



HELLO, WE'RE STUDIO INFOGRAFIKA!

www.infografika.studio

We specialise in Animation Design, Presentations
and 3D Graphics.

Our staff number 25 specialists.



CREATIVE STRATEGY (DIRECTION)

We develop creative concepts and treatments, along with writing scripts and creating storyboards. For the last two years we won contracts with Coca-Cola, McDonald's, Gazpromneft, Magnit, McKinsey, Yandex, Dr Reddy's and others. And we look forward to starting work with you — we will come up with strong ideas, create storyboard, moodboard and treatment.



TECHNIQUE

In the videos, we combine cutout, frame-by-frame animation and 3D. We use different tools like After Effects, ToonBoom and C4D. With such a variety of techniques we always choose the optimal solution for each project. The only thing that remains the same is an approach to the production process.

At the pre-production phase, we develop storyboards and animatics, along with creating concepts of characters and environments. The production phase includes illustrations, character rigging, and animation. Finally, we edit the video, upgrading it with sound design and compositing.

We approve each stage of the production with the client in order to stay on the same page in our vision of the project.





Promo-video:

WMP NFT

WORLD META PRIDE — a new NFT brand based on artificial intelligence.

TASK: attract potential project participants.

When the client is ready to experiment we hit the pedal to the metal. This project is one of such kind. The brand's goal is to unite creators from different creative areas in a closed, elite NFT community. Therefore, the video had to look like an invitation. Bold, provocative, “not for everyone”.

Characters were already developed by the client. We took them and put in the underground style. Frame-by-frame animation made movements more realistic. As a result, we got a daring and motivating clip. You can even say — a short cartoon.

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Promo-Video:

URALCHEM

«**URALCHEM**» — one of the largest companies in the mineral fertilizers market in the Russian Federation.

TASK: to make an image video about the company.

The project combined real shooting, which took place in South Africa, and animation: we drew the characters in a realistic style. Large — scale exterior locations, dynamic camera movement and a variety of visual effects thanks to complex frame-by-frame animation. The production took 1.5 months which helped us work on each frame in detail.

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Game teaser:

DRUNK ROBOTS

DRUNK robots is an online NFT game.

TASK: to announce the game release in a cool provocative video.

No love, but death and robots — these words best suit the atmosphere we wanted to capture in the video. We developed detailed backgrounds as well as VFXs to show the crazy violent underground world. The real gameplay characters were stylized for frame-by-frame animation. So robots look threatening and realistic... unlike their chances to survive.

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Promo-video:

MTS

MTS PREMIUM — a new subscription to the services of one of the largest Russian operators.

TASK: produce the third episode of the series about “MTS Premium” subscription.

In the mini-series about MTS products we build the plot based on movie references. The most difficult thing in this format is to choose a recognizable movie which is not worn out in other advertising campaigns. We needed a character who can give us everything at once, just like the MTS Premium subscription? Ruby Rod from the Fifth Element — of course!

Charming, eccentric Lemur gave us the energy we sought. He introduced the Chicken and the Turtle to the subscription in his usual manner. The voice actors conveyed the recognizable features to all our characters. The audience learned about all the subscription features and got nostalgic with us. Over 5 million views. Green? Super green!

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Animated Series:

UMKA (2022)

UMKA — a series format relaunch of the cult Soviet cartoon.

TASK: develop an animation style; produce a pilot and five episodes of the series.

Developing an animation style was the most challenging part. It had to resemble frame-by-frame animation used in the original cartoon, but at the same time look modern and realistic. We wanted the heavy, stately bear to move smoothly and gracefully. And all the elements had to be assembled so that the magic of the north could be felt in the final picture.

We worked closely on five series together with the Soyuzmultfilm company. It all started with the pilot. Animation, supervising, composing, assembling and directing the opening of the series were on our side! Each of these stages was tough and exciting, because we were paving the way from scratch to the animation style of the entire series.

We have been devoted to this creative project for a year and have become very attached to its heroes. The series was launched on Okko and received a lot of laudatory reviews, bringing its rating up to 8.3 points.

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Promo-video:

MIR PAY

MIR PAY — a payment system that allows you to pay by phone.

TASK: produce 4 different-style clips about the service.

We have already forgotten the times when we could pay by phone. MIR Pay decided to remind us about it and save the day. The company tried to find the key to the heart of each target audience through different video stylistics.

Sitcom, 3D, Disney 2D and even anime! We were happy to work on this eclectic project. Illustrations, animation, sound design — at each stage of production, we adhered to the unique style. Every sound and every movement works for complete immersion. To be honest, we fell in love with this project... just like a phone fell in love with a terminal.

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Short-film:

HUNTER

HUNTER is a short film written and created by our studio.

A long time ago, in a city not far away we came up with a 10-second sketch which turned out to be our first short film. This is our tech demo, a stepping stone to the world of real storytelling. You can see how we mixed different techniques (flat, frame-by-frame and 3D) in a uniform style and told a twisted tale which could not leave anyone indifferent.

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Announcing video:

MCKINSEY BUSINESS DIVING

MCKINSEY BUSINESS DIVING is an annual business case competition.

TASK: to remind the subscribers about the upcoming championship.

Solving business cases is a stretch of imagination, diving into problems, overcoming obstacles and, of course, rivalry. We reflected this process in an adventure short film. In our story, the championship prize is a metaphorical cup that different teams are trying to reach. They apply all their skills... But there will be only one winner.

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Announcing video:

BUSINESS WARS. COCA-COLA VS PEPSI

BUSINESS WARS is a series of podcasts about the confrontations of the largest companies of our time.

TASK: to announce a new series of the podcast.

