

POCO

2D ANIMATION CAMPAIGN

FOR AWARENESS



POCO

THE JOY OF
FILMMAKING

7 FILM CAMERAS
WITH FILM FRAMES



C50D



VIDZY X POCO

Captivating motion graphics to guide the viewers about the features of the new POCO products have to offer

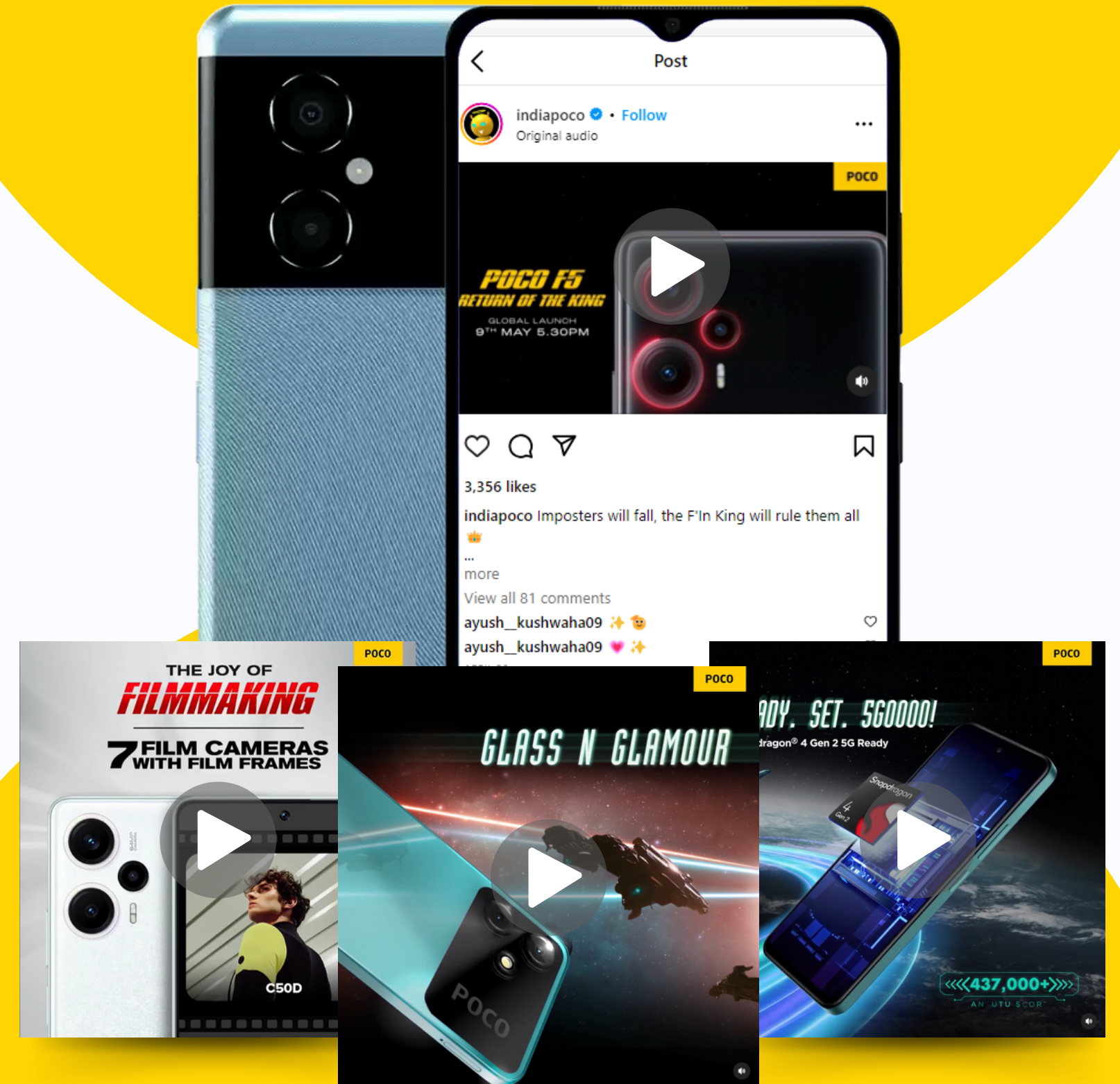
Objective

- To promote the **POCO products** with some **2d animated styles** focusing on the individual **benefits** of the products
- To communicate the brand value and aesthetics

Strategy

- Highlight the different benefits they offer in different products (mobile phones & accessories).
- Use dynamic text and data overlays to highlight key features of the app.
- Created 2D vector assets.

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