

Vidzy Case Studies



3D MOTION GRAPHICS CASE STUDY



The development of noise product video - The AirPods VS104, pro, max - all with a range of beautiful colors.

Objective

- To provide noise with 3d assets to be used for their product launch video with motion graphics describing features they provide with the gadget.

Strategy & Execution

- After understanding the brand's objective, we created a simple storyboard and a list of 3d assets we would need to produce the assets.
- To made the assets flexible for animation, we kept the model low poly and used a simple studio backdrop for the scene to be minimalistic and presentable.
- We shared the basic scene and composites with our 3d artist and got them modelled, textured and animated in cinema 4D.
- We created each animation with simple and aesthetic motion to keep it trendy and attractive.

Campaign Results:

5

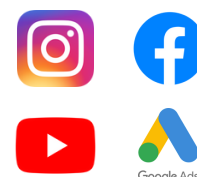
platforms

25+

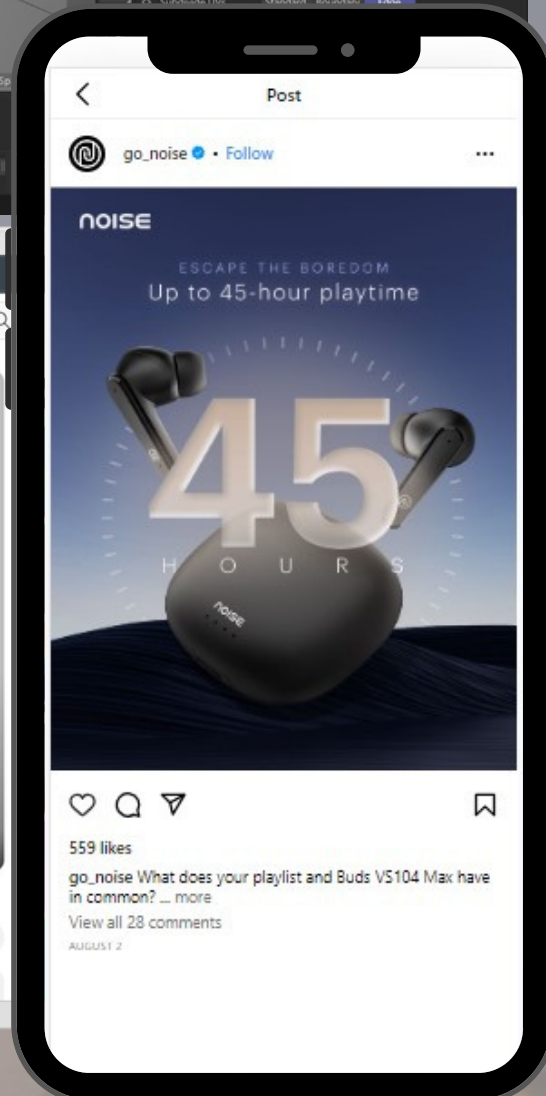
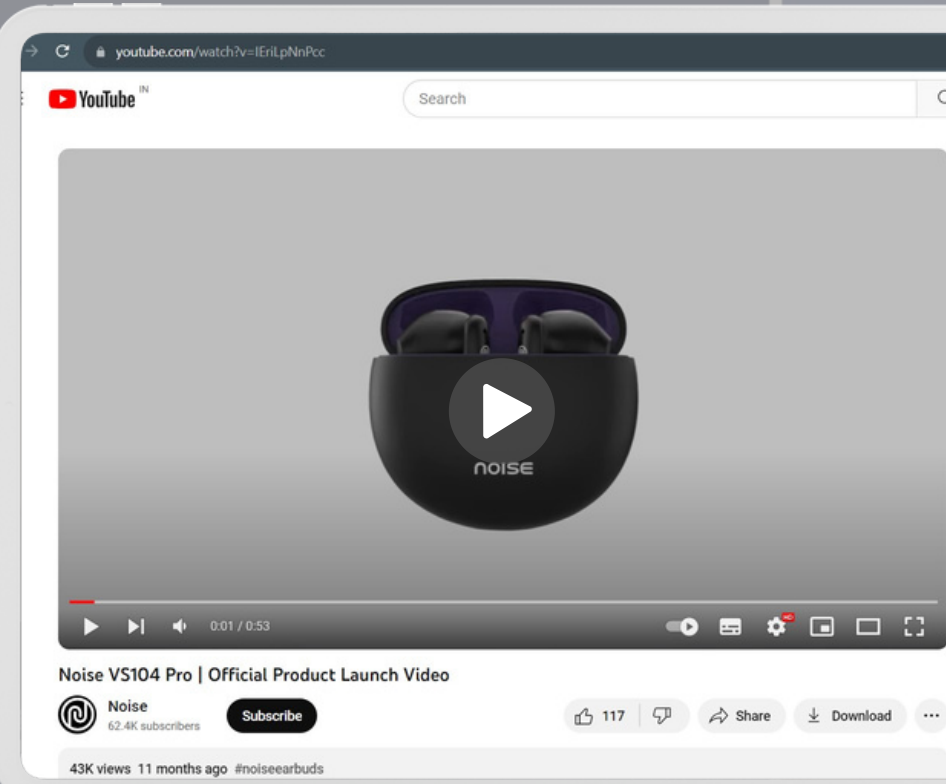
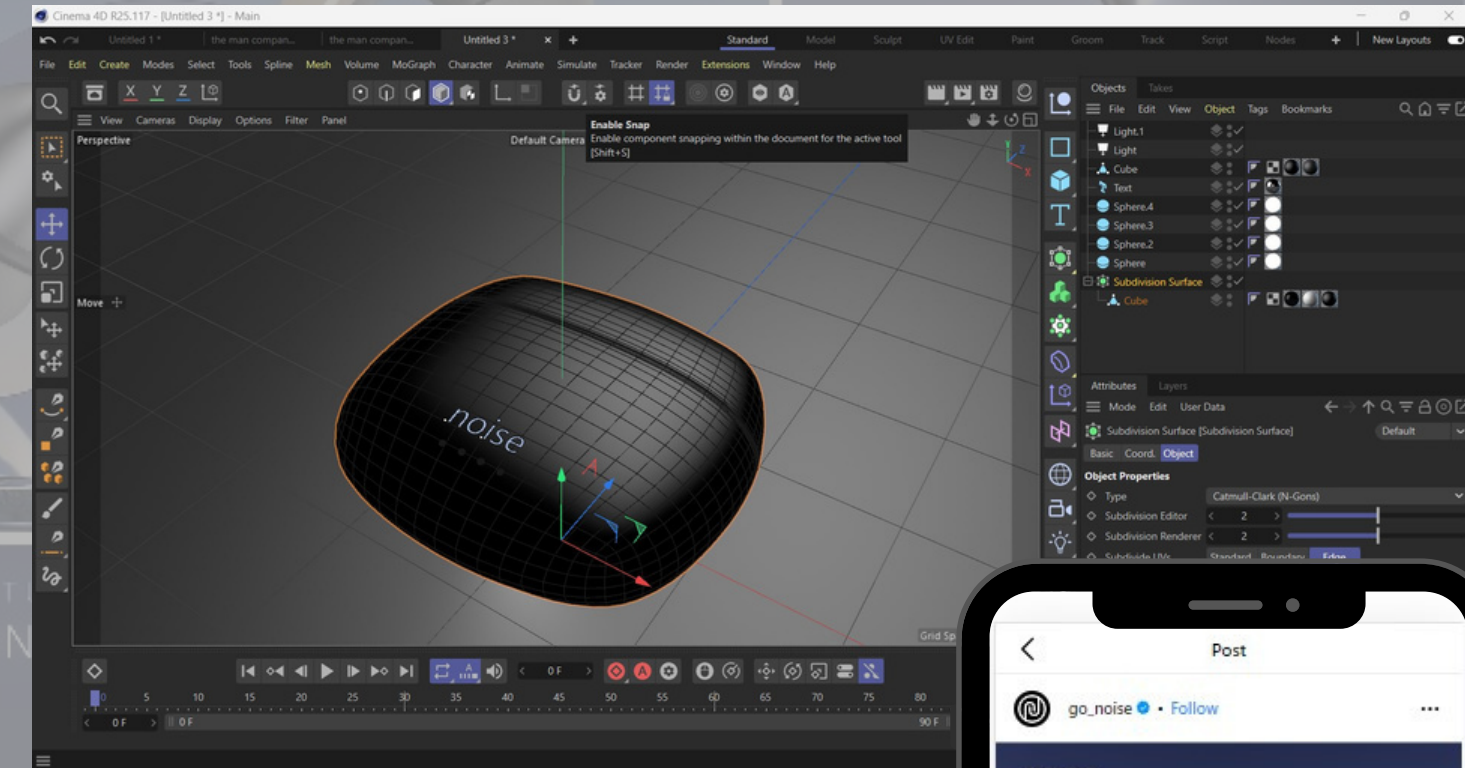
creative assets

22.2%

Relative lift in product awareness



Platforms



Contact us

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