

MG Studio.



MG Empower
Agency Deck

2023
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AREA

MG Studio.

Our dedicated **creative hub**, providing everything your brand needs to make an impact. We bring **stories, content and experiences to life** in virtual and real worlds – anywhere in the world – with the support of our studios in **London and New York**.



- **Creative direction**, concepting and strategy.
- **Content creation** and **post-production** across all media.
- Global events and **experiential production**.
- Data and **performance-driven creatives** in tandem with MG Platform.



**WE PUSH THE BOUNDARIES
OF DESIGN, EXPERIENCE
AND VISUAL STORYTELLING
SO YOUR BRAND SHOWS UP
IN THE MOST IMMERSIVE AND
ENGAGING WAYS.**

arsiva

Audio-visual.

Leveraging in-house studios, boundless creativity and state-of-the-art technology, our multi-talented Studio team makes groundbreaking audio-visual content to connect your brand with consumers.



CONTENT

THAT

DAZZLES.

BROADCAST

YOUR BRAND.

Podcast production.

Binge-worthy podcasts for talents and businesses around the world. Our in-house podcast production experts define strategy, find and book guests, produce the audio, and promote the podcast so you can inspire audiences everywhere.



MG
empower.





WANT YOUR OWN UNIVERSE?



Virtual reality.

High-impact virtual experiences that stay with people long after the goggles have lifted. We connect emerging technology with strategy, developing unique worlds and experiences that look, feel and sound like your brand.

VIVID EXPERIENCES

**Immersive
experiences
and events.**

From pop-ups and events to digital and hybrid environments, we develop immersive experiences that transcend the everyday and spark your audience's curiosity. The MG Studio team manages concepting, design, production and execution.

TRANSPORT
YOUR CUSTOMERS
INTO YOUR WORLD.



Beyond the billboard.

We push the boundaries of traditional OOH by transforming activations into experiences, integrated with influencer and media to maximise ROI. Combining IRL with digital media, hybrid realities and immersive activations to maximise impact.

OUT-OF-HOME.





ADD LIFE TO YOUR MEDIA MIX.



Livestreaming.

We aim higher than the standard front-camera setup, bringing audio-visual excellence to every livestream we produce – whether it's an hour of edutainment at the Cannes Film Festival or a live shopping experience that converts consumers at scale.

