

zomato

Motion Graphics Campaign For Brand Awareness

1.4M+ Views





Creative Motion Graphics deliverables for zomato's offer sale around the festive time.

Objective

To create awareness towards the festive offers that Zomato introduced for the users during the festive times in and around the cities.

Strategy

Understanding the companies requirement on how they want their video to be like and what all offers and text they want to prioritize for the offer.

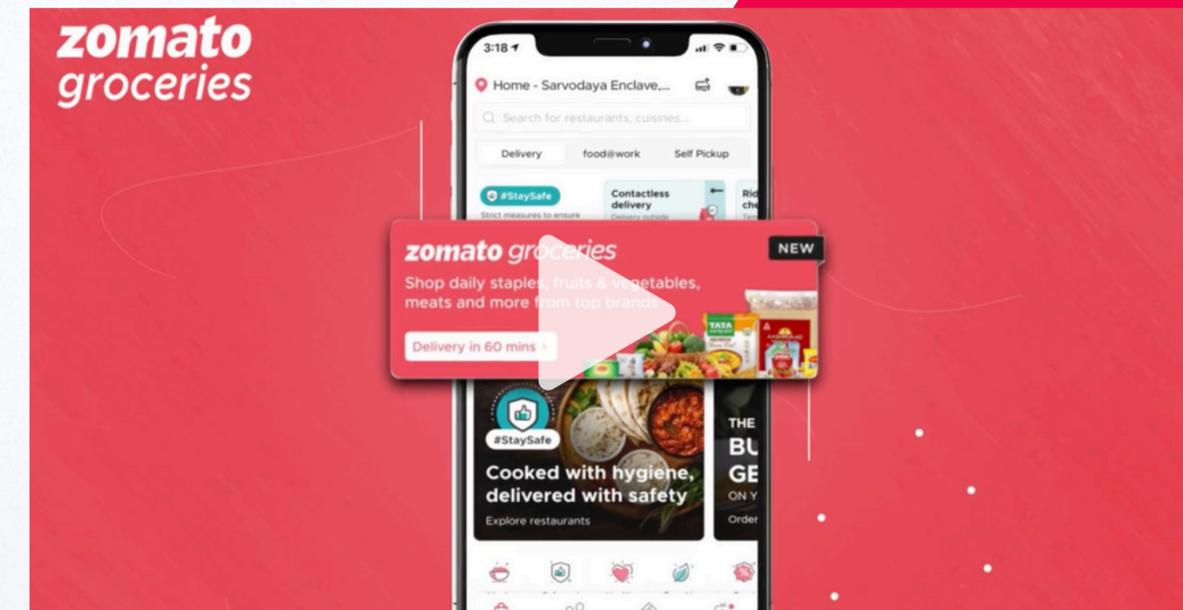
Understanding the graphics, text, colors and type of mood we need to set for the final output.

Execution

Hold meetings within the team to understand the approach we need to keep for the execution of the motion graphic video keeping in mind the key points we got from the client.

Collect all the raw assets and pictures we would need for implementing the ideas alongside deciding onto the font face and style to keep with the animations to be done to the objects (i.e png and pictures)

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Approach

After collecting, brainstorming and understanding every thing we needed for compiling the final film, we decided to go with a colorful and attractive palette with contrasting colors of the food items and maintaining a attractive yet aesthetic feel throughout the video, also keeping in mind the key highlight like “Max Safety” to have a entirely different slide in order to show the importance of it for the company thereby building trust with users.

Post - Production

- We carefully curated the entire sequence along with the decided colors, typography and animations using after effects and premiere pro, mainly following the principles of rule of third, balance and staging used in motion graphics and animation.
- We edited all the scenes together into premiere pro adding all the necessary music and effects to give it a sharper and attractive feel, moving on to finalizing with the clients and submitting the final rendered video for their amazing offers for their users.

Campaign Results:

5.7 %

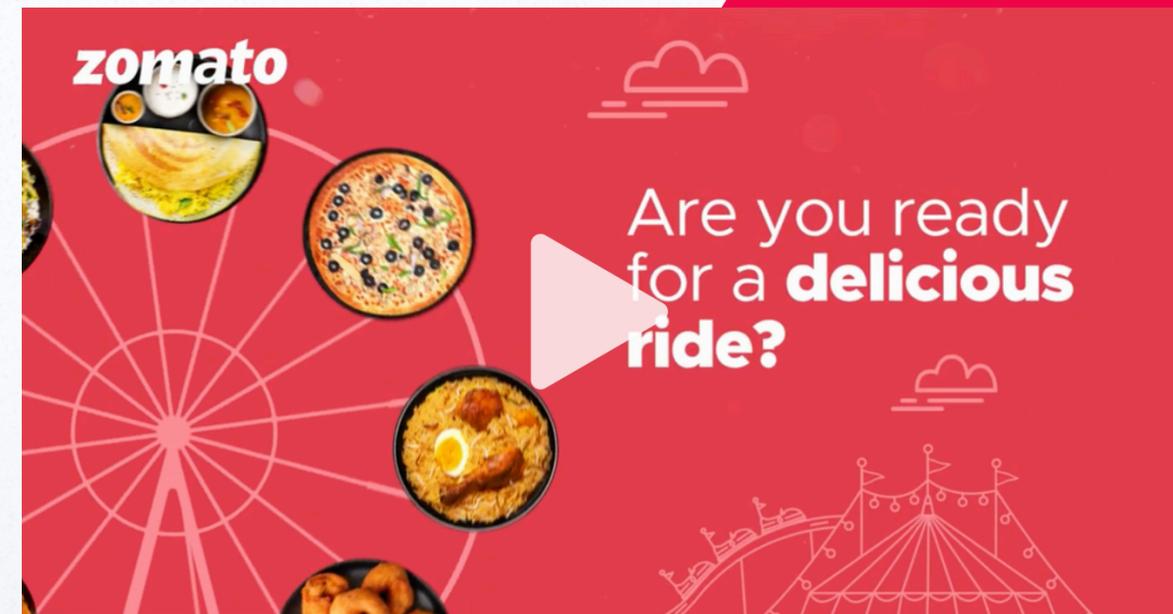
increase in sales

1.4 MIL

no.. of partnered restaurants

23

countries



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