

# The Finchers

A ViewSonic Production



## ViewSonic and Caveat Use Remote Work to Create The Finchers



*This project was truly our brand putting our money where our mouth is. Not only are we creating content with and on the products we make, but we've utilized ViewSonic tools to enable global creative and production team to work together seamlessly.*

Patricia Ting

**Global Creative Director, ViewSonic**

## Challenges

- Create visually engaging original content
- Collaborate between Taipei and Los Angeles
- Shoot a series live with a global team during a pandemic

[Go to Challenge >](#)

## Solutions

- ViewBoard interactive displays
- ViewSonic Direct View LED Display
- ColorPro monitors
- myViewBoard software suite

[Go to Solution >](#)

## Results

- An original series of high-quality media
- Over 124 million viewers reached
- Cross-platform User-Generated Content (UGC)

[Go to Results >](#)

## About ViewSonic

ViewSonic is a global visual solutions company. With over 30 years of innovation in the display industry, the company has transitioned from a product manufacturer to a leader in audiovisual innovation.

## About Caveat

Caveat is a creative marketing agency based in Los Angeles, California. Caveat worked with ViewSonic to create The Finchers, also known as the greatest sitcom that never was.

# Challenges

As a decades-old visual solutions company, ViewSonic has worked in every major industry. From EdTech and corporate collaboration to creative work and home entertainment, people rely on high-quality visual displays. However, ViewSonic wanted to do more than just tell the world about the latest product. Instead, ViewSonic committed to showing the world with an original entertainment series: *The Finchers*.

With the creative marketing team at Caveat, ViewSonic set out to create a new kind of marketing experience. Tapping into Caveat's experience with Hollywood productions and a mid-pandemic audience's need for content, *The Finchers* was made to be a fun, light-hearted faux-sitcom steeped in 90s nostalgia.

It was to be a project with many parts including a high-quality comedic mini-series, social media promotion, a custom website, and short-form ads for both the series and the products featured in it.



However, the series was shot during the peak of the COVID-19 pandemic with production teams in Taipei, Taiwan and Los Angeles, USA. Additional team members joined from San Francisco, New York City, and even a mobile team in Virginia. Travel was impossible, so the teams had to work remotely. They even shot principal photography remotely.

The barriers to communications were as wide as the Pacific Ocean, the International Date Line, and a communications system overloaded with traffic.

And even once principal photography was done, the post-production and distribution teams were still hard at work across multiple time zones getting the final product edited, finalized, and published for the world to see.

# Solutions

ViewSonic put its own technology to work to create *The Finchers* in collaboration with Caveat. Given that it was a mini-series in a visual medium, displays and visual solutions played major roles in every stage of development. Specifically, however, ViewSonic's range of solutions supported the project in a few key ways:

- Visual Collaboration
- Remote Production
- Post-Production

The entire process took 6 months from concepting through development then on to principal photography, post-production, distribution, and promotion. The considerable workload was shared between the Caveat marketing apparatus with team members across the US and ViewSonic's own in-house marketing team based in Taipei, Taiwan.



## Visual Collaboration on The Finchers

Creating a video series from nothing but an idea is an inherently visual process. This means that displays at a collaborative scale are extremely useful.

At the ViewSonic office, each of our meeting spaces is equipped with a ViewBoard, often from the ViewBoard 7 Series, and due to Taipei's early success with the COVID-19 pandemic teams often gathered in person at the ViewSonic office.

As large-format displays equipped with high-resolution touchscreens, the ViewBoards were instrumental for everything from holding remote meetings to brainstorming about ideas.

And thanks to myViewBoard Suite, we were able to quickly and easily visualize ideas with myViewBoard Whiteboard. myViewBoard Display's web-based screen sharing was also very valuable in meetings where presenters switched quickly.



### ViewBoard IFP70

ViewBoard 7 Series is our corporate flagship large-format interactive displays that come in a variety of sizes.

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### myViewBoard Suite

myViewBoard is a software suite making up a visual learning platform designed for collaboration.

