

**WHITE BRICK**

# Video Production

Create more impact with stunning video connect

# Video Production

Promote your brand with engaging and entertaining videos.



## BRAND AWARENESS

Boost awareness and exposure for your brand on video platforms

What can the  
**right Video  
Production** do for  
you?

## SOCIAL MEDIA ENGAGEMENT

Spark interest among your audience and viewers

## BRAND PROMOTION

Showcase the best features of your product or service

## CUSTOMER CONNECTIONS

Build lasting relationships with customers through storytelling

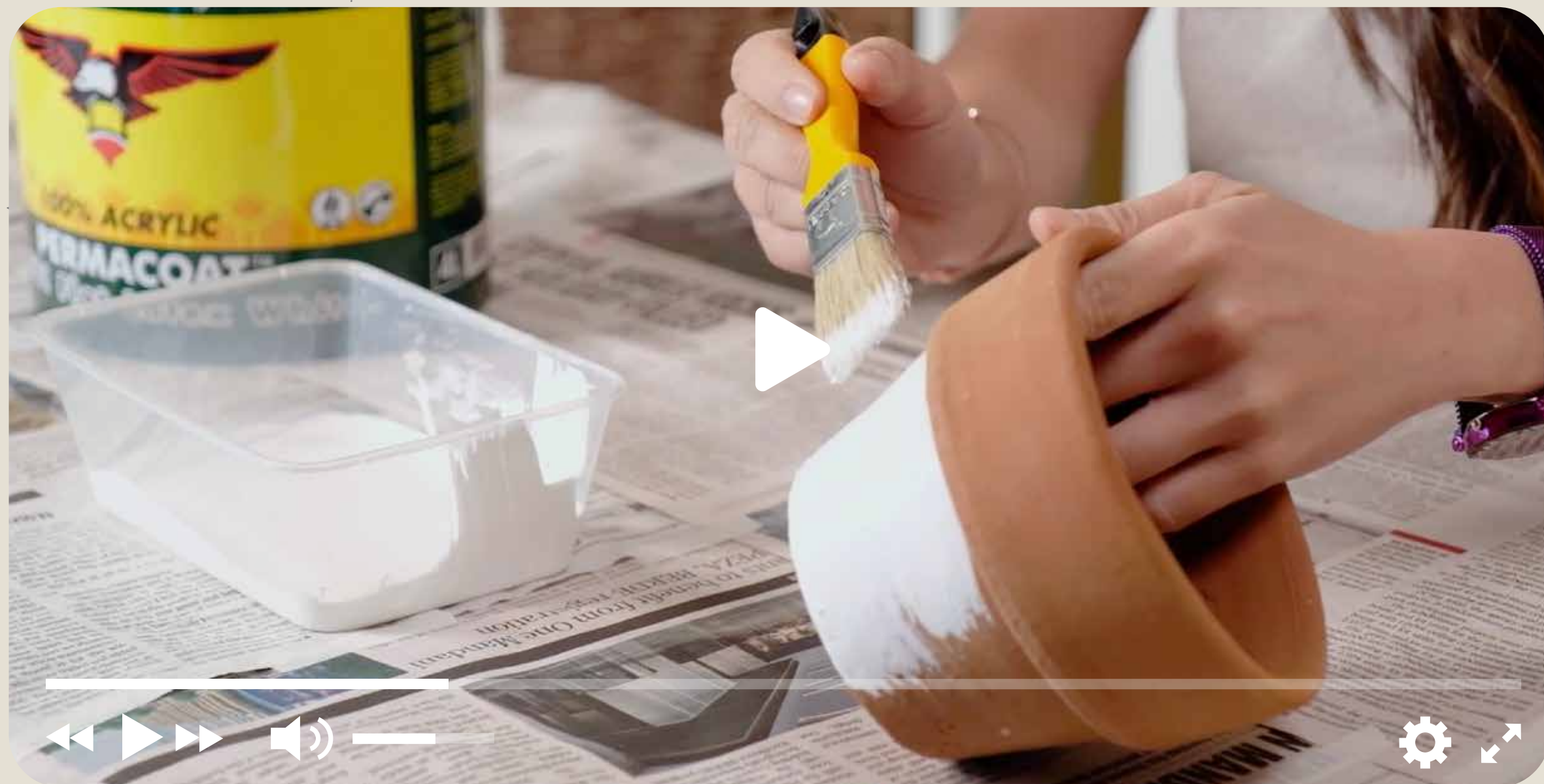


# Our Video Production Work

# Krafty Kriz

Boysen tasked the team to create a fun, lighthearted and educational web series for their blog that was targeted to Millennials and DIY enthusiasts. The web series centered around the adventures of original character, Krafty Kriz, a DIY diva who talks about different applications of Boysen paint products through various projects that you can do at home.





