



MEDIA MASTER MINDS

ENTERTAINMENT CONNECTIONS AND CONSULTING



2008 MTV Video Music Awards

Media Master Minds was approached by Gotham Casting out of New York City to help cast the Red Carpet and crowd for Kanye West's finale performance at the 2008 MTV Video Music Awards. The show took place on the entire back lot of Paramount Movie Studios. Gotham had worked with Media Master Minds before and together they have produced many flawlessly casted shows. Gotham Casting is a well-known casting agency in the entertainment world.

The goal was to obtain a specified amount of men and women that had a certain look, appeal, and energy level. These people were going to have the chance to be on the red carpet when all of the celebrities arrived. They would add to the overall energy level and be the perfect way to start the annual international awards show production. Once the red carpet was done, the casted audience was then moved to the area where Kanye West & others would close out the production.

Multiple strategies were used to accomplish the desired goals. Strategies included multiple partnerships, online marketing, and event promotions to cast the perfect people to place on camera.

Results

Once all of the marketing was done to obtain desired numbers, a high amount of submissions started to come in via emails. Through this selection process, the Media Master Minds staff was incredibly helpful to Gotham Casting from a customer service and booking standpoint. People were contacted via emails and phone calls multiple times to ensure proper numbers for the overall effort. The staff was helpful, informative, organized, and pleasant to work with.

Through the combination of efforts executed by the Media Master Minds company under Gotham Casting, the necessary results were achieved. The show was organized to a tee before the show, day of the show, and through the entire production of the awards show. The perfect amount of quantity and quality was achieved through Media Master Minds help and efforts. Gotham Casting was happy to have approached and worked with Media Master Minds for this awards show.

To work with Media Master Minds contact Keith Cunningham at:

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