



**We Produce Visual Assets That Birth Increased Customer Trust
We're A Full Service Creative Agency
Serving Fortune 1000 Clients With Excellence.**

"Every Business Has A Story Worth Sharing With The World"



- Web Design/ Development
- 3D Architectural Rendering & Interior Design
- App Design/ Development
- Animation & Video Production
- Social Media Advertising
- Graphic Design



Patheon®

Visual Asset Productions 2016 Client Case Study

Agency:

eLearning Mind
199 Lafayette St, New York, NY, 1001



PROBLEM?

- The Patheon Opportunity Planner Is Patheon's Premier Product For Driving Sales & The Company Was Seeking A 2:30+ Min, Animated Informative Video To Showcase At It's Company Wide Sales Training Conference In Early November, Aimed At Equipping Sales Employees With The Knowledge To Close Deals on Behalf of the Company. They Preferred A 2D Animation Flat Style.
- The Patheon Team Sought A Super Hero Themed Video – Where A Patheon Salesmen Named Simon, Turns Into A Superhero Salesmen When He's Equipped With The Patheon Opportunity Planner.

But The Internal Marketing Team Struggled To Produce A Quality Draft or Mockup For How Superhero Simon Should Look. They Would Need To Rely on Our Expertise To Begin.

- **The Project Would Need To Be Fully Ready For Launch Within 3 Weeks. The Project Was Ultimately Completed In 20 Days.**

Included In Service:

- Art Direction
- Cast & Character Creation
- Drawing
- Motion Rigging
- Animation Production & Compilation
- Unlimited Revisions



SOLUTION?

FIRST - CHARACTER DEVELOPMENT

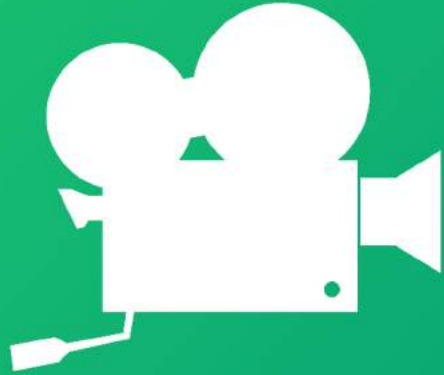
- We First Began With Creating, Not Only Simon's Superhero Look, But The Entire Cast of Characters Within The Script - To The Client's Satisfaction

Included In Service:

- Art Direction
- Cast & Character Creation
- Drawing
- Motion Rigging
- Animation Production & Compilation
- Unlimited Revisions



NEXT - ANIMATION PRODUCTION



Next - We Fully Animated, Produced, Delivered & Revised
The Project In 20 Days - 2:45 Min TRT

Included In Service:

- Art Direction
- Cast & Character Creation
- Drawing
- Motion Rigging
- Animation Production & Compilation
- Unlimited Revisions



petco



Visual Asset Productions 2016 Client Case Study

Client

Petco Animal Supplies Inc., | Billion \$ Brand out of San Diego, USA



Agency:

eLearning Mind
199 Lafayette St, New York, NY, 1001



PROBLEM?

- A Strong & Well Trained In-Store Staff Is A Priority To Petco. The Agency Sought Revisions To & The Completion of An Internal Employee Animation Training Video, To Equip Pet Care Takers With The Knowledge for Store Success.
- The Agency Needed Several Scene Illustrations To Be Revised & Implemented Into The Animation Video – Under A Tight 3 Day Deadline, As They Prepared To Showcase The Final Video To Petco.

With A 3-Day Timeline

**The Project Was Ultimately Completed & Delivered In Time
With The Necessary Revisions & Alterations Where Needed.**

Included In Service:

- Illustration
- Animation Production



SOLUTION?

ILLUSTRATION REVISIONS:

We Revised The Necessary Illustrations For The Video – Re-Drawing Where Necessary. Examples Below