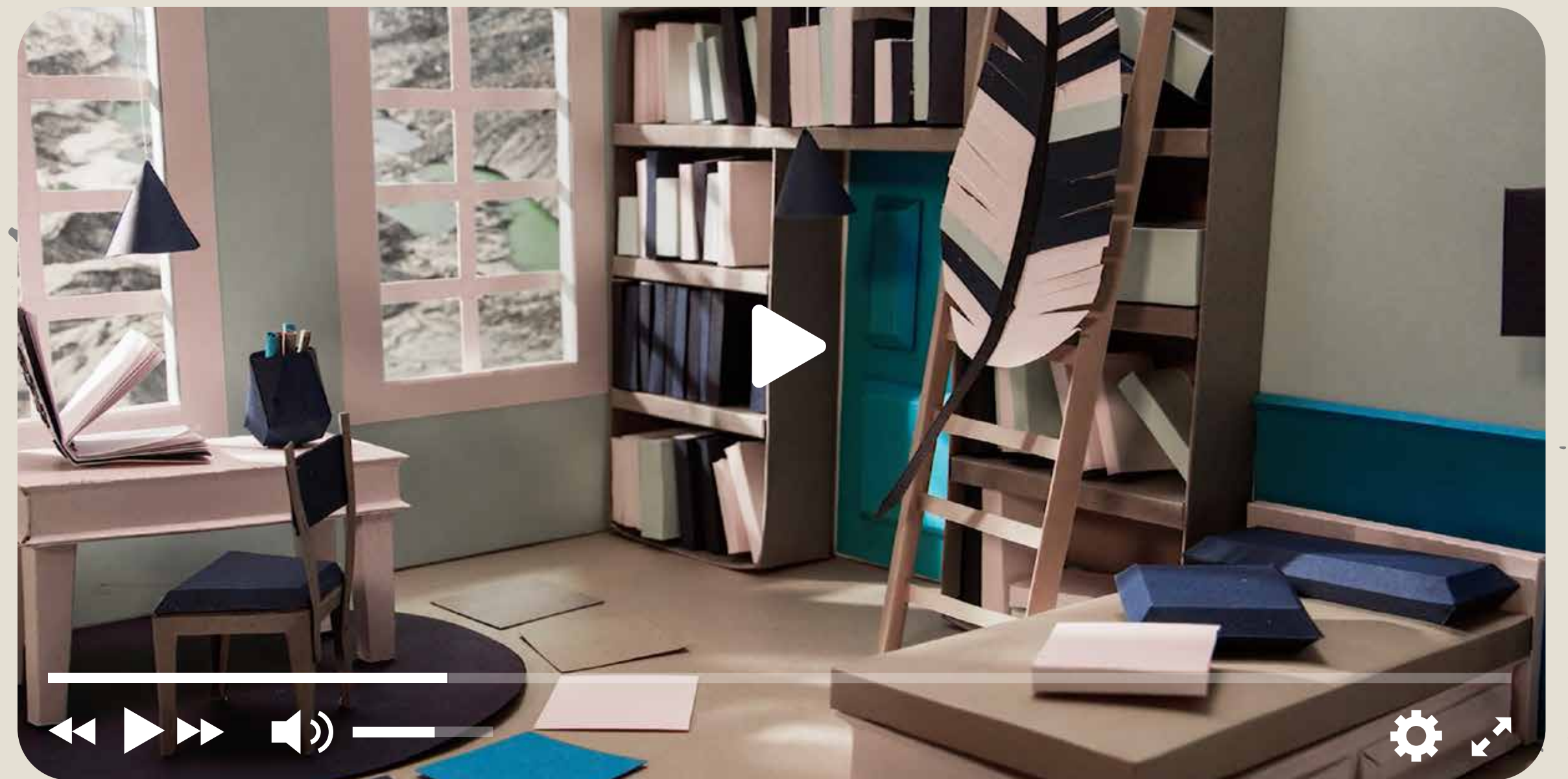
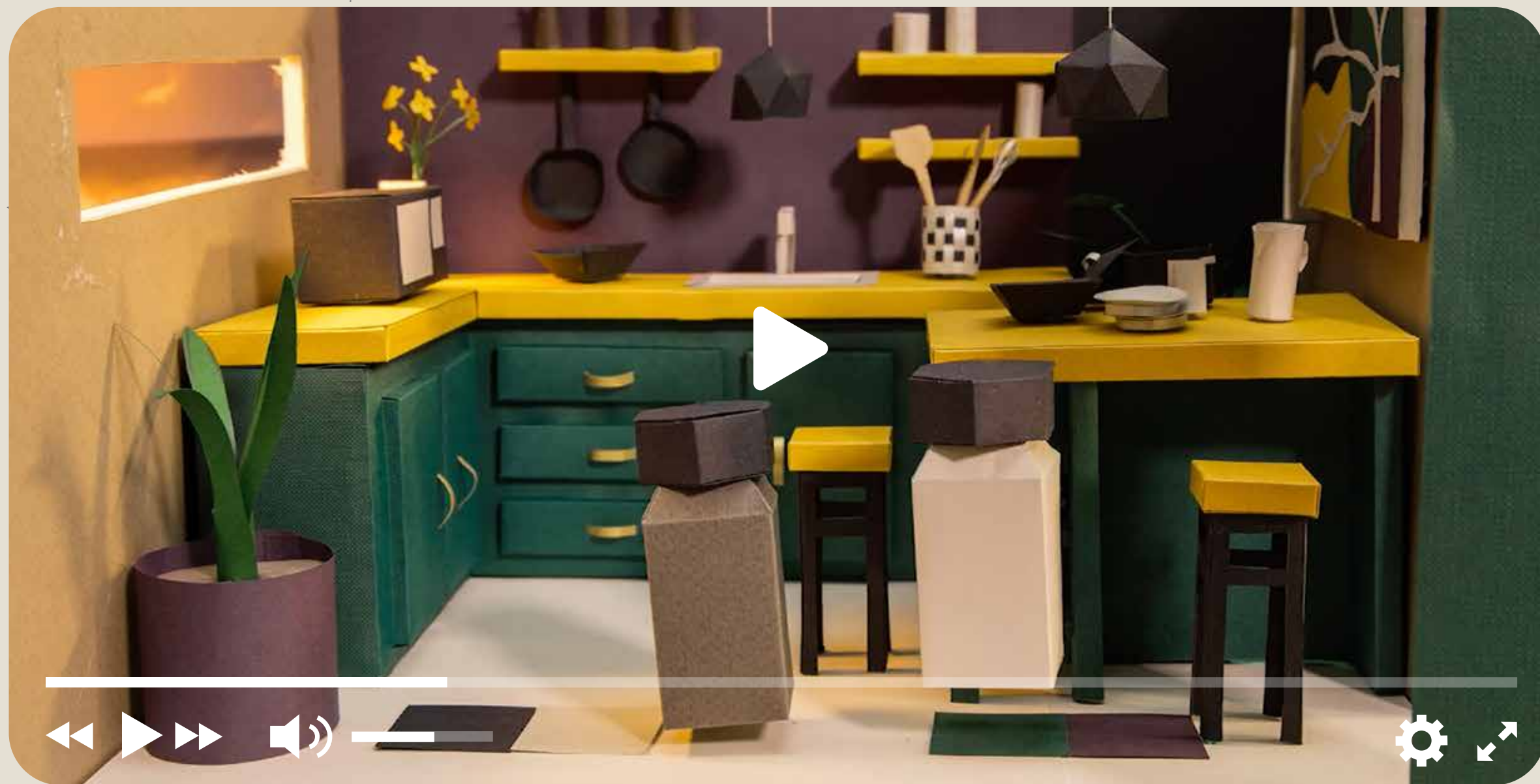
