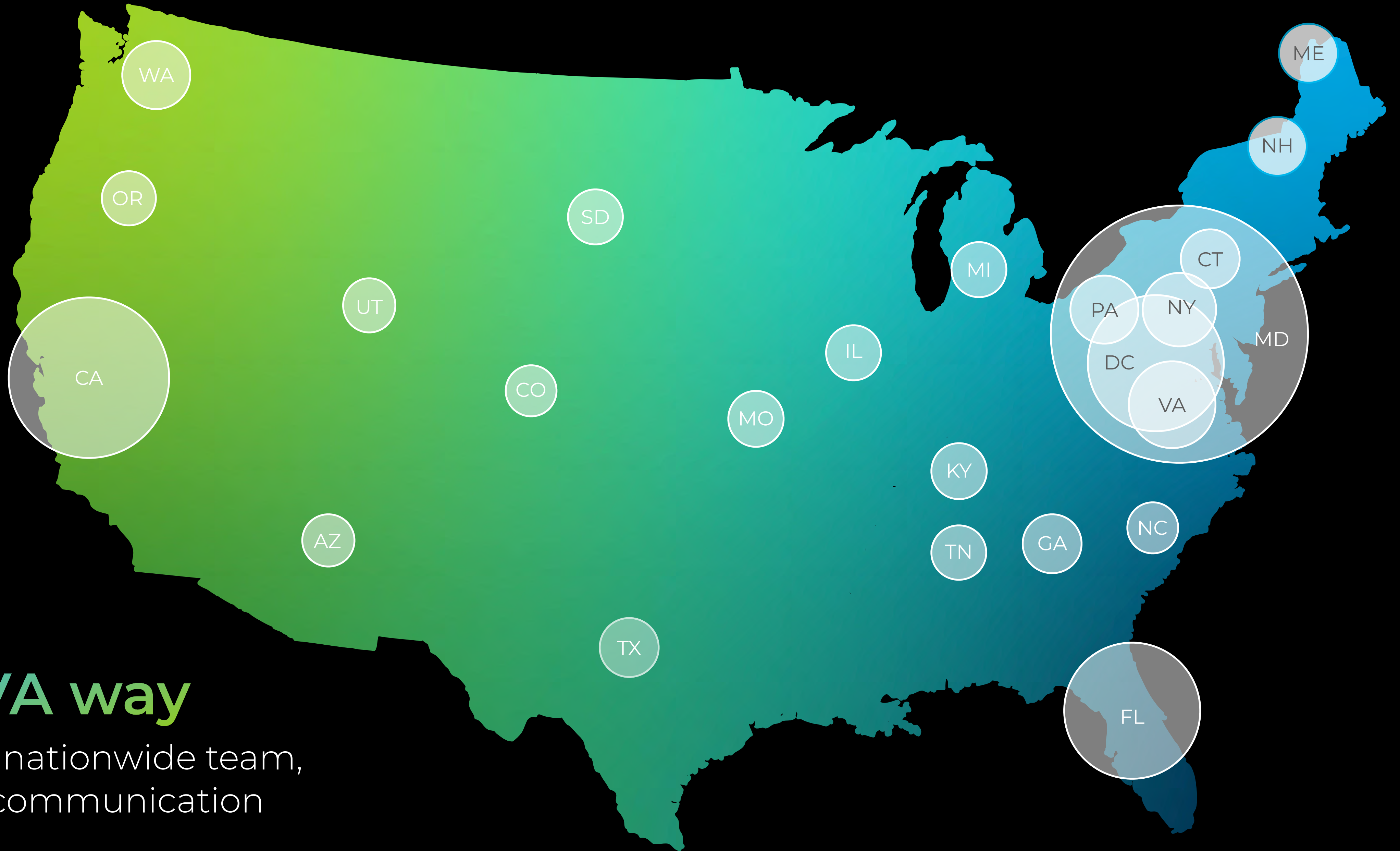
- Filming
- Post-Production
- Streaming
- Broadcast TV

