



CASE STUDY

PINNACLE

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CAMPAIGN: VERIZON 5G INVITATIONAL
CLIENT: MOMENTUM FOR VERIZON
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VERIZON 5G INVITATIONAL

To build upon the anticipation of the launch of the new iPhone 12 Pro with 5G, Verizon partnered with Apple, Riot Games and Twitch Rivals to create a buzz-worthy experience leveraging the unreleased upcoming new mobile game League of Legends: Wild Rift. In order to effectively showcase the power of console level gaming on-the-go and drive awareness and sales, Momentum Worldwide crafted up a legendary experience—Twitch Rivals Presents: Verizon 5G League of Legends: Wild Rift Invitational.

Pinnacle worked with Momentum as their project management and fabrication partner to bring the tournament to life. Ten celebrities, influencers and pro gamers were selected to compete in the invitational tournament to provide the U.S. market a first look at Riot's new mobile game, all played on the new iPhone 5G Pro and live streamed over Verizon's unparalleled 5G Ultra Wideband network. While the players would compete together live, the audience got to join the action by choosing the champions, picking the match-ups and watching them battle it out on Twitch Rivals and Verizon's Twitter. Designed and built to be filmed and broadcast, both the players and the audience were totally immersed in the game's environment.

Even without a live audience, the production of such an event during the COVID-19 pandemic required additional planning and on site precautions, including the following:

- **Broadcast Testing** – Because the strategies for designing and building spaces to be experienced in-person don't always convert to the best experiences on camera, we built and tested all the properties in our shop prior to installation. We paid particular attention to determining the most effective solutions for lighting, placement and materials so the live experience would best translate to the audience watching online.



- **Expanded Safety Plan** – In addition to our typical on site plan, we created a health and safety playbook to help keep our teams safe. It included: frequent tool sanitizing with electrostatic sprayers, personal reusable water bottles and touchless refill stations, and full control of meal breaks through tightly managed on site catering.
- **Covid-19 Compliance Crew** – Momentum's certified COVID compliance crew were dedicated to instructing, implementing and enforcing health and safety protocols. On site protocols included: daily temperature checks and health screenings, strict social distancing, frequently scheduled sanitization and hand-washing, and proper use of masks.
- **Defined Team "Bubble"** – To limit exposure, we assigned a dedicated team so our build and on site staff were the same throughout the entire project. Team members minimized contact outside the bubble and were tested frequently.

Over 2.1 million viewers joined in to watch the tournament on Twitch, and the expanded planning and precautions taken over the course of the production were successful in keeping our team of 150 people healthy and safe.

IN IT TOGETHER

Faced with the pandemic, 2020 and 2021 are presenting us all with new challenges, but our purpose as marketers remains the same—to connect brands with people in meaningful ways. In spite of the challenges, be confident there are still endless opportunities to connect with your audience. Let's do that, together.