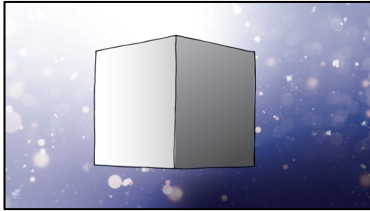




The art + science of experiential engagement

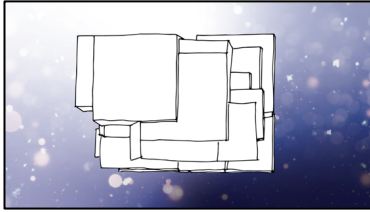
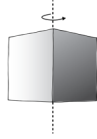
**Case Study: Altria** // Virtual Holiday Party, 3D Animation

## Animation Storyboard



### Shot 1:

Cube appears onscreen and begins to rotate 180 degrees.



### Shot 2:

During its next rotation, the cube begins to divide and split into a collection of connected cubes.



### Shot 3:

Rotation stops and the cube formation is fully defined.

When the animation resolves, the non-clickable cubes maintain soft, subtle movements.

## Visual Concept



This animated 3D lobby was designed to support the festive theme and event navigation for Altria Enterprise's company-wide holiday party.

The rendered objects are a formation of ice blocks. The animation begins as a single ice cube and evolves into a connected, extended family of cubes that support the main menu of clicks. Mouseover effects reveal inner sparkles and a performance silhouette to tease the event experience and add an element of delight.

## Rendered Animation Sequence

0:00 - 0:08 Intro (cube evolution)



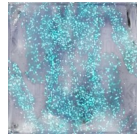
[Watch Animation Here](#)

0:09 - 5:00 Main Menu Buttons with some soft-moving cubes



## Mouseover Effects

The translucency of ice texture allowed the colorful confetti-style background to peer through.



Blue Sparkles

We tested various sparkle effects, colors, and movements within individual ice cubes as a mouseover action to create a playful user experience and to inspire exploration.

The silhouette guitarist was the unique mouseover for Main Stage, which hinted at a surprise performance by an award-winning artist.



Silhouette Performer



Iridescent Sparkles

# CREATIVE + STRATEGY = ENGAGEMENT

How can we help engage your audience?



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