

**A24 BRAND
COMMERCIAL**

ZACHARY EDDS

The A24 logo is displayed in a bold, white, sans-serif font. It is positioned in the upper right quadrant of the image, set against a black background. The logo is partially framed by a diagonal band of yellow and red stripes that runs from the top center towards the bottom right. In the top left corner, there are decorative geometric shapes consisting of overlapping blue and cyan lines forming a corner-like structure.

A24

A24 is an independent film studio/brand that has been rising through the ranks for the past 5-10 years. They fuel creative minds whom otherwise would not have a platform to share their artistic expression.

With fantastic creatives such as Ari Aster, Robert Eggers, the Safdie brothers, and even Jonah Hill, it's hard to deny them any credibility for funneling so much expression and passion through such thought-provoking and genuine films.

A24

CONCEPT

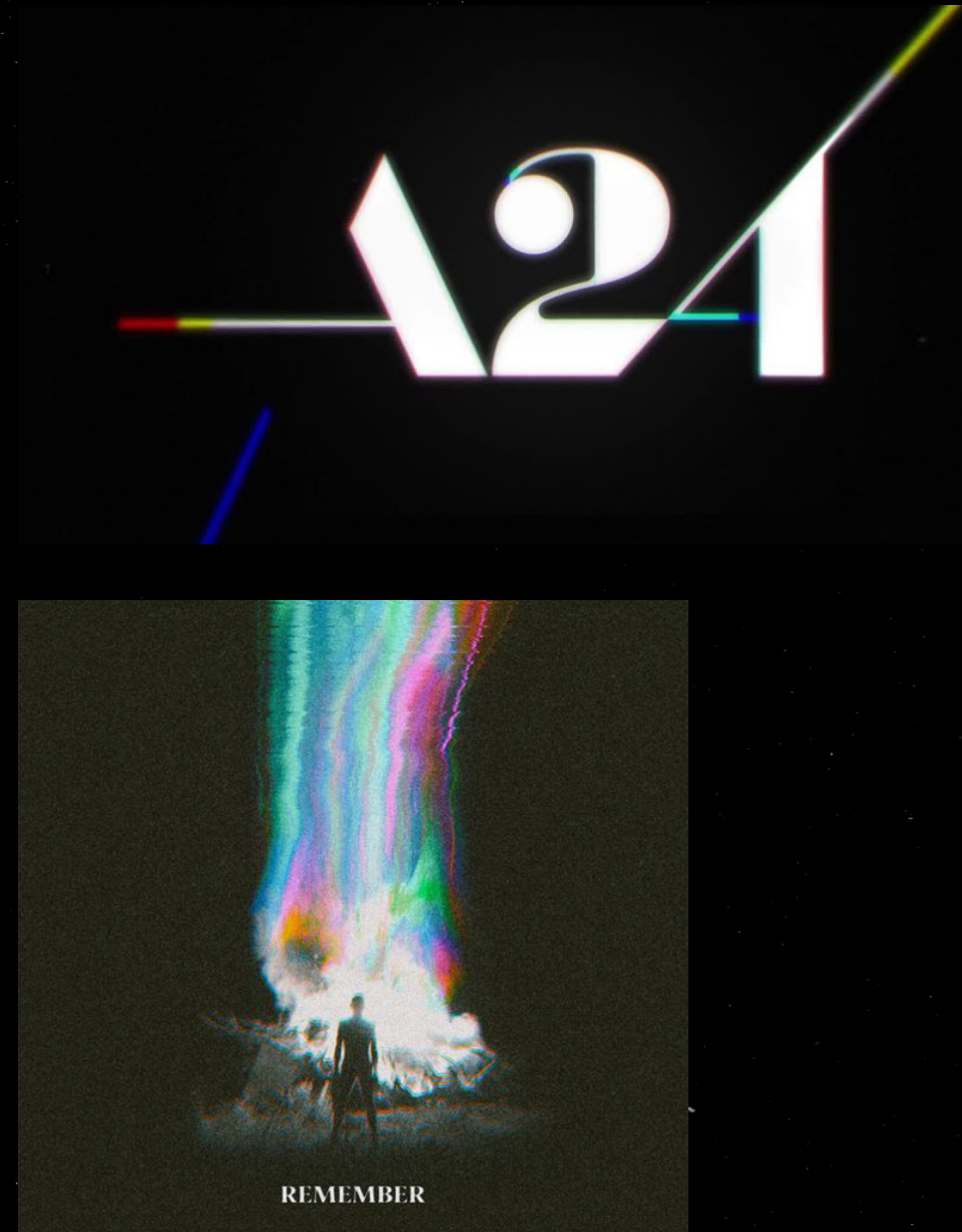
Since A24 is a more heartfelt and intimate movie experience, the commercial should ultimately convey that.

