

Imagination

Visa Masters of Movement

CRAFT

This experience turned real-time movement data into beautiful works of art in a first-of-a-kind experience. It allowed Visa to connect its movement of money narrative to football in an authentic way, giving fans the opportunity to step onto the pitch and represent their country on the football's biggest stage.

The real digital craft came in the artwork generation. We worked with digital art collective XK Studios to create an organic, expressive style for both the pitch artwork, and resulting NFTs. Once the style had been set, the team then had to determine how the different data inputs - speed, direction, and skill, would affect the artwork. It needed to produce something beautiful whether it was an individual move, or an intricate team goal with lots of passing. This involved running the generative artwork process through thousands of different permutations to get the right combination and sequencing.

INNOVATION

Visa Masters of Movement was built around a new technology we collaborated on that transformed football moves on the pitch into digital art that could be instantly minted as NFTs.

The first step was to capture the move, with tracking technology that records every action on the pitch, including player movement, ball position, passes, skill moves and goals. The tracking data then feeds an artwork algorithm, which produces flowing real-time visualisations of the move as it unfolds.

The key moment of each game, either a goal or an incredible piece of skill, was transformed into digital art, and minted as NFTs for each player, so they could share a unique, personalised souvenir of their experience.

PLANET

The Visa Masters of Movement activation was constructed using lightweight, off-the-shelf materials, specifically selected so that they could all be reused again afterwards, rather than bespoke, one-off, single use builds, so as to reduce waste.

The central pitch was constructed with rented LED screens, as were the majority of the other storytelling fascias, which all were rented and reusable, reducing the amount of physical waste that usually gets produced from experiential activations.

All souvenirs were digital, meaning there were no wasteful giveaways, and for the NFT creation, we specifically worked with a proof-of-stake blockchain, rather than proof-of-work, meaning the energy consumption of the minting process was reduced to next to zero.

IMPACT

- 120,000 fans visited us in Doha
- 24,000 unique works of art created
- 335 articles media mentions
- 957,000,000 PR impressions

