



THE UPRISING CREATIVE

CAPABILITIES DECK | 2016



THE UPRISING CREATIVE

An integrated content creation and production company with offices in Chicago and Los Angeles.

We're a group of uncompromising thinkers, makers, and doers; a focused team of producers, directors, branding experts, creative coders, interactive designers, and project leaders.

CAPABILITIES

INTERACTIVE: Web Apps / Digital Experiences / Games

EXPERIENTIAL: Design & Direction / Event Production / Custom
Event Technology / Branded Content

DESIGN: Identity / Branding / Merchandising / Print

VIDEO: Branded / Commercial / Music Video

VR: 360 Videos / Virtual Reality

CLIENTS

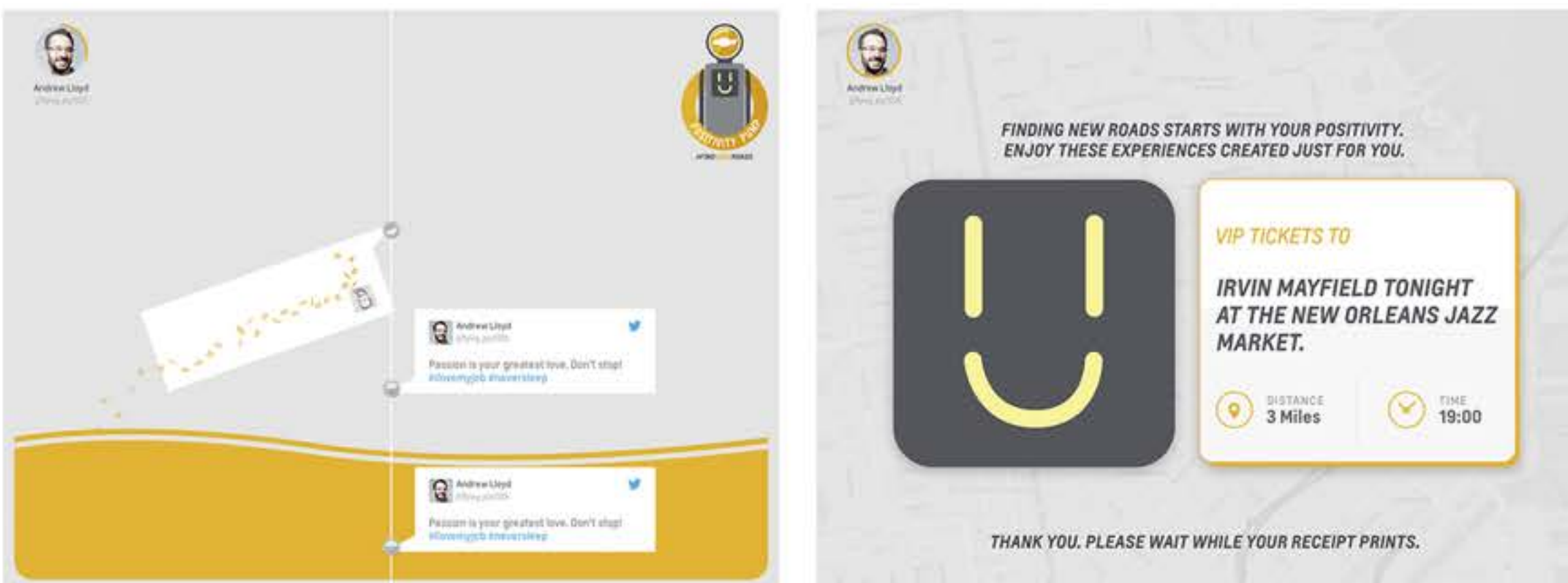
JORDAN/NIKE CONVERSE CHEVY ACTIVISION VH1 BEATS BY DRE
TUMBLR DELTA AT&T SAMSUNG SONY/RCA BARCLAYCARD
CITIBANK COVERGIRL SUNDANCE LOLLAPALOOZA VIRGIN HOTELS
BUDWEISER SCHLITZ OLD STYLE GOOSE ISLAND RED BULL
JUSTIN TIMBERLAKE BEYONCE JAY-Z RIHANNA SHAKIRA
A\$AP ROCKY KANYE WEST FOO FIGHTERS BONES BRIGADE
THE ROLLING STONES WILLIE NELSON JASON MRAZ
NICHOLAS SPARKS MARLON BRANDO JOHN BESH KESHA
MODEST MOUSE ALICIA KEYS BRUNO MARS SELENA GOMEZ
DEMI LOVATO JOHN MAYER DEPECHE MODE... (TO NAME A FEW ;)



WATCH OUR COMPANY REEL

INTERACTIVE

The internet is a pretty big place, and our team is responsible for hundreds of millions of unique moments experienced by people around the world who use it. From interactive video games to social scavenger hunts; there's nothing better than seeing a compelling narrative come to life.



CHEVY: POSITIVITY PUMP

The Story:

For positivity week, Chevy wanted to takeover various gas pumps around the world. These pumps were specially fitted with iPad Pros, and instead of cash or credit, a user could use their Facebook or Twitter feed to pay for gas. The app would search through the consumer's feed and determine how positive of a person you were based on your status updates. The more positive you were the more free gas you would receive. Behind the scenes was a secondary web app where an operator (and film crew) could review the incoming sentiment analysis, guiding the operator to select a unique reward to be printed out onto their receipt. These rewards would guide users to #FINDNEWROADS.