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*The art of advertising is putting remote collaboration inside a video created with remote collaboration. (Featuring the ViewBoard web cam for easy communication.)*

# Remote Production on The Finchers

*The Finchers* was shot with a full film crew in two primary locations. Additional footage and media were also made in the studio. All COVID-19 precautions were taken, but those same precautions kept the Taipei team from being on set.

The solution was to set up a command center in the ViewSonic office. Multiple ViewBoards provided computing power and connectivity. All in-house ViewBoards come equipped with slot-in PCs that turn the interactive displays into fully-functioning computers running Windows 10, which was very helpful in connecting to the specialized multi-camera streaming software used by Caveat to bring ViewSonic onto the set virtually.

The shoot was live-streamed onto a Direct View LED Display for all of ViewSonic's creative and production team to participate live from the other side of the world.



## Direct View LED Display

These Full HD displays boast screen sizes up to 216 inches, built-in connectivity, and a simple setup.

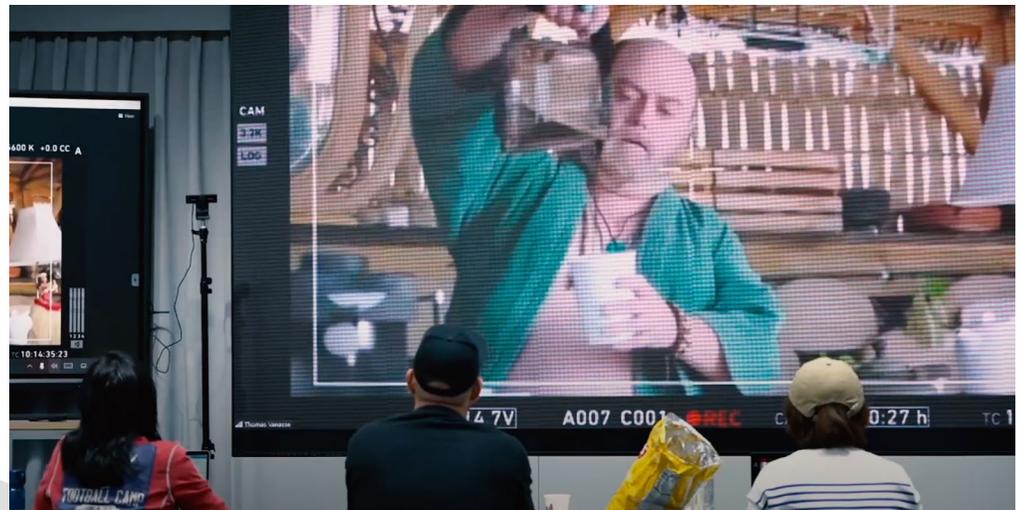
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## ViewBoard Slot-in PC

This fully integrated solution turns your interactive display into a Windows® computer powered by Intel®.

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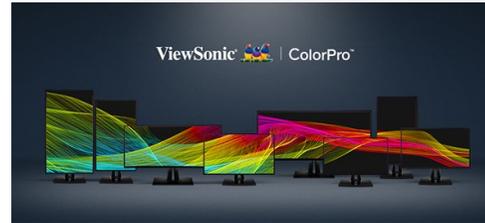
*Live production with an international team: Los Angeles on set and Taipei via the high-resolution direct view LED video display.*

## Post-Production on The Finchers

Getting the footage for *The Finchers* was just the mid-point of the project. With several days' worth of video shot in multiple locations, an international team of film editors had to get to work on making a story – and a tongue-in-cheek ad – out of all the hours of video.

Designed for unparalleled color accuracy and image quality, ColorPro monitors were used on both sides of the Pacific to process raw footage into cohesive episodes.

With specific displays optimized for graphic design, video editing, and photography, a number of ColorPro models were used based on the task at hand. The results, however, speak for themselves with their vibrant colors and crisp production value. Caveat's pedigree as a marketing creative for Hollywood is on display in every frame.



### ColorPro Monitors

Engineered for precision where it matters most, ColorPro is a broad line of high-end ViewSonic displays.