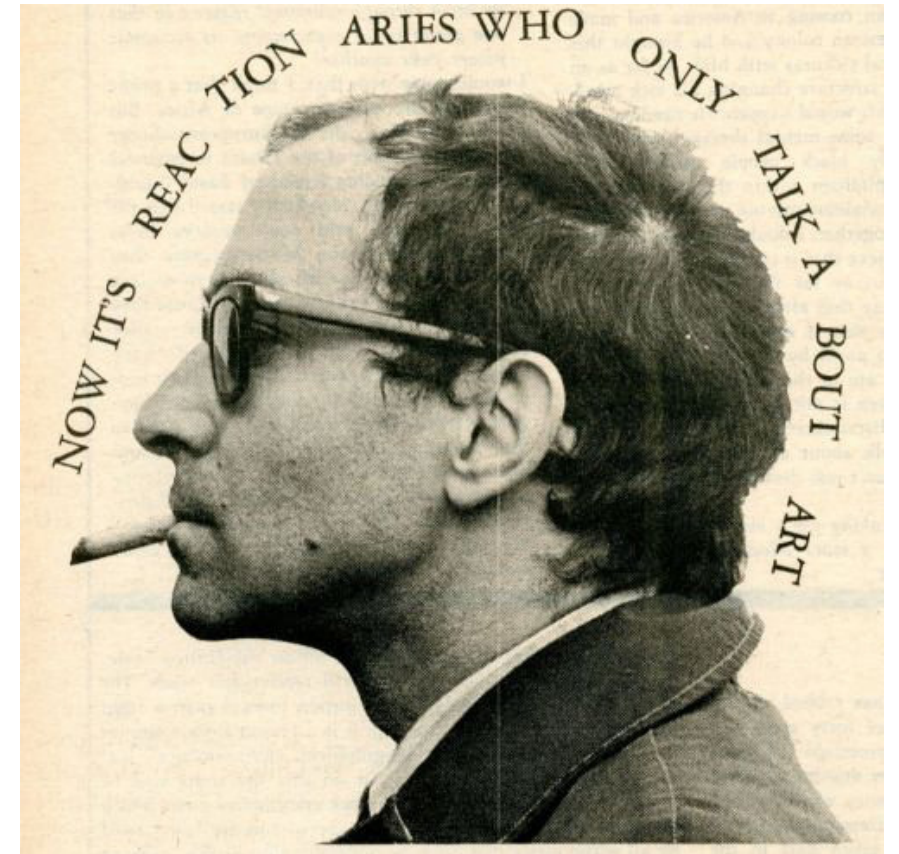
This commercial will be a type exploration with monologue excerpts accompanied by live action from some of A24's most prominent films. Stretching, warping, and color displacement of typography will be utilized to show the brand as well as expressively convey their aesthetic.

