



LAST CALL: The monoculture is dead.
Long live the mess.

Role: Lead Creative Strategist | The Brief: Reimagine
the legacy award show.

The VMAs drew 10.3M linear viewers in 2014. In 2024 — while broadcast across 13 networks simultaneously — they drew 4.09M. Linear viewership collapsed 60% in a decade despite maximum distribution. The same year: 66.7M social interactions. An all-time entertainment record. The audience didn't leave. The room did.

4.09M

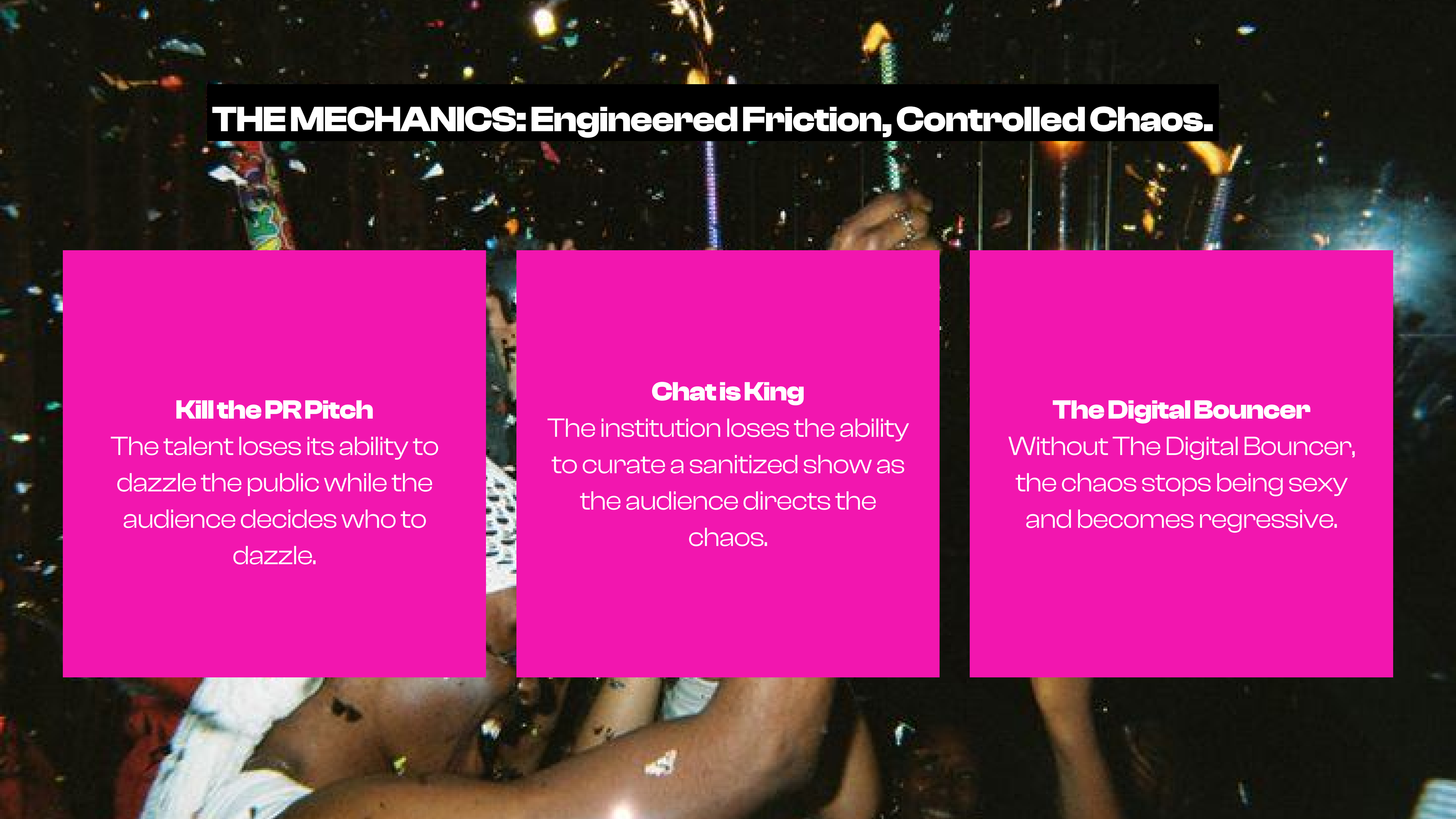
10.3M



THE CONCEPT

Welcome to **LAST CALL**. The first open-source cultural collision. We reimagined the award show as a live, high-stakes dive bar where the internet pulls the strings. No scripts. No safe PR zones. Just massive egos, an open bar, and an audience given the keys to the control room. We aren't here to celebrate the industry; we're here to hijack it.

