PROJECT SUCCESS BRIEF

D3 Studios - A Pepsi Co/Frito Lay North American Company

THE ASK:

The project began with a clear objective: to build an LED volume wall within the constraints of an existing photography studio space, addressing the need for a versatile and immersive production environment. The primary challenge was to maximize the use of the 24-foot by 26-foot room with a 12-foot drop-tile ceiling, ensuring optimal camera depth and usability within a confined area to support both Photography and Video Production.

THE MISSION:

1. Maximize the small existing studio space. Design around existing infrastructure.
2. Create a self service LED wall that supports Mac, or Windows based computers with HDMI inputs for background image plates.



User Personas Benefitting from the Project

D3 Studios Creative Team (Primary Users)

The LED volume wall was specifically designed for **D3 Studios**, the in-house ad agency of PepsiCo/Frito Lay North America (PFNA). This team, comprised of directors, producers, editors, and visual effects artists, benefited greatly from the enhanced production capabilities provided by the wall. It allowed them to create visually dynamic and immersive content, enabling greater creative freedom and efficiency. The flexibility of the volume wall empowered the team to experiment with unique storytelling techniques, improve production turnaround times, and maintain a high standard of visual quality.

PFNA Brand Teams (Clients of D3 Studios)

The end beneficiaries were the various PFNA brands—household names like Frito Lay's, Doritos, Cheetos, and Mountain Dew. These teams rely on D3 Studios for innovative and impactful campaigns to engage their target audiences. The LED wall facilitates the creation of eye-catching content where visual appeal and quick turnaround are critical.

Social Media Campaign Strategists

The strategists responsible for tailoring campaigns for TikTok and Instagram are also serviced from the studios team utilizing the LED wall's ability to produce high-quality, platform-optimized visuals. The flexibility of the wall enabled the creation of dynamic content that stands out in fast-paced, highly competitive social media environments.

PepsiCo/Frito Lay Marketing Executives

The marketing executives overseeing campaigns for PFNA brands gained a competitive edge with the innovative content produced using the volume wall. It allowed them to elevate their brand storytelling and maintain leadership in digital advertising spaces, by producing content that aligned with current trends and captivated audiences. The wall is also utilized for executive messaging without the need to leave the campus.

The Solution and Success of the Project:

To meet the growing needs of PepsiCo/Frito Lay's internal agency, D3 Studios, the initial LED volume wall (8.2' x 13.12') was successfully expanded in less than three months of the original installation to a larger configuration of 16.4' wide x 11.33' tall. This expansion required additional custom-built mounting structures and relocating the wall to the south side of the room to ensure unobstructed airflow from the main AC vents. The larger wall empowered the creative team to tackle more ambitious, large-scale projects while achieving additional savings in production budgets.

The current system features CineLumen ViP 2.6 pitch LED panels, powered by Novastar A10 Pro receiving boards and the Novastar MX30 controller running Coex VMP software.



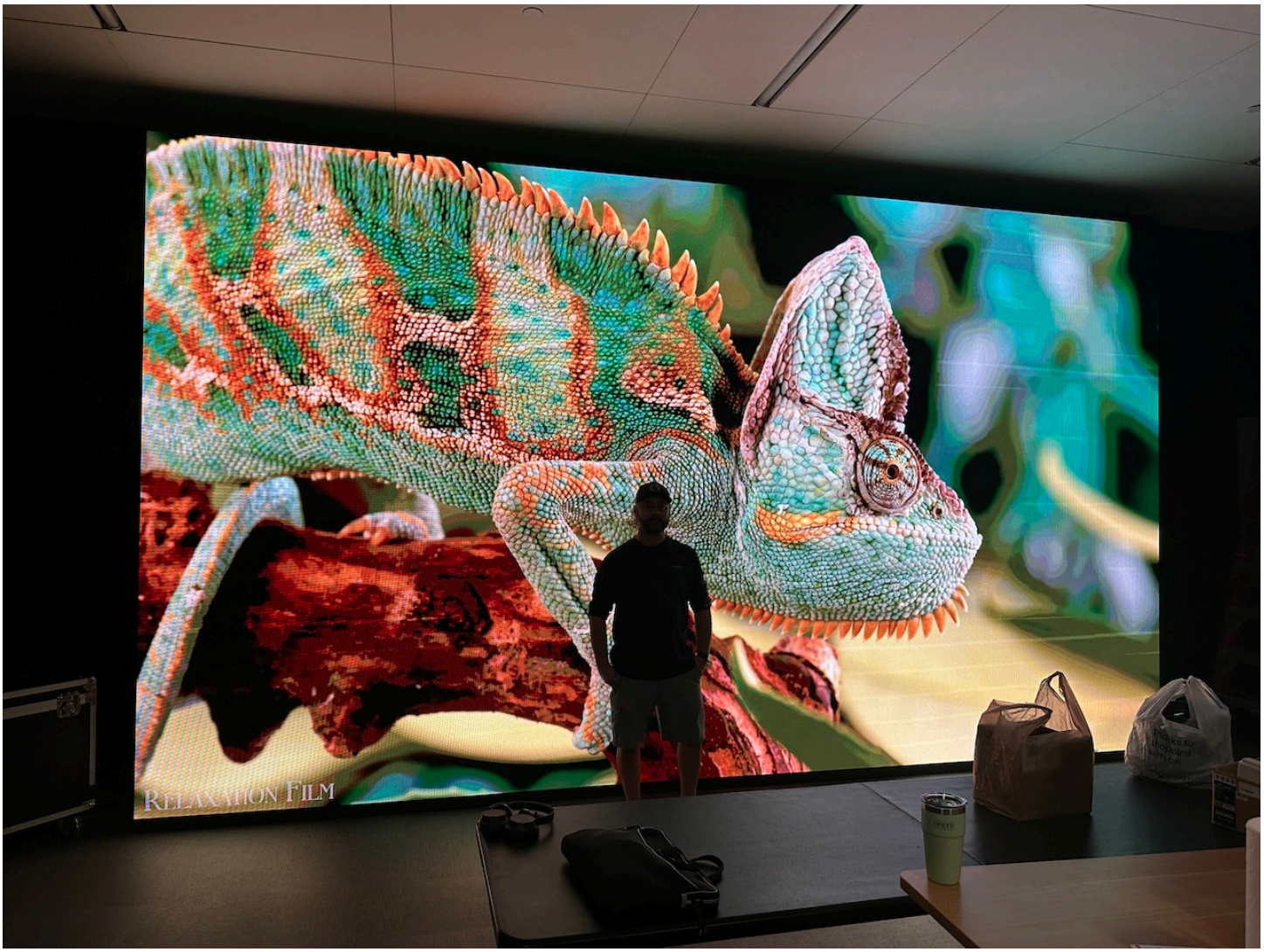
Photography and video on the same shoot.



Joe Kenda preparing for his lines.



Overview of actual set.



Size of new wall expansion.

XR system and infrastructure designed by Jason Starne