Just like the human being the video is 80% water, or rather – liquids. Floating clouds, pouring soda, condensate on the bottle and even ink – each scene is filled with smooth movements. Warm, bright colors and cute characters – all this emphasizes the reality of brands: bright wrappers and decorations, behind which always is a war.

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Company presentation:

ID FINANCE

ID FINANCE is a data science, credit scoring and digital finance company pioneering fintech innovation in emerging markets.

TASK: briefly reveal the main achievements of the company.

There was a lot of information along with tight deadlines. At the same time, the company represents itself as innovative, progressive and creative. To avoid showing a simple list of facts, we developed unique visuals.

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Explainer:

XLA

XLA — the company helps people around the world to become equal beneficiaries of their work, using new technologies and Web3 concepts.

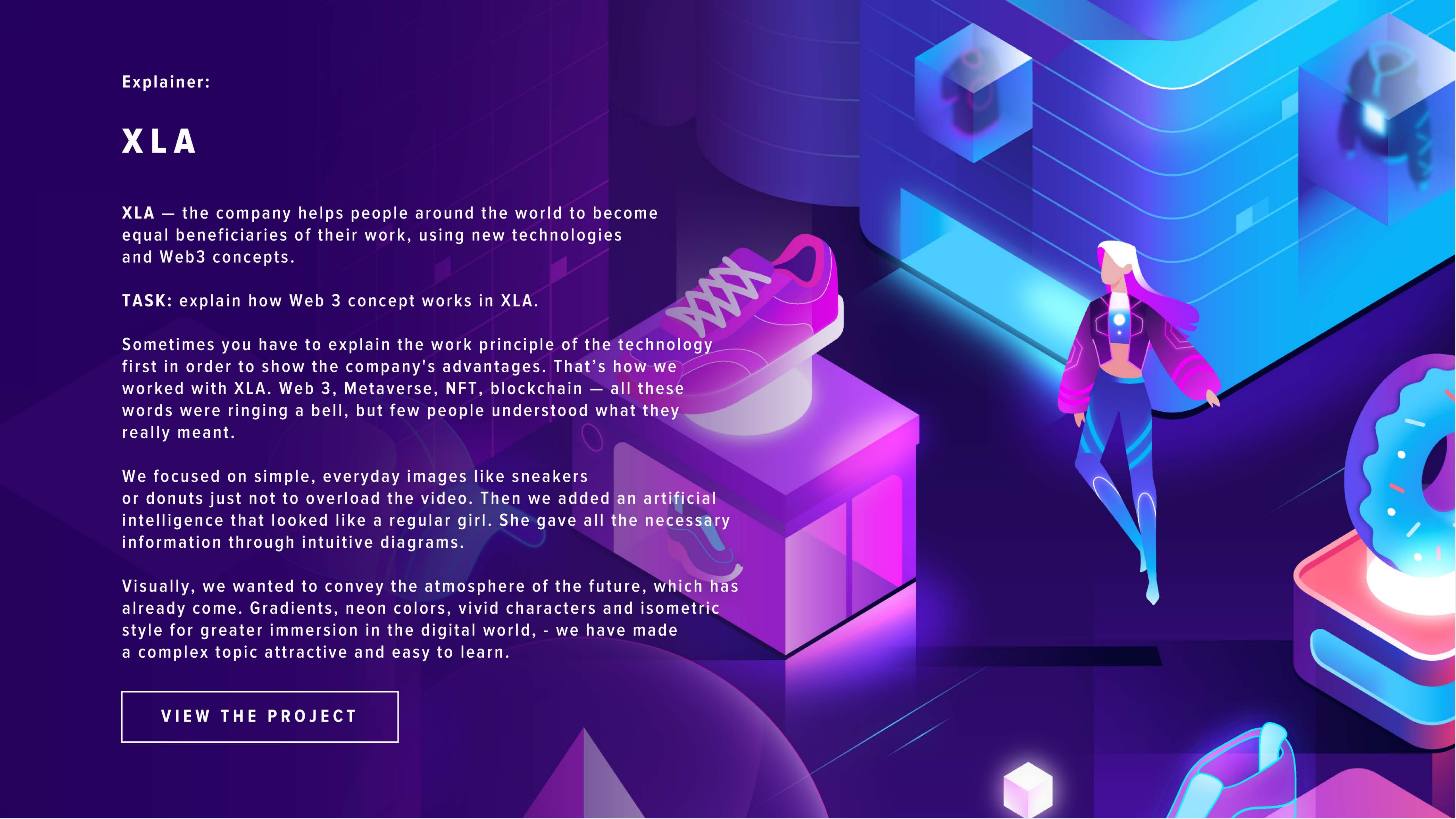
TASK: explain how Web 3 concept works in XLA.

Sometimes you have to explain the work principle of the technology first in order to show the company's advantages. That's how we worked with XLA. Web 3, Metaverse, NFT, blockchain — all these words were ringing a bell, but few people understood what they really meant.

We focused on simple, everyday images like sneakers or donuts just not to overload the video. Then we added an artificial intelligence that looked like a regular girl. She gave all the necessary information through intuitive diagrams.

Visually, we wanted to convey the atmosphere of the future, which has already come. Gradients, neon colors, vivid characters and isometric style for greater immersion in the digital world, - we have made a complex topic attractive and easy to learn.

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Explainer:

ITRUE

ITRUE is a blockchain platform with a built-in biometrics system.

TASK: to attract a new audience by showing the platform's key features.

We showed a futuristic model of the future reflecting the revolutionary spirit of the company. The character enters the iTrue virtual world. While getting acquainted with the platform, he, like any beginner, asks questions about its functions, which are answered by a robot butler in a voiceover.