INTERACTIVE

- Websites
- Custom apps
- Augmented Reality
- Virtual Reality

DESIGN

- Brand & Visual Identity
- Environment
- Stages
- Experiential Activations

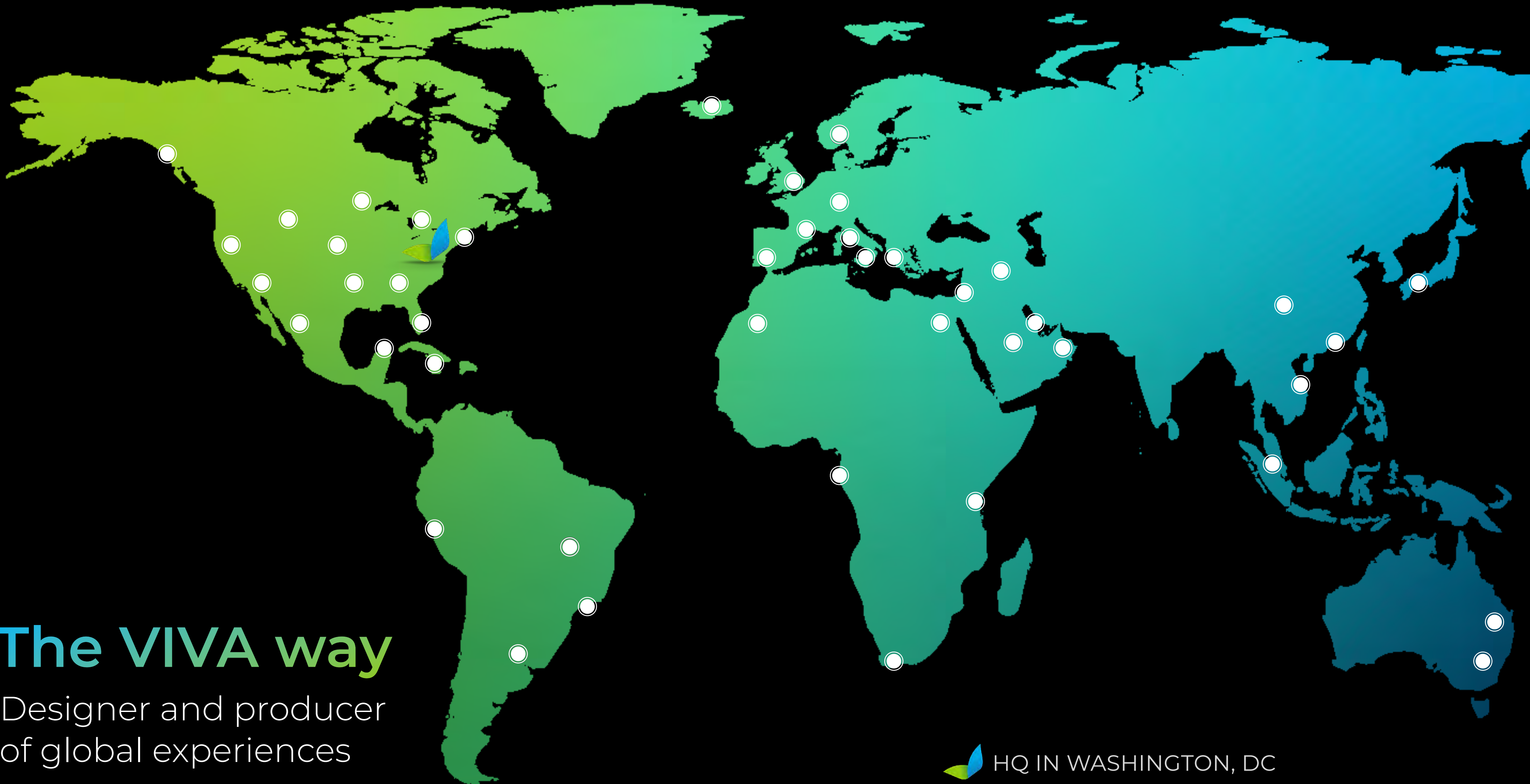


The VIVA way

Our remote, nationwide team,
in constant communication

The VIVA way

Designer and producer
of global experiences



 HQ IN WASHINGTON, DC

As a woman and minority-owned business, VIVA is known for its uncompromising mission to serve and inspire with extraordinary strategy, creativity, and service.



How we work

As an award-winning agency, the team at VIVA Creative excels at designing extraordinary content and experiences for global audiences. We achieve this through a process of research and collaboration.

RESEARCH

- Brand
- Culture
- Audiences
- Objectives

CREATIVE WORKSHOPS

- Alignment
- Ideation
- Affinity Mapping

PROJECT PLAN

- Strategy
- Creative Concepts
- Deadlines
- Milestones

FLAWLESS EXECUTION

- Deliverables
- Communication
- Extraordinary Results

VIVA is agency partner to:

OWN



BET★

Paramount+

VIACOMCBS

Apple tv+

Pfizer



discovery+



NASCAR

Bloomberg



national children's museum

OCEANIA CRUISES

Regent SEVEN SEAS CRUISES

NCL NORWEGIAN CRUISE LINE

AMERICAN EXPRESS GLOBAL BUSINESS TRAVEL

Hilton

AIPAC

HONDA

Douglas Elliman

Atlantic Council

Sotheby's INTERNATIONAL REALTY

BILL & MELINDA GATES foundation

Meta



Booz | Allen | Hamilton



Daiichi-Sankyo

FCA FIAT CHRYSLER AUTOMOBILES

indeed

MASERATI

Jeep

Marriott

EVENTS



PRIMA LAUNCH

VIVA designed, managed, and produced a multi-day event series to christen Norwegian Cruise Line's newest ship, the Norwegian Prima.

The events spanned 12 venues in Reykjavik, Iceland, and included performances by Icelandic musical artist Daði Freyr and pop icon Katy Perry,

We designed "The Art of Iceland" cultural immersion event at Reykjavik's iconic Harpa Concert Hall, featuring performances by Iceland Dance Company, Iceland Symphony Orchestra, and Icelandic pop star Bríet.



Bloomberg

NEW ECONOMY FORUM

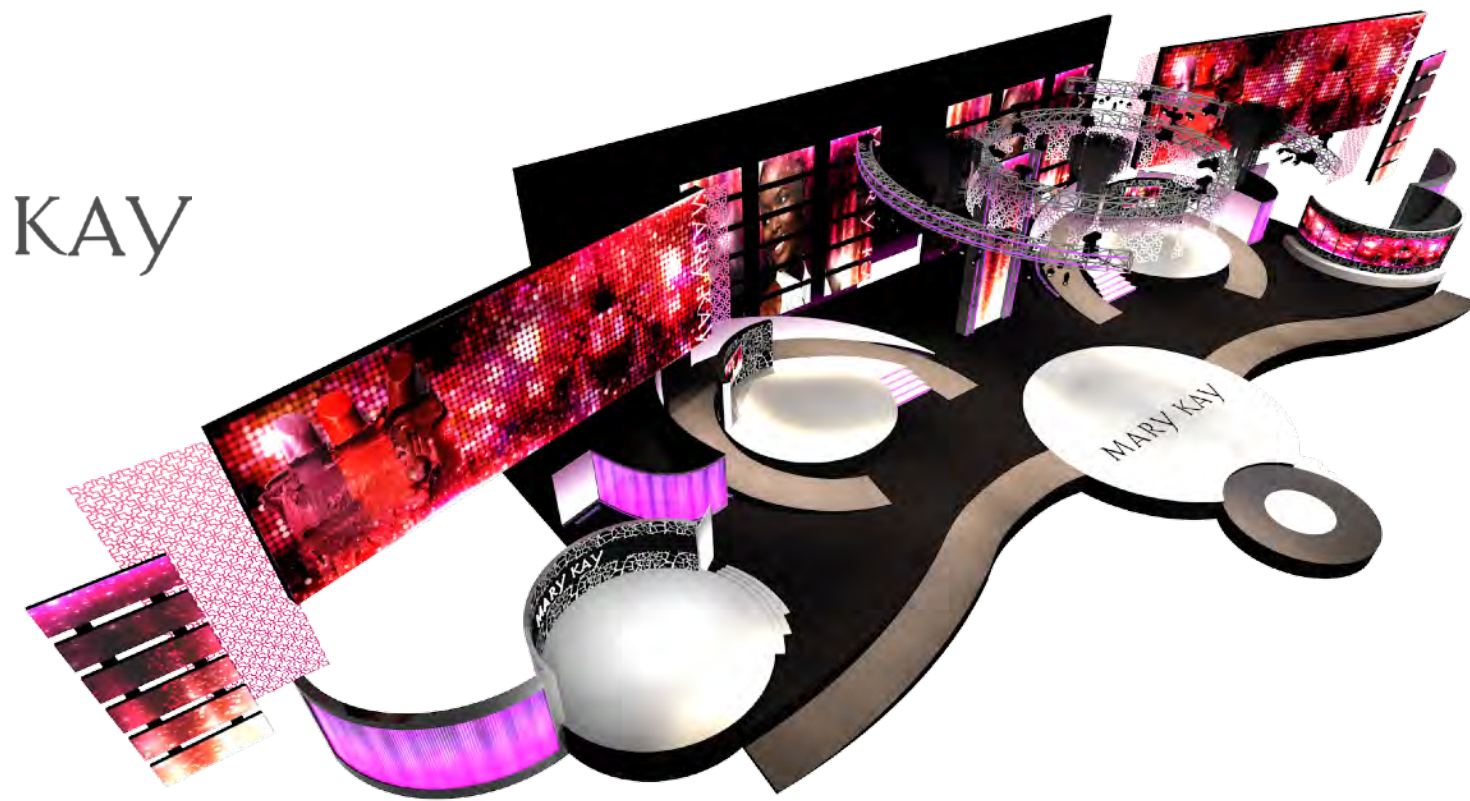
Brought together 325 world leaders in government and business from 40 different countries in Singapore.

