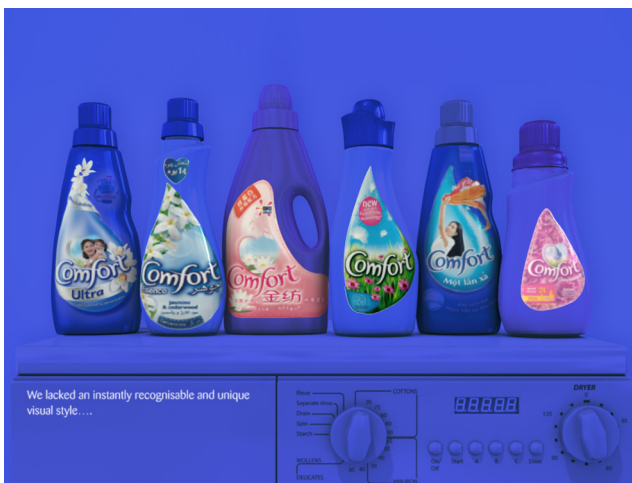




Unilever - House of Comfort animation  
Motion graphics, 3D animation and sound design for a digital brand toolkit.



Objective

- Open were briefed to introduce and communicate the new revised global brand architecture for Comfort Fabric conditioner.
- Full integration into the digital brand toolkit available through Unilever's intranet.

Solution

- The animation piece was to educate and explain to all global brand teams how the new consistent brand ID would be developed.
- All existing bottle packaging was re-created as 3-D digital render models.
- Motion graphics combined with overlay highlight areas, clean information graphics and typography were created to explain the new creative direction.
- Voiceover narrative commissioned to explain new design direction.

Results

- Clear, succinct, information graphics explaining the brand architecture across the whole range of packaging solutions.
- Creation of a 90 second motion graphics piece to convey new brand message across multi-language & cultural markets.
- Downloadable and easily distributed communication piece is integrated into the brand toolkit available through Unilever's intranet.

We are Open™

For more information or to arrange a meeting, please call Al Kennedy on +44 (0)117 300 5200