The Challenge:

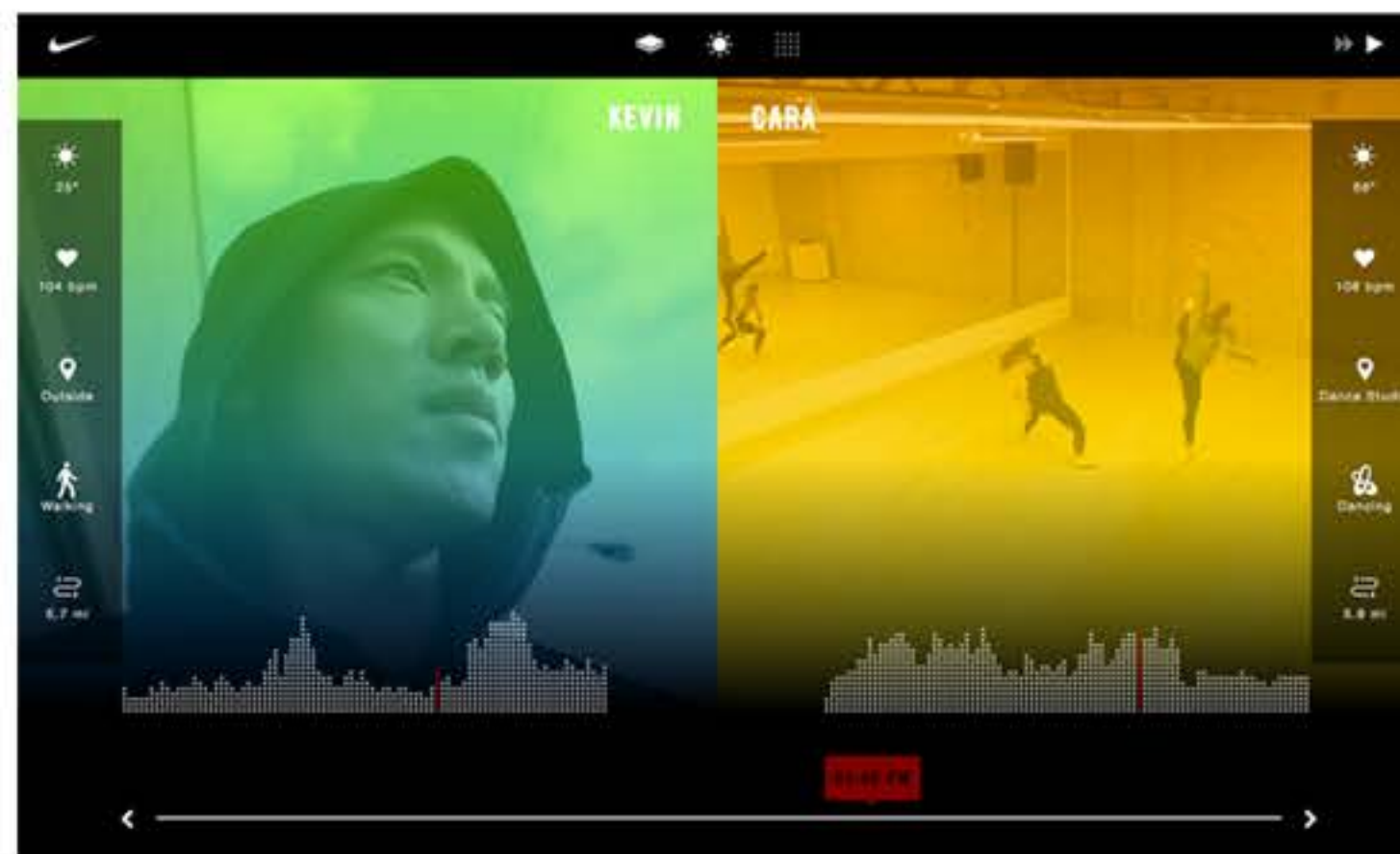
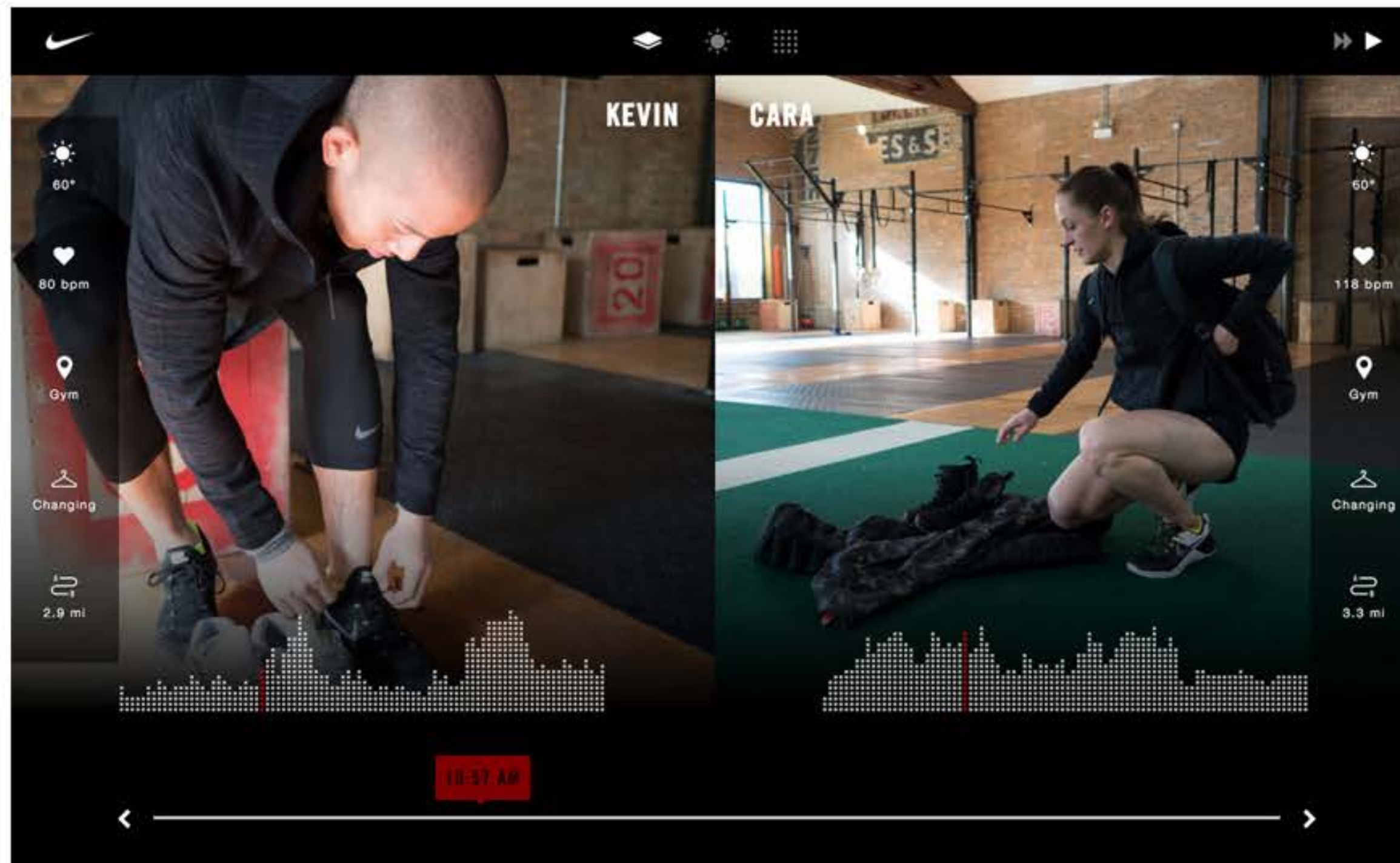
Multilingual native iPad Pro application with external web based API access.
15 days.

