

# Change Politics

Product Launch Video

After partnering with Change.org several years ago, we were tasked to help them create another animated video focused on their political platform during the hectic 2016 election year. This animation has earned our vote.



The challenge:

Change.org’s new platform Change Politics makes voting easy by allowing you to view endorsements from the people you trust. They came to us with the objective of using video to capture people’s imagination and explain to them how a smartphone platform can help improve our democracy.

The solution:

Like any good explainer video, we wanted to make the intro as relatable to the viewer as possible. The “it’s time to vote, but who are these people?” feeling is pretty common, and we wanted to draw the audience in right away. The retro feel of the visuals gives it some personality, and the muted color palette helps Change’s bright red brand color pop.

**Client:**  
Change Politics

**Style:**  
2D Animation

**Length:**  
1:30

Art direction

