



CASE STUDY: SPECIAL OLYMPICS 2019

CREATORUP CRACKS THE CODE ON CREATING EXPERIENTIAL CONTENT FOR EVENTS

Virtual Reality Approach Immersed Viewers for 50th Anniversary of Special Olympics World Games Abu Dhabi 2019, Demonstrating the Power of Digital Content to Extend the Impact of Any Event

SUMMARY

CreatorUp helps organizations and brands create impactful stories for digital audiences with next generation content created by top creative professionals from across the globe.

CREATORUP'S ASSIGNMENT FOR SPECIAL OLYMPICS WORLD GAMES ABU DHABI 2019

Special Olympics World Games Abu Dhabi 2019 recently hired CreatorUp to help showcase the Abu Dhabi World Games as the largest and most unified games ever held for the 50th anniversary of the Special Olympics. The goal was to generate exciting content, using the latest technology, to inspire empathy for these 7,000+ determined athletes from 195 nations and cast off any oppressive sympathy. By doing so, the Special Olympics World Games also hoped to educate new audiences about intellectual disabilities and highlight the athletes' talent, as the UAE framed their incredible stories as "The People of Determination." "Meet the Determined," was the campaign slogan Special Olympics World Games Abu Dhabi invented to convey this overarching message.



UK basketball star Myles, behind the scenes during a CreatorUp video shoot.

THE APPROACH

CreatorUp addressed the exciting assignment by developing 360° Virtual Reality experiences that offered fans from around the world the first-ever opportunity to engage with Special Olympics athletes in an unprecedented, immersive way: through Samsung VR headsets and a dedicated [Special Olympics World Games Abu Dhabi 2019 YouTube channel](#).

A series of moving documentaries gave viewers an inside look into the homes and hearts of athletes, their families

and communities, and the 21,000 volunteers who made this global gathering of determined athletes possible. In addition, the videos generated awareness of the UAE specifically as an inclusive place – a place that champions and values people of determination, as well as enhancing awareness of it as a destination.

CreatorUp leveraged a three-tiered strategy to accomplish its mission on behalf of the Local Organizing Committee of Special Olympic World Games Abu Dhabi 2019.



SPECIAL OLYMPICS
**WORLD
GAMES**
ABU DHABI 2019

الأولمبياد الخاص
**الألعاب
العالمية**
أبوظبي 2019

1. Built Anticipation for the World Games with Inspiring and Sharable Digital Content

CreatorUp's team kicked off the project by traveling around the globe to meet some of the awe-inspiring athletes and produce immersive, pre-event video content in preparation of the first World Games to be held in the Middle East.

CreatorUp developed a **three-part series** called "Meet the Determined in 360VR," which included the following films:

"UAE Now" – Offered insights into the preparations for the first World Games in the Middle East as well as covered different topics, such as how the UAE government is leading by example in promoting inclusivity and what people can expect from the event.

"50 Years of Special Olympics" – Focused on the history of the organization and the impact Special Olympics has had since the journey began in 1968.

"Athletes at Home" – Traveled to various countries across the world to see what makes these athletes so determined

to excel at the sport of their choice and overcome the stereotypes of intellectual disability.

The visually arresting 2D and 3D digital content showcased the impressive athletes at their best, in new ways that transcended the Games into a universal story of human spirit and captured their inspiration in a timeless format for generations to come.

In addition to creating virtual reality videos, the team also generated engaging digital content that was shareable across multiple platforms, including Facebook, Instagram, Twitter, LinkedIn and YouTube.

This content was then seeded out, leading up to Special Olympics World Games Abu Dhabi 2019, to generate awareness of the upcoming event and promote the 50th Anniversary of the Special Olympics.

2. Amplified the Real-Time Impact of the World Games through Virtual Reality Footage

The CreatorUp team expanded upon the pre-event momentum by providing a live daily show that was broadcast on a dedicated **YouTube** channel during the Opening and Closing Ceremonies as well as throughout the World Games from March 14-21, 2019.

This is the first time any form of Olympic ceremony has been broadcast live in 360, enabling families from all over the world to watch athletes from their nation participate. UAE cultural experts and social media influencers Max of Arabia and Dr. Shayma Fawwaz hosted the shows, and the CreatorUp team reported on select events.

3. Sustained the Legacy of the World Games Through Post-Event Content

Coming full circle to truly empower the Special Olympics brand, CreatorUp is making a final documentary called "Life After the Games," highlighting the local impact the World Games had on the students, volunteers and organizations involved, and illustrating how the UAE has changed the narrative of this exciting global event.

In just two weeks, athletes from all over—from big cities to remote villages—were exposed to new cultures, people and ideas in Abu Dhabi. They were then able to bring that experience back home to their families, friends and communities.



Gymnastics star Lixiang Shanghai training for Special Olympics World Games Abu Dhabi 2019.



ABOUT CREATORUP

CreatorUp is a digital creative studio and leading digital media training company that empowers leading brands, such as Google, YouTube, SamsungVR, and AT&T, to connect with audiences worldwide through cutting-edge video production services and training solutions. CreatorUp specializes in generating unique ecosystems of digital content, conveying emotional narratives that drive action and engagement, and sharing clients' stories with multiple audiences, across multiple platforms.

As an extension of each client's unique goals and vision, CreatorUp acts as a dedicated and passionate partner. The firm's strategic partnership with the Special Olympics is a great example of how CreatorUp can weave

heart-filled, inspiring stories into immersive, global, one-of-a-kind experiences, where innovative 360° visuals transcend a single event into a collective story of human triumph.

Whether clients are on an unbending social mission, need an emotionally charged campaign to extend or activate a national political campaign, or are launching a new product, CreatorUp arms them with the emotive power they need to affect change through cutting-edge content creation.

Experience the emotive power of CreatorUp's digital content today [here](#).

"One of the most important things for us at Special Olympics World Games Abu Dhabi 2019 was to build genuine connections between audiences and athletes through innovative content, enabling people to Meet The Determined like they never had before. Our partnership with CreatorUp enabled us to do just that and more, offering an immersive 360 experience of what it means to be a Special Olympics athlete. The result is a radically new kind of content leveraging the benefits of Virtual Reality, which has truly impacted the way people around the world see people of determination. As a legacy piece, we hope that this series will continue to change perceptions and inspire those watching to live in a unified society. We're grateful to the entire team at CreatorUp for embracing the spirit of Special Olympics wholeheartedly and bringing the full force of their creative energy to this project."

– Peter Goodwin, Chief Marketing Officer (Special Olympics World Games Abu Dhabi 2019)

"As a former athlete, it's important to be able to share your story with others—to connect with, inspire, support and relate to other athletes, as well as fans. And after experiencing CreatorUp's visual storytelling ability, I have never felt more connected to athletes. Their content truly encapsulates the human spirit on a meta level, bringing together individual stories into one global story highlighting the determination of the 2019 Special Olympic athletes."

– Olympic Champion Donna de Varona

