



**Enterprise**  
Case Study

# How New Rockstars Built a Content Production Machine



## About the Client

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New Rockstars is a YouTube channel with almost 4 million subscribers. They make breakdown videos in the nerd/superhero vertical. They have a large team of employees and contractors and produce upwards of 50 videos a month, including podcasts and livestreams.



# Enterprise Case Study



New Rockstars was producing excellent content and monetizing it all well. They just needed to produce more of it, without losing their minds.

We identified that the real issue was keeping track of each video as it worked its way through the pipeline.

## The Plan

New Rockstars needed to graduate from google sheets to a more robust software platform.

### I built a bespoke digital pipeline in Monday.com.

Development		People	Status	Timeline	Files (Link)	
Initial proposal and ideas	1	JC	Done	Jul 14 - 16		
Pitch plus costings		JC	Done	Jul 16 - 19		
Storyboard		MG	Working on it	-		
Branding and identity		MG	Working on it	-		
Scripting (if required)		MG	Working on it	-		
Locations	2	JC	Done	Jul 15 - 18		
Filming schedule (working draft)		MG	Stuck	-		
+ Add						

Note: This image is not from the New Rockstars pipeline, it's just to show what monday.com looks like.

In the New Rockstars solution, each row represents a video, and it travels through the process with a series of automations and integrations (with gmail and slack, for example).

The process included discovery calls with employees and contractors across every department, and considering what worked from the google sheets system, before building out the monday.com solution, and training the team to use it.



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### Your Turn

For more information on how KCS can solve problems and build things for your business, please reach out. Consults are always free.



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