the 2020



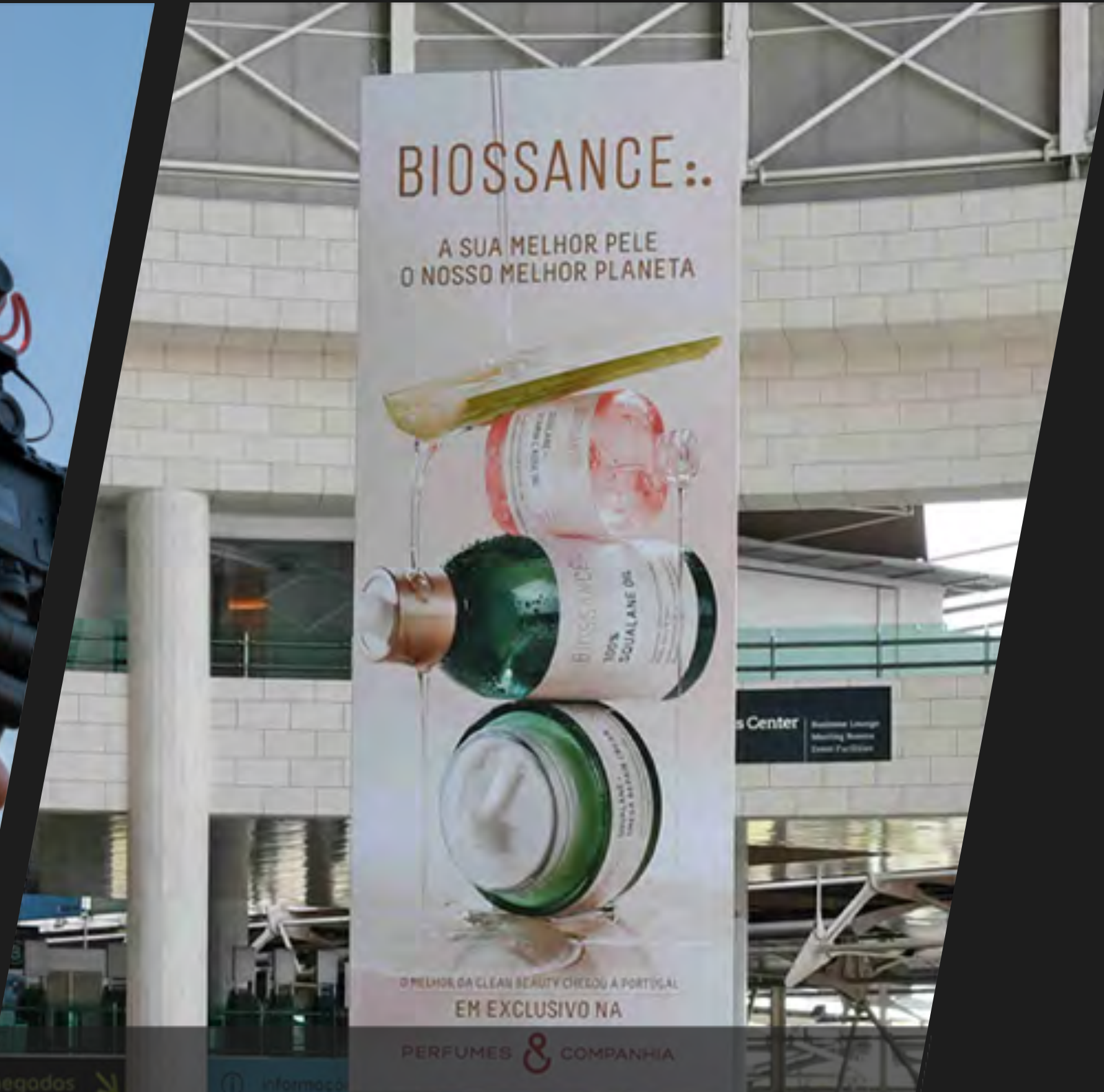
LIONSGATE+

The global streaming platform has used MG Studio to produce events, red carpets and installations for their platform and shows across the globe, including NACHO – which we launched in London, Mexico and Brazil – Normal People and Express.



Fujifilm

We brought Fujifilm's latest vision to life by creatively directing, filming and producing a top-performing video for all their online touchpoints, spotlighting a new camera – the X-S20 – and its 'VLOG' button, among other features specifically tailored to content creators.



Biossance

When Biossance landed in Portugal for the first time, we made and deployed an array of OOH activations – including billboards, influencer-driven events, and a unique TukTuk experience – across three cities.



Tangle Teezer x Barbie

The MG Studio team developed and fully produced an integrated strategy, combining a hero campaign and an immersive IRL experience for this iconic brand partnership: a commercial video to live on both brands' key channels and an exclusive lunch at the Cannes Film Festival, featuring a life-sized Barbie box.



Genesis

Our producers and videographers worked with influencers in LA to promote this luxury car brand's partnership with the PGA, elevating and creating a stream of social content to deepen affinity with the international golf community.



Rose Inc

In tandem with a dynamic paid media strategy, this livestream shopping experience launched a new Rose Inc collection by educating, inspiring and converting customers via influencer-led storytelling and selling.

Stripes



ROSE INC

FUJIFILM

COSTA BRAZIL

HOUSE OF FRASER
SINCE 1849

BRANDS.

BIOSSANCE™.

TANGLE
TEEZER

LIONSGATE+

Chopard

 bumble

 TikTok

**DISCOVER
EVERYTHING**
ABOUT MG
STUDIO ON
OUR WEBSITE.

<https://mgempower.com/mg-studio/>