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Explainer:

COADJUTE

COADJUTE is a blockchain network connecting the UK property market.

TASK: to explain the service features.

We had to talk about a complex digital produce. So we simplified it down to a friendly isometric scheme, fully showing the work process. To keep the emotional bond with the customers we brought some stock videos reflecting the positive impression of using the service.

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Promo-trailer:

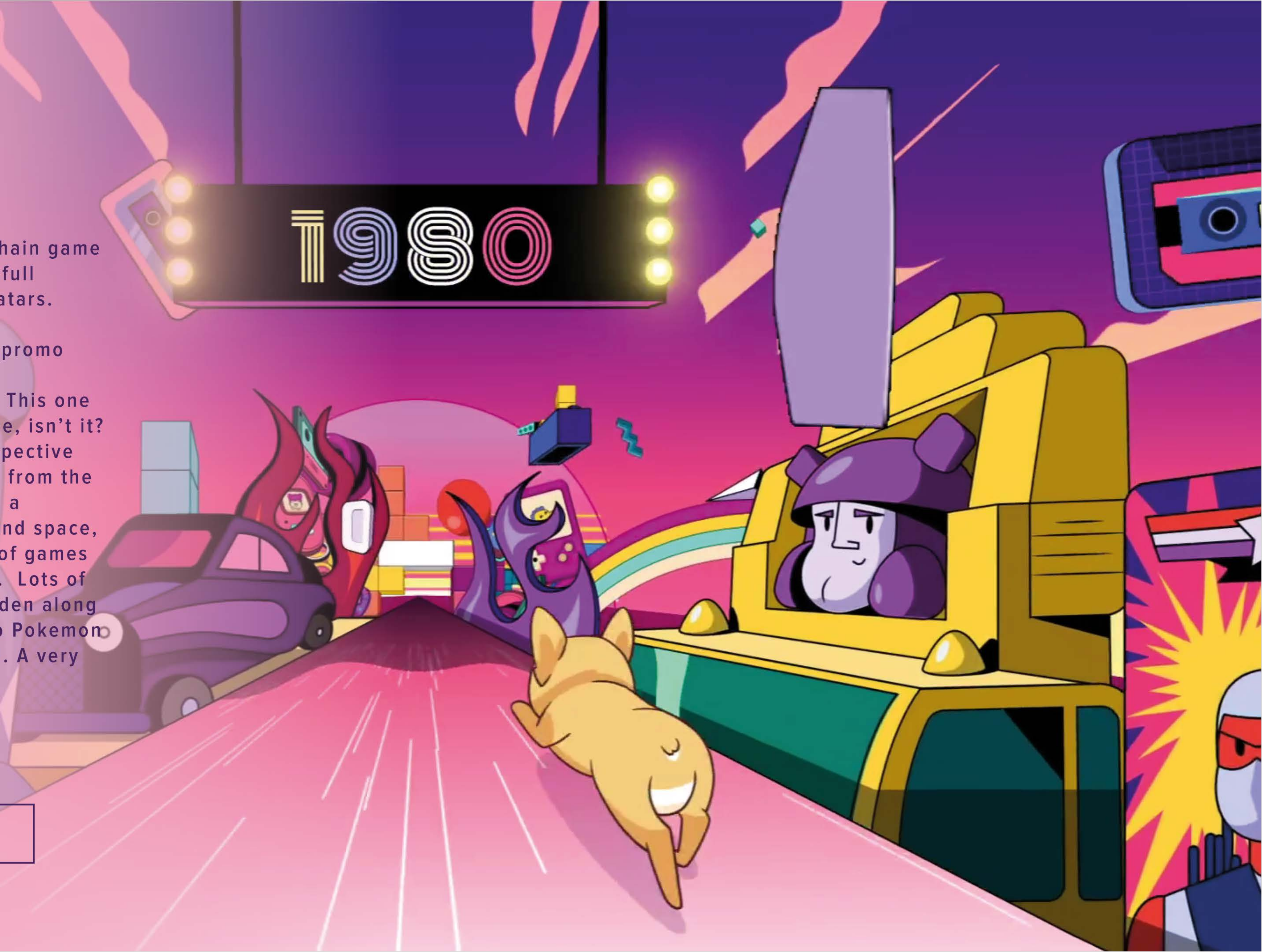
DOGAMI

DOGAMI is a unique blockchain game experience centered around full ownership of 3D NFT dog avatars.

TASK: to make a 15 second promo

Not all NFT games are cruel. This one is about collecting dogs. Cute, isn't it? We decided to make a retrospective experience. We took the dog from the games' logo and sent him on a nostalgic trip through time and space, a reminder of how this type of games evolve over a period of time. Lots of colorful references were hidden along the way. From Tamagotchi to Pokemon GO and to Dogami in the end. A very colorful teaser.

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Explainer:

OAS BLOCKCHAIN

OAS BLOCKCHAIN is a blockchain secure payment system preventing coin loss due to hacking.

TASK: to present the features of the service.

It's not that easy to explain blockchain technology without difficult terms and confusing visuals. Yet we tried. This video is a simplified scheme of how the OAS Blockchain system works. We made it really friendly in isometric stylistics with the visuals referring to something modern and technological.

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Explainer:

PROMETHEUM

PROMETHEUM is a complete ecosystem for digital asset securities.

TASK: to tell the clients about the platform.

The company is developing a platform for issuance and trading of digital assets. They needed a detailed explainer about the system and its advantages. So here it is — a 3-minute video fully presenting the system's features. We showed examples of when people use Prometheus in comparison with other platforms. It made the video simple and friendly for potential clients.

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Explainer:

FREELIVE

FREELIVE is a Korean social network for bloggers, where donations are received directly by the content maker.