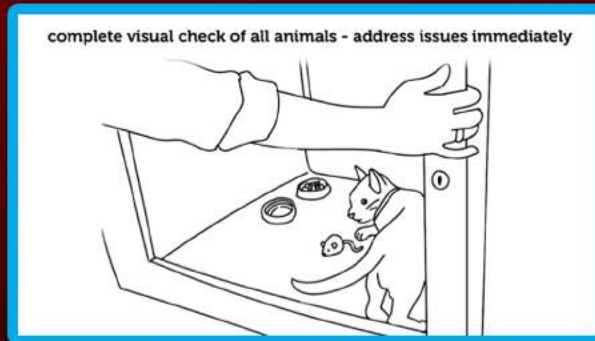
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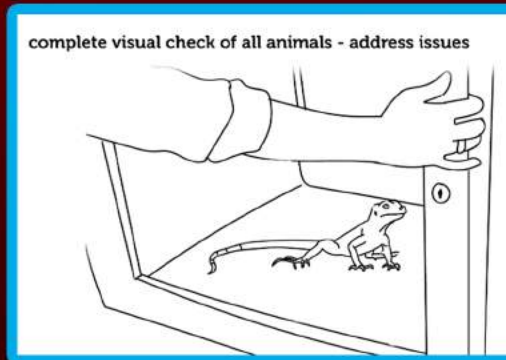
TO:



FROM:



TO:





RUSH FITNESS CAFE UI/UX MOBILE APP DESIGN + WEB DESIGN

PROBLEM?

Rush Fitness Café Had A Wonderful Concept, But No Face For The Business. They Positioned Themselves As A High End Food Delivery Service For Health Enthusiasts But With No Website or Mobile App In Place, It'd Be Hard To Execute & Build Excitement.

We Gave Them The Visual Infrastructure Needed To Move Closer Towards Launching Effectively.

