



# TUMBLR IRL

Featuring Manchester Orchestra

CREATIVE STRATEGY / EXPERIENTIAL / INTERACTIVE

CASE STUDY

# CAMPAIGN OVERVIEW:

TUMBLR IRL | A LIVE EXPERIENCE BASED ON USER EMOTION

Surrounding the release of Manchester Orchestra's latest album, 'COPE', we created a Tumblr-powered visual stream of the album. Fans chose various emotions (determined, exhausted, connected, etc.) that each correlated to a track on the record.

They had the option of elaborating on their choice, if they had more to say, and then submit to stream that track. Based on the mood they chose, we pulled imagery from Tumblr and streamed it along with the track, also overlaying all of the fans additional elaborations on the imagery, creating a full visual / aural experience unique to each track.

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tumblr. +  + COPE

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## HOW WE DID IT

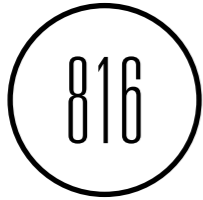
To take that offline, we teamed up with our friends at GINGERGROUPDESIGNS and decked out L1 Gallery in Atlanta with 6 strategically placed projectors, and set up several iPad stands around the venue.

Fans who attended the event (from as far as Alabama!) could go through the campaign, choosing their emotions (and optionally elaborating on them), in order to determine the visuals and words that were being projected on all the walls and ceiling of the gallery.

The band came out and played a stripped down three song set based on the three most popular emotions chosen that night by attendees. In other news, Tumblr users had more emotions than just depressed.







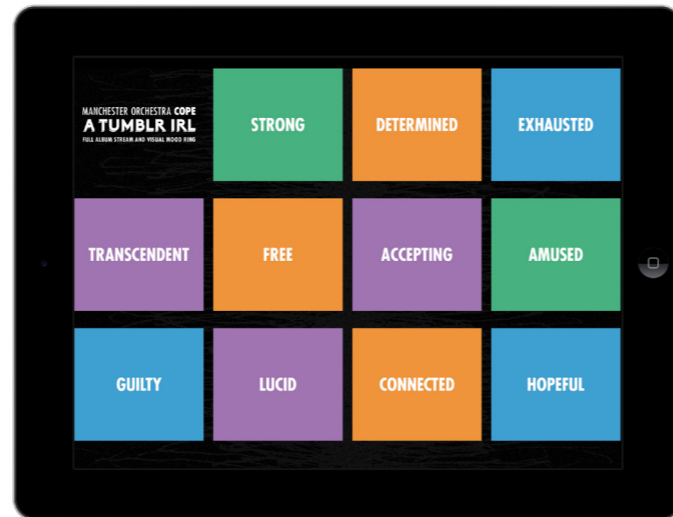
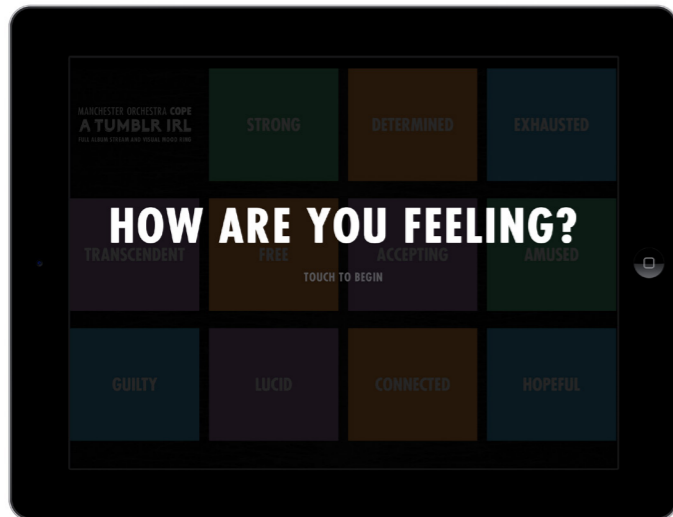
FAN GENERATED STORIES