Bring Your Own Bad Behaviour (**BYOBB**).



THE MECHANICS: Engineered Friction, Controlled Chaos.

Kill the PR Pitch

The talent loses its ability to dazzle the public while the audience decides who to dazzle.

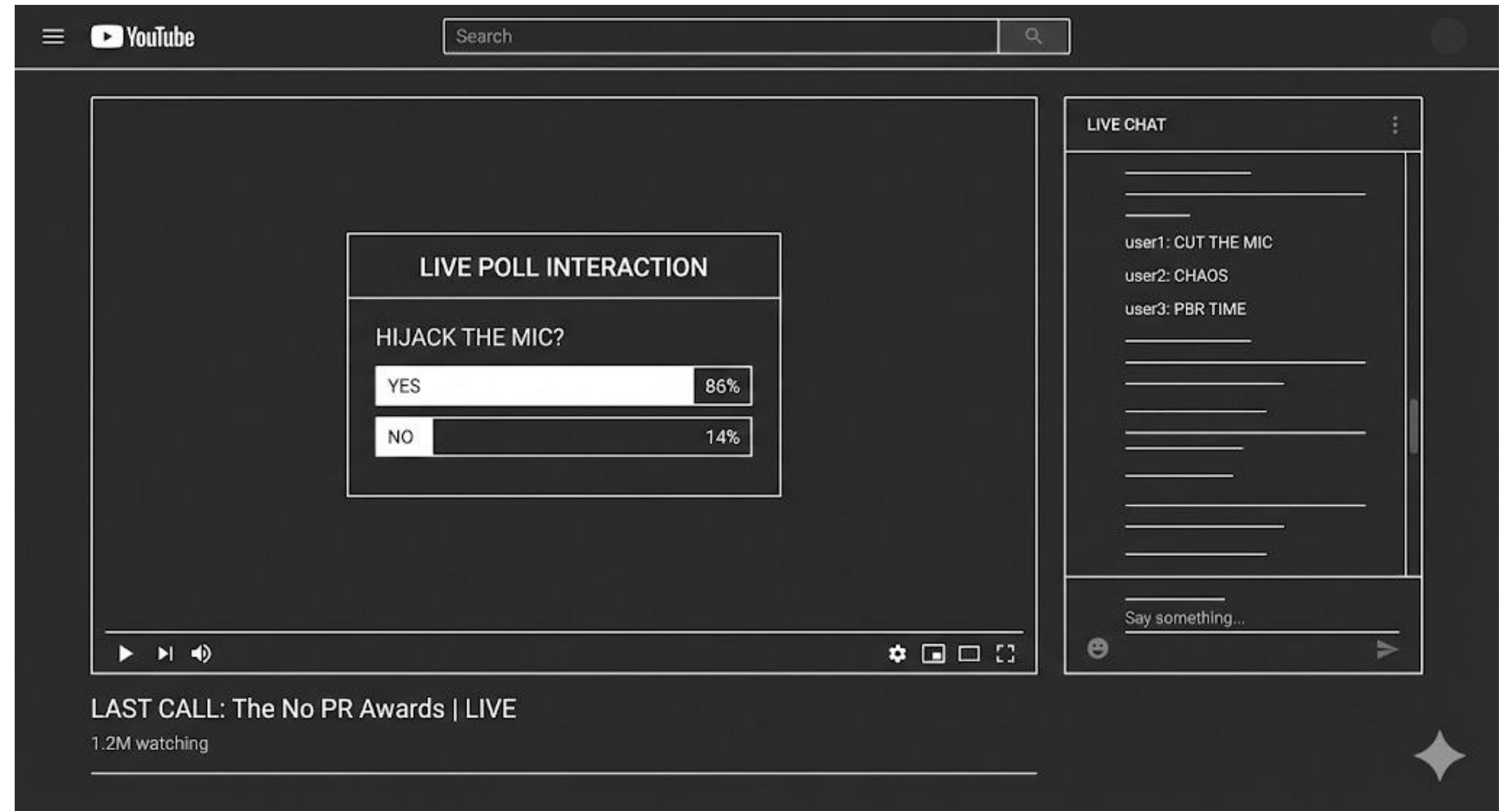
Chat is King

The institution loses the ability to curate a sanitized show as the audience directs the chaos.

