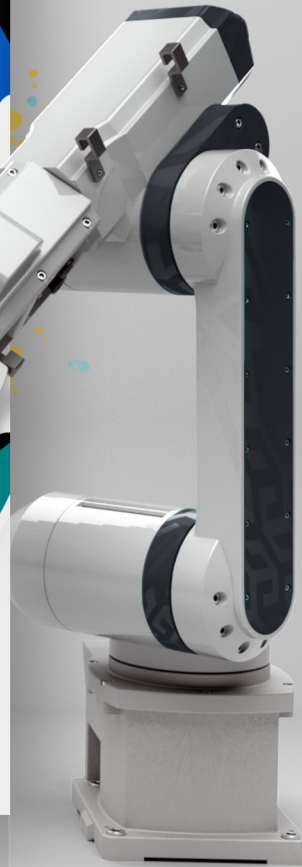
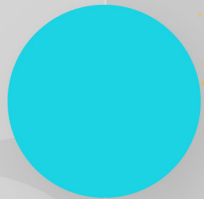


BRANDON



**TECHNO
LOGY** IS
BEAUTI
FUL.

Brandon.

Technology is beautiful in itself

Every day new machines and new devices are being created. Machines that build a better world, that are environmentally friendly, and have potential to save lives..

However, without the right context, a machine in itself very often is not quite as beautiful as the future it represents..

This advert is about the technology



01 ANALYSIS.

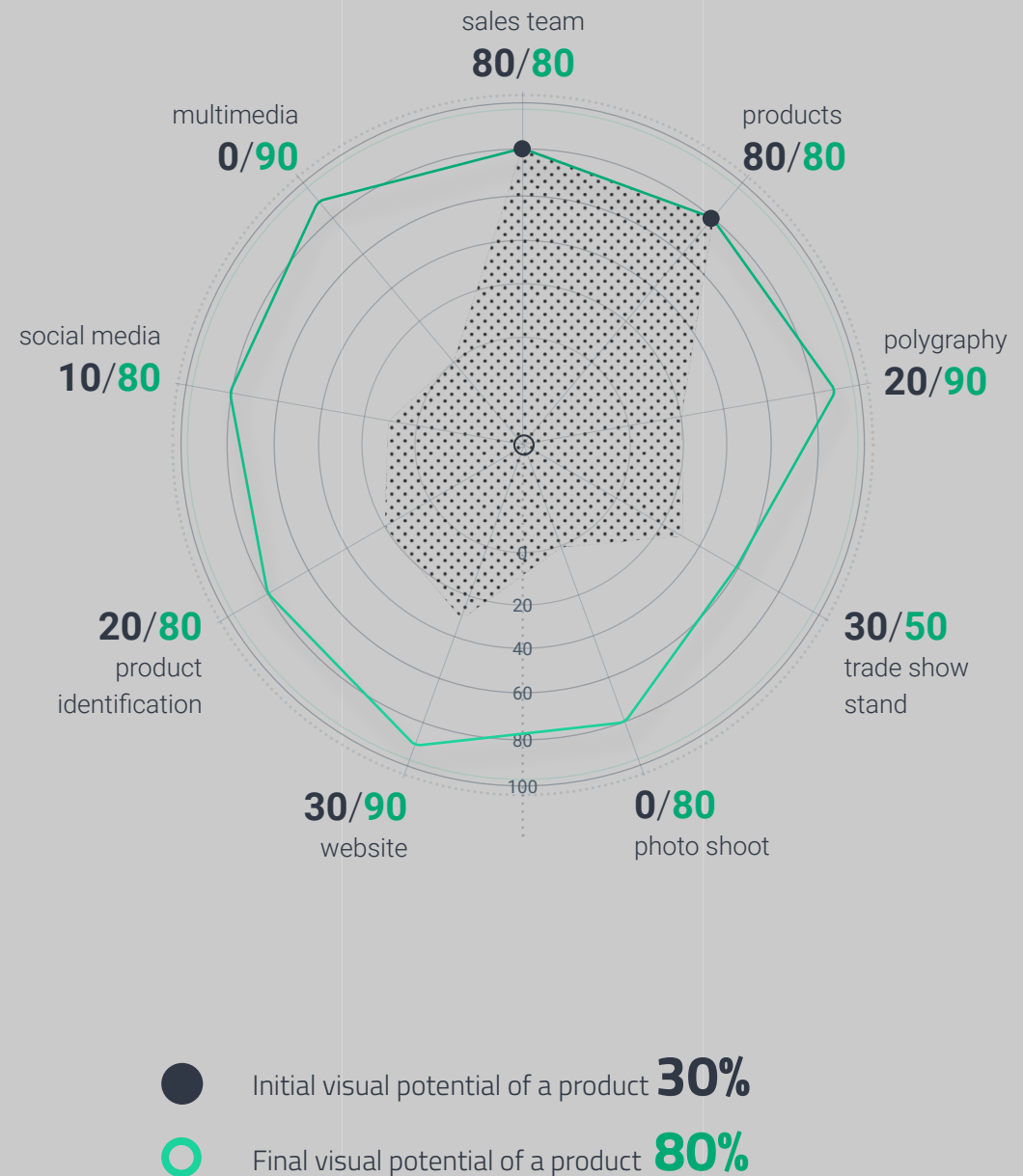
【 Meaning **360°**
assessment of
the visual potential
of a product 】

