

# Vidzy Case Studies



## VIDZY X POCO

The development of POCO products - Mobile phones, Earbuds and also the elements used in that product

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

### Campaign Results:

**4**  
platforms

**12+**  
3D Assets

**24.2%**  
Relative lift in  
product awareness



Platforms



# Contact us

To Boost your Business

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