

CAP and CUT

VISIT US - CAPANDCUT.COM

# Case Study Harmonix

## SETTING THE STAGE: PIONEERING MIXED-MEDIA TRAILERS

---

**Jack Dalrymple**  
VP CREATIVE CONTENT

617-420-2281  
jack@CAPandCUT.com

CAPandCUT.com  
[in/company/cap-and-cut](https://www.linkedin.com/company/cap-and-cut)

6 Liberty Square #2020  
Boston, MA 02109 USA



# CRAFTING BRAND SUCCESS

Cor  
iVer

OFFICE:

Please Note: The content of this document is for informational purposes only. It is not intended to be used as a substitute for professional advice. The time of publication of this document is not intended to assure that the information is accurate and complete. The information is subject to change without notice unless otherwise stated. This document is not intended to constitute an offer of any financial product or service. Please contact your advisor for more information. American Distance Learning Academy



Since 2014, Cap and Cut™ has led in transforming visions into engaging narratives and immersive brand experiences. Specializing in creative design and storytelling, our Boston-based team crafts messages that resonate and compel your audience to act. Together, we'll not only make your brand's story unforgettable but also motivate your audience to engage deeply, ensuring a meaningful and actionable connection.



# HARMONIX - ROCK BAND VR TRAILER

The World's First AAA Mixed-Reality Gameplay Trailer

## SETTING THE STAGE: PIONEERING MIXED-MEDIA TRAILERS

We helped Harmonix create an unparalleled immersive game trailer, a first of its kinds that would seamlessly merge the physical and digital realms for viewers.

The creation of the first AAA mixed-media gameplay trailer was a complex process that required a blend of creativity, technical expertise, and close collaboration with Harmonix. Our approach involved filming live-action sequences on green screen, while simultaneously capturing in-game footage. During post, we keyed and composited these elements, crafting a world where physical and digital entities co-exist.

A pioneering feat at the time, this mixed-media format has over time evolved from an innovative outlier to a commonplace approach.

---

### Services

- Live Action Filming
- In-Game Capture
- Graphic Design & Animation
- Keying, Rotoscoping, Compositing
- Post-Production Editing & Color Grading
- Audio Post-Production & Sound Design

---

### Impact

- World's first AAA mixed-media gameplay trailer - a trailblazing moment in gaming history, setting a new industry standard
- +250k views, showcasing high engagement
- Generated significant buzz in gaming media
- Ignited anticipation in gaming community



