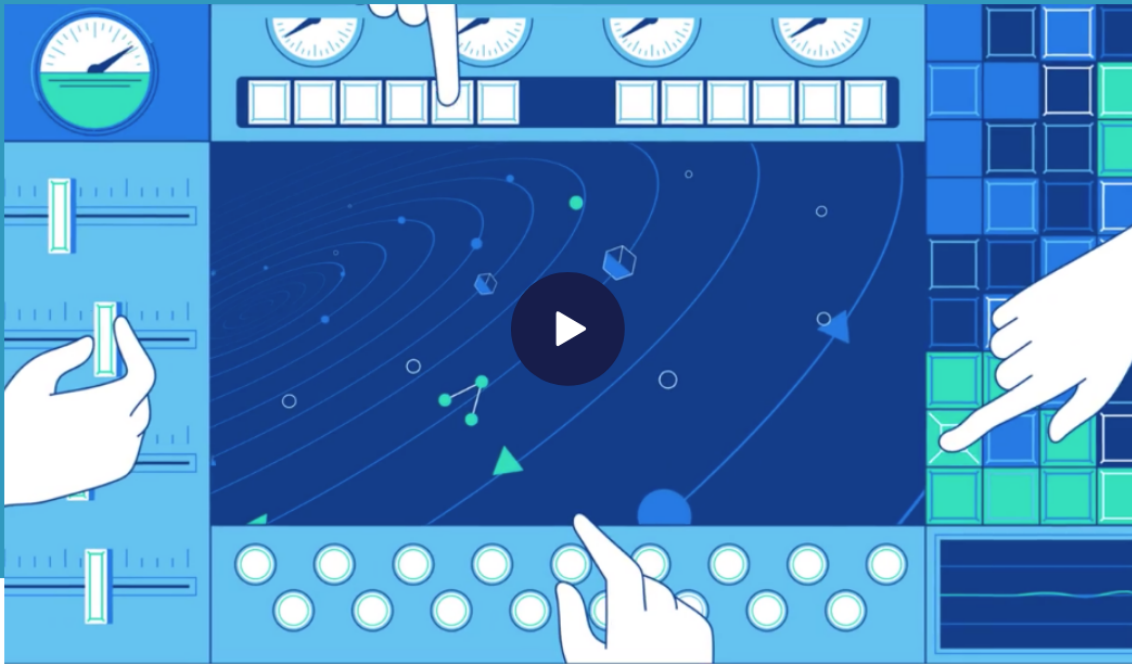


# Surge

Animated Explainer Video

Surge built a tool for publishers to help them get the same sort of valuable insight and data advertisers do, allowing them to adjust and present their content so that they can gain as much value as possible from the ads they serve.



### The challenge:

Surge wanted to develop a video that helps explain to the publishers the value of this information, and therefore their tool, while we suggested utilizing fluid, water themed design and animation that would reflect their branding and design.

### The solution:

It was a perfect match. Their new and complex tool was simplified to help potential users understand it, and the water themed visuals helped engage viewers with a brand connected them and slick motion.

**Client:**  
Surge

**Style:**  
2D + Cel Animation

**Length:**  
1:32

## Behind the scenes

MODUI

01  
view of publisher data

Frame 02  
A control form across the frame carrying the data down

Frame 03  
The control continues to flow across a monitor

04  
Advertiser appears

Frame 05  
The advertiser shows the data

Frame 06  
The advertiser creates a splash of water and data

01  
view of publisher data

Frame 02  
A control form across the frame carrying the data down

Frame 03  
The control continues to flow across a monitor

04  
Advertiser appears

Frame 05  
The advertiser shows the data

Frame 06  
The advertiser creates a splash of water and data

Early storyboards

DEMODUI

01  
view of publisher data

Frame 02  
A control form across the frame carrying the data down

Frame 03  
The control continues to flow across a monitor

04  
Advertiser appears

Frame 05  
The advertiser shows the data

Frame 06  
The advertiser creates a splash of water and data

Final storyboards

DEMODUI

04  
Advertiser appears

01  
view of publisher data

Style Frame

Style |