



# GARY VAYNERCHUK & K-SWISS

CREATIVE ADVERTISING | BESPOKE ANIMATION



## PROJECT SUMMARY

Gary Vaynerchuk is a New York Times bestselling author, speaker, and Internet personality with a net worth of over \$160 Million. His own brand agency Vayner Media partnered up with K-Swiss to produce an incredible line of footwear that was tailored around Gary's personal message.

We were asked to produce a piece a very specific piece of content to promote the brand and its new collection. The animation had to follow a pixel art theme that intertwined Gary's message of positivity and hard work.

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## THE ANIMATION

We were under strict time constraints, therefore after our initial consultation with the team, we immediately got to work with the storyboard and the concept of the video itself. We decided to create a mini-video game walkthrough, where there was an introduction, title screen and the content that was used for the game itself.

We created over 60 elements, all with moving parts and frames to put together a piece where we had a personalised Gary Vayner avatar, walking around a custom town spreading positivity by giving out his K-Swiss branded trainers. We purposely optimised the piece to suit Instagram's preferred video format to allow for quick deployment of the content.



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## SUMMARY OF RESULTS

- Achieved positive brand growth through creative content.
- Increase in product awareness that indirectly/directly impacted sales.
- Delivered a end-to-end creative animation bespoke to Gary's message.
- Recieved positive feedback from the Vayner Media team.
- Positive comments from the social community.
- Thousands of views across different social media accounts and platforms.

## OUR FINAL THOUGHTS

Working on a project celebrating the partnership between two gigantic brands was extremely satisfying to our creative appetite. The success of the campaign along with positive community feedback reinforced that we made the correct decisions during the course of the project.

Working with the calibre and professionalism over at Vayner made the experience all the more pleasant, paving the way for future collaborations for social and branded content.