TASK: to show the users that in Freelive bloggers will receive the full amount of the donation.

Frankly speaking, the Korean trend for donations was like a different world for us, the studio from Russia. So in the video we reflected this point of view and created a world where talented people can not develop because of greedy corporations. Freelive solves this problem and restores justice.

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Explainer:

BAEX TOKEN BLOCKCHAIN

BAEX TOKEN BLOCKCHAIN is a platform customizing ads with the use of blockchain technologies.

TASK: to tell the customers about the platform.

Thanks to the Baex platform, ads in mobile applications can be shown only to those for whom it will be one hundred percent relevant. That is the main message we wanted to get across in our video. We developed colorful laconic stylistics and visual elements, showing how friendly and efficient the platform is.

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Promo-video:

NETFLIX VS BLOCKBUSTER

BUSINESS WARS is a series of podcasts about the biggest clashes of brands.

TASK: to announce a new series of the podcast.

In the video about the streaming service, we wanted to get closer to the cinema world. We realized our ambitions in the fantasy short film that shows almost 30 years of Netflix history in one minute. Of course, with a few references to popular TV series. With frame-by-frame animation and cinematic editing we made the video look like a real cartoon.

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Awareness explainer:

SIMPLY PIANO

SIMPLY PIANO is an assistant app for learning to play the piano.

TASK: to show that "Simply Piano" keyboard makes lessons easier, faster and more fun.

The tagline "Simple, fast and fun" became our starting point. Charismatic characters, comic references along with dynamic seamless editing made the video 'simple, fast and fun'. There's a wide range of animation techniques, just like the variety of study opportunities in the app.

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Promo-video:

DUBAI COMPETITIVENESS OFFICE

The video is about the department in Dubai, responsible for developing competitiveness policy.

TASK: to attract attention of potential investors for cooperation and city development.

It was important for us to engage the viewer in the video, to arouse emotions and the desire to take part in a city development. We showed different areas of city activity in metaphorical visual elements. They are all interconnected just like in real life. With seamless animation it looks like an inspiring mood video.

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Illustrations:

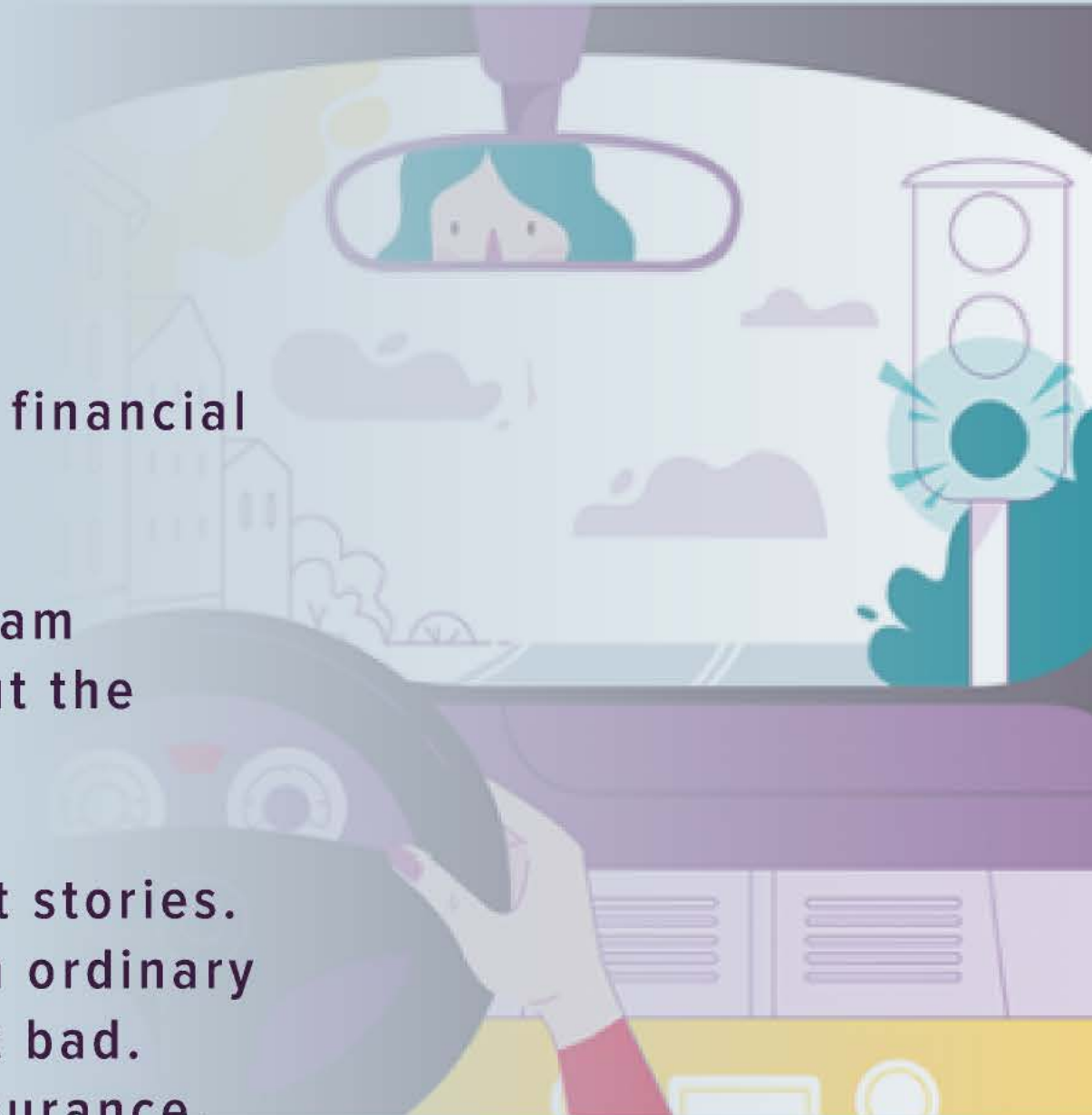
ALLIANZ

ALLIANZ is a European financial services company.

