**Research & Content Creation**

Every day, the need for new development and innovation to answer probing questions in the world is increasing. Research – effective, deep-thinking research plays an important role in building the atmosphere for innovation. For us at Cerebral, we go beyond the waters and depth of minds to create value for ideas through research and sound content creation. We create the content that matters, and bring your message to life in the most simplified form. We are, practically speaking, crusaders of style and creativity. We listen to your idea and give you a mirror-image content that works.

**Public Policy**

The world, as we know, is moving, ideas are developing spontaneously and the need for working policies in institutions is on the rise. At the core of policy making and impactful changes is the connectivity of strings of ideas. Because we realise the importance of simplifying your message to reach the man on the street, we are always keen to bring your ideas to life.

We have a team of talent and experience to help interpret and express your idea. Ideas about how people intend to administer a territory or how an organisation sees itself in a changing society or how ideas from very complex and dead-looking material in text can be simplified, enlivened and literally animated, are some of the interesting causes that we have been identified with.

**Storyboarding and Illustration**

To effectively tell your story in the simplest way, our work train passes through stages of creative blocks to map out what we call an ‘Illustrative Story Path’. For us, this is a vital stage of work because it gives us a visual idea of where we are going and how we would get there. At this stage our creative team of Illustrators and Graphics Designers are connecting ideas, putting shapes together, creating a ‘story-world’, and merging the building blocks to help communicate your story. By the time we are done with the Illustrative Story Path the walls and colours around your story would be fully brought to life!

**Animation & Explainer video**

The compelling power of animation gives us more in telling your story and we do it quite expertly. This is encapsulated in our explainer videos. By explaining the intricate details of your story in short, colourful, animated films, we are able to keep your core messages in the mind of your audience long after the film is over. Our creative Animators work in partnership with our team of Illustrators and Scriptwriters, using both 2D and 3D animation depending on the best fit for your story, to build a narrative that is simple, engaging, and entertaining.