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**BRANDATHON  
WINNERS 2015**

Mugatunes Case Study

09/04/15

# VIEWPOINT + MUGATUNES = BRAND MAGIC

## BRANDATHON

Bridging the gap between the startup world and marketing world, the Ad Club's 2nd Annual Brandathon gives agencies 72 hours to brand a fledgling company.

## OUR STARTUP

Viewpoint Creative was paired with Mugatunes, an online intercollegiate community where users can find the best new music, curated by tastemakers on their campus.  
Tagline: #NoShittyMusic

## THE CAMPAIGN

**The Challenge:** Get more listeners.

**The Big Idea:** Shitty music is a public health issue. At work, on campus, in our cars... we're exposed to it on a near-daily basis.

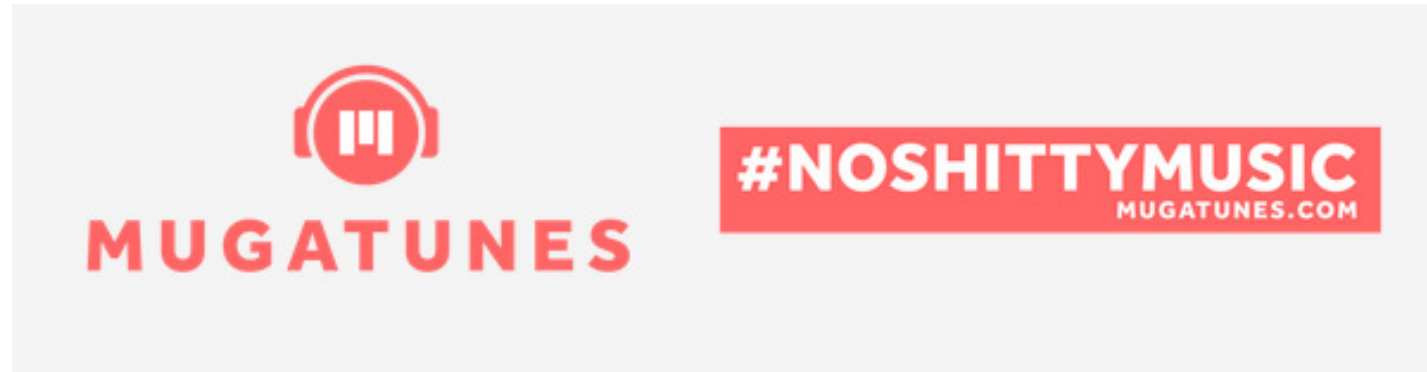
**The Solution:** Develop a PSA campaign educating students about the dangers of shitty music.

[Click to see our presentation](#)



# BRANDATHON WINNERS 2015 – DESIGN

## LOGO



## POSTERS

## GUERRILLA



## STYLE FRAMES



## BRANDATHON WINNERS 2015 – VIDEO



**CLICK IMAGES TO PLAY VIDEO**

# BRANDATHON WINNERS 2015 – BEHIND THE SCENES



[CLICK IMAGE TO PLAY VIDEO](#)

## THE SCHEDULE

**THURSDAY NIGHT** – We got paired up with Mugatunes, met with their team and had some refreshments.

**FRIDAY** – We started with an 8:30am Group Brainstorm. We landed on our concept pretty quickly and the ideas flowed from there. The rest of the day was spent writing scripts, designing logos and even animating an overview video.

**SATURDAY** – Shoot Day! While the design team continued working hard on posters, pamphlets and more, the rest of our team ventured into the woods with hazmat suits, a fire extinguisher and a camera. Later that night, our interns visited several area colleges to create social videos of their own.

**SUNDAY** – We spent the early hours polishing up our design work and tweaking the edits to the spots we shot on Saturday. The remainder of the day was spent slaving over a keynote presentation, and nervously wondering whether it uploaded properly to the Adclub dropbox.



### FUN FACTS:

The word SHIT was used roughly 2,667 times in 72 hours.

Hazmat Suits are very hot to wear in the summer, at the park, in dry ice fog, and when dancing.

Half of the creative and production team were the demographic of our client, the other half listen to shitty music.

### CLIENT QUOTE:

*“The fact that Viewpoint Creative did all this in just 72 hours is truly incredible – we couldn’t be more proud of the way our brand looks.”*

DREW MEAGHER  
CEO & VP  
MUGATUNES