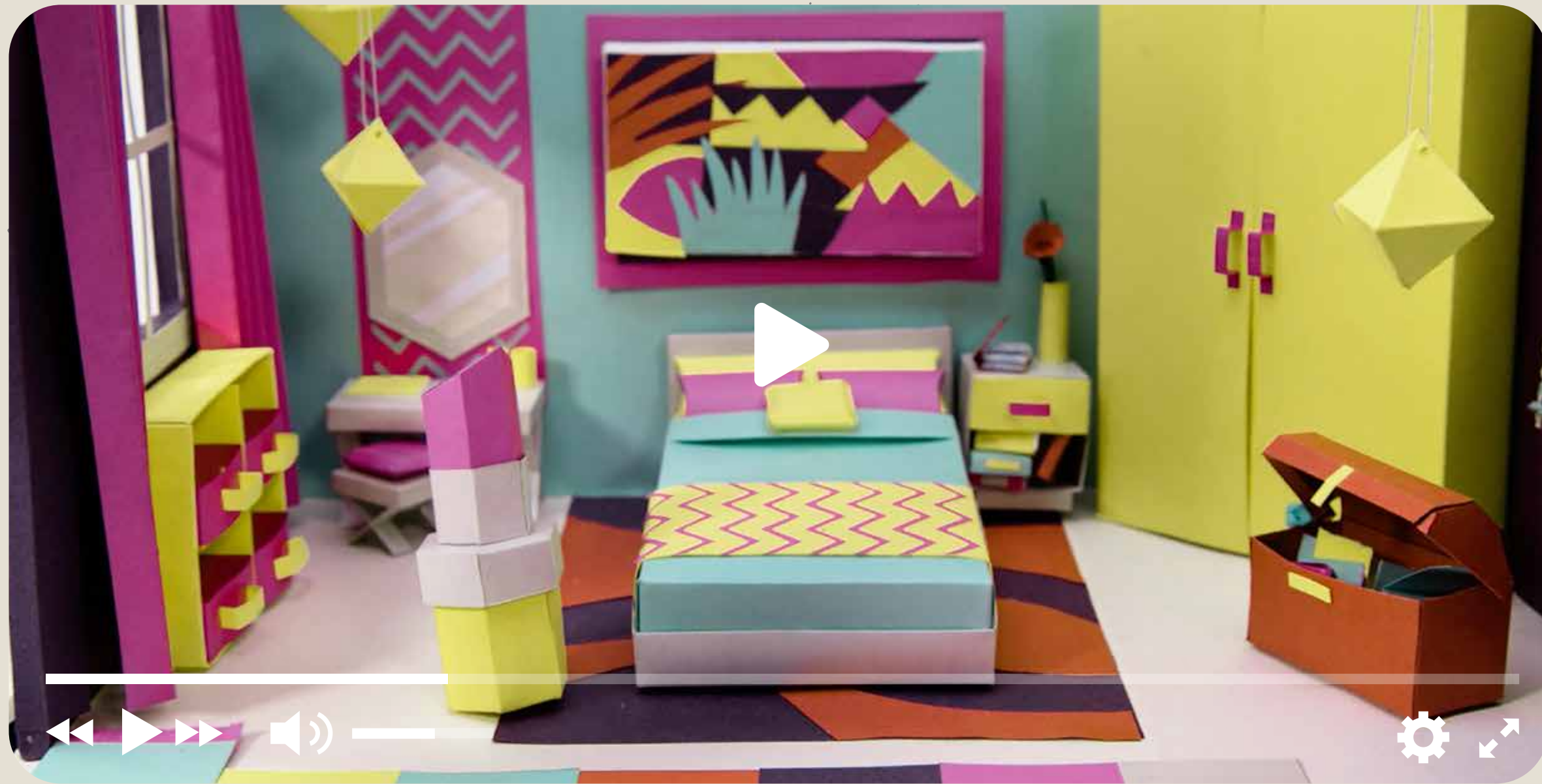
# Boysen Color Trend 2018

