

One Take Wonder: Where Art, Engineering, and Project Management Collide

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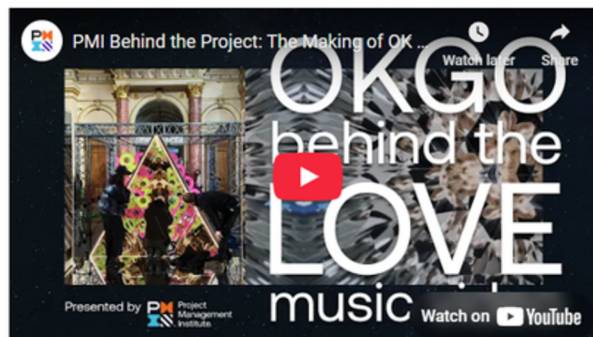


What do you get when you mix a chart-topping rock band, robotic precision, a sea of mirrors, and a bold one-take challenge? “Love”—OK Go’s newest music video—and another opportunity for us to spotlight the importance of project management in creative industries by creating an in-depth, behind-the-scenes (BTS) documentary of the video shoot.

Behind the Scenes with OK Go

In case you missed our last [article](#), we recently captured the attention of music fans, creatives, and Project Managers alike—achieving nearly 15K views in less than 24 hours and 123K views at the time of this article—when we partnered with GRAMMY award-winning band OK Go to produce and launch a BTS video of their music video shoot for “A Stone Only Rolls Downhill.”

We joined forces again to help bring their latest vision for “Love” to life. But this time they upped the stakes by challenging themselves to shoot the video in a single take. No cuts. Just mirrors, robotics, and a whole lot of planning. Watch our latest YouTube video to get even MORE behind-the-scenes of their most technically ambitious shoot yet—where we give a nod to Project Management, the prevailing hero that made it all possible.



More Partnership, More Purpose

This masterclass in project management ties directly into our [PMI:Next](#) strategy, aligning with two key pillars: marketing effectiveness and expanded awareness. By partnering with a globally recognized band like OK Go, we’re telling our story in a bold, visually compelling way that emotionally connects with new audiences—making project management feel both relevant and exciting. At the same time, we’re expanding our reach by embedding ourselves into culture and conversation, using creativity as a vehicle to show the value of project management in places people don’t expect to see it.

 @Sepharig 4 days ago
Heck yes, this is what all of their music videos need, 20min documentary of behind the scenes and the creative process! Thank you for sharing so soon!
332 1 Reply

 @namaedesu 14 hours ago
This entire production is masterclass. The difficulty and very high payoff of a long single-take scene is something only the boldest directors will even attempt, and few can pull off at the end of the day without post-production covering up all the rough edges. To capture the emotion of the music, the spectacle, and the technical wonder of what is happening as it happens is such a beautiful thing to experience in the age of AI slop, 5 second cuts, and CGI spackle.
Simply brilliant!
4 1 Reply

 @ganmerlad 3 days ago
You managed to answer the burning questions that popped into my head when I was watching the video (I can't simply watch your videos, I have to try to figure out the 'behind-the-scenes' to a degree). Amazing work!
30 1 Reply

 @DannerCronise 3 days ago
Thank you so much for all of the hard work. I can't even explain how much joy this brings me. Absolutely incredible and inspiring. This will go down in music video history
2 1 Reply

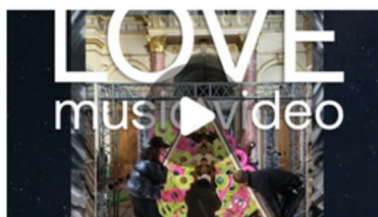
Keep the Momentum Going: Amplify our Creative Success

We encourage you to watch the [new BTS video](#) on our YouTube channel, engage with our social media posts below by liking, commenting, and sharing to amplify our reach, and share this exciting story with your network to showcase our dedication to creativity and project success.



PMI Behind the Project: The Making of OK Go's Love Music Video | Project Management Institute
www.linkedin.com

It's not all smoke and mirrors. But it is a lot of mirrors. Any good PM knows that pulling off a huge project takes more than just vision, it takes expertise. From concept to execution—see how OK Go brought it all together



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803 likes, 28 comments - pmi_org on April 11, 2025: “Did @OKGo and PMI just fall in Love? Watch the full BTS now on YouTube—link in bio. #OneTakeWonder #CreativeProcess #ProjectManagement #CreativeManagement #MusicIndustry”.

