



DREW ESTATE

Lighting up the virtual world: Drew Estate draws on The Switch for live cigar event production and delivery

Live time

- Drew Estate, America's leading premium cigar brand, needed to create an impactful virtual show for customer and stakeholder events after COVID-19 forced it to pivot entirely into the digital world – while also celebrating the brand's 25th anniversary
- Unable to host live events, Drew Estate needed to make the same impact with a livestream event showcasing to customers, cigar aficionados and traders its latest products – including unveiling its new Undercrown 10 cigar, the 10th-anniversary edition of the product – while also celebrating its 25th anniversary
- Turned to The Switch to seamlessly deliver end-to-end production and 'transmission as-a-service' for the first 'Freestyle Live Special Edition' event, a two-hour interactive live show hosted by Drew Estate Founder & President Jonathan Drew with Master Blender Willy Herrera and others at the company's headquarters in Miami
- Drew Estate also relied on The Switch to produce and deliver quarterly 'Freestyle Live' events and its weekly cigar and spirits 'Sticks and Sips' show

Always there

- The Switch's MIMiC Cloud Video Services platform provided complete production and delivery of the 'Freestyle Live Special Edition' event to Facebook Live, tapping into its robust, low-latency fiber network
- Remote production and transmission via MIMiC enabled the production team to work from anywhere using just a laptop, minimizing travel and crew numbers on location; production team had immediate access to mixing, clipping and editing before delivering to Facebook Live
- Regular 'Freestyle Live' events shot, produced and delivered at The Switch's Motor Avenue studio in Los Angeles, using MIMiC to stream directly to Facebook Live
- 'Sticks and Sips' weekly live consumer show produced remotely via MIMiC, using live camera feeds of hosts at different locations

Always on

- For 'Freestyle Live Special Edition', The Switch provided the expertise and cloud-based tools to create an immediate-feeling real-time virtual enterprise event that had the live impact Drew Estate needed
- First 'Freestyle Live Special Edition' event drew 1,200 viewers on Facebook Live, with 23,000 watching later on-demand via Drew Estate's YouTube channel
- Tapping MIMiC and The Switch's expertise helped Drew Estate find a professional quality virtual voice that resonated with customers, the trade and other stakeholders across all its channels – bringing its digital outreach to an entirely new level