TASK: to create Instagram illustrations telling about the product.

We created several short stories. Each of them is about an ordinary situation that turned out bad. Thanks to the Allianz insurance, nothing is fatal. Take a look at how we packed product features in a series of story-driven illustrations.

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Promo-video:

BUSINESS WARS

BUSINESS WARS is a series of podcasts about the confrontations of the largest companies of our time.

TASK: to attract a new audience and awaken a desire to listen to a new series of podcasts.

Some wars take place without bloodshed, but their methods are as diverse as the techniques we used in the video. Coca-Cola vs Pepsi? Here are the liquids! Ferrari vs Lamborghini? Let's make cars in 3D! Each scene is unique, but the abundance of colors, cool angles and dynamic editing made the video really bright.

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Corporate video:

SOVA CAPITAL

SOVA CAPITAL is an FCA authorized and regulated broker based in London.

TASK: to tell the employees about new company strategy.

We had to present the company mission, vision and its values which are quite abstract terms. That's why we chose a metaphorical visual language, using nontrivial images and references to corporate culture.

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Explainer:

KORUS RETAIL

KORUS RETAIL is a platform that helps increase the efficiency of business processes in retail.

TASK: To show the new platform features to the businessmen in retail.

In our funny story we compared the job of a store owner with a traffic controller, who tries to land 50 airplanes at a time. Why? Because it is equally hard to consider all the variables when running a store. With bright visual elements, funny storytelling and smooth animation, the service functions are clear for the hero, for the audience, and even for the carp in the store's aquarium.

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Announcing video:

BUSINESS WARS. FERRARI VS LAMBORGHINI

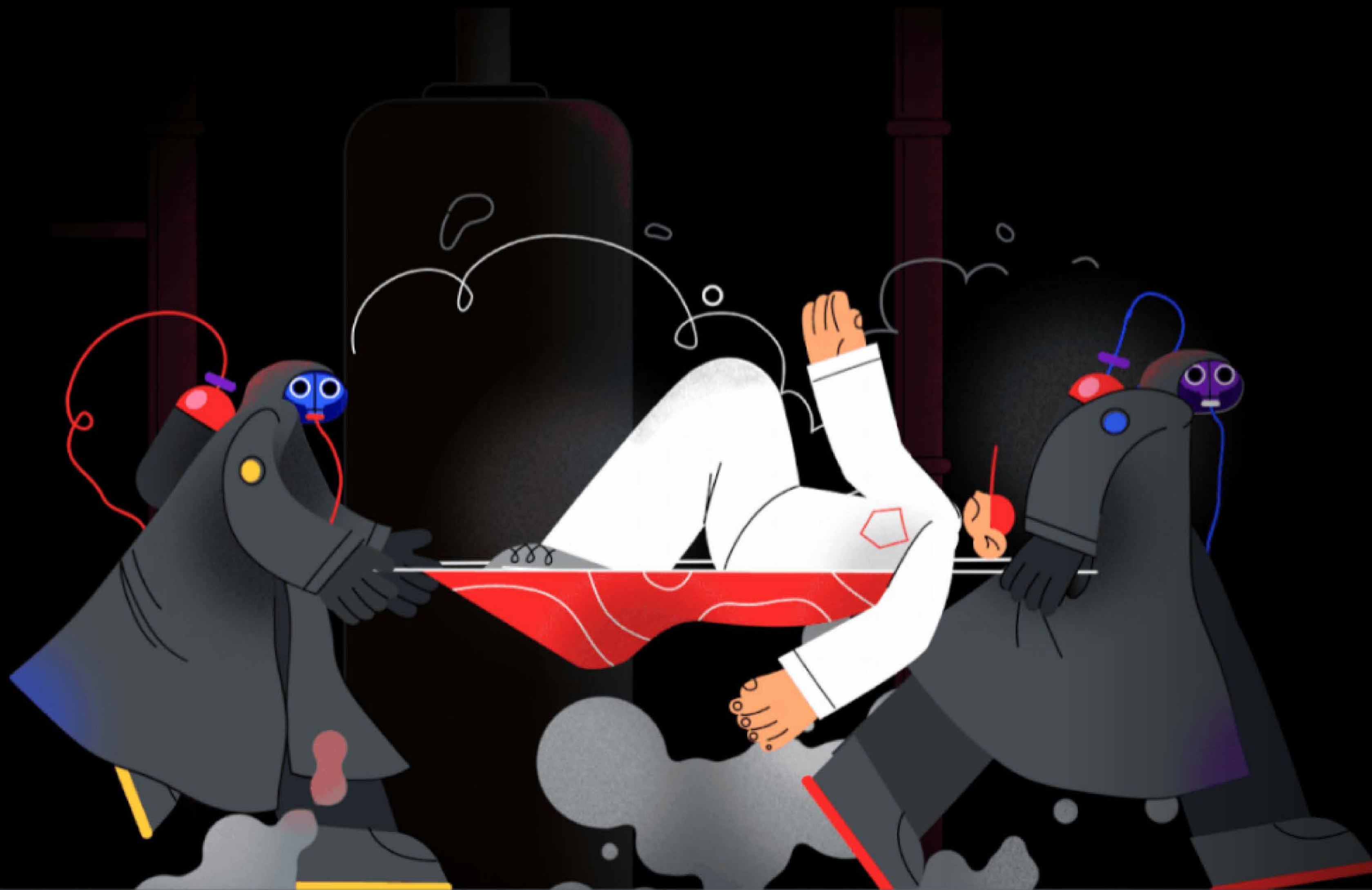
BUSINESS WARS is a series of podcasts about the confrontations of the largest companies of our time.