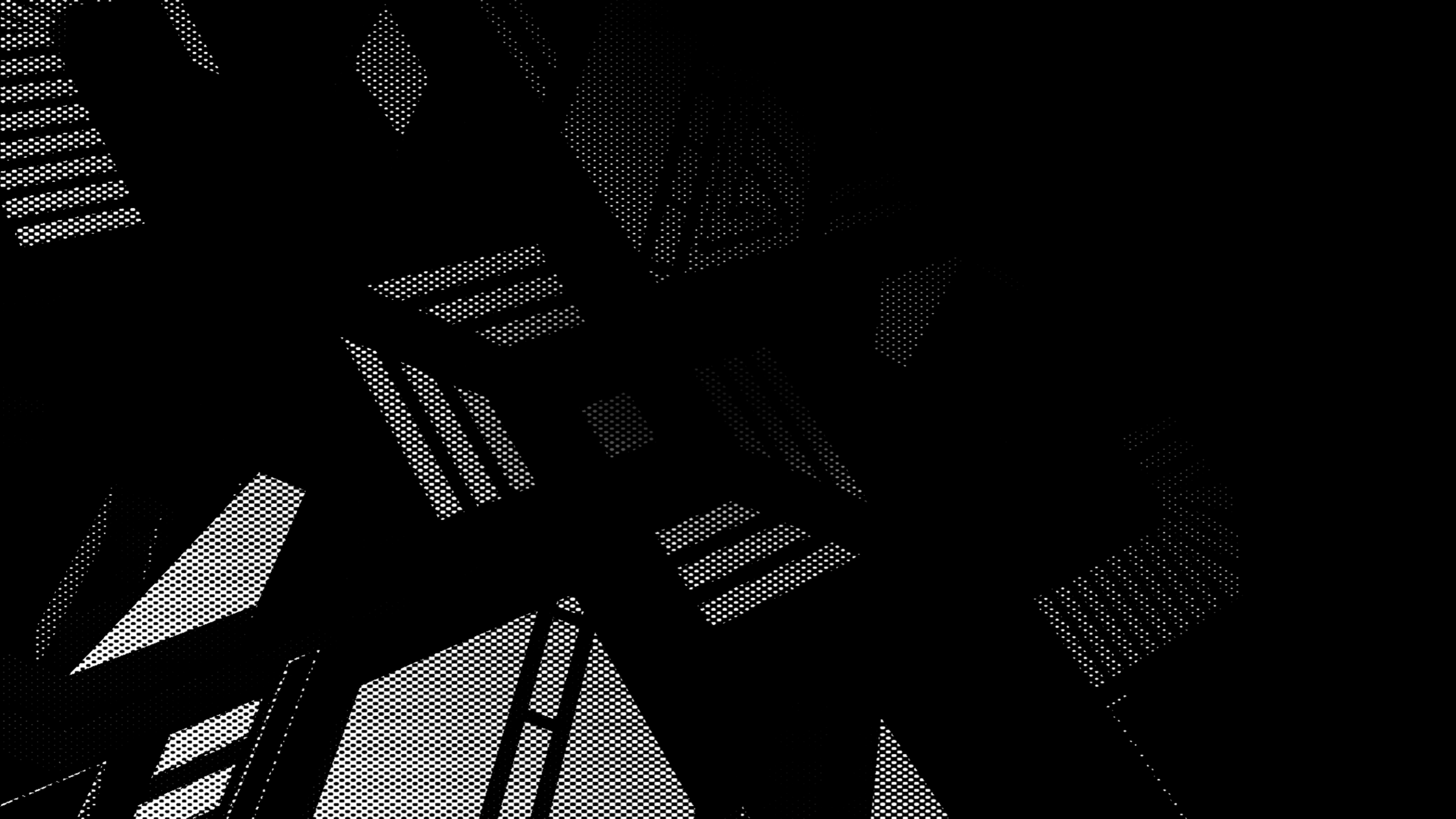
UNIQUE IMPRESSIONS



UNIQUE SOCIAL IMPRESSIONS



Check out the link below to see more:  
<http://cope.themanchesterorchestra.com>



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**THANK YOU**

The End