

AMV LAB

The logo for AMV LAB is rendered in a bold, white, sans-serif font. The letters are set against a dark, atmospheric background of swirling smoke or mist. Red, blood-like splatters are applied to the text, dripping down from the top of the letters 'A', 'M', 'V', 'L', and 'B'. The overall aesthetic is gritty and horror-themed.



AMV SEEDING
PLACEMENT



AMV CREATION
CONTENT CREATION



AMV STRATEGY



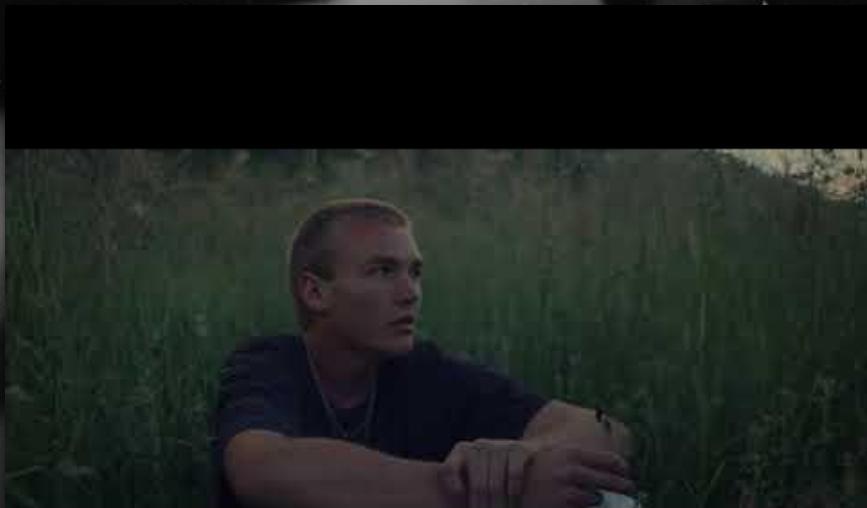


AMV Labs is a full service anime motion video studio that focuses around viral moments in modern culture of anime. By creating and targeting specific cultural moments through the lens of the creator and distributing them throughout social media we have the ability to break boundaries in the anime communities.

MASN

Our AMV Strategy created a ripple effect to a main AMV video that outperformed the labels music video release by 10x views. This was done through a funnel from Instagram to Youtube.

- **AMV Strategy and seeding**
- **10x increase in viewership**
- **Promotion across multiple platforms**



BAD HABIT

CONTENT EXAMPLE

CONTENT EXAMPLE

CONTENT EXAMPLE

CONTENT EXAMPLE

CONTENT EXAMPLE

SONG from STEVE LACY

- AMV Strategy and seeding
- One part of a campaign that resulted in a #1 song on the billboard chart
- Created 100M+ views in the anime sectors



Backlight

CONTENT EXAMPLE

CONTENT EXAMPLE

CONTENT EXAMPLE

CONTENT EXAMPLE

CONTENT EXAMPLE

UTA from ONE PIECE FILM RED

- Digital Strategy for a song from the film One Piece
- Bring awareness to the movie and the song
- The film has been number one in box office ranking in Japan for eleven consecutive weeks which only three Japanese films had ever done. Worldwide, the film had grossed over US\$206.7 million making it the 5th highest-grossing Japanese film of all-time.



SONGS

from FREDDIE DREDD







CONTENT EXAMPLE

CONTENT EXAMPLE

CONTENT EXAMPLE

- Delivered outstanding results in the anime space that catapulted the Artist into gaining popular recognition in these communities.
- Brought awareness to singles through Instagram, TikTok and Youtube AMVs.
- One part of a campaign that resulted in the artist getting two Gold RIAA certified awards.

AWARD	ARTIST	TITLE	CERTIFICATION DATE ▾
	FREDDIE DREDD	CHA CHA	October 31, 2022
SHARE 			
	FREDDIE DREDD	GTG	May 23, 2022
SHARE 			



AMV LAB

GET IN TOUCH