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## Chill Creative Portfolio

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## Secret Agent In Action

A stylish take on a product introduction video with motion graphics.

### Client

DuPont

### Scope

- Data and information analysis
- Story board creation
- Content development and script writing
- Custom illustration and data visualisation
- Motion graphics video animation
- Advertisement and poster design

### Using Storytelling to Sell an Intangible Product

DuPont is a global leader in science and innovative products, and their Asia-Pacific team was looking for new ways to explain the features and benefits behind their latest work, particularly for production of laptops. We crafted a story that described the life of a secret agent to reflect the advanced technology and durability of the materials in a three-minute video.

From concept development to story boards, script writing to animation and voice talent recording, Chill Creative monitored the process at every step of the way.

### Enquiry:

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