

OPENING EVENT VIDEO



Client Objective

The United States Tennis Association (USTA) needed to produce a video for its opening night ceremony that celebrated the 40th anniversary of the National Junior Tennis League (NJTL). They wanted to feature their youth players in a music video while the O'Jays performed their classic hit *LOVE TRAIN* live at the Arthur Ashe Stadium. The USTA's goal was to kick-off the US Tennis Open with a feel good video that integrated their IT MUST BE LOVE national advertising campaign.



Solution

Moving Pictures created a music video that features youth tennis players from local chapters of the NJTL. The video highlights children playing tennis, stopping mid-play as they hear the local subway, converging in Times Square and heading underground to ride the "Love Train" to the Arthur Ashe Stadium in Queens. Their numbers swell to over 60 as they race from the subway platform to the stadium, stopping in Dinkins Circle to high-five Mayor Dinkins before running to the stadium's entrance. As the video ends on the Jumbotron, the players ran into the stadium with Mayor Bloomberg to begin the evening's festivities.