The Tech:

Node.js + Cordova iOS Compiler
React.js
IBM Watson API
Websockets
CSS3 Animations

Check it out:

[Watch the recap videos.](#)



NIKE: TECH KNIT

The Story:

Tech Knit, Nike's latest performance clothing line, hit the market on February 4th. For the announcement, Nike wanted to create a special experience that would tell a story; one that illustrates the activity and extremes of one's day, and outlines the need for such a clothing line. We collaborated with Chicago design team, Studio 424, to create an interactive timeline that followed and photographed two athletes throughout a single day (7AM-9PM). Each athlete wore a tracking device to monitor their activity and the ambient temperature of the room, which would then be visualized in the web app.

The Challenge:

Intelligently load 1400 individual photos (no video). Mobile + cross browser support. Sequence photos and data into an interactive timeline with scrubbing, and autoplay capabilities.

The Tech:

Node.js
React.js
Fitbit API

Check it out:

<http://www.niketechknit.com>

<http://news.nike.com/news/nike-tech-knit-engineering>



VH1: DATING NAKED HTML5 GAME

The Story:

VH1 was about to kick-off the second season of their reality TV series, Dating Naked, and were looking to create campaign to boost the premiere. So we teamed up with VH1 to create an endless runner titled "Love's a Beach". Players choose from a variety of characters to partner up with, and then set out on a running, rafting, and four-wheeling adventure through various pixel art theme paradises. When the game is over, and your love has run dry, you can share your scores and unique partner graphic across Facebook and Twitter. It's like the Sims Nude patch, but[t] better.

The Challenge:

Custom pixel art + pixel art animations. Multiple character combination logic. Homemade endless runner game code. Custom SFX (music by Ary Warner of Anamanaguchi). Mobile and desktop friendly. Two months.

The Tech:

Phaser.js
Node.js

Check it out:

[Play the game](#)



EXPERIENTIAL

Sometimes an idea has legs to live in the physical world. In fact, we prefer it that way. Melding the digital and IRL worlds is one of our favorite things to do, and we're pretty awesome at it.



BLIZZARD ENTERTAINMENT: HEARTHSTONE: ONE NIGHT IN KARAZHAN

The Story:

We brought Blizzard Entertainment's Hearthstone universe to life in downtown Los Angeles for a card reveal live stream event. We managed every part of the process from start to finish - casting actors and dancers while overseeing prosthetic makeup and costume design teams, as well as creating the various spaces for gameplay, life-size chess matches, live theater and a disco dance party - treating fans and influencers to an event unlike any other. We also produced the actual live stream and a :30 sizzle created with content we captured throughout the evening.

The Challenge:

Create an accurate rendition of the scenes and characters from "One Night in Karazhan: A Hearthstone Adventure". Broadcast the hour-long live stream, revealing the new cards available in the game. Capture / edit content into a :30 sizzle for Blizzard's use.

The Tech:

Custom Laser Triggered Hardware (Built In-House)
Sony Action Cams & Blackmagic Video Capture and Encoders
Adobe After Effects
Amazon S3 & Twilio
Node.js





