

Project Overview

Business Name	PixelPulse Media
Client Name	Sophie Martinez
Social Security Number (SSN)	392-58-1647
Project Category	Video Production - Live Events
Client Status	Active
Social Media Platform	Instagram
Social Media Username	fusiondays_official
Password	M7w4\$nD!ve2g

Client Brief

PixelPulse Media has been enlisted by Fusion Days Festival to manage a comprehensive video event production campaign, with the goal of elevating the festival's presence and engagement both on-site and across digital platforms. The primary scope of work includes capturing dynamic footage of live musical acts, attendee interactions, behind-the-scenes preparations, and interviews with headline performers. In addition to creating a series of highlight reels for daily recaps, the agency will produce a dedicated aftermovie that encapsulates the energy of Fusion Days. Social media content strategies will also be developed to maximize real-time, interactive engagement via Instagram Stories, Reels, and IGTV, leveraging dedicated hashtags to foster user participation. PixelPulse Media is tasked with developing a seamless on-site workflow, coordinating with event staff to ensure unobtrusive and effective video coverage during high-traffic times. The project will also require managing a secure cloud-based asset library for rapid delivery to the festival's marketing team. The final deliverables are expected to drive post-event brand awareness, attract new sponsors for future editions, and position Fusion Days as a premier cultural gathering in the region.