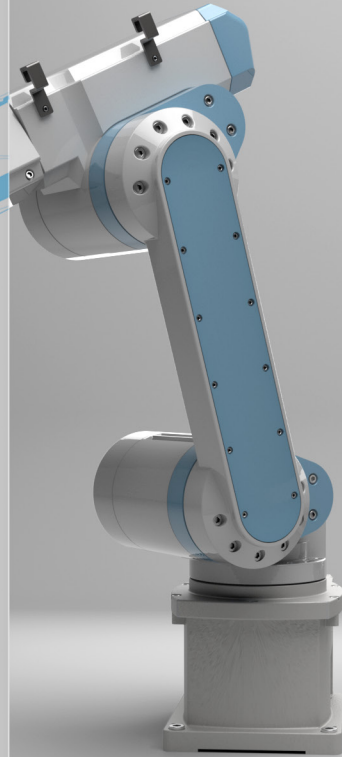
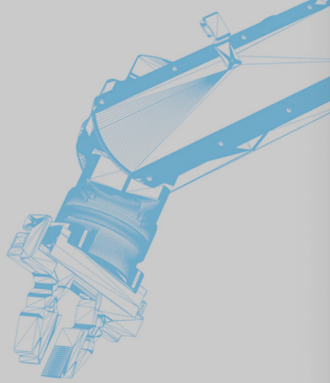


Visual potential

Not every product can achieve as much as others - with the same principles. What should be done in this case?

1. gather and assess all the visual and promotional materials (3D and cad source files; pictures, technical drawings etc.)
2. set the best exploitation areas for a product, and then place its potential in each one of them
3. establish the optimum range of each exploitation area
4. the difference between set by the chart will be the base for building the strategy and setting the budget





02 STAN DAR DISA TION.

【 Meaning **technology**
our way 】



Product and its environment

3D models adaptation

- _ source files (e.g. STP) created for engineers, are not compatible with the animation or visualisation software - hence the transformation and optimisation is required
- _ creating a dedicated material data base (e.g. for Autodesk Arnold Renderer) - in accordance with the original specification
- _ rigging - preparing objects for animation

Dividing the scene into the functional modules for interactive object animations, e.g. product configurator for a website.

