

Wallprotex

Animated Product Video

This 60-second video for architects introduces Wallprotex, an innovative way to design your own wall guards, handrails and wall bases.



The challenge:

Wallprotex sells custom wall protection products (think corner guards, handrails, and wall bases) and came to us to develop a launch video for their new brand. Admittedly, these aren't the sexiest products out there, and it was our job to find a compelling way to tell the Wallprotex story.

The solution:

Instead of focusing on product specs and features, we decided to focus on the buyer (typically an architect) and their desire to build something that fits their exact specifications. Sure, you could buy an off-the-shelf wall protection product, but Wallprotex let's you build exactly what you want. Visually, we used a sketchy, blueprint look to tie back to the architectural theme.

Client:
Wallprotex

Style:
Animation

Length:
1:02

Behind the scenes