## PAPER ANIMATION

To present Boysen's Color Trends 2018, the studio decided to create two separate videos that pushed the limits of the team's skills and creativity.

The first video was a stop motion animation using paper crafts. It was an unusual but fun and unique way of presenting the colors using paper instead of actual paint. The team created mini-sets or rooms with a distinct personality and character that reflected each color palette. The whole video was shot in stop motion.







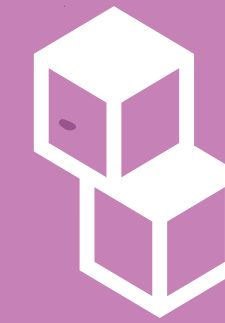
# Boysen Set In Color 2018

## SET IN COLOR

In the second Color Trend video dubbed "Set in Color", we wanted to showcase the 4 color palettes using life-size sets located in 4 different, significant high-traffic places in Cebu - Magellan's Cross, IT Park, Ayala Center Cebu and Plaza Independencia. Each location featured 2 sets painted in the colors of a particular palette and decked out with furniture and decor to create a full-sized room where people can play around with, interact, pose and take photos. We then shot a hyperlapse video of the sets from day to night. The studio collaborated with Arch. Kaloy Uypuanco for the set design.







**WHITE BRICK**

Thank  
you!

LET'S WORK  
TOGETHER!

[www.wbcreativestudio.com](http://www.wbcreativestudio.com)

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