A24

MOODBOARD

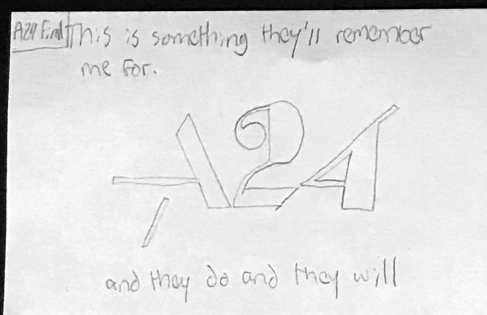
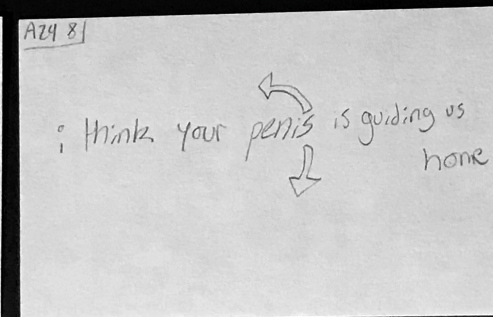
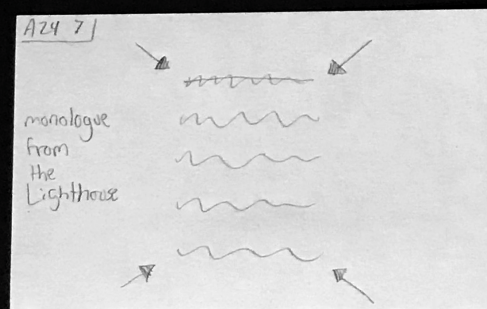
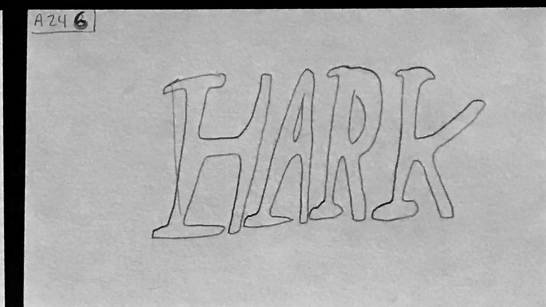
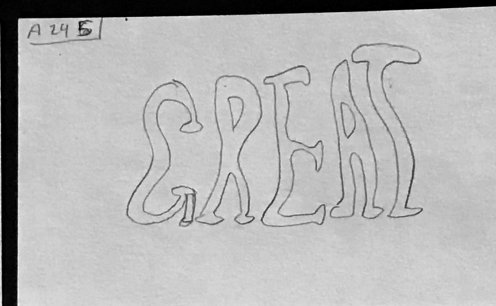
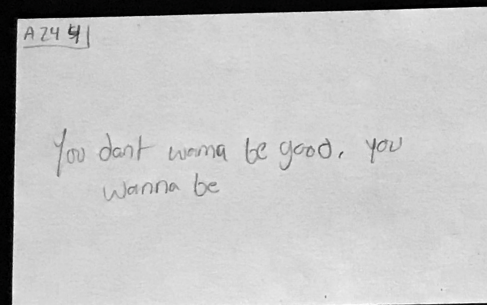
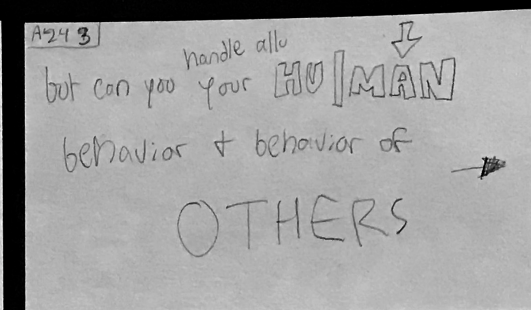
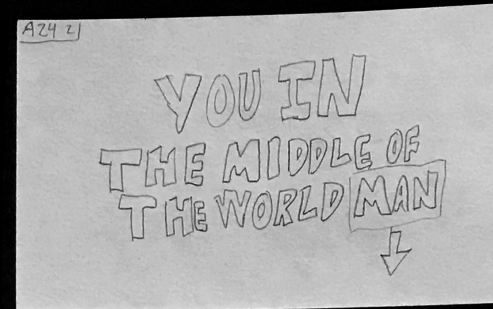
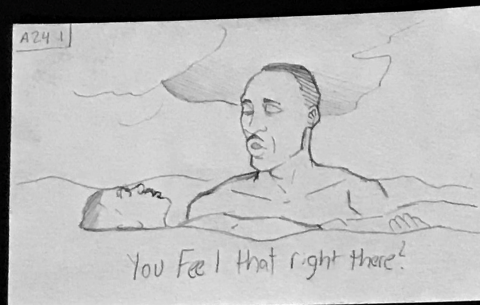
MOODY
WARPED
HEARTFELT
MONOLOGUE





