



Client: Tommee Tippee

Type: Online Product Promo

PROBLEM

Tomme Tippee, the other massive UK and world leading baby product manufacturer needed to really bring a new product in their Closer To Nature range to life - explaining the science behind the design and highlighting the real benefits of their newly launched Soother. Written instructions and diagrams can only take a product so far, so Tomme Tippee decided that the best way to explain the Soother would be to use online video.

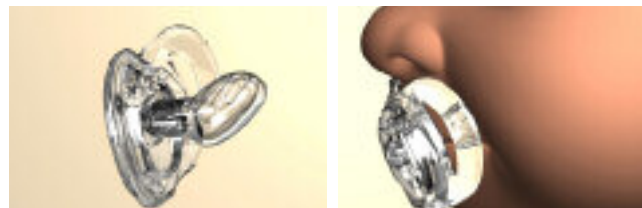
SOLUTION

Working with the marketing team and the scientists behind the design of the Soother product, we set about creating a mixed media piece, including interview with the designer of the product and full 3D animation of the product in action - showing in detail the benefits to the baby of using this product, compared with others on the market. Produced with a slick, stylish and user friendly way, this video clip really reflects the Tomme Tippee brand and helps the viewer understand what would otherwise be quite complex and scientific messages.

BENEFIT

There has been an extremely positive response to the video (as well as the range of others we have produced for other Tomme Tippee products). Here is just some of the feedback from the marketing team;

"Just wanted to say a huge thank you to all who worked on our soother project; the brief was complicated and the team just seemed to take every twist and turn in their stride with incredible professionalism. The end result is excellent we are extremely happy. It has allowed us to describe something very scientific in a consumer friendly way using the visual animation that you created. The video has been used on our website and in global presentations allowing us to impress our audiences and get our message across to show everybody how special this soother is and what it can do. We have another project coming your way so prepare yourselves!!"



MARKETING AND DIGITAL COMMUNICATIONS

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