Managed the end-to-end creative process and logistics management.

Designed and produced graphics and content.



MARY KAY



SEMINAR CAR REVEALS

VIVA designed and produced the entire event, including a modular set with hydraulic turntables and LED “trap doors” to support three separate car reveals onstage for their 2018 Seminar at the Dallas Convention Center.

We choreographed and stage-managed the event, including tech, lighting, effects, and content.

Complex technical requirements worked seamlessly with dynamic screen animations and special effects to create jaw-dropping car reveals, bringing the 20,000 attendees on their feet.



PRESS REVEALS, SHOW CALLING

VIVA worked closely with partners and stakeholders to manage, execute and show call complex press reveals for several Stellantis brands, including Maserati, Dodge, Chrysler, and Jeep, at multiple shows from 2017 - 2020.

VIVA took the lead, coordinating with Maserati and partners to orchestrate a highly complex reveal moment for their new model vehicle.

The onsite execution of the launch required exact choreography between lighting, special effects, audio, a large mechanical set-piece, and onstage talent. The experience on site was such a success, our client could only describe it as “perfect.”



CONTENT





HARPOSTUDIOS

THE OPRAH CONVERSATION

Oprah's virtual production partner

Developed innovative remote filming techniques, including full-length screens and advanced green screen technology.

Produced interviews between Oprah and President Obama, Amanda Gorman, and Adele, among others.



CLICK IMAGE TO PLAY VIDEO

NCL: EMBARK SERIES

Capture the dramatic, real-life stories of Norwegian Cruise Line employees at every level rising to the challenge of bringing industry innovation and safety to new heights.

Created an immersive six-episode documentary produced by VIVA Creative.

Share emotionally compelling and deeply personal stories of sacrifice, teamwork and hope.



CLICK IMAGE TO PLAY VIDEO



AUDI PARTNERSHIP

Filmed and produced documentaries, marketing videos, and other content for Audi.

Identified the characters, developed the story, scripted the video, produced, filmed, and edited.

Designed motion graphics to enhance storytelling.



CLICK IMAGE TO PLAY VIDEO

VIACOM

2020 MTV VIDEO MUSIC AWARDS

The MTV Video Music Awards was a live virtual production broadcast from New York City.

Our client wanted to bring the virtual audience members onto the massive XR stage for real-time reactions.

VIVA was brought in for our live streaming of virtual audiences' expertise. We worked closely with the XR studio and production teams to devise and realize a plan to stream hundreds of virtual audience members to appear on the live show.



INTERACTIVE



GREAT STIRRUP CAY VR EXPERIENCE

Built a 360 virtual reality experience that immersed journalists in a vacation to Great Stirrup Cay.

Showcased outdoor activities, indoor guest facilities, and underwater exploration.

Introduced new technology to the client to optimize the user journey.

Enabled journalists to visit and explore remotely.

