



SIP THE JUICE



08.22.2020



OVERVIEW



InHouse designed and produced a Safe & Sound Mobile Theater Experience for DJ Enuff and his world famous Heavy Hitters crew. It took place in the parking lot of Broadway Commons in Long Island on Saturday, August 22, 2020.

The Heavy Hitters Drive-In Movie Night featured a private screening of the 1992 NYC classic, "Juice" and was exclusive to invited guests only. NYC favorites, DJ Lil Taj, DJ DP One, DJ Fattingaz, and Boogie Blind curated the soundtrack taking VIP guests back to the 90s.

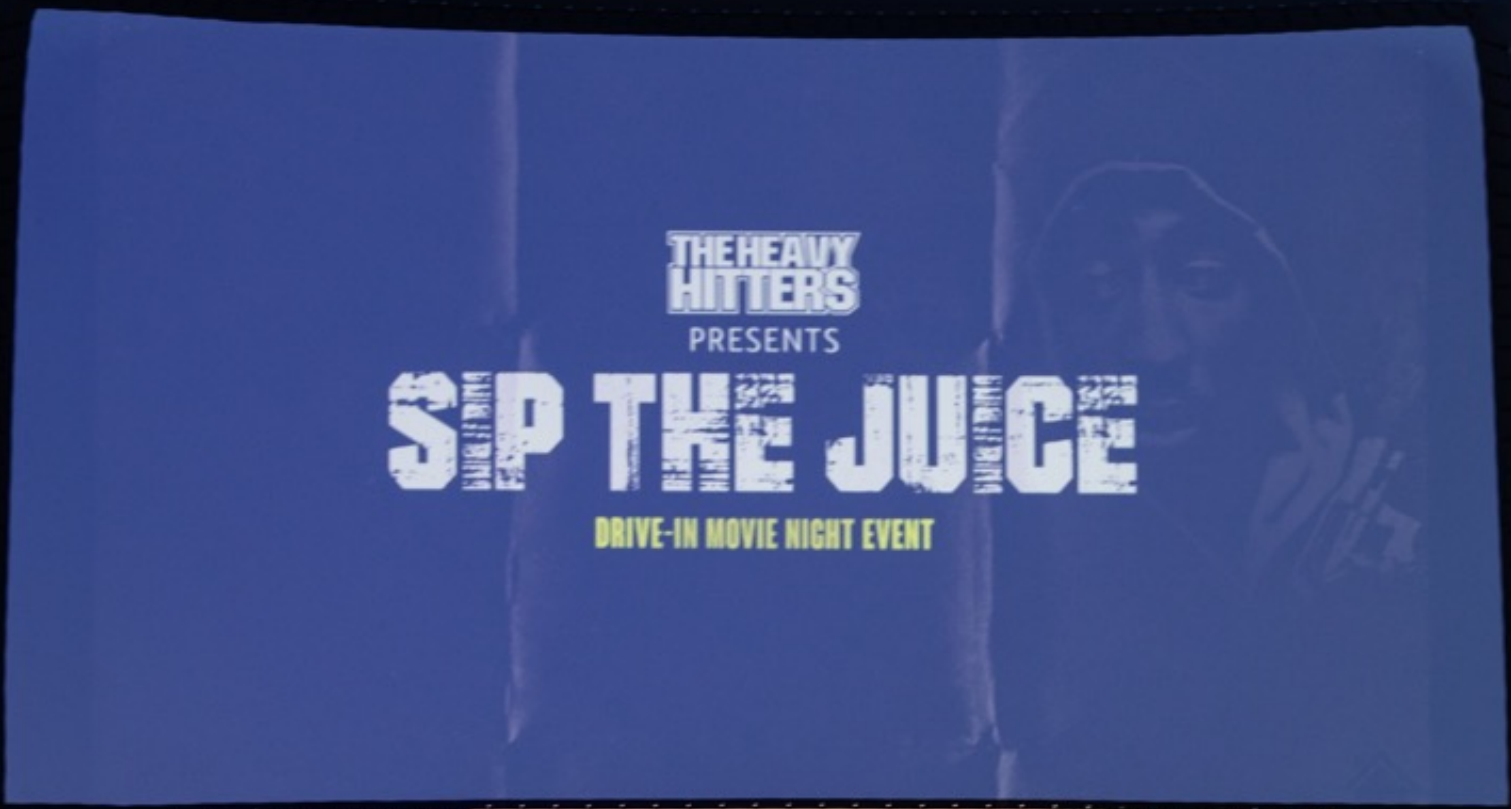
This allowed family and friends of the Heavy Hitters crew to enjoy a memorable night while in the comfort and safety of their own vehicle.



CREATIVE DESIGN CONCEPT

1. **THE SAFE & SOUND MOBILE THEATER EXPERIENCE** – inclusive of an air projection screen with HD technology, FM audio transmission, content licensing via third party, power generator, lot rental, portable restrooms, and a set up & delivery team (6 onsite staff).
2. **BRANDED CONTENT** – customized Heavy Hitters content displayed during the intervals of the mobile theater experience: pre-show, intermission, and post-show.
3. **DJ BOOTH** – compact sound system set up in a premium white acrylic DJ booth branded with the Heavy Hitters logo and LED lighting for deejays to spin during the pre-show.
4. **LOCAL VENDOR PARTNERSHIPS** – food and drinks for sale from local businesses for guests to enjoy a dining experience while watching “Juice.” The Heavy Hitters commitment to community led to a partnership with Queen’s Bully and Empanaology. Both caterers were able to monetize and promote their respective brands within a very exclusive, influencer driven event. The food and drinks for sale provided guests with a dining experience during the Heavy Hitter Drive-In Movie Night.
5. **PIRAGUA CART** – shaved ice cart customized with the Heavy Hitters logo alongside the theatrical poster for featured movie, “Juice.” Inclusive of a server that distributed the piragua treats directly to each guest’s vehicle.
6. **SAFETY** – traffic patterns and coordination were managed keeping efficiency along with providing an optimal consumer experience and security. Vehicles were designated a parking spot and spaces were left in between to ensure safe social distancing.





THE HEAVY
HITTERS

PRESENTS

SIP THE JUICE

DRIVE-IN MOVIE NIGHT EVENT

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SAFE AND SOUND MOBILE THEATER EXPERIENCE



BRANDED CONTENT



DJ BOOTH





HEAVY HITTERS SIP THE JUICE - 08.22.2020

LOCAL VENDOR PARTNERSHIPS



PIRAGUA CART





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