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### myViewBoard Suite

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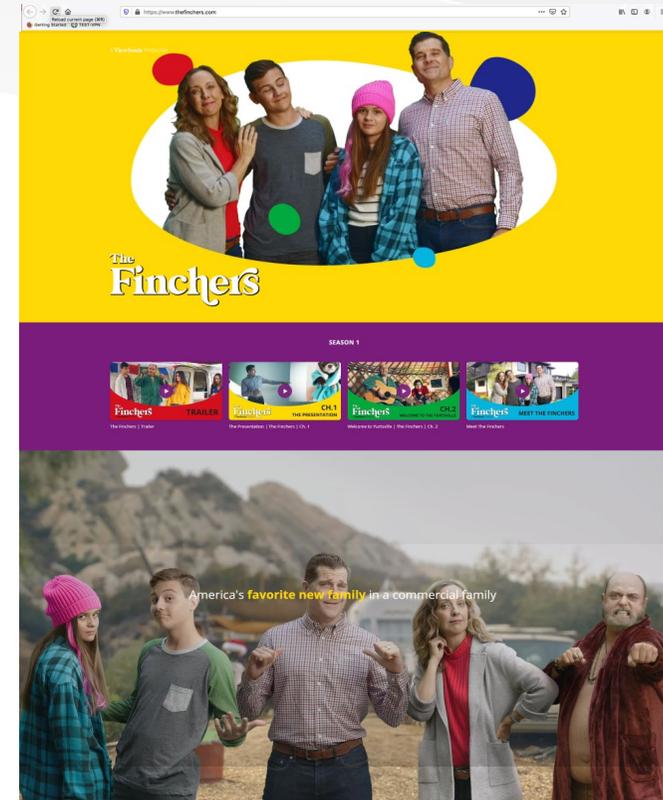
# Results

## Content

*The Finchers* dropped internationally on November 16, 2020. The full series of media was made up of episodes, a theme song, a trailer, and a collection of traditional ad spots.

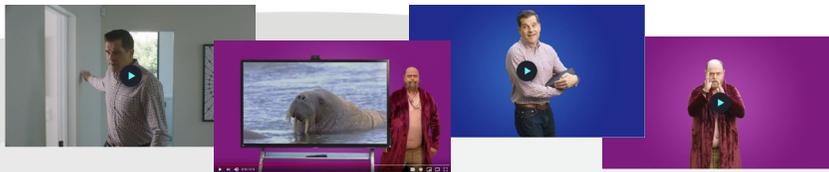
The full list of 32 videos included:

- A trailer
- 3 episodes
- A bunch of 15-second ad spots
- Some 30-second ad spots
- Several different influencer videos
- A ColorPro behind-the-scenes by filmmaker Jakob Owens
- And more...



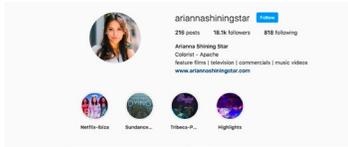
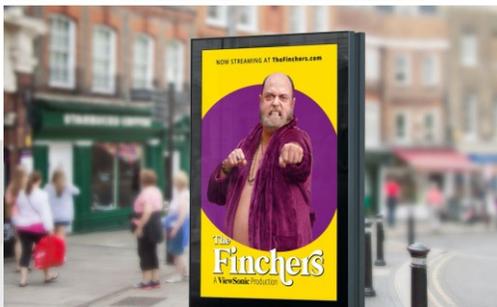
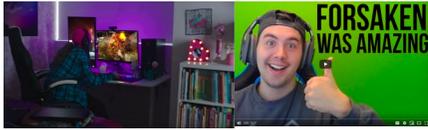
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*The Finchers* wasn't an ad, **so we made some of those too.**



All the content came together on a custom website built for the campaign found on [TheFinchers.com](https://www.thefinchers.com) where videos – and the products featured in them – were on display in an interactive online experience.

And all content was created with ViewSonic hardware and software solutions.



## More Results Creative Promotion

As part of Caveat's typically atypical marketing style, *The Finchers* got creative in how it met the world.

The campaign engaged influencers like Elle of the Woods, Kev on Stage, and Mtashed to get the series in front of whole new audiences.