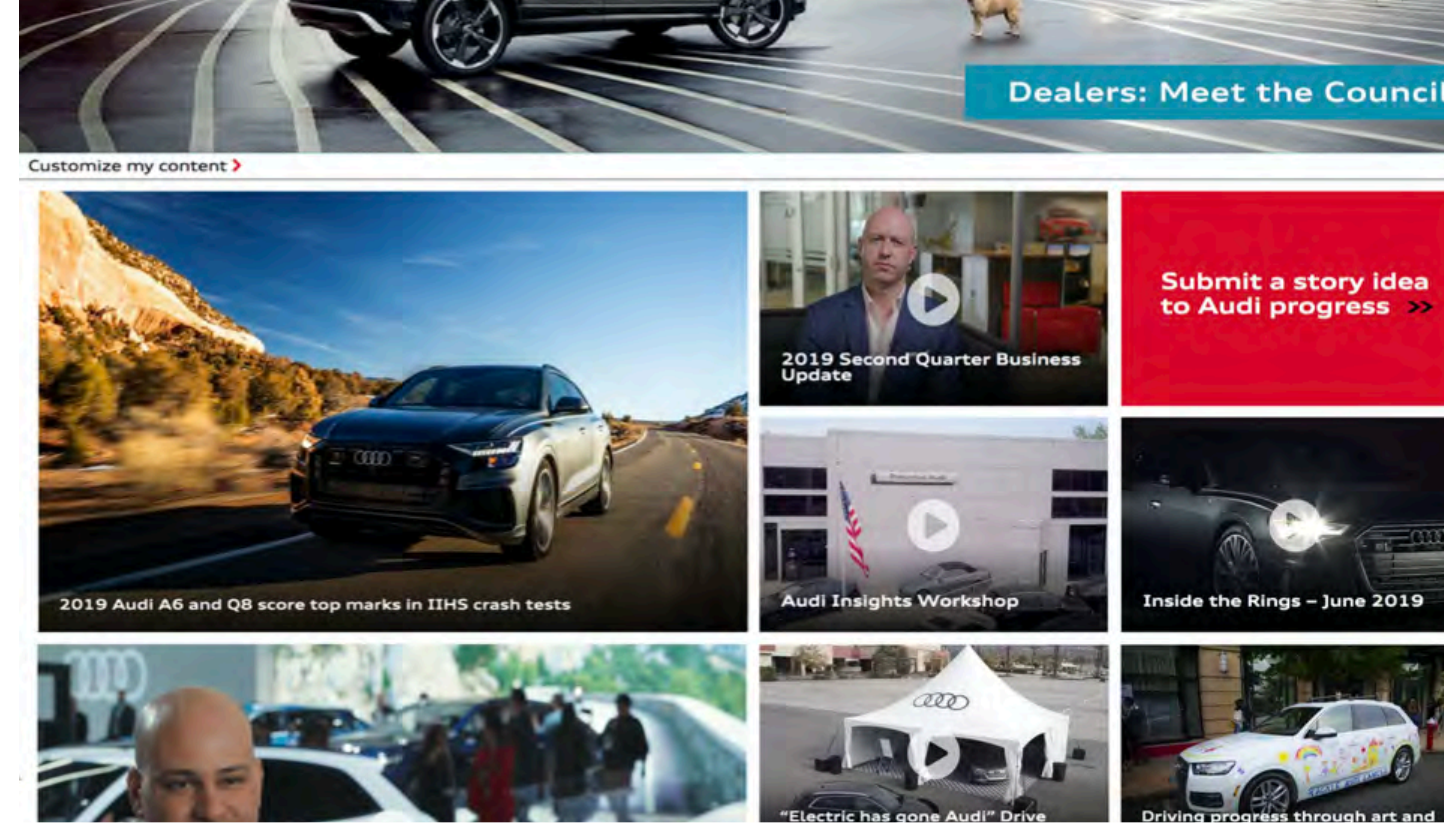




AUDI PARTNERSHIP

Built a dynamic, immersive web portal to connect Audi's dealer network to house original content and interactive experiences.

Filmed and produced documentaries, marketing videos, and other content.

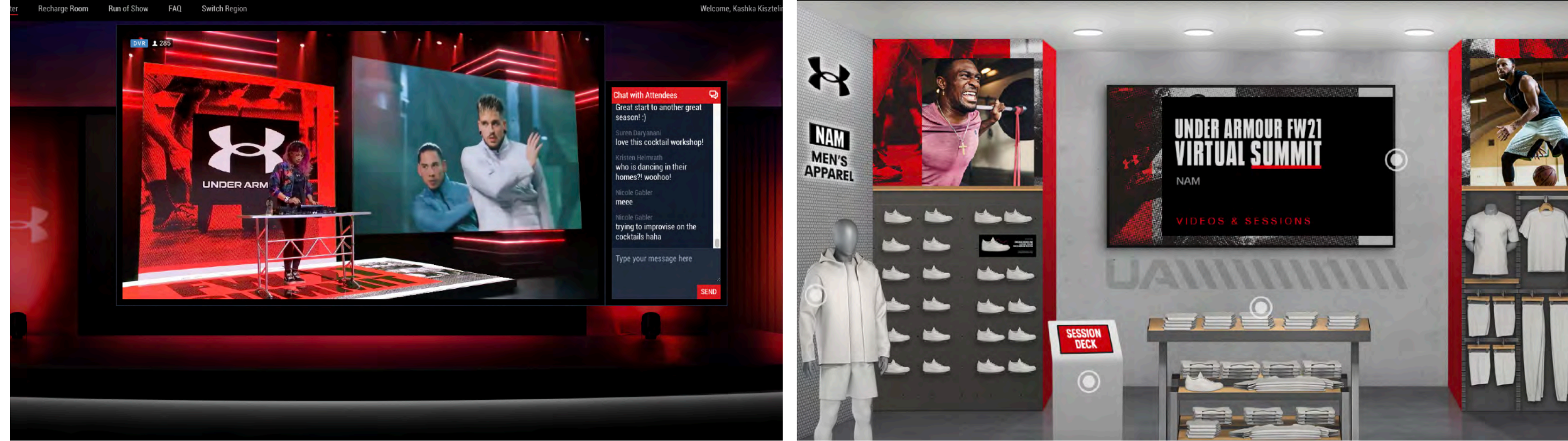




UNDER ARMOUR: VIRTUAL SUMMIT

Under Armour needed to connect with their teams from every major region in the world, delivering them timely product information and sales tools.

VIVA created the solution with an interactive, 3D environment housing up-to-the-minute content and customized showrooms displaying the latest gear and clothing. The easy-to-use backend lets the Under Armour team quickly update or add resources and new products. A recharge room with an on-demand workout or meditation videos and a main stage for special performances and announcements make the space an engaging site for the sales team to revisit throughout the year.



Lobby Showrooms Theater Recharge Room Run of Show FAQ Switch Region Welcome, Danielle Abrams (LATAM)