A24

ROUGH STORYBOARDS



A24

STYLEFRAMES



A24

KEYFRAMES



A24

KEYFRAMES



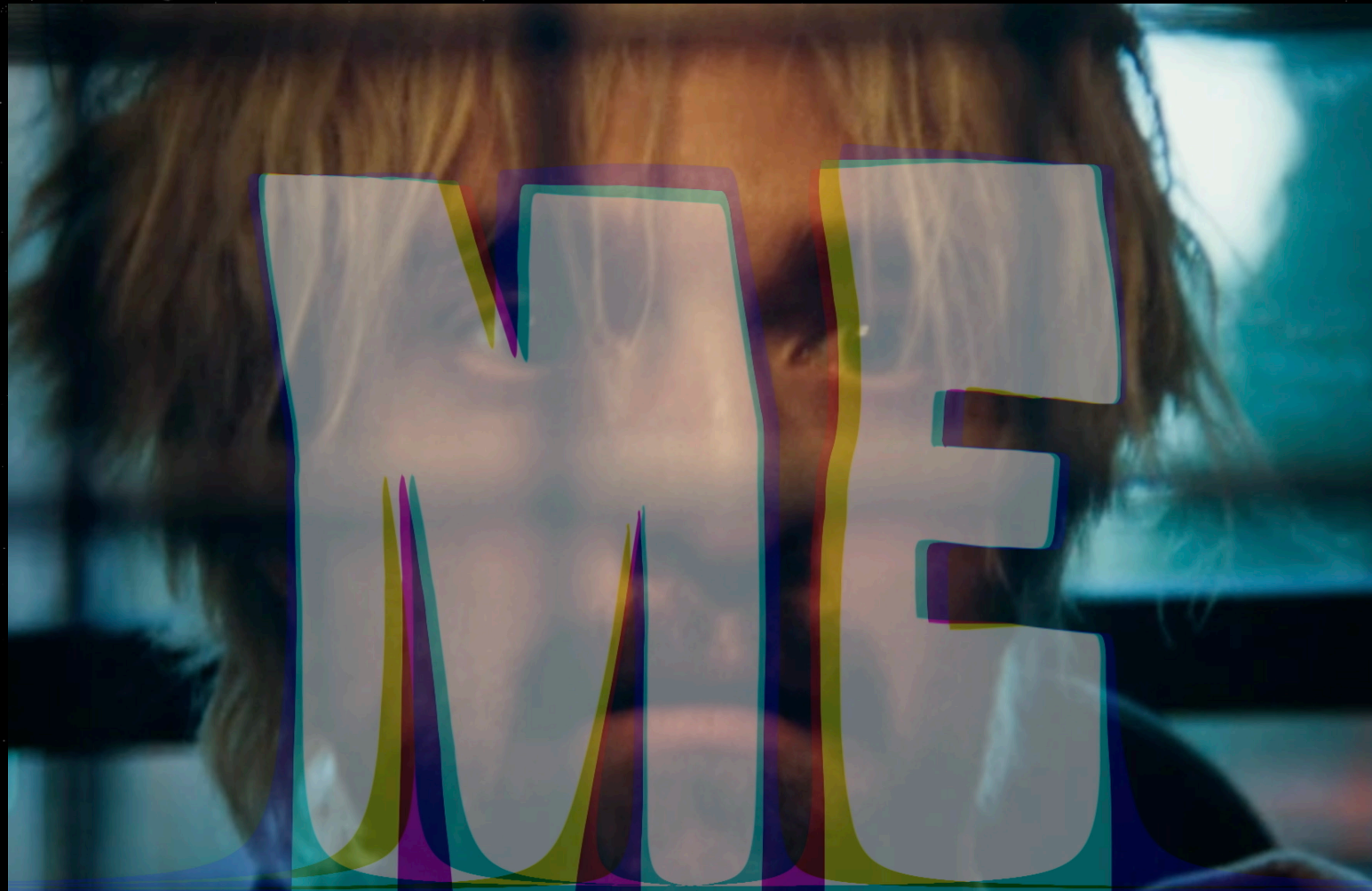
A24

KEYFRAMES



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A24

OUTCOME

The end product is an animation that captures the true essence of each individual film and how they culminate under one express roof. The live action mixed with distorted typography and a wonderfully maddening/melancholic track by Colin Stetson blends into the perfect representation of the A24 name in a single commercial for the brand.

THANK YOU

