



This campaign takes us on a high octane journey through the adrenaline infused world of Max Steel, where boys go head-to-head in a quest for ultimate dominance in "Turbo Battlers", experience extraordinary transformational powers in "Steel and Sword", and battle-test the firepower of a whole new range of weaponry in "Turbo Team Up Figures". The spots will be a blend of dynamic live action, photo-real CGI, and entertainment assets taken directly from the Max Steel family of shows, woven seamlessly together to create a cohesive visual narrative.







Undulating waves and tiny effervescent bubble effects will be seamlessly woven into the visual narrative, providing a sophisticated layering of animated elements blended into the real world in a way that's simultaneously subtle and attention grabbing. In addition to being a metaphysical presence throughout the store, reflections of the sparkly effects will fall on hands, faces, as well as ambient surfaces to create the illusion that these effects are truly a part of the real world.



















The energy and vibrancy of this creative does a great job highlighting the fun that "normal" folks can have dancing in a relaxed setting.

The challenge to tackle is to make this campaign for Just Dance stand out from not only the other dance games on the market but also standard, choreographed music videos in general. This needs to feel like we just happened to walk in on the coolest party in town and once we get there, we never want to leave!











The live action approach will be choreographed to look and feel more like a high-end fashion shoot than a formulaic, hand-puppeteered doll commercial, transporting the viewer on a voyeuristic ride through the school's hallowed halls for a first-hand glimpse into the delicious horror that lurks at the heart of any true Monster High experience.









The ending for the new Paul Rudd film PRINCE AVALANCE features a good use of titles where a character walks in front of big bold text.

http://wdrv.it/ZSsvkg

Clips from this Tesla review showcase a good use of camera motion and static titles that give the footage a real dynamic feel.

http://wdrv.it/195IKMI

The opening and closing credit sequences for EASY A serves as an example of how to use titles in a way that feel multidimensional and organic to the footage.

Opening Credits: http://wdrv.it/195yxi9 Closing Credits: http://wdrv.it/ZSsz3E









THANK YOU!