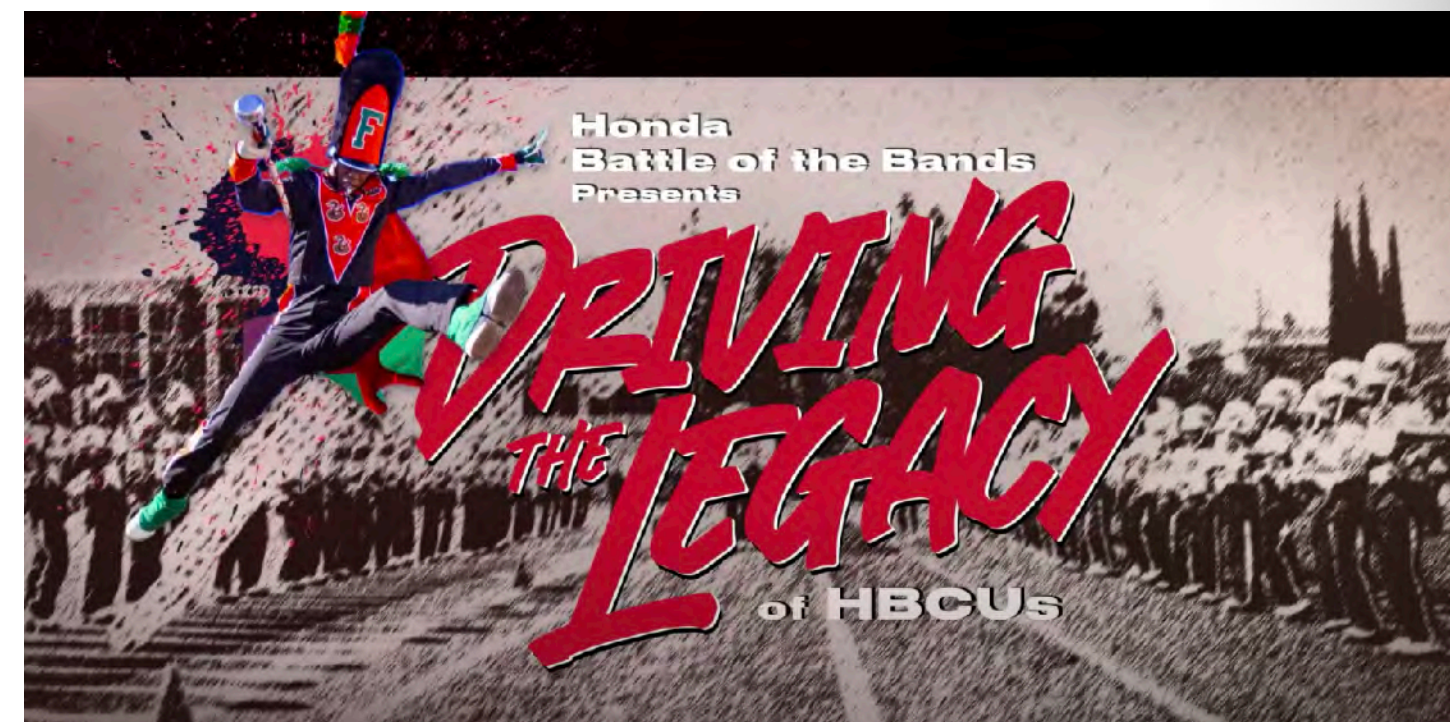
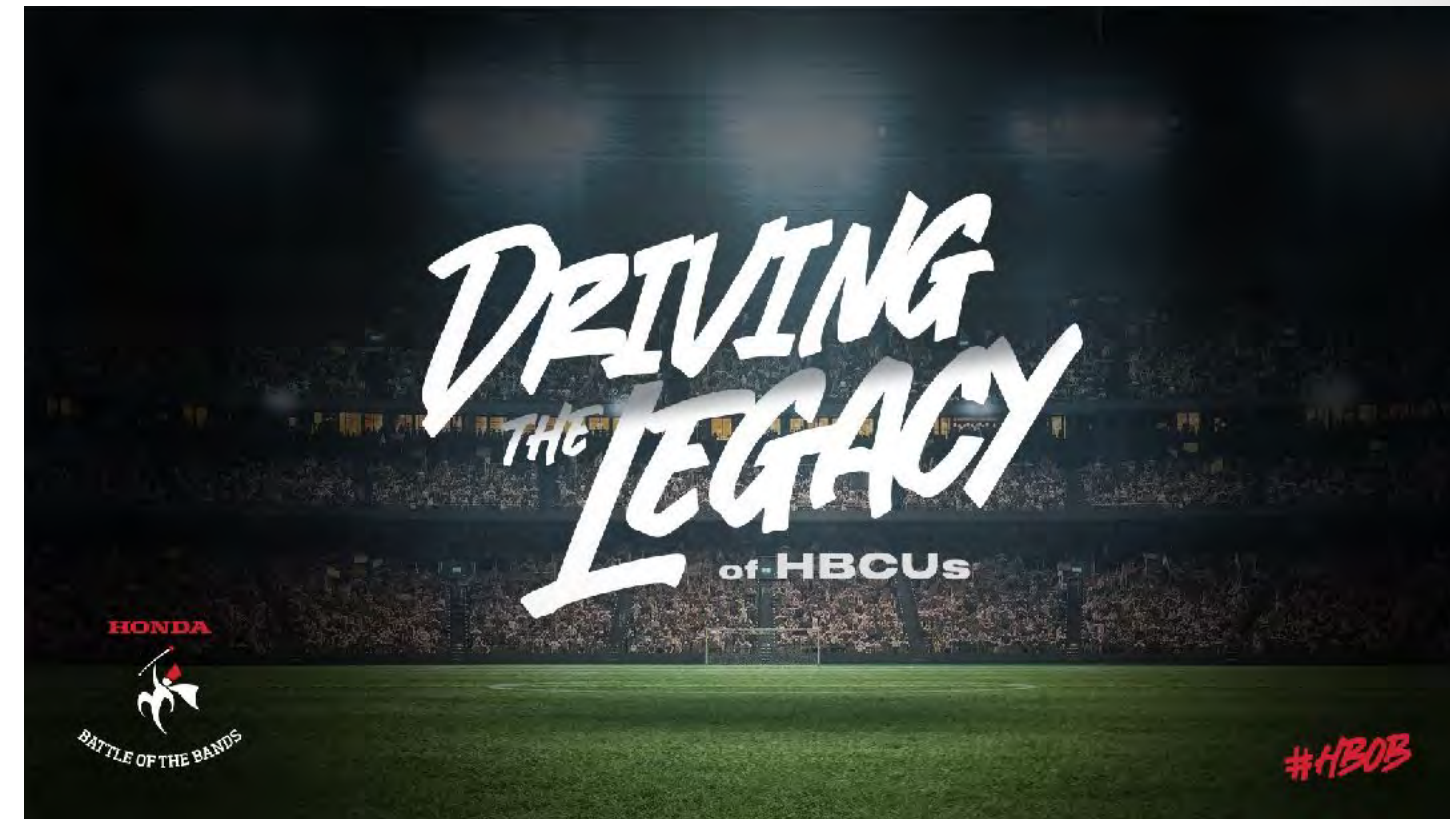
DESIGN