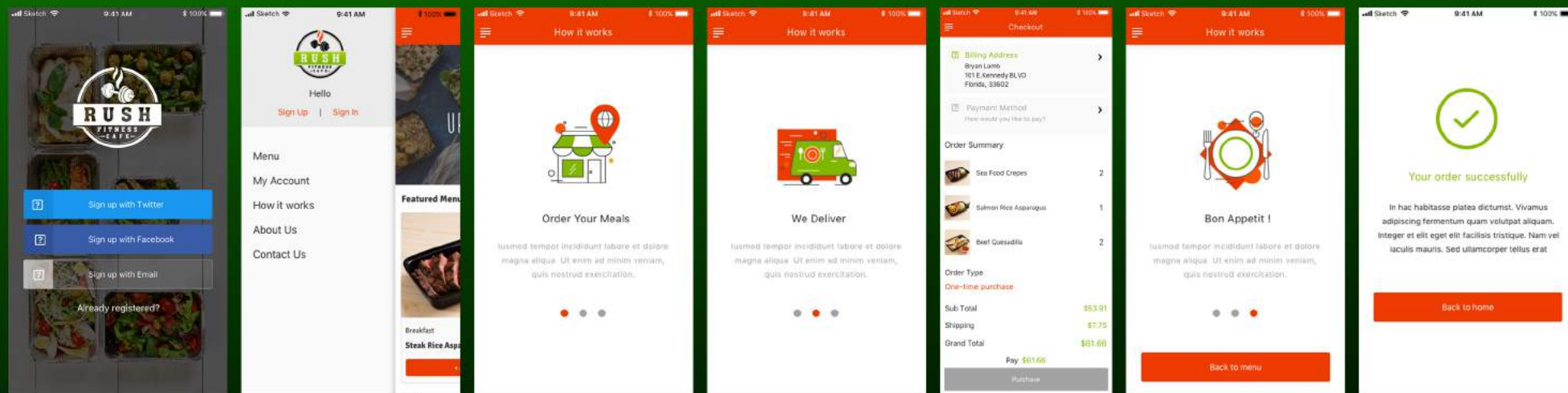


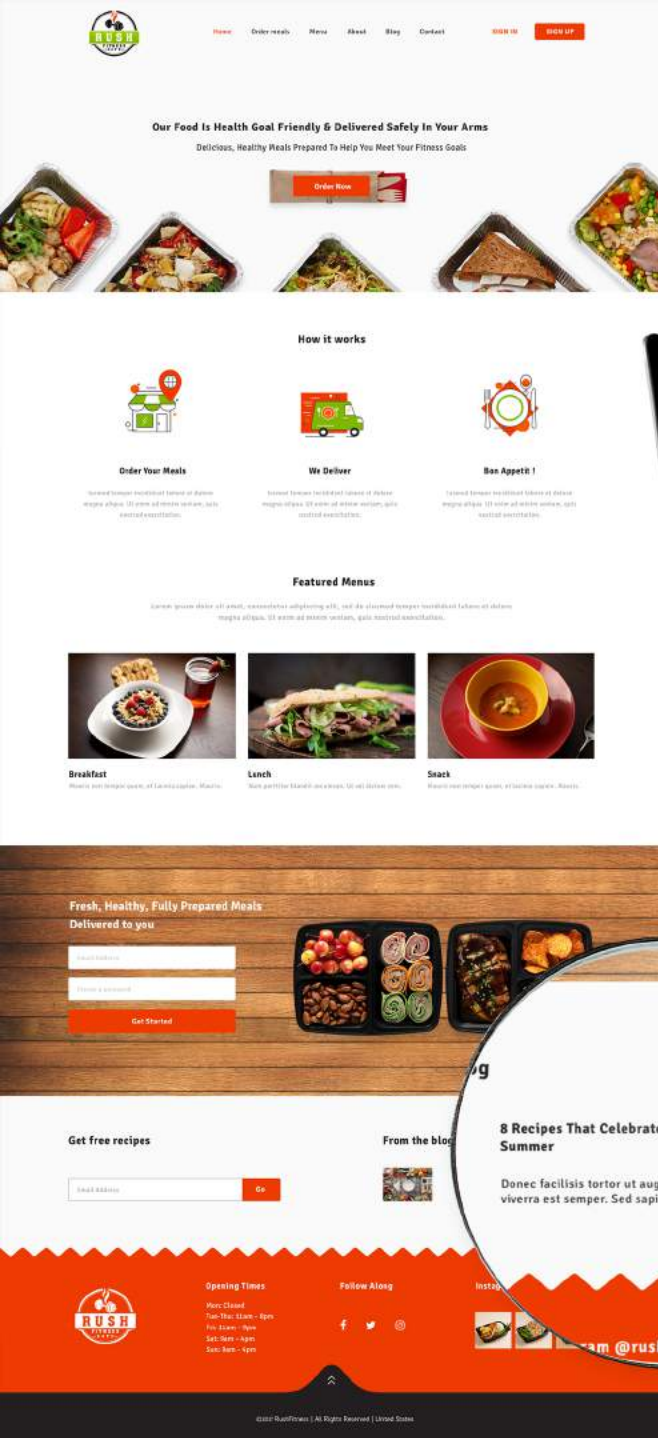
MOBILE APP:



Users Can Easily Order Healthy Food In Bulk
Choose From The Menu Selection or Create Their Own
Meal Plan Delivered Right To Their Door Step

We Designed The UI/UX For A 100% Custom Food
Delivery Service App. Breakfast, Lunch & Snacks Ready
To Order In Bulk, On An Intuitive App. Ready For
Deployment On All Platforms.



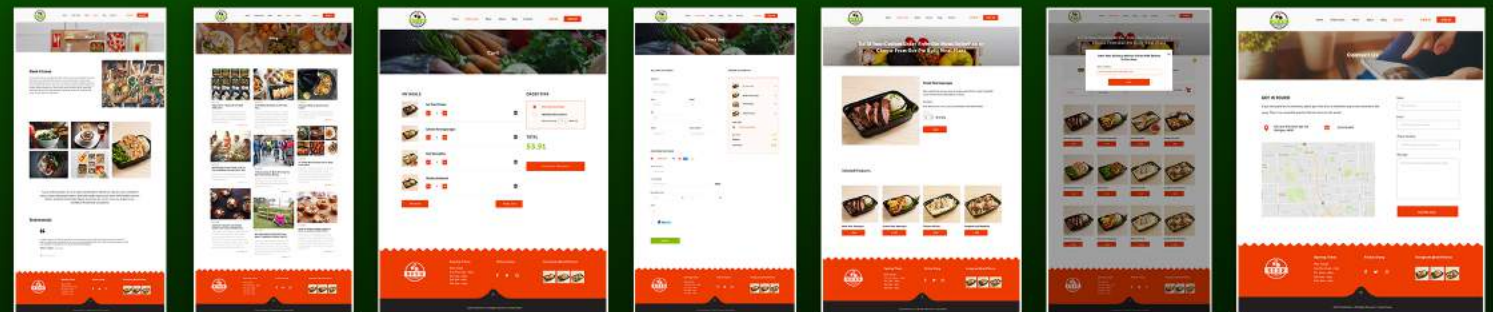


WEBSITE:



We Believe In A Full Blitz Marketing Approach. Whether From A Mobile App, Website or Brock & Motor, Customers Should Be Able To Access The Products They Love From You.

We Designed A 100% Custom Site That Would Support The Online Orders of Rush Fitness Customers, Track Deliveries & Act As The Home Base For All Information.



1st Annual



2017

JUSTIN VERLANDER'S WINS FOR WARRIORS ORGANIZATION

Video Production 2017

Agency:

Wins For Warriors Foundation





PROBLEM?

