

Vidzy Case Studies





The development of Paytm sound box - for the very first time in India, launch commercial assets and animation.

Objective

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

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.
- 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
- We added infographics and color strobe and lighting effects to make the product the hero of the video.

Campaign Results:

5

platforms

12+

creative assets

19.2%

Relative lift in product awareness



Platforms



Contact us

To Boost your Business

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