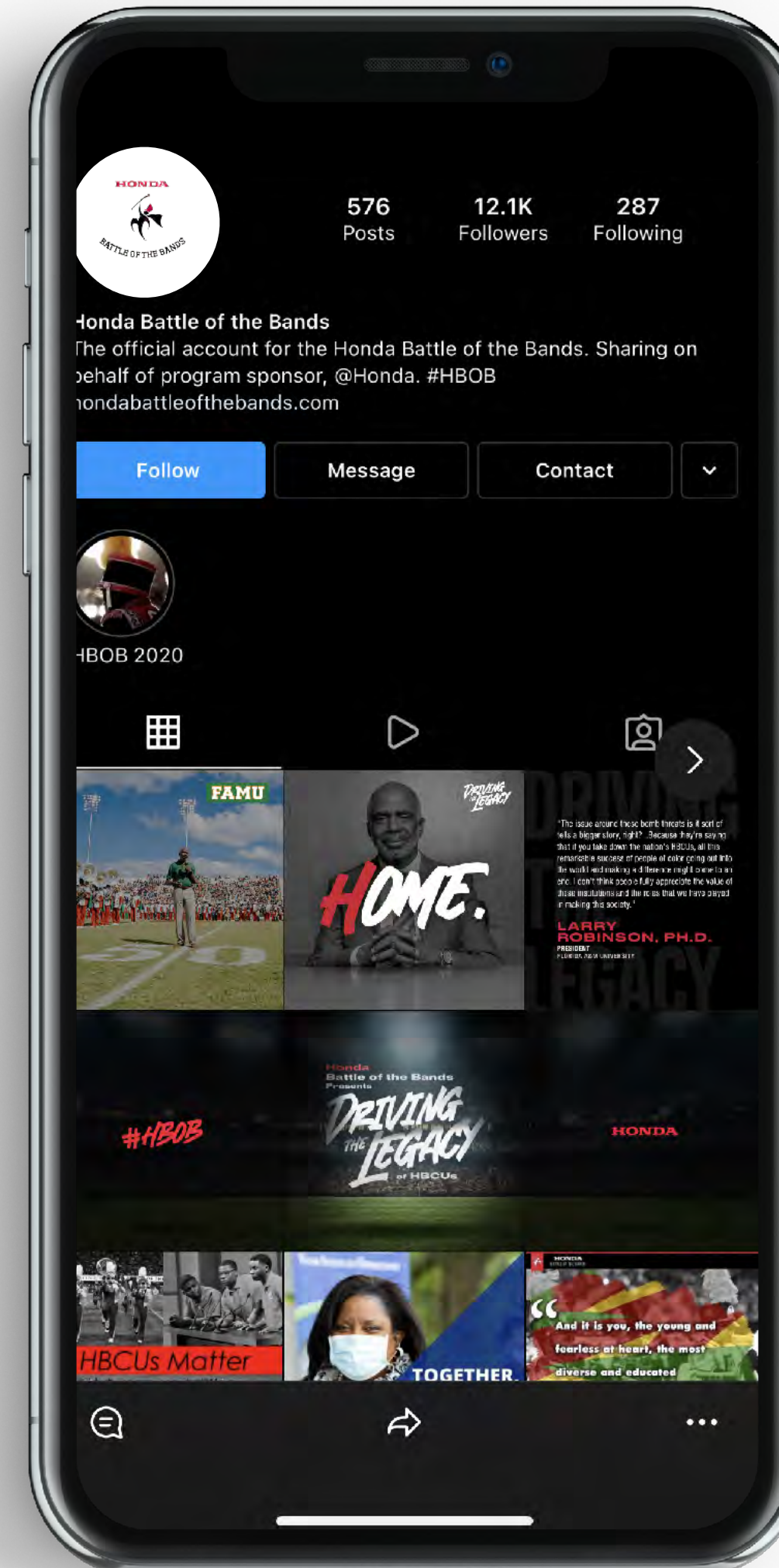
HONDA

DRIVING THE LEGACY

For the 2023 Honda Battle of the Bands, Honda wanted to highlight the event's historic legacy of celebrating and uplifting HBCUs. To build momentum leading up to the event, VIVA developed a theme, logo, marketing strategy, and content series to tell the story of Honda's long-term partnership with HBCUs.



