



Hi End for Mapfre

Next-level Corporate Presentations

Mapfre opted for an immersive virtual production to convey the company's new strategy on a global level, creating a virtual corporate event streamed simultaneously at thousands of people in more than 40 countries.

In March 2022 Mapfre, one of the main Spanish insurance companies with 90 years of history and more than 30M clients, summoned all its employees simultaneously, for the first time, to detail its new strategic plan. Of course, bringing together 32,000 professionals from more than 40 countries plus another 250,000 people including agents, delegates and suppliers, is a huge event, and, due to its importance and the size of the audience, the company didn't want to prepare just the typical videoconference session.

The agency, Omnicom, relied on Hi-End to create an online and open event, broadcast via streaming, in which different directors and managers of Mapfre made possible a one-hour show in which they transmitted the corporate message and the company's vision for the future.

Hosted by the journalist Sonsoles Moralejo, the event was carried out as a television show, in which the speakers formed thematic panels and relaxed gatherings in which they reeled off their respective messages. In the program, employees and

other people from different countries appeared on the screen asking the speakers questions, which were answered live during the talk shows. When needed, 3D graphics and data were included as in-context AR objects within the event.



The virtual event had as its common thread a completely corporate scenario, created by Hi-End designers using Unreal Engine, which conveyed the values that were being presented, based on a huge, super modern and diaphanous warehouse, which included three different scenarios, one for each section of the program. Apart from their hyper-realistic rendering, all of them had the same corporate tone and were consistent with the message of the event, also having supporting screens for messages, videos, data and images.

The one-hour program was produced at Hi-End's premises, on its large, multi-functional chroma set over 18 meters long, using cameras and a tracking crane. With the use of the crane, it was possible to prepare a 270° scenography approach for the production, which ensured an important leap in quality to this event, making it much more attractive for the audience.

All of this was managed by two Brainstorm InfinitySet workstations, which received the live feeds from the cameras and composed the characters on top of the Unreal Engine background, in real-time, while adding the rest of the necessary resources at all times, such as AR graphics, titling, images and videos on top of the Unreal Engine, virtual screens, etc. The tracking information was



used not only to guarantee the correct perspective and adjustment of the virtual scenarios, but was also used to integrate the AR objects so that they followed the camera movements in real time.

"A clear example of virtual technology applied to an internal communications event. The virtual environment framed, in addition to the content, the values and image of the company."
José María de Diego
 Business Development, Hi End

