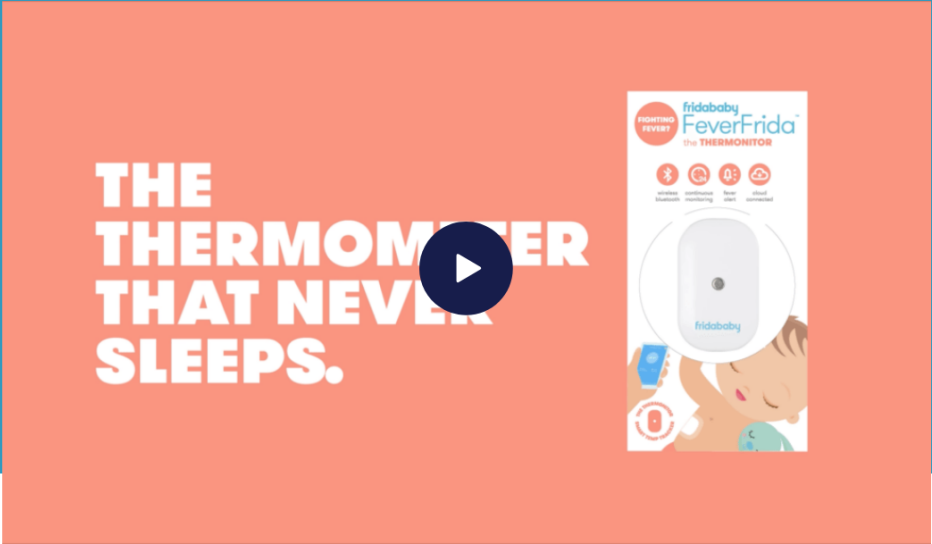


Parenting can put you in a lot of sticky situations and be a serious mess, but these animated product videos are super smooth and anything but serious.



The challenge:

The folks at FridaBaby came to us for help creating a series of videos that bring their unique line of baby products to life. If you're unfamiliar, FridaBaby produces practical and praised gadgets that make life as a new parent a little easier, like the NoseFrida and Windi. Since the products they offer can get a little, shall we say, messy, they needed us to find a way to introduce them in a fun and light-hearted way. Because after all, what's more appealing than a device that lets you suck snot out of your baby's nose?

The solution:

Using animation allowed us to create characters that were an embodiment of FridaBaby's brand. This way you don't have to worry about whether or not viewers will identify with the actors – which can cause a subconscious limitation towards the product. When you're worried about introducing a counter-culture product in the first place, you need to make everyone as comfortable as possible.

Client:
FridaBaby

Style:
2D animation

Length:
Varies

Fridababy Animated Videos