The use of Honda's red color keeps the brand front and center



Branding is built through content series and continues into 2023 event



Colors



Under Armour
25TH ANNIVERSARY

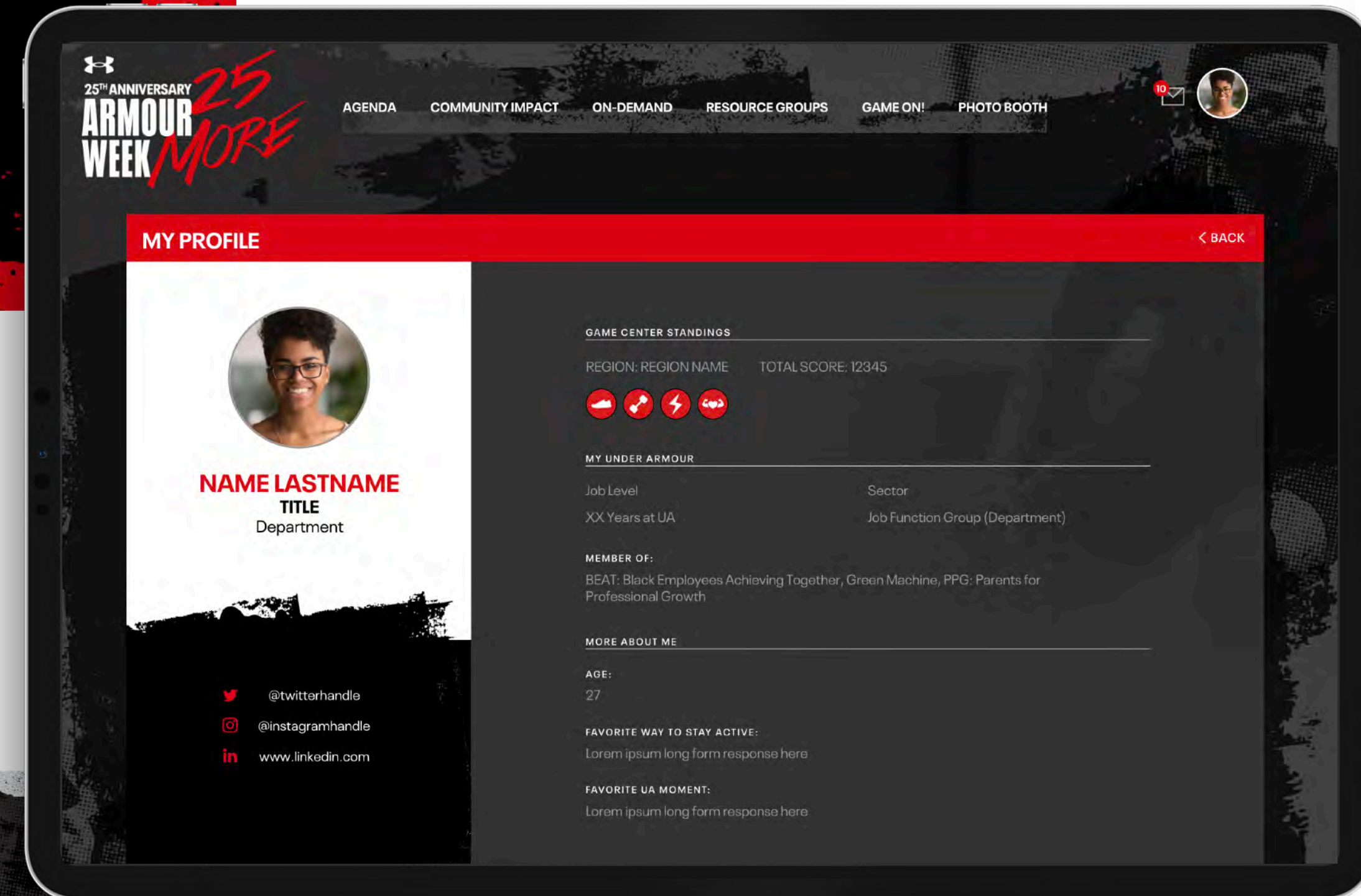
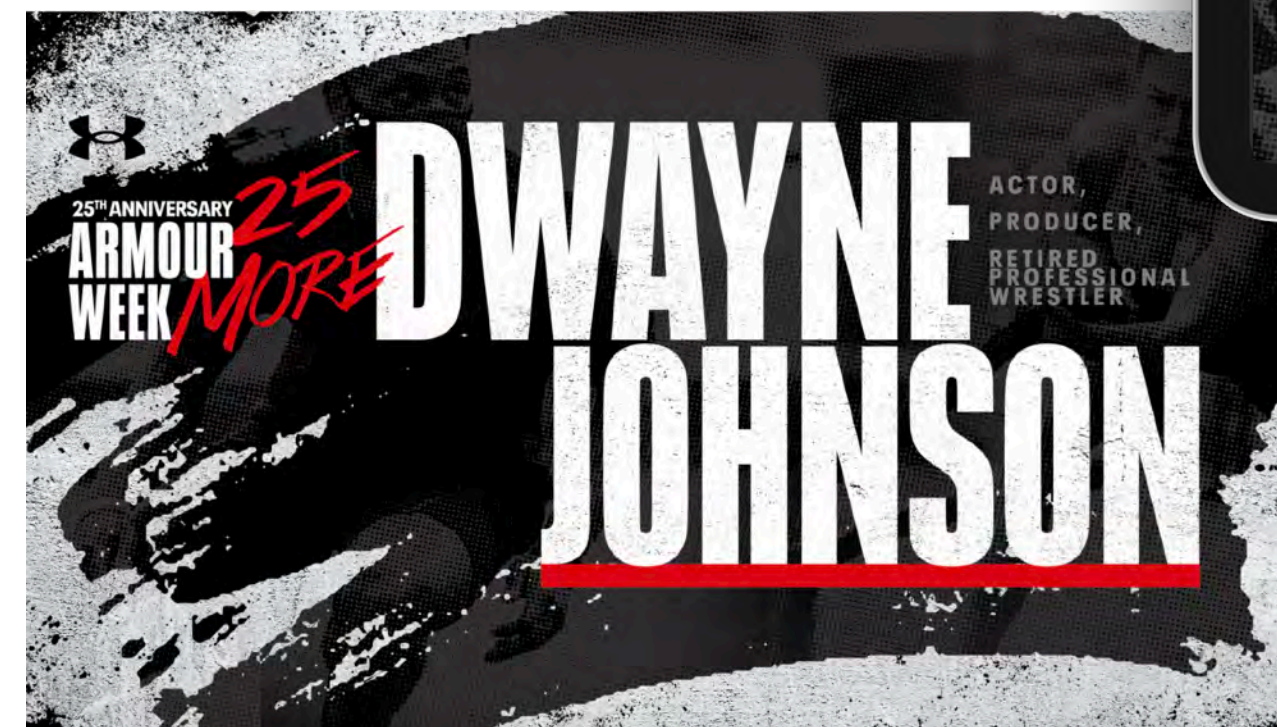
25 MORE ARMOUR WEEK

Under Armour's team comes together in person once a year for an incredible Armour Day celebration. For the company's 25th anniversary, however, the team had to conduct the event virtually. VIVA designed a logo, event platform, and run of show that made the experience extraordinary, fostering excitement and community.

The celebration was held on a fully custom event platform that aligned with the event branding.



