

9 March, 2018
PATTAYA, THAILAND

ADFEST is delighted to unveil an animated short brand film created by MPC Shanghai in collaboration with music supervision agency Tracks & Fields in Berlin. The film will feature prominently during ADFEST 2018, which runs from 21-24 March 2018 in Pattaya, Thailand

Kem Suraphongchai, Festival Director, says: “We wanted to give MPC and Tracks & Fields the challenge of bringing the theme of ADFEST 2018, ‘Transform’, to life in a 45-second animation. MPC took inspiration from the brand identity for ADFEST 2018, which is designed by Kinetic Singapore. It is bold, vibrant, and constantly in flux, and MPC’s motion graphics build on Kinetic’s brand platform seamlessly.”

“Next, MPC co-operated closely with the team at Tracks & Fields for a couple of months, developing and tweaking their designs to suit the soundtrack, which is suitably futuristic and frenetic.”

MPC Shanghai is a VFX and content production studio renowned for adding visual wonder and creative expertise for the advertising industry from concept design to 3D/CG effects, mixed reality and colour grading. It collaborates with many of the top agencies and brands in Asia to create experiences that are more distinctive and memorable.

Lily Li, MPC Shanghai’s General Manager, says: “We wanted to create an experimental piece that revolves around simple shapes interacting, bouncing back, colliding, melting – and finally merging. Each interaction transforms individual entities, and nothing remains the same. Geometric artwork overlays the chaos, expressing the human desire to find inspiration and make sense of things.”

MPC Shanghai then tasked Tracks & Fields with the creation of the perfect theme – it needed to sound “vibrant and emotional” to match the visuals.

Tracks & Fields’ Christian Mix-Linzer, CEO and Steve Bartlik, COO collaborated closely on the project: “The graphics are constantly morphing, showing incredible blurring shapes and colours, so we knew we needed to create a track that sounds futuristic and electronic, symbolizing the digital advancements that are transforming our industry,” they said.

Tracks & Fields is an international agency for music production and music licensing. Clients include Volkswagen, Nike, Shiseido, Toyota, Coca Cola, Porsche, and many more.

Jimmy Lam, President of ADFEST, says: “We cannot thank the talented teams at MPC Shanghai and Tracks & Fields enough for devoting so much time to creating this year’s animation, which feels alive and organic – the perfect representation of our 2018 theme.”

Watch the animated brand film here: <https://youtu.be/oBjm7wUilnw>

ADFEST 2018 runs at the Royal Cliff Hotels Group, Pattaya from 21-24 March 2018. The festival is divided into two streams: Craft@ADFEST and Creative@ADFEST. Book tickets via www.ADFEST.com