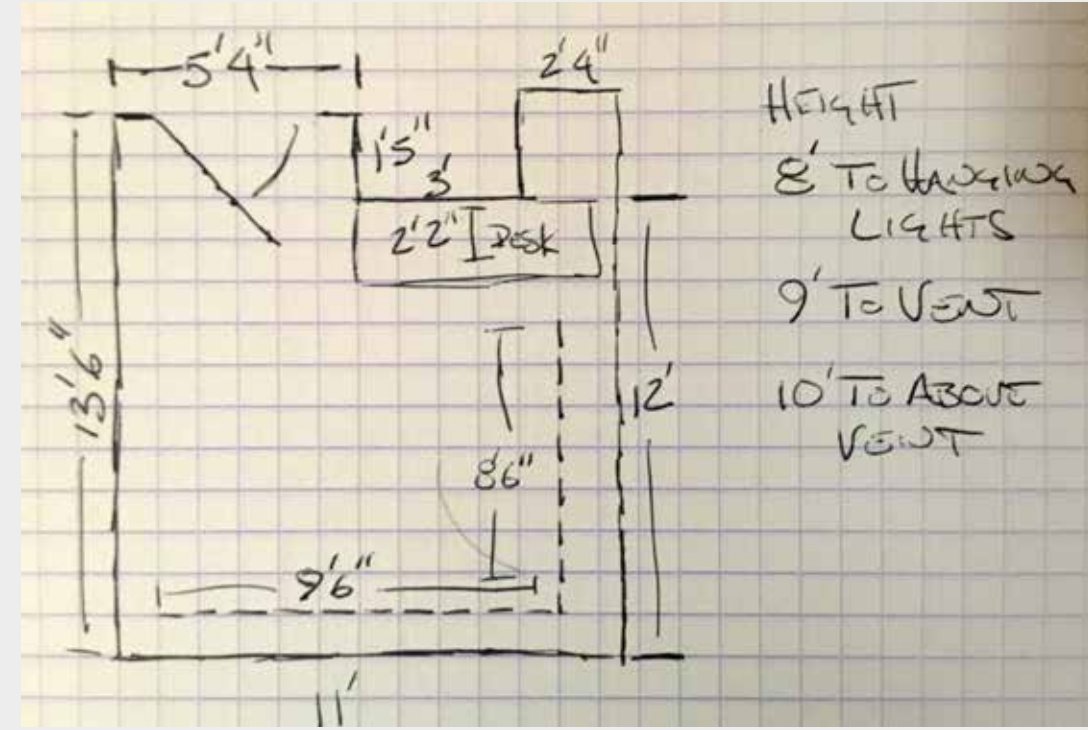
## THE RESULT

**The world's first AAA mixed-reality gameplay trailer revolutionized the industry's approach to immersive experiences and significantly contributing to the Rock Band VR's success with over 250k views and substantial community excitement.**

## Developing the Game Plan

The creation of the first AAA mixed-media gameplay trailer was a complex process that required a blend of creativity, technical expertise, and close collaboration with Harmonix. Our team was tasked with the challenge of creating a trailer that would effectively communicate the immersive experience of playing Rock Band VR, a game that blends the physical and digital realms in an unprecedented way.

Our process began with a thorough understanding of the game and its unique features. We spent time playing the game, understanding its mechanics, and identifying the key elements that made it stand out. This helped us to conceptualize a trailer that would effectively communicate these unique aspects to the audience.