TASK: to announce a new series of the podcast.

We went back to the beginning of the 60s, at the time when a tough confrontation was just starting. Warm, bright colors, retro style, authentic sound effects and powerful sport cars helped to create the atmosphere of that time. Just like in real life, viewer focuses on the product while creators plan new approaches to capture the market.

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Case video:

COCA-COLA

TASK: to prepare a reporting video on the two technologies implemented.

An accident can happen even at Coca-Cola factory. In the video about the Coca-Cola security department we showed the staff who tries not to allow this to happen. It turned out to be a bright video in a post-apocalyptic world, accompanied with black humor and pretty dark style.

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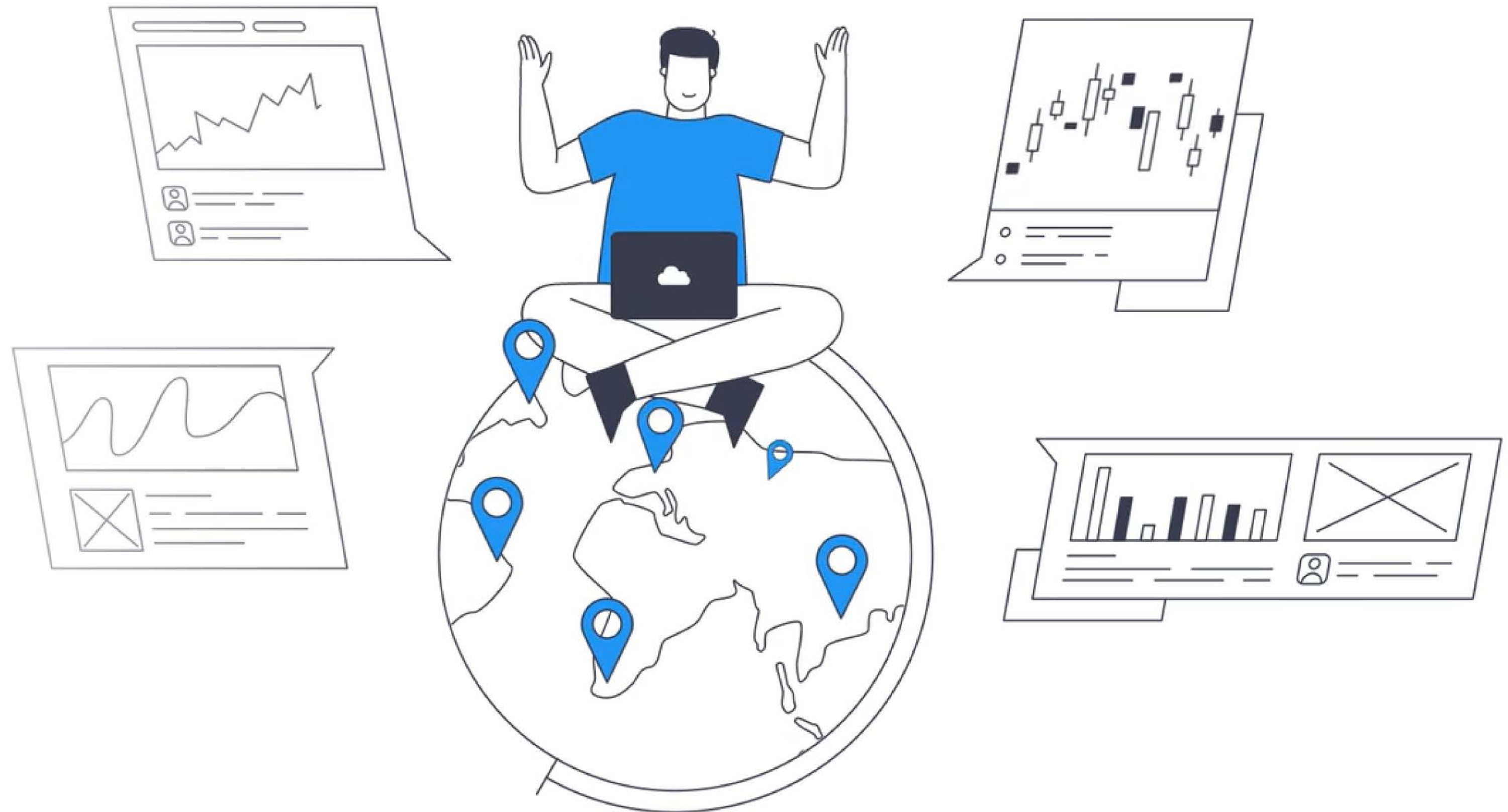
Advantages explainer:

TRADING VIEW

TRADING VIEW is a web-service and social network for traders based on a technical analysis platform.

TASK: to show how easy it is to analyze the investment market with the TradingView service.

We tried to clearly represent the service's capabilities using its interface, but in a more minimalistic style. We also added a character who the audience could associate themselves with. He quickly plunges into the world of analytics and easily conducts the necessary calculations.



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LEO BURNETT EFFIE MCDONALD'S CASE

Our case for McDonald's for the Effie festival, one of the most prestigious Russian awards in marketing and advertising.

TASK: to make a video case about the results and effectiveness of the 'McCombo' campaign.

The video had to shortly reveal the aim of the project, the challenges faced by the agency in the process, as well as the project implementation and its results. We also needed to make the case dynamic in terms of animation and presentation, and choose a bright palette. We have developed friendly characters, through which we have shown how the project was implemented, and also developed stylistics and interesting transitions.