AT&T: JORDAN SPIETH: GOLF BALL MOSAIC

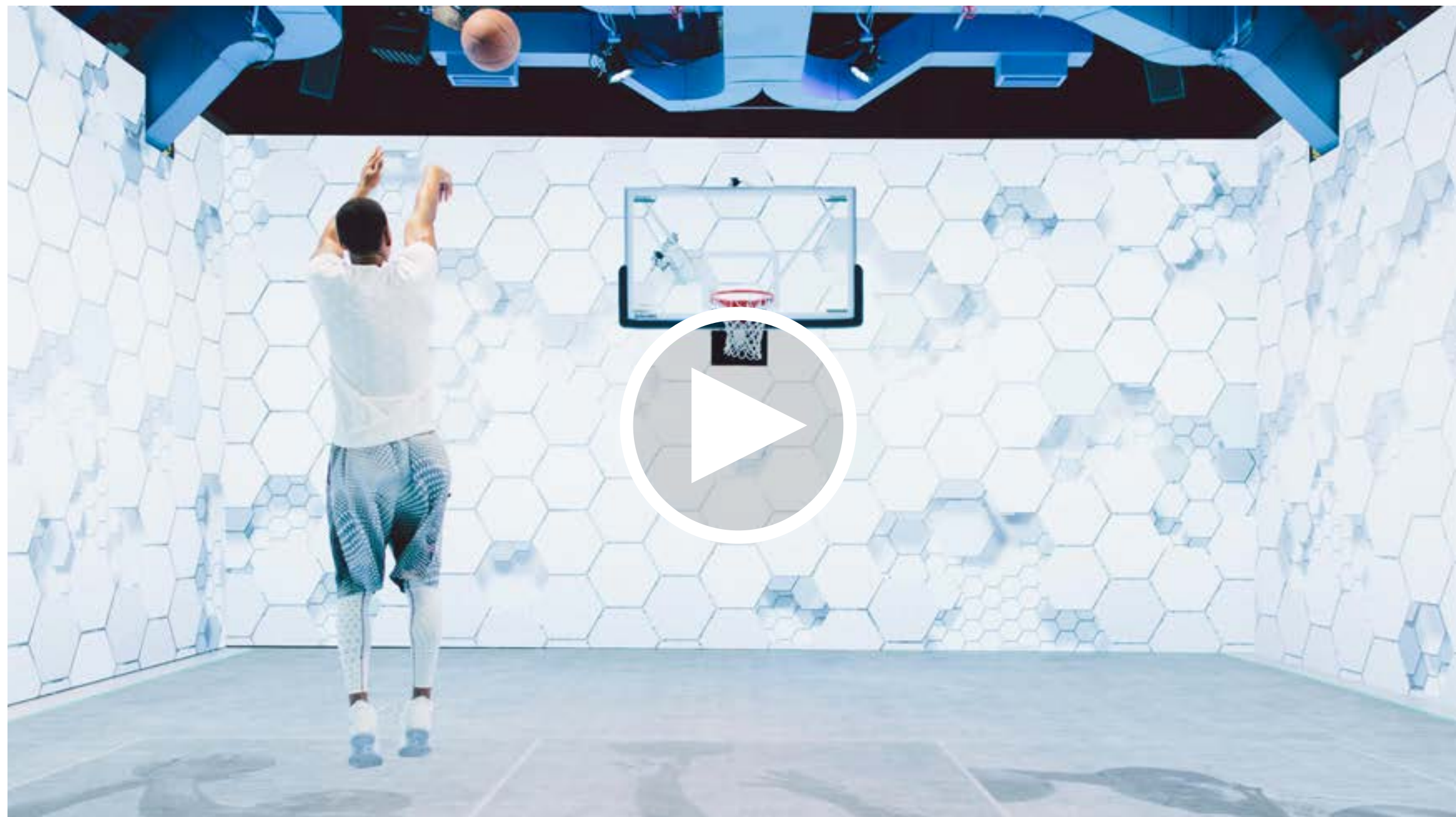
The Story:

We built a mosaic in Main Street Garden Park in Dallas to celebrate Jordan Spieth's impressive championship season. We took an existing image of Jordan Spieth and built software to extrapolate a halftone pattern, which was then CNC printed onto a 60'x45' stencil. The mosaic took over three days to complete, taking 1,000 man hours and 24,152 golf balls placed on tees. Time lapse footage was captured throughout the whole process and the resulting social content amassed over 100k YouTube views.

The Challenge:

Create a giant mosaic of Jordan Spieth that both caught the attention of passersby and looked accurate enough for the subsequent national print ad and broadcast spot shoots. Capture / edit time-lapse content from multiple angles for AT&T's use.





JORDAN: LAST SHOT

The Story:

For Jordan's 30th anniversary, the brand wanted to create an immersive experience that connected users back to the sport that spawned the shoes. The setup was an immersive and interactive LED half court that transformed to Michael Jordan's greatest moments. Players choose from three different moments to recreate the shots that cemented Jordan as the greatest. We were tasked with capturing the user experience from 4 different angles and live editing those shots into a shareable, broadcast style "Highlight" video, that users could download or share to socials.

The activation took place in NYC, Paris, Shanghai, and Tokyo.

The Challenge:

We were tasked with capturing the user experience from 4 different angles and live editing those shots into a shareable, broadcast style "Highlight" video, that users could download or share to socials.

JORDAN: XX9 DUNK CAM

The Story:

To celebrate the release of the 29th shoe in the collection (the XX9), the Jordan brand held a series of shoe trials in Chicago and New York where users had a chance to try out the new sneakers and "fly". To commemorate the moment, we wanted to capture that flight for fans, while giving them a takeaway to share with their friends on socials.