- Justin Verlander's Wins For Warriors Organization Was Doing A Ton of Amazing Work In & Around Metro Detroit, Year Round for The Benefit of The Community. But If No One Sees It, How Can They Rally Around It For Future Events? How Can We Strengthen The Call To Participate?





We Had The Idea To Bring Wins For Warriors Services To Life Through Compelling Visuals. Capturing The Community Work Efforts of The Organization First Hand



Distributing It Across Social Media For Further Reach, In Order To Offer The Public An Inside Look At The Work They Perform.

We Had Our Camera Crew Team Cover 6 Miles of Ruck
Route Camp Capture Every Moment of The Event
Festivities in Downtown
Detroit.



9/11 NEVER FORGET

#RUCKTOHONOR

ORGANIC SOCIAL MEDIA



The Video Produced Over

100,000

Views

**& Footage Featured
In Television Coverage.**

DETROIT LIONS

Visual Asset Productions 2015 Client Case Study

Client

NFL Detroit Lions | Billion \$ Brand NFL Football Team | Detroit, MI USA

Agency:

Social Payne Productions
Detroit, MI

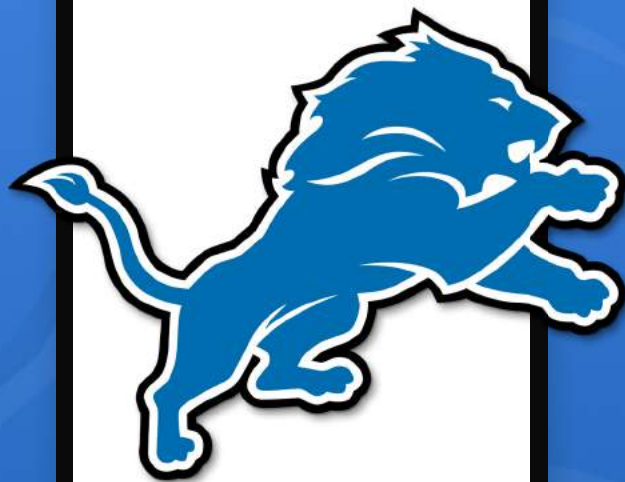




PROBLEM?

- The Detroit Lions Organization Delivers To The Athletes, A Sizzle Reel of Key Highlights After A Win, Edited To Up Tempo Music.
- During The 2014 Season – We Serviced Their Brand With 2 Post Production Videos – Delivered To The Team To Enjoy As Part of Celebrating Its Victory. All Under Tight Deadline.
- The Challenge Included Marrying The Raw Game Footage + Music In A Way That Was Humorous, Fitting, Entertaining, Included Appropriate Effects, Custom Presentation & Diverse Presentation of Athletes & Fans.





Ultimately, The Agency, Coaches & The Detroit Lions Internal Media Staff
Were All Impressed With Both Videos Over The Course of The Season.

Video Post Production:

Video Editing + Graphics + Post Production

- Complimentary Concept & Marketing Consultation Session
- Execute Video Editing Post Production
- Produce & Implement Graphics
- Accommodate Client Revisions
- Delivered Master File For Download
- Deliver Final Assets To Client
- Edit Video Content In Line With Client Vision





Letter of Reference

The Detroit Lions Organization is a staple here in the metro Detroit community and sometimes when over worked, we outsource. I was so extremely happy that Visual Asset Productions came through for me with such a huge client project hanging in the balance. We outsourced two video projects to the team and I was more than pleased with the result.

Daniel did an amazing job under tight deadline, making sure every revision request from the coaches was executed carefully. The coaches, the players and even the internal Detroit Lions video production team were impressed with the videos and the marriage between the music and video footage.

As a result of these videos being well executed we were able to maintain a positive relationship with a blue chip client and we're thankful to Visual Asset Productions for the role it played in making that a reality.

Best regards,
Social Payne Productions





3D MODELING

Included In Service:

- Art Direction
- Illustration
- Rigging
- Topology
- Rendering





Loose Massage Therapy Geese Ad

We Transformed Their Current Logo
Into A 3D Modeling Ad With Stunning Realism & Detail!



**LOOSE MASSAGE
Therapy Plus**

f Loose Massage Therapy Plus @Jmassage313 @Jportermassg313

**Each Massage Includes
Free Hot Stones**

www.loosemassagetherapyplus.com

313.574.38784

3D MODELING AD CREATED TO COMMEMORATE JUSTIN VERLANDER'S CHAMPIONSHIP SEASON



BRANDS SERVICED

*We've Had The Pleasure of Contributing To The Projects
of The Following Brands*



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