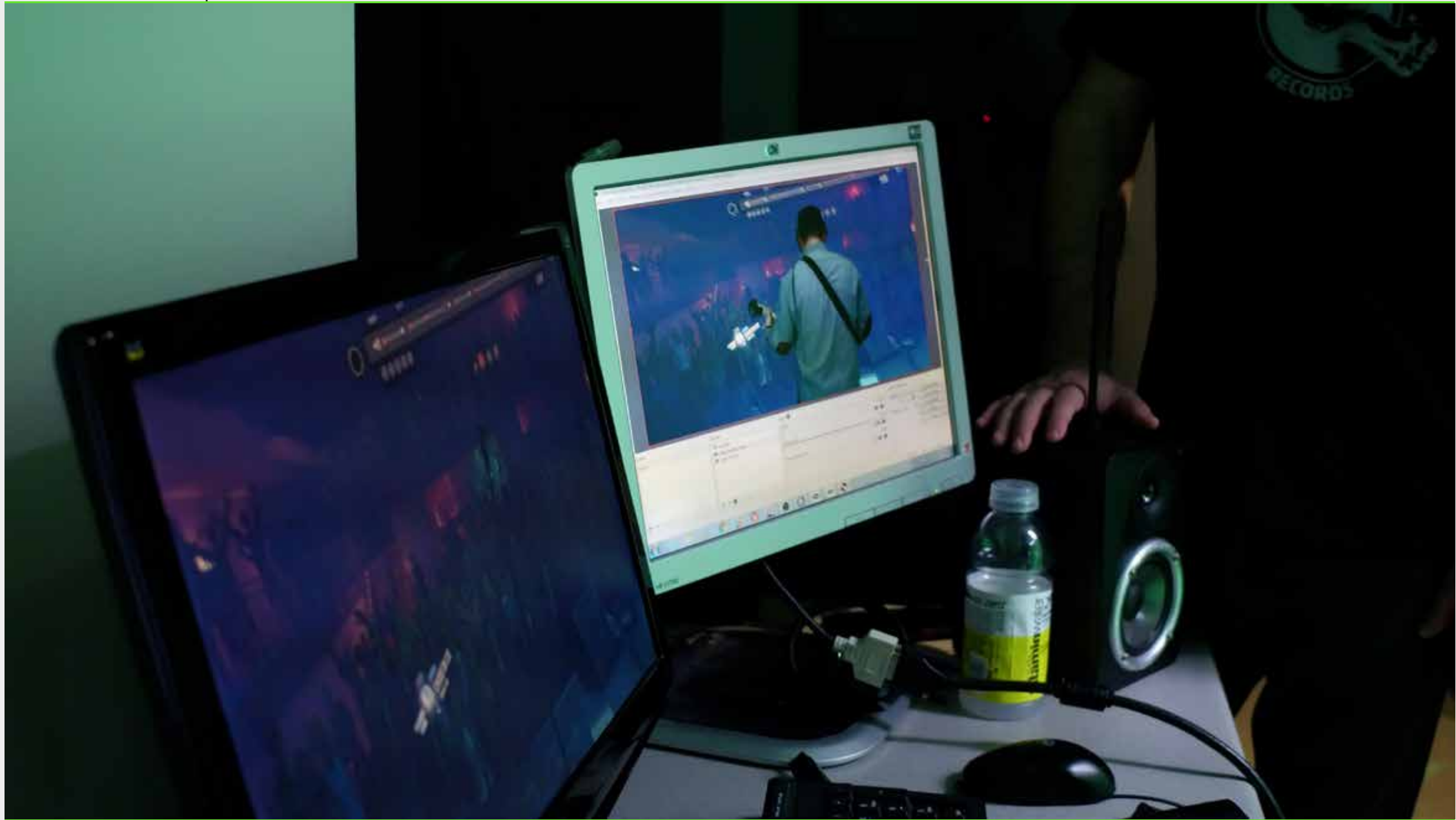


## Process Notes

---

Next, we moved on to the production phase. We filmed live-action sequences of a gamer playing in front of a green screen at Harmonix's studio. This allowed us to capture the physical movements and reactions of the player, which were integral to the immersive experience of the game. Simultaneously, we captured in-game footage, which showcased the virtual reality environment and the interactive elements of the game.

In the post-production phase, we used advanced techniques such as chroma keying and rotoscoping to seamlessly merge the live-action footage and the in-game footage. This created a mixed-media environment where the physical and digital elements co-existed, effectively communicating the immersive experience of playing the game.







## Post-Production Magic: Bringing the World to Life

The final step was the editing and color grading process, where we fine-tuned the visuals and ensured that the trailer had a consistent and engaging aesthetic. We also worked on the audio post-production, ensuring that the sound design was as immersive and engaging as the visuals.

This final trailer transported viewers into a visionary virtual reality where physical and digital realms blended seamlessly. We open on a gamer furiously strumming a guitar in a real studio. Suddenly, fantastical virtual bandmates and stages materialize around him. He jams alongside colorful avatars and a screaming crowd within an otherworldly venue, all while continuing to shred on his real guitar. The mixed-media footage built to an exhilarating climax in sync with the trailer's heart-pumping soundtrack. This glimpse into the metaverse created an unparalleled immersive experience by interweaving live action and the game world into a hybrid realm.





## The Outcome

**WATCH TRAILER**

[HTTPS://VIMEO.COM/206647183/BC0A03C5AC](https://vimeo.com/206647183/BC0A03C5AC)

The buzzworthy trailer effectively communicated the game's one-of-a-kind merging of realities. As viewers witnessed real guitar playing integrated flawlessly into imaginative VR stages, the trailer spotlighted Rock Band VR's immersive environment. It generated tremendous excitement among over +250K gamers, playing a key role in the successful launch.

As pioneers of this mixed-media method, we are proud to have teamed up with Harmonix on such a visionary and influential project.

The trailer stands as a testament to the possibilities unlocked by fusing creativity and emerging technologies to push gaming experiences to new frontiers.

This trailer was a trailblazer, marking the world's first AAA mixed-media gameplay trailer, which was a harbinger for the industry's shift towards immersive experiences. As the gaming industry has delved deeper into the virtual reality (VR) platform, this pioneering mixed-media format has evolved from an innovative outlier to a commonplace approach.

**No challenge too big, no vision too bold.  
We bring gaming experiences to life.**

**Reach out now and let's craft a trailer that leaves jaws on the ground.**

**LET'S TALK**  
JACK@CAPANDCUT.COM

**Jack Dalrymple**  
VP CREATIVE CONTENT  
JACK@CAPANDCUT.COM

**CAP and CUT**