

Blue Cross Blue Shield

Animated PSA



The challenge:

Over the years, Blue Cross Blue Shield has been publishing educational video content for their customers. They call them eCards for Health. BlueCross approached us to produce an eCard video about the importance of hugs. We were tasked with finding a way to deliver the medically proven benefits of hugging in a fun, engaging video.

The solution:

How often do you get to make a video about the health benefits of hugs? We figured this may be our one and only shot, so why not do a little song and dance? With plenty of help from our friend and lead singer of Diamond Youth, we put together a toe-tapping ballad to get the hugging started (we literally had the tune in our heads everyday for a good couple of months during production). Throw in the most adorable creatures ever, and it's hard not hug it out with one of our favorite animated videos. Here are a few early designs and an animatic with the original raw recording of the #1 hit single (in our minds at least) "Hug it Out".

Client:
Blue Cross Blue Shield

Style:
Educational

Length:
1:32

Art direction