Filmmaker Jakob Owens was on set as a photographer but also used his platform for tutorials on how to best use ColorPro monitors for Hollywood-caliber production. And for incredible color, Ariana Shining Star brought the screen to life for *The Finchers* and her fans.

A full-page ad in *The New York Times* promoted the greatest series that never was, and a real-estate listing put Uncle Vin's yurt up for sale.

Then a guerilla marketing plan faked billboards and physical advertising spots in a variety of very public spaces. Uncle Vin (played by actor/comedian Mark Teich) even faked his way through the late-night talk show circuit.

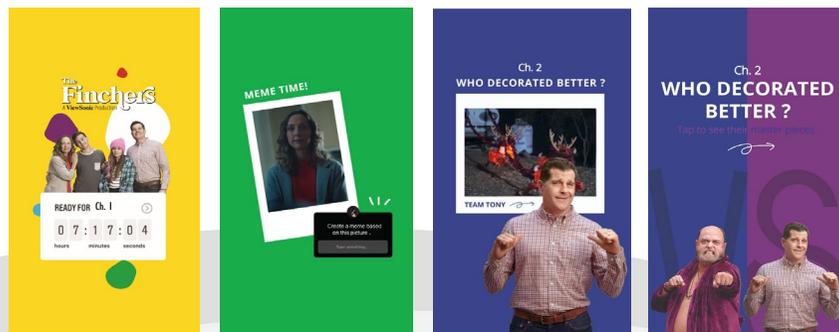
# Even More Results

## Reach

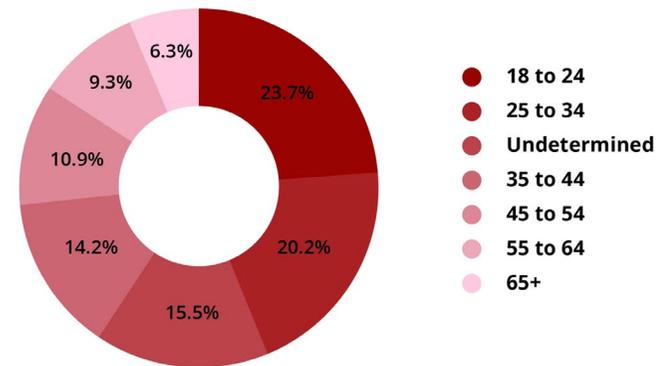
Between ViewSonic and Caveat's promotions – both conventional and otherwise – *The Finchers* got incredible results, especially in the coveted 18 to 34 demographic of viewer.

- **125 million media impressions**
- **17 million video views**
- **12 million engagements with the content**

Media related to the campaign was released on YouTube, Facebook, and Instagram, but press coverage ranged from *Esquire* in Spain to *The New York Times*.



Viewership age range fell right into the coveted 18 to 34 demographic.



And while this was a marketing success, the entire project hinged on the use of ViewSonic's remote collaboration tools. Not only were ViewSonic's offerings featured in *The Finchers* and all of its spinoff media, but its various solutions also used at every stage of its creation.

Beyond the content, the promotion, and the incredible reach of the project, *The Finchers* is an example of how ViewSonic challenges itself to see the world differently every day.

*“ViewSonic has always been a platform for creatives, educators, professionals, makers, and gamers – something that we wanted to reinforce as we endeavored into our first major, global branding effort. Now, more than ever, we’re thrilled to use our solutions as a way to connect people and a platform to create content that people can consume, rather than just an ad. We truly see ourselves as more than a tech company, but a visual, creative platform that connects and enables people around the world, so we want our campaign to inspire and entertain. We think people will really see the difference in that. And, hopefully, have a laugh along the way.”*



Bonny Cheng,  
**Chief Operations Officer, Viewsonic**

## **More about ViewSonic**

With over 30 years of expertise in visual displays, ViewSonic has established a strong position for delivering innovative and reliable solutions for education, enterprise, consumer, and professional markets and helping customers see the difference.

Visit [Viewsonic.com](https://www.viewsonic.com)





**In loving memory**  
**Mark Teich**  
**1973 to 2021**

Thanks for the laughs, Uncle Vin.