

USE CASE

MAILCHIMP MARKETING SUCCESS SEASON

A fully branded experience produced from MODEx for Mailchimp's virtual and in-person audience.



WHAT MODEX DELIVERED

ENVIRONMENT

- Set design + staging
- Environmental branding
- Curved video wall content
- Full venue transformation

PRODUCTION

- 3-camera production
- Full production lighting
- Director + production assistants
- Zoom + streaming integration
- Recording + content capture

EXPERIENCE

- White-glove concierge service
- Catering
- Hair + makeup
- Floral
- Valet



THE RUN OF SHOW

2 REHEARSALS. 1 LIVE PRODUCTION.

Our team executed a seamless production from load-in to live show, creating an engaging experience for both in-room and virtual audiences.

ONE SPACE. ONE TEAM. ONE PRODUCTION PARTNER.

From environment to production to guest experience, MODEx brought the pieces together under one roof to make Marketing Success Season a standout experience.

