



Executive Summary

A leading automotive manufacturer known for its commitment to quality, innovation, and employee engagement. As part of their internal Quality Month initiative, we collaborated with their team to create a culturally resonant, animated VSB (Visual Story-Based) series customised to reflect their workforce and values through localised storytelling and character-driven narratives.

Client Profile

Industry: Automotive
Location: India

Business Challenge

- Creating a video animation set in a rural village theme, while aligning with corporate messaging, was a unique challenge.
- We had to design a Panchayat-style narrative and ensure the animation style, language, and characters felt authentic to the employees.
- Each character's voice had to match the local tone and style, requiring custom voice recordings in a village-style Kannada accent.
- Meeting these cultural and creative expectations required close attention to detail, rapid feedback loops, and strong collaboration with the client team.

Objectives

- Deliver a culturally rooted, engaging video animation series to promote Quality Month initiatives.
- Ensure the characters, setting, and tone resonate with employees by closely reflecting their inputs and workplace environment.

Solution Overview

- Held in-depth discussions with the client to capture their creative vision, stylistic preferences, and cultural nuances.
- Developed the Visual Storyboard (VSB) based on these inputs, customising characters to resemble real employees and framing the scenes like village Panchayat discussions.
- Produced cartoon-style animations with voiceovers in Kannada, using a local village-style accent recorded in-house by our voice talents.

Implementation Details

- Created and delivered the first animated episode, incorporating all stylistic and cultural feedback.
- Balanced humour, relatability, and clarity through thoughtful scripting, animation, and authentic voice acting.
- After receiving positive feedback on the pilot, proceeded to develop the full series with consistent quality and tone.

Key Results

- The first animation received strong appreciation for its cultural authenticity and creative approach.
- Following the pilot’s success, the client approved production of the entire video animation series, which was completed and delivered on time.
- The animation series became a standout element of the Quality Month campaign, praised for its relatability and storytelling.

Testimonial

“The animation captured our ideas exactly how we imagined. From character likeness to the village-style humour and dialect, every element struck a chord with our employees. The team went above and beyond to bring this vision to life.”

— Client Representative, Auto-motive Company

Key Takeaway

- This video animation case study demonstrates how culturally relevant storytelling can make corporate messages more meaningful. By actively listening, adapting quickly, and combining creativity with authenticity, we produced an animation series that deeply resonated with its audience.

Impact at a Glance

+85%

Team Skill Growth on
Motion Animation

+100%

Client Satisfaction

0 Bugs

Signed Off Without Fixes

+100%

In-house Dubbing Quality