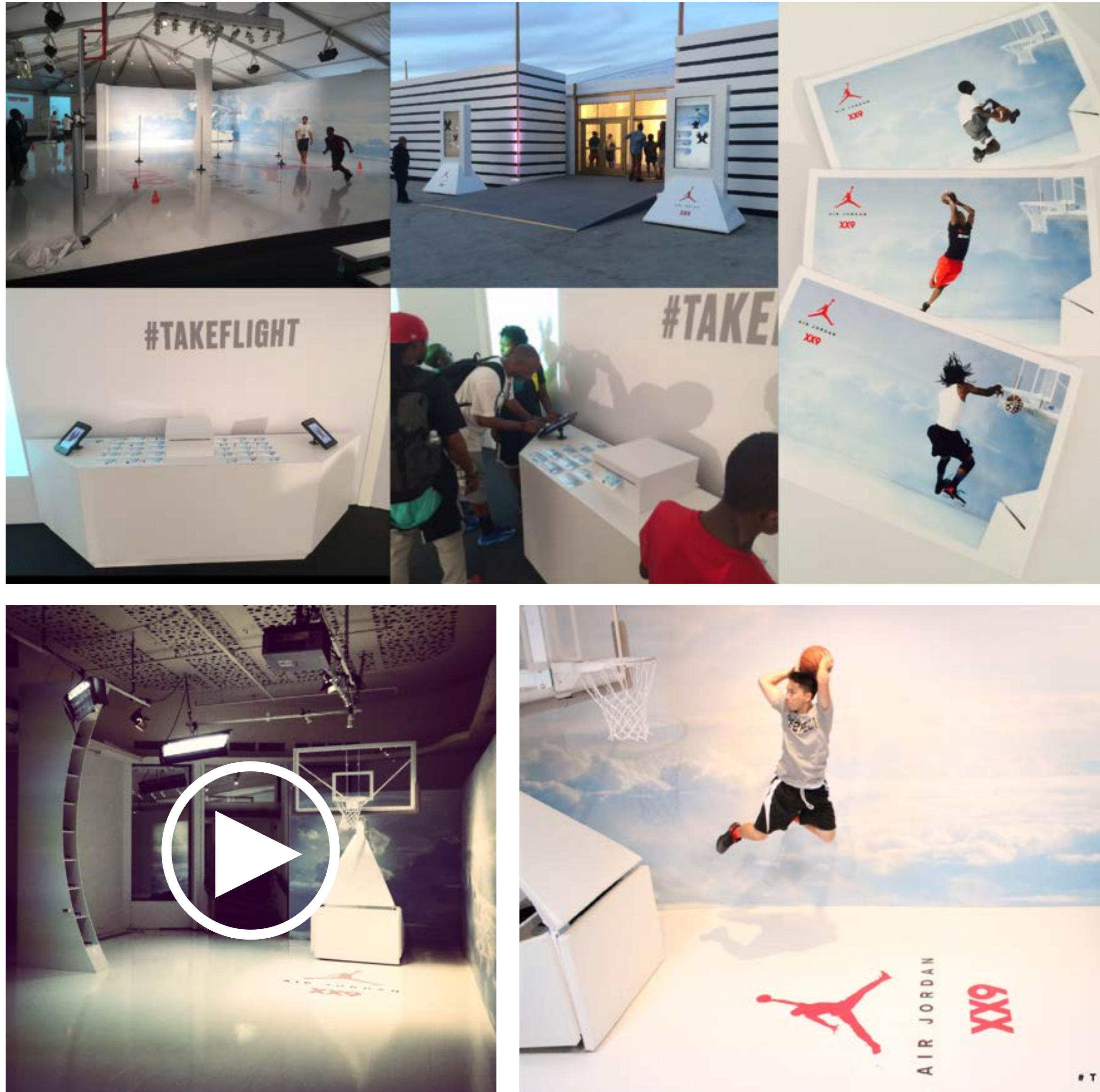
The setup was activated at the World Basketball festival in Chicago, Terminal 23 (a hidden, renovated ballroom behind Hotel Pennsylvania Manhattan), and was part of a FootAction takeover in NYC.

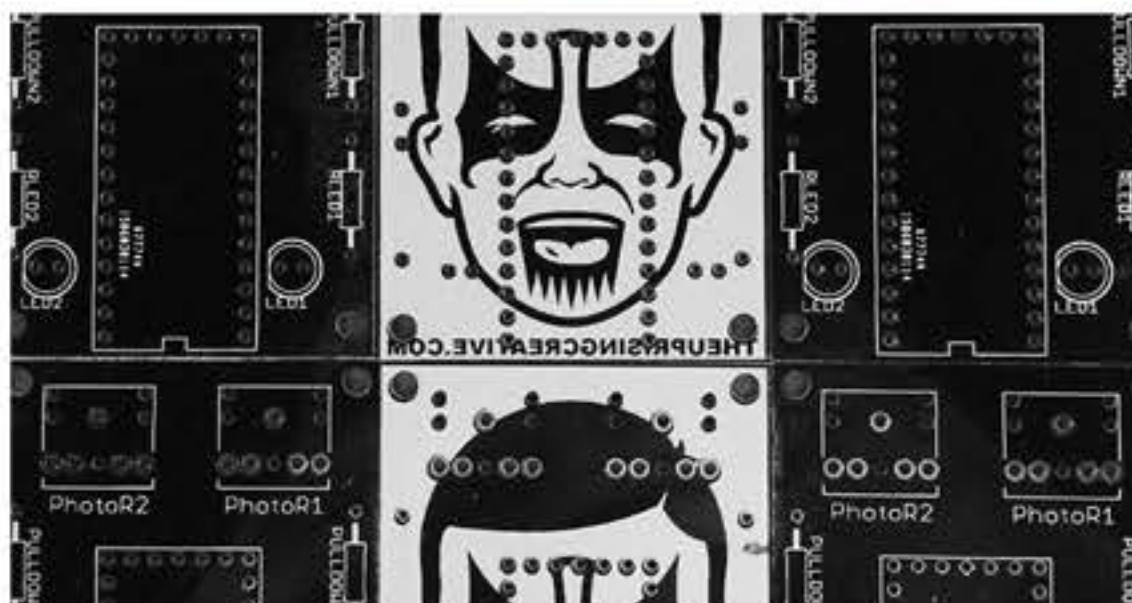
The Challenge:

Trigger and capture 8 photographs in 1.5 seconds and then programmatically compile those photos into an animated GIF and display in real time. Develop a user management and delivery system which allows users to find their GIF and then text it or email it to themselves.

The Tech:

8 DSLRs
Custom Node.js capture and rendering software
Lasers. Yep. Lasers.





ACTIVISION: GUITAR HERO STAGE DIVE

The Story:

For the release of the new Guitar Hero Live game, Activision asked us to create a live virtual stage dive experience to complement the game's "live" audience. We gave the fans an awesome way to finish their performance and show off to their virtual audience by jumping into the crowd, naturally. We erected a stage fitted with two cameras recording their jump. The video would be processed in near real time, automatically editing in an audience in place of a green screen pad. The final video could then be delivered by text and email for them to show off across social networks.

The Challenge:

- #1: Capture and encode video in real time, automatically.
- #2: Add FX and edit video dynamically.
- #3: Encode video and deliver it to the users for sharing.