Graphics embodied the energy and dynamism of the brand



Colors



Fonts

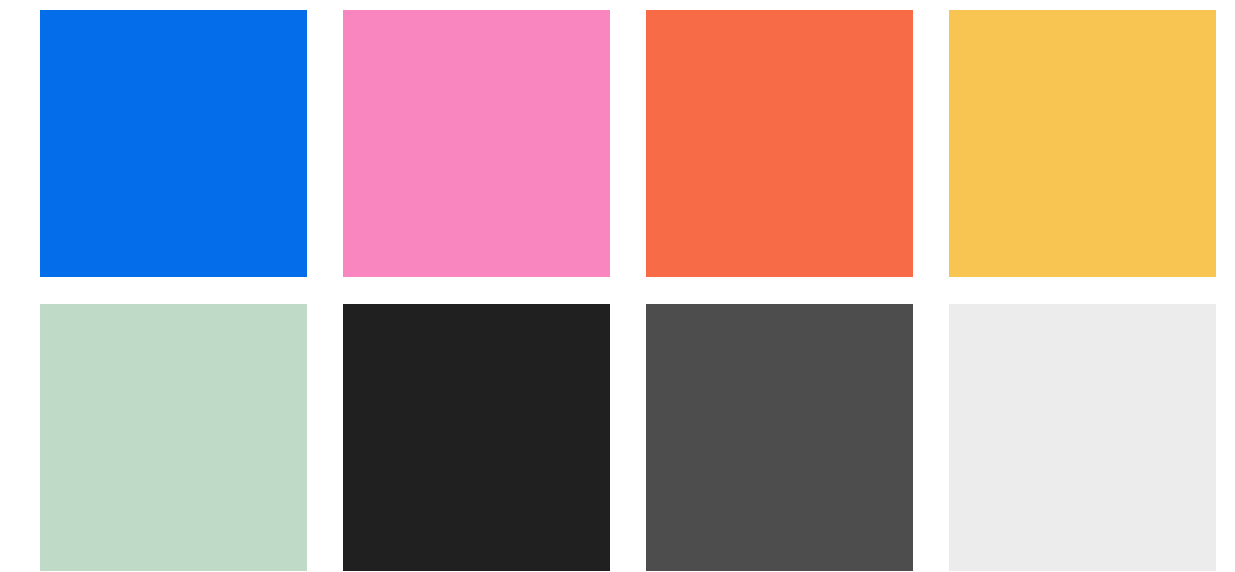
Neue Plak Condensed Black
Neue Plak Regular

VIACOM



Mental Health Storytelling Summit

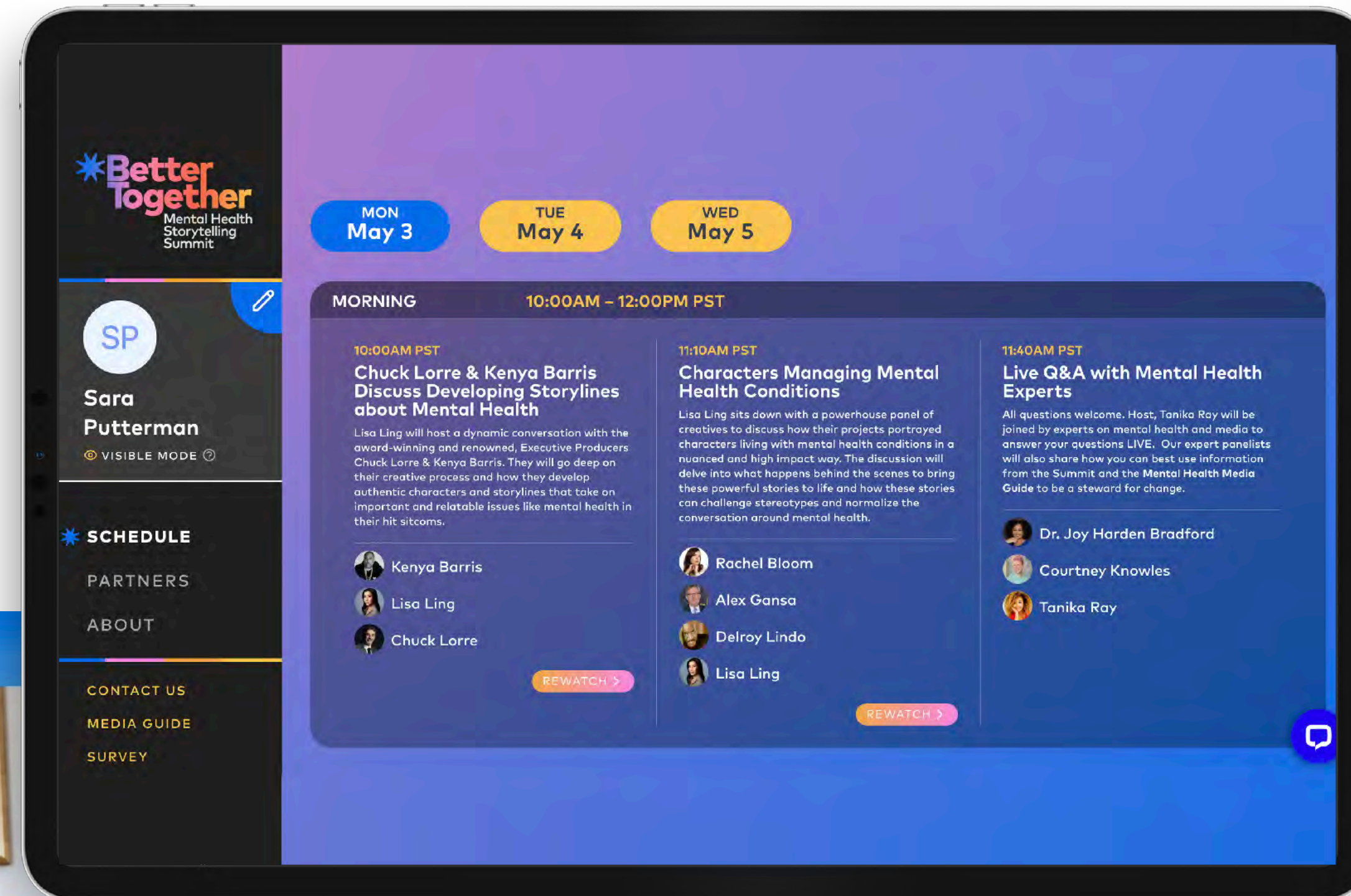
The logo spark represents a creator's 'aha!' moment.



Colors

MTV ENTERTAINMENT

For MTV's inaugural Mental Health Storytelling Summit, the team needed a name, logo, and visual identity to inspire and attract storytellers. Through a collaborative process, we developed branding that visually embodied the unique mission of the event.



The gradient represents diversity and works well with both black and white.

THANK YOU

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Business Development Strategist

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