



MEDIA MASTER MINDS

ENTERTAINMENT CONNECTIONS AND CONSULTING



2007 MTV Movie Awards

Media Master Minds was approached by Gotham Casting out of New York City to help cast the ideal audience for the 2007 MTV Movie Awards in Los Angeles. Gotham has a pristine reputation for continuously producing an amazing audience for multiple awards shows across the country.

Media Master Minds was approached with a goal of getting a considerable amount of men and women that had a certain look, appeal and energy level to them and who would look great on camera if needed during production. These people were going to be used as seat fillers, put in VIP seating areas, and used to add to the overall visual appeal of the awards show.

Multiple strategies were used to accomplish the desired goals. Strategies included online marketing tactics such as email marketing, partnerships and other online promotions such as banner ads. Other traditional strategies included

street teams to search for and cast the look and appeal that was desired.

Once all of the marketing was done, 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 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.

Results

Through the efforts executed by the Media Master Minds company, the desired results were achieved. The show was organized before the show, day of the show, and through the entire production of the awards show. There was a perfect amount of people with the needed look and energy level. Gotham Casting was happy to have approached and worked with Media Master Minds for this awards show. The show went so well that a long-term partnership was formed.

To work with Media Master Minds
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