The Tech:

Custom Laser Triggered Hardware (Built In-House)
 Sony Action Cams & Blackmagic Video Capture and Encoders
 Adobe After Effects
 Amazon S3 & Twilio
 Node.js

DESIGN & BRANDING

Having a look that pulls someone in from the start is important. It helps give a story context, and allows it to be told. You only get one shot. We love creating great first impressions. From products to packaging and everything in between, we're willing to bet you've seen some of our designer's creations around over the years. And we're willing to bet you liked them, too.



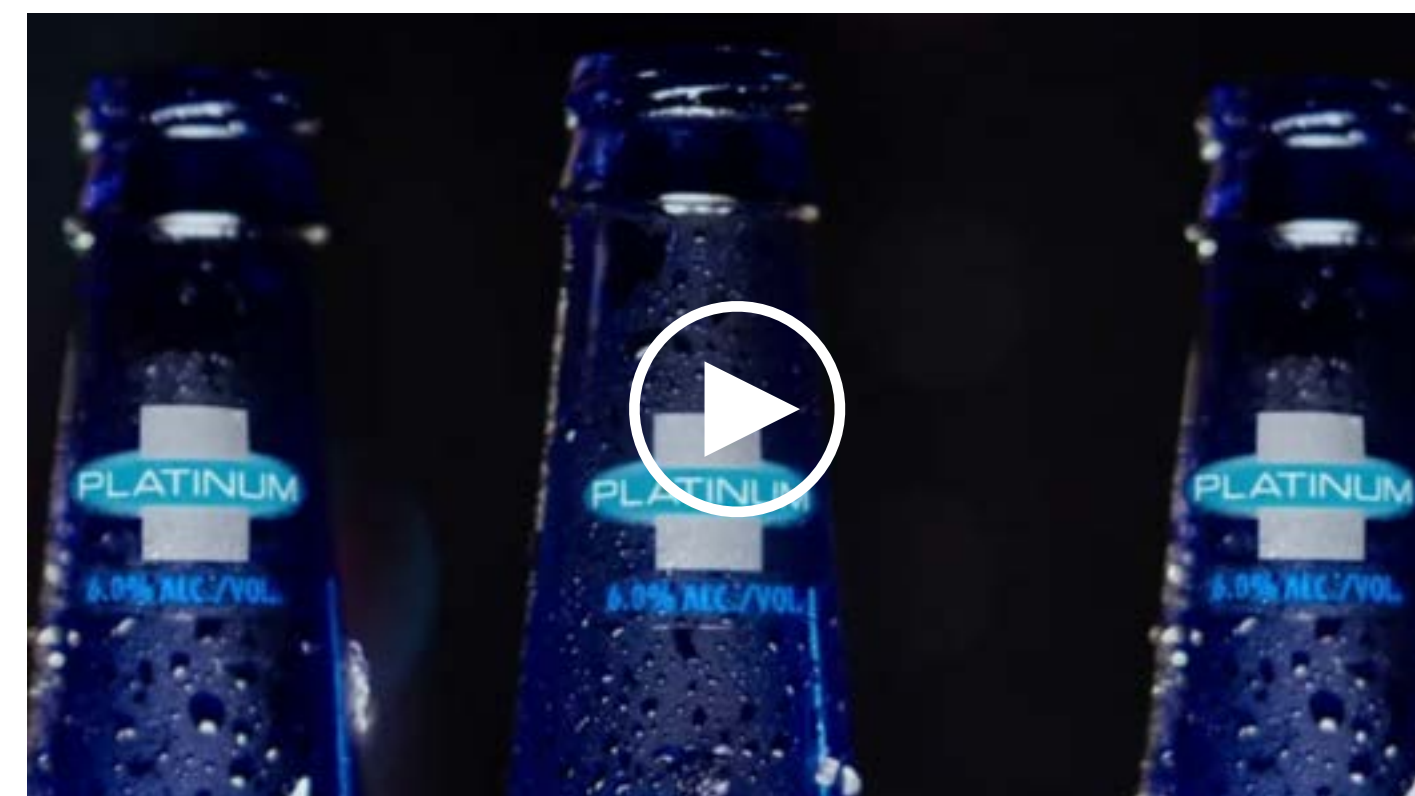


VIDEO

We write, produce, and direct - music videos, commercials, branded content, behind-the-scenes, documentary, scripted, event video content – if it's fun and inspiring, we want in. Let's get weird.