Standardisation is a starting point for all further actions:

- _ optimising the budget
- _ minimizing the time of implementing any changes to the specification for the entire product identification (quick project changes and prompt implementations)
- _ maximizing the consistency of materials

Our technologies



Product Configurator

_An app designed to visualise all technological processes. It uses modules created in the standardisation process, to selectively display 3D content. Virtual walk around the device.



Product Browser

_Typical version of the browser is based on pictures - we can do that too. To make the quality and consistency stand out, however, we use renders that were created in the standardisation process.



Multimedia Presentation

_Movie version using 3D animation to play at a trade show, or a sales app for company's reps. Each version can use interactive 3D modules or the whole machine models in the animation process.

03 CON CEPT.



【 Pragmatism
vs imagination 】

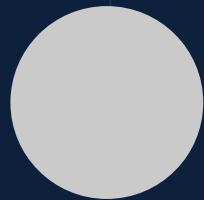


Image designing on an engineer's level

_We have worked out a method of a graphical dialog connecting engineers and constructors with the creative team. It was important for us to create a concept equally practical, emotional and graphical.

We already know the strong and weak points of a product. We are now establishing what to do with it.



**【 Our projects are not
a derivative of an idea
- but a part of it 】**

IDEALLY planned

_ At this stage specific **designing solutions** are being created. The strength of the entire message depends on their consistency, therefore it is so important, that this process is only restricted by the idea, not designing capabilities.

_ This is a key stage for us - and its started by **Key Visual**.
We try to ensure that in every exploitation area the KV is a part of the **layout**, and interacts with it. Thanks to that the impact strength of specific media is comparable to the one of the brands whole image.

- _ logo and its standardisation
- _ brands visual identification system (vis)
- _ identity manual
- _ key visual
- _ copywriting and naming
- _ product cards
- _ product catalogue
- _ brands visual catalogue
- _ electronic product browser
- _ corporate video
- _ multimedia presentation
- _ 3D modelling
- _ website
- _ pack shoot
- _ product design
- _ packaging
- _ static and animated info graphics
- _ trade show stand

05 AUTONOMO US DESIGNING.



_Like every studio, we also use the outsourcing, but only in a range we can control ourselves.

We ensure that the entire process of building an image **is consistent** and contained within our studio as much as possible.

One to many relation

_ In case when the process of building an image is carried out independently by different agencies. It is difficult to control the quality, which then is not going to be able to achieve its optimal value. It is similar with the prices - optimisation of the costs is most effective in case of a complex realisation.

QUALITY
PRICE

100%

50%

0

Multimedia

IT

Fair

Printing

One to one relation

_ This is the characteristic of the autonomous designing - quality increase and cost control.
 We have a better picture of the creative process, which unlike a technical projects, requires a lot more subtle approach and understanding. Realisation of specific elements is combined, the elements are more consistent, and therefore are not replicated - we can control the cost better.

QUALITY
PRICE

100%

50%

0

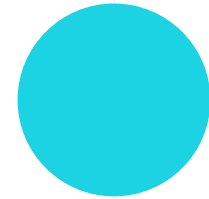
Multimedia

IT

Fair

Printing

06 SELECTED CUSTOMERS.



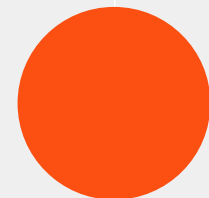
07 WHY IS IT WORTH TO MEET US?.

_Brandon is **a creative studio** with a very interesting disposition..

We cooperate with customers who think ahead, but also whose thinking is unconventional or abstract - which is what allows us to understand them better and identify with them..
Because we're unconventional..

We are proud that every following project is very emotional to us, and that we can use those emotions to create professional visual narratives..

Empathy is our strength, but everything we do is based on a strategy..





_ We've got **20 years** of experience as a creative agency,
working on both rebranding and brands promotion

_ We are aware of the changing market and technology, that
is why we created an advert, that combines our experience
and the vision.

See you in the future!

Anna Zwara

t. +48 518.715.700

