

# Blue Cross Blue Shield

Animation

Health is the biggest gift you can give yourself and your family. Why wait? Start "lunching" healthy today.



### The challenge:

Blue Cross Blue Shield publishes educational video content for their customers called eCards for Health. They needed to come up with a few new video content ideas to add to the site, and came to us for inspiration.

### The solution:

Throughout the week, the entire team struggles to come up with fresh, healthy lunch ideas, which informed the concept we ended up pitching to BlueCross. Once the concept was locked, we did our research and developed a unique visual style pairing live-action video with colorful 3D objects. The result is a fun, non-traditional approach to a topic most of us deal with on a daily basis.

**Client:**  
Blue Cross Blue Shield

**Style:**  
Mixed Media

**Length:**  
1:40

### Art direction