PERRIER:
INSPIRED BY STREET ART



BUD LIGHT PLATINUM:
NIGHT EXPLORERS



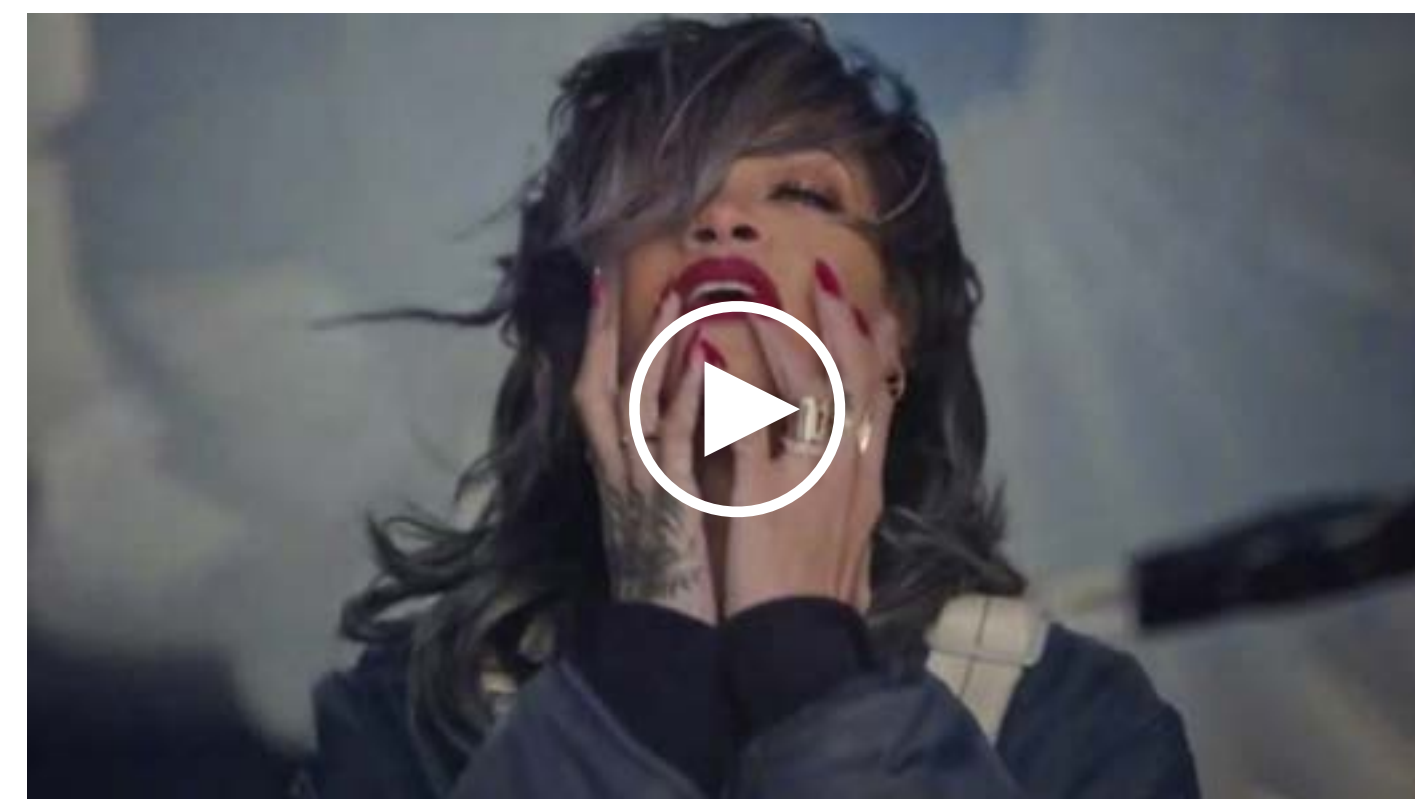
AT&T:
JORDAN SPIETH: GOLF BALL MOSAIC



DELL:
UNIVERSITY



BIG SEAN:
BLESSINGS (FT. DRAKE + KANYE)



RIHANNA:
AMERICAN OXYGEN



TAO:
BLACK AND WHITE



MIGUEL:
WAVES

VR

Virtual Reality is a vehicle to another dimension. A place where technology and human emotion collide, creating an immersive universe for storytelling unlike any that has come before. Let us tell your story in Virtual Reality.



BUDWEISER: #TACKLEIMPOSSIBLE + 4D BREWERY TOUR

The Story:

In an effort to raise awareness about the perils of drunk driving, we created a fun, social experience that invited users to brainstorm and share ways in which they could #tackleimpossible.

In addition, we created and executed the first full-sensory VR experience in the form of a tour of the iconic Budweiser Brewery in St. Louis that mimicked, with pinpoint accuracy, the temperature, smell, sound and feel of each step in the Budweiser brewing process.

The Challenge:

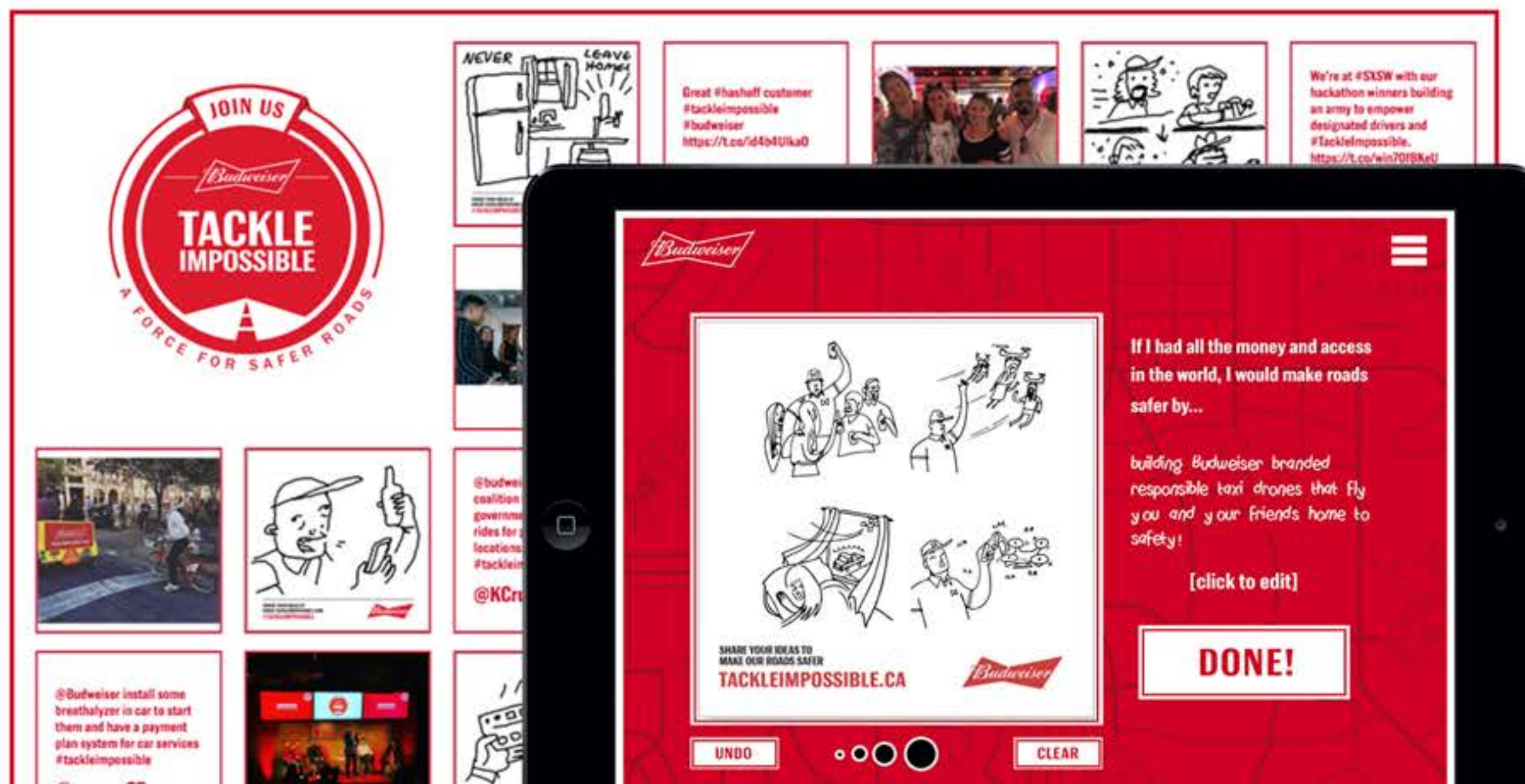
- #1: Develop a touch friendly, web based drawing submission application.
- #2: Build a txt based registration and queuing app for the 4D experience.
- #3: Create a 4D tour of the Anheuser Busch brewery.

