

# ANIMATED PRE-ROLL FOR A CRYPTOCURRENCY STARTUP

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# **1. ABOUT COMPANY**

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Multiways is a creative agency with a focus on content production and in-house production expertise. We develop creative ideas and strategies for solving business problems. We are engaged in complex marketing projects, we create digital projects, 2D and 3D animation, video, branding, graphic design.

**website**

# Key accounts



*М.видео*



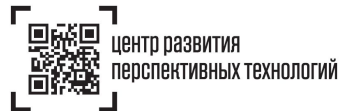
СБЕРБАНК



**SOK**



**accenture**



**wework**

**ЭВОТОП**

**GORODISSKY**



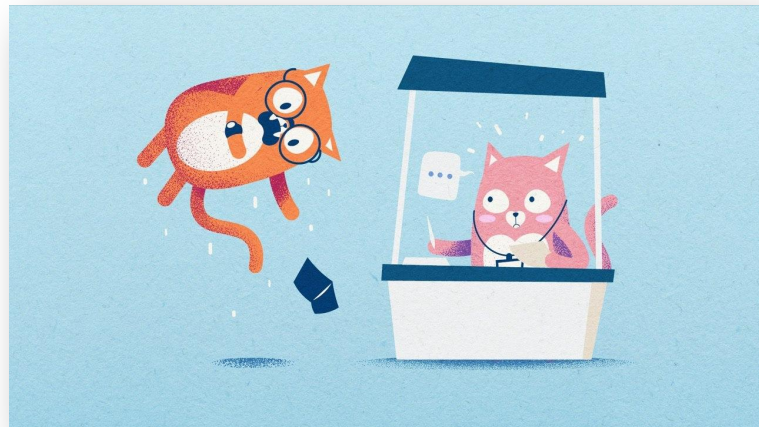
## **2. ABOUT CASE**

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## Task

Create an animated video to advertise the company's main service - loans in real money secured by crypto assets on the Internet. The client asked to develop an easy-to-understand concept and explain on the fingers how it works.

[VIEW CASE](#)



## Decision

The plot was based on a comical situation in which the problem of lack of liquid funds was exaggerated, and also decided to use images of cartoon cats instead of real people - this helped to attract the viewer's attention and added humor.

## VIEW CASE

