

PGA Tour

The PGA Tour aimed to capture footage of 120 distinct plates surrounding their trophy in a single-day shoot while highlighting every sponsor they were working with during the tour.

SOLUTION

Vū worked with the PGA Tour to capture dynamic promotional content in 100+ different plates and Unreal Engine environments in a 1-day shoot to get the most variety of shots for TV commercials, in-broadcast, social media and more. Without the advantages of our Virtual Studio and our studio rental, they would have faced the challenge of conducting three days of filming across twelve different locations.

BENEFITS

The PGA gained considerable benefits from this process, saving a generous amount and successfully recording all 12 locations within a single environment in a short timeframe. Furthermore, both the behind-the-scenes staff and athletes saved on travel expenses by condensing the trip into a one-day shoot.

CONCLUSION

Vū was the right partner for the PGA Tour because we condensed their shooting days and expenses substantially. Without Vū, they would have spent thousands of dollars traveling to up to 12 different locations to get the look and feel they wanted out of their video. With Vū, we achieved that same outcome all in one day, in one

KEY RESULT

In a one-day shoot the PGA Tour filmed in 12 different Unreal Engine environments and used over 120 plates, condensing traditional production time from 3 days to 1 day.



Vū was the perfect location to film the FedEx Cup Playoffs campaign. With the use of both animation plates and Unreal Engine environments, we were able to truly immerse the FedEx Cup with interactive lighting.

Jackson Van Meter
Senior Producer