The Digital Bouncer

Without The Digital Bouncer, the chaos stops being sexy and becomes regressive.

wireframe Example

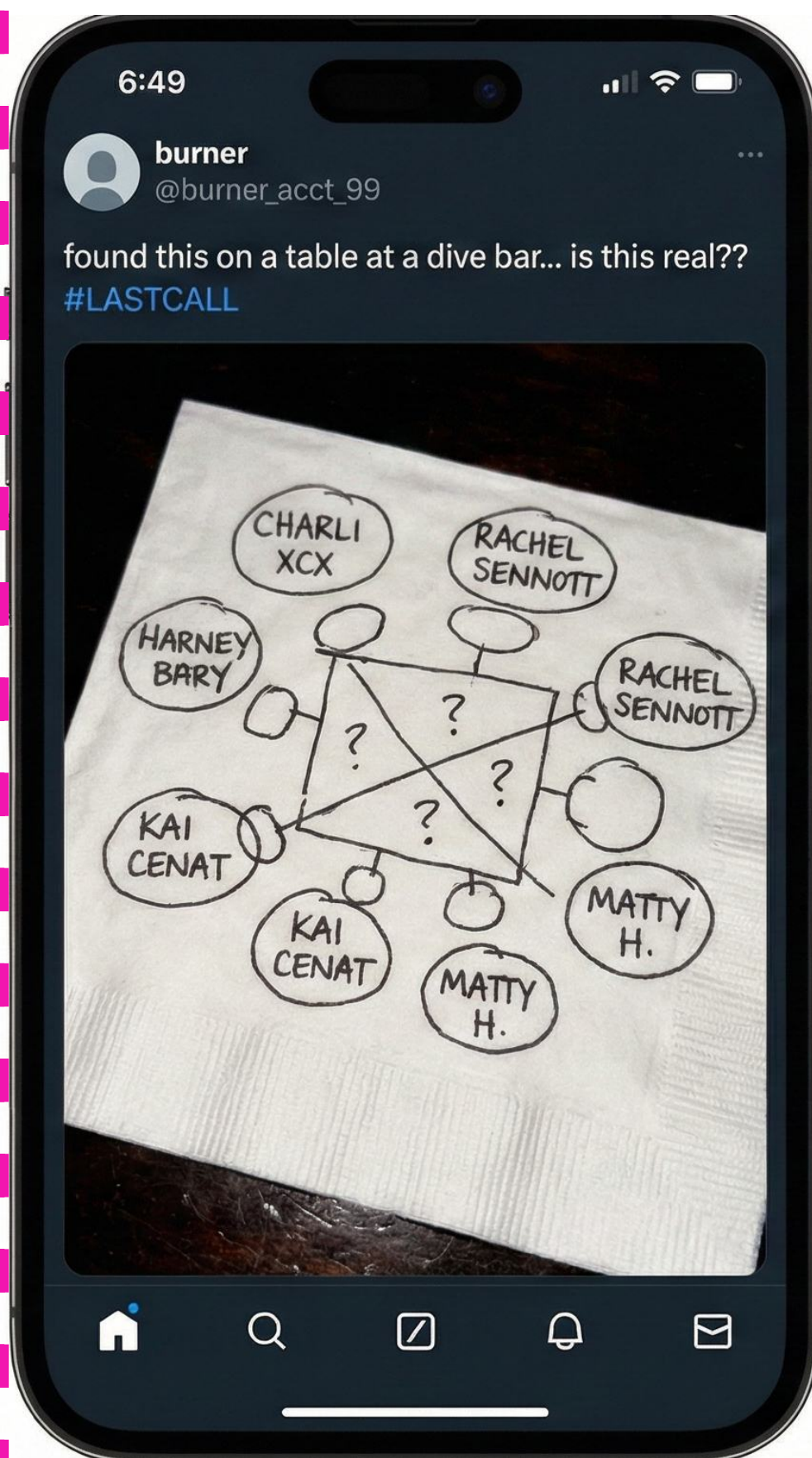


THE ECOSYSTEM

The Dive Bar Economy.

- **Endemic Sponsors:** No corporate step-and-repeats. Brands physically integrate into the room. **PBR** fuels the open bar and the mandatory "Vibe Shift" shots, **Urban Decay** sponsors the unhinged "Bathroom Mirror Cam," and **Tinder** sponsors "Calculated Collisions" by forcing internet rivals into the same booth.





The Anti-Rollout:

We bypassed traditional press releases. Instead, we fueled the timeline's gossip engine by "leaking" a Sharpie-drawn seating chart on a dive bar napkin, letting the internet's natural anticipation do the marketing for free.



PROJECTED IMPACT: THE KPI PLAYBOOK

LAST CALL doesn't just chase views; it captures **friction**.

METRIC

Cultural Share of Voice (SOV)

Complicity & Retention

Endemic ROI

LOGIC

By bypassing traditional PR for an "Anti-Rollout" (e.g., the napkin leak), we trigger organic gossip cycles before the event begins.

High-stakes mechanics like "Chat is King" turn passive viewers into active agents of chaos, directly increasing Average View Duration (AVD).