DISCOUNT



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Case presentation:

COCA-COLA

COCA-COLA has a platform where employees offer their ideas and strategies to counteract business losses.

TASK: To tell about the contribution of the Russian division of Coca-Cola to the new project to counteract business losses.

The first part of the video is a metaphorical story about the project itself, where "Business losses" look like Godzilla, and the best employees — like knights of the round table. The second part clearly illustrates the ideas proposed by the Russian division.

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Explainer:

BRUSNIKA. FACTORY

BRUSNIKA is a real estate development company, specialising in residential high-rise buildings.

TASK: to explain the advantages of the new approach to building process.

Isometry was the best visual solution for such video, as we literally reproduced all the phases of construction: from the delivery of materials to the building erection from blocks. We carefully examined the gbytes of images and videos from the real locations to reconstruct it in our video. It all looks like the process of building the erector set — simple and fast.

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Image Explainer:

SMOTRESHKA

SMOTRESHKA is a video streaming platform.

TASK: to explain the service features in a playful way.

Working on the video concept, we decided to take an inside look on the service. That is why we created a charming mascot personifying Smotreshka. From one scene to another, he finds himself in a new film as a lead actor from Joker to Neo. Not only does he recreate popular scenes, but also explains the product features on the go. To stay true to the reference in each scene, we developed authentic detailed backgrounds with the thorough sound-design accompanying them.

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Explainer:

TOUCH BANK?

THE TOUCHBANK card is a universal bank card.

TASK: show and explain the app's key features.

We decided to take an inside look on the app, explaining its functions with the Touch bank virtual assistant, Siri's analogue of a kind. That is how we achieved the feeling that the main character is the viewer, so the application addresses him directly. Besides, to simplify the perception of the information, we split the video into blocks. The video has become a favorite of the professional community among our works on Behance.

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Video installation:

