

LEVEL/Monster

LEVEL



Overview

LEVEL Studios is an independent digital agency that amplifies global brands by innovating across desktop, web and mobile environments. Founded in 1995, the agency now operates three California studios specializing in user experience, digital media and application development.

Challenge

LEVEL set out to help its client, Monster Energy, to more deeply connect their fans with their company's athletes and bands. Monster had launched many innovative and interactive marketing campaigns in the past, which included throwing cool parties and celebrating with fans and riders to make them feel fully immersed in the Monster brand. They wanted to find a way to create a dynamic, visually appealing online destination on monsterenergy.com for their loyal fans to create and add content.

HIGHLIGHTS

- 225k streams since January 2010
- 326 total shows uploaded
- 35,000+ total users viewing shows
- Even video distribution across online and mobile platforms

“They (Monster) wanted to take advantage of the community that’s out there and the fans that are actually at their events, empowering fans to create and add content, whether it’s photos or videos for the website.”

- Curt Van Inwegen, Vice President at LEVEL

Solution

Using the Kyte SDK, LEVEL was able to integrate video experiences in a way that matches Monster's lifestyle brand appeal across their website and social web presence. The end-to-end implementation allows them to build a vibrant online community around Athletes, Monster Girls, Events, Bands & Music, and Promotions.

Members now get to view all the rich media of their favorite Monster bands and athletes and even more importantly, leave feedback and comments, as well as rate and share their favorite video experiences. Visitors who used to just casually browse the website have been converting, in large numbers to enthusiasts of the brand, growing the ranks of the "Monster Army".

In addition to incorporating engagement features online, LEVEL has also been able to use our platform to build up a comprehensive video inventory for Monster, including professional, authentic, as well as user-generated content uploaded by the Kyte producer module.

This has given LEVEL the ability to supplement high production cost video with low cost, but equally engaging, authentic and UGC video, greatly expanding their video production output for Monster without increasing costs.



Results

- Amassed millions of videos views within six months of launch.
- The Monster Energy brand platform, including highly engaging Kyte-powered video experiences, now conveys the raw, edgy, aggressive and inclusive culture online that Monster had already created in collaboration with their athletes, bands, and tribes in real life.
- Evidenced by a dramatic increase in user community activity, the final result is an enhanced online brand identity that influences offline products.
- The athletes' and bands' live and on-demand videos fuel Monster's edgy online identity and sustain a close connection with the user community through interactive functionality.