Physical integration—like PBR fueled vibe-shifts and the Urban Decay Bathroom Cam—ensures brand visibility is "lore-based" rather than interruptive.

THE GOAL

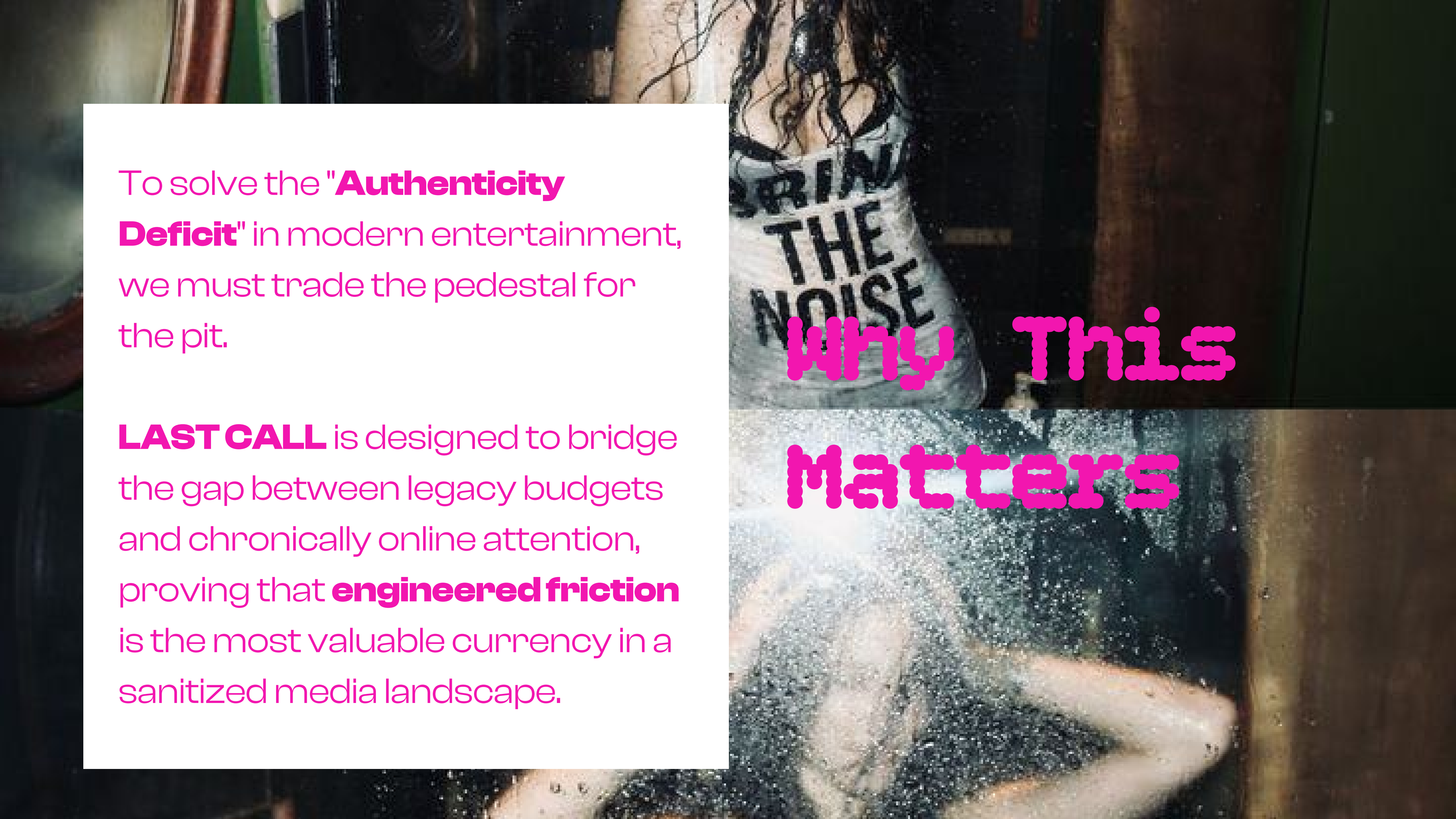
Hijack the social timeline from legacy award shows with 0% traditional ad spend.

Eliminate the 90% linear viewership drop by making the audience essential to the broadcast.

Achieve higher brand sentiment and mention-rates within the live chat compared to standard 30-second spots.

To solve the "**Authenticity Deficit**" in modern entertainment, we must trade the pedestal for the pit.

LAST CALL is designed to bridge the gap between legacy budgets and chronically online attention, proving that **engineered friction** is the most valuable currency in a sanitized media landscape.



Why This Matters



BYOB. SEE YOU IN THE
CHAT.