PEX Card
Stop Motion Explainer Video

The challenge:

PEX Card was the first "stop motion" video we produced in 2012, which means it was less of a challenge and more of an adventure. Despite appearances, all of it was done digitally, using illustrations and stop motion style animation which is taxing in itself but not as painstaking as practical stop motion.

The solution:

The concept and video have held up well over time, in large part because of the visual style, and continues to be one of our favorite pieces. It just goes to show that trying new approaches or styles for your explainer video can pay off in the long run, even if it's a tad frightening in the beginning.

Client:
PEX Card

Style:
Stop Motion

Length:
1:21