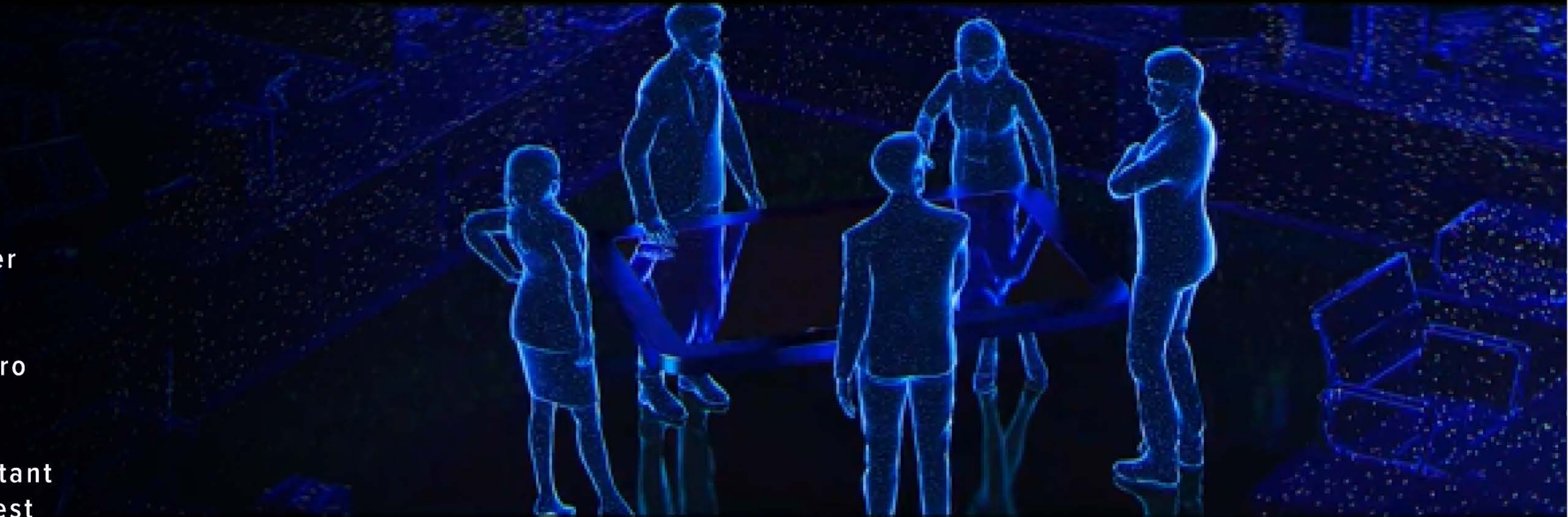
FERRERO

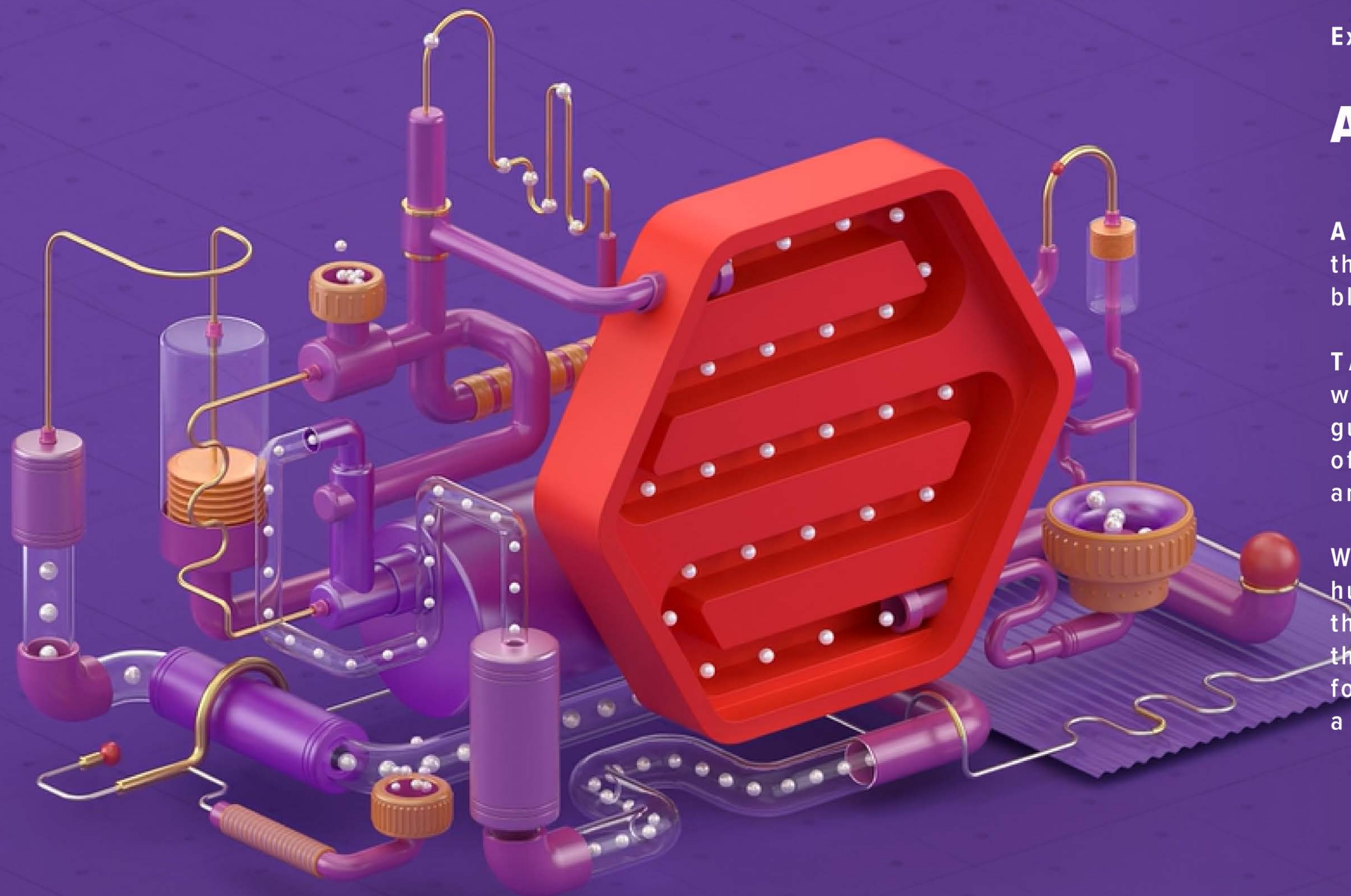
FERRERO is an Italian chocolate and other confectionery products maker.

TASK: to create an installation for the intro of an internal conference.

For such a pretentious event, it was important to make an epic motivational video. The best solution was panoramic 3D mapping. Behind the large-scale visual solution, there was a huge amount of work: first we captured the movements of people in the real world, then we transferred the animation and camera movement to a 3D format.

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Explainer:

ANGIOVIT

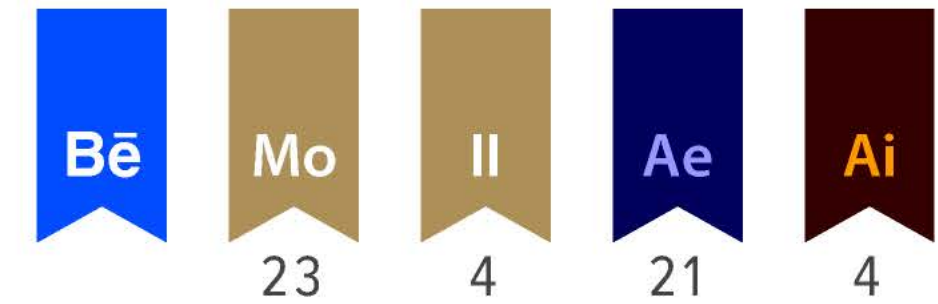
ANGIOVIT is a complex drug that supports the normal functioning of the heart and blood vessels.

TASK: make a commercial for Russian TV without demonstrating a health disorder; guaranteed positive effect ; using the image of a doctor and even the sound of an ambulance.

We made a 3D model that symbolizes the human body. Glass tubes are vessels, pumps that drive white blood cells through them in the form of balls, and homocysteine in the form of large, sharp polygons. It looks like a mechanism, but in fact it is an organism.

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WHY TO CHOOSE US?



1. SPEED

If there are only 3 days to finish the project, we're in! We manage to create videos in extremely short terms. Besides, with our pool of contractors we can quickly scale our staff for specific projects.

2. EXPERIENCE

We have solid experience working with advertising agencies and large production companies from USA, China, Switzerland, South Korea, Germany, Israel, UAE. We are good at building correct communication and maintaining high LTV.

3. QUALITY

Each studio would write something like 'We're the best'. But we offer to base on the independent trustworthy source — the number of our mentions in curated galleries on Behance.

4. TEAM

Cross-functional dream team that covers all aspects of production: producers, art director, creative director, screenwriter, supervisor, illustrators, animation artists, animators, and motion designers.

THANK YOU FOR YOUR ATTENTION!

NEW PROJECTS AND COSTS CALCULATION:

Yulia Elupova, Executive Producer
jelupova@infografika.studio
+357 99 923721

www.infografika.studio

www.behance.net/infografikastudio

www.vimeo.com/infografika