The Tech:

Node.js + React.js
Websockets
Canvas
Synchronized VR / 360 degree video

Check it out:

[SXSW Interactive Adweek Writeup](#)





THEIRWORLD: SAFE SCHOOLS: NEPAL

To appreciate the scale of the emergency still facing Nepal's children a year after an earthquake shook the country to its core, you have to see it and hear it -- you have to feel it. Take a virtual look at reality for kids in quake-ravaged Nepal.

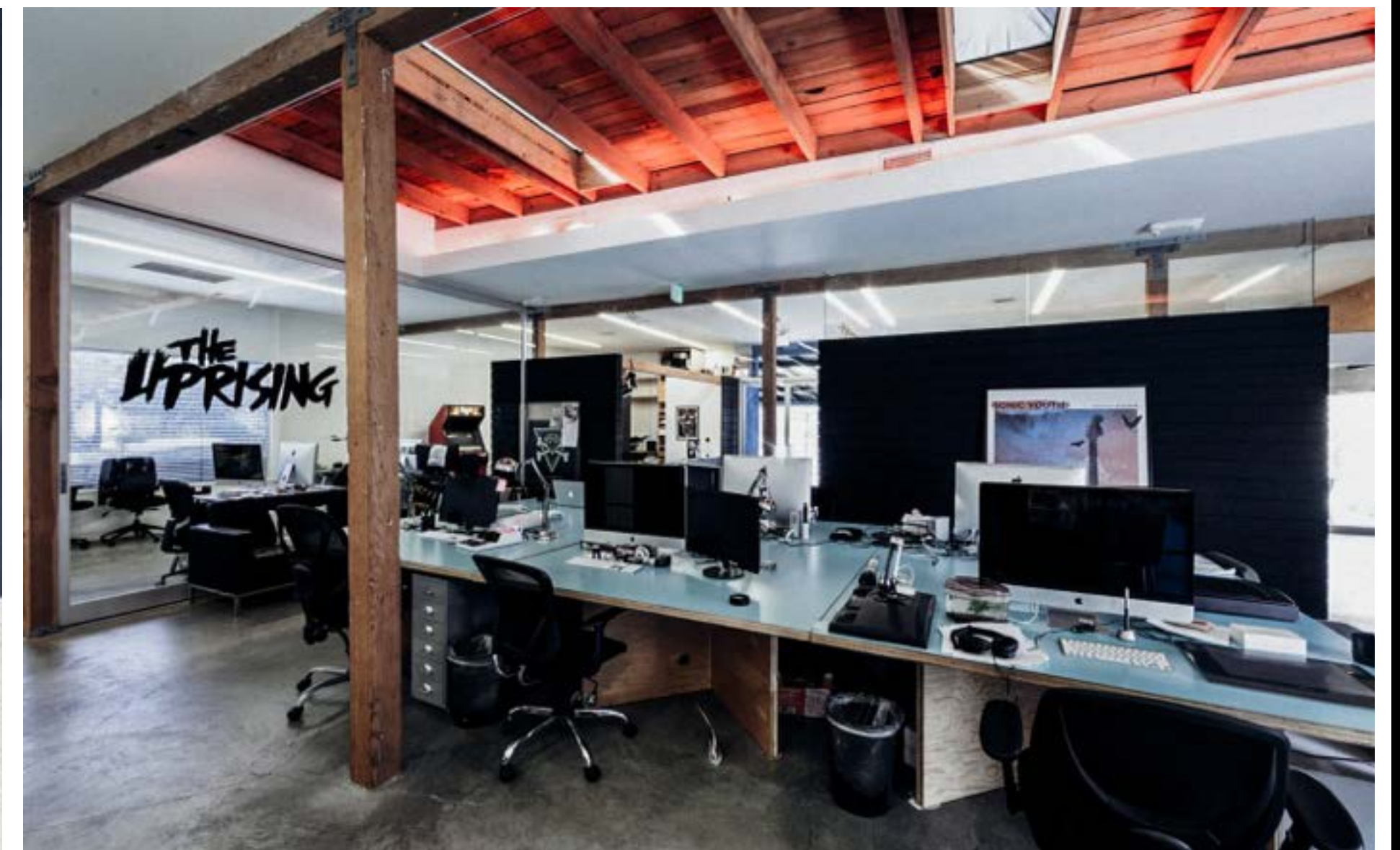


CBSI / KENAN THOMPSON: OUR REALITY IS VIRTUAL

Kenan Thompson discusses virtual reality, explains how it works, and confronts the question "Can virtual reality be funny?". Due to licensing and distribution restrictions, this project is only available through a private viewing portal. Produced in partnership with Wevr and CBSI, with support from UTA.



GET IN TOUCH



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THANK YOU