

OK Go Showcases Project Management's Role in Creativity in BTS Video



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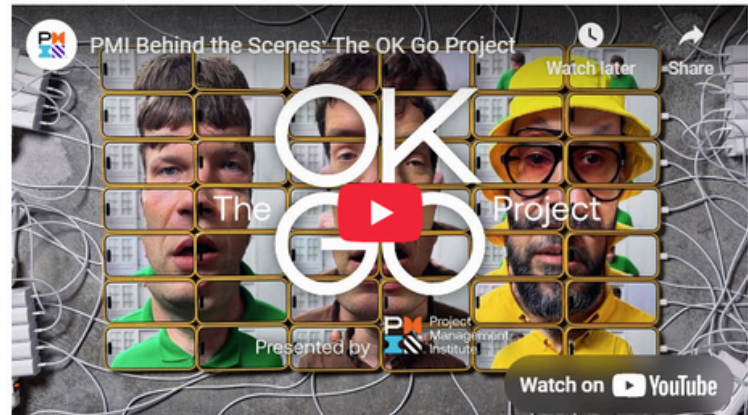
Maximizing project success to elevate our world extends far beyond traditional industries. We worked with marketing agency Maximum Effort, to shine a light on how project management plays a pivotal role in transforming bold creative ideas into extraordinary realities. For our first project with the agency, they connected us with Grammy-Award-winning rock band OK Go to tell the story of how project management makes their ground-breaking music videos possible.

Behind the Scenes with OK Go

Known for their innovative and intricately choreographed music videos, OK Go has a long-standing reputation for redefining creativity. Their newest music video for their brand new single, "A Stone Only Rolls Downhill," showcases 64 synchronized phones creating a moving mosaic of visuals—achieved through a staggering 1,000+ takes over eight days.

To celebrate this creative feat, we partnered with OK Go to produce and launch a behind-the-scenes (BTS) video, now live on our [YouTube channel](#). The video offers fans a glimpse into the meticulous planning, resource coordination, and teamwork required to execute such an ambitious project.

OK Go frontman Damian Kulash emphasizes, "If imagination and play are the heart of creativity, project management is the entire rest of the circulatory system—without it, the heart is useless." This sentiment underscores the vital role of project management in bringing groundbreaking ideas to life.



Purpose Driven Partnership

Tying directly into PMI:Next, this effort exemplifies the importance of project management in creative industries and aligns with our strategy's pillars, marketing effectiveness and expanded awareness.

The band included a link to our BTS video on our YouTube channel in the press release announcing the new single, and now the BTS video and mentions of PMI have been featured in publications totally new to PMI—[Stereoboard](#), [Broadway World](#), and even [Rolling Stone](#).

The result? In less than 24 hours, the video received nearly 15K views, outpacing much of our other YouTube content! OK Go's fans, who love BTS videos, and other interested readers are coming to our YouTube channel, celebrating the creativity, expressing their surprise to see the BTS video on our channel, and even asking how they can get involved in a similar career path.



@LashanR 21 hours ago

The Project Management Institute was the last place I expected to find the BTS of an OK Go video 😊 I used to go to their website to get a certification for work

👍 50 💬 Reply

✓ 🗨️ • 2 replies



@luisangelcorreahernandez4764 19 hours ago

Wow!!!! I didn't expect the PMI to be part of this!!! OK Go is one of my favorite bands, congratulations for the collaboration, great example of project management 🙌

👍 💬 ❤️ Reply

Be Part of the Buzz: Amplify PMI's Creativity and Success

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

Let's continue to demonstrate the power of project management in all its forms, inspiring a world where ideas are transformed into reality!



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