

BELIEVE ANIMATION:

“CLIQUE” PROMOTIONAL AUGMENTED REALITY APPLICATION

What better way to introduce a new and up-and-coming children’s animation brand to the world at MIP Junior, the international showcase for children's and youth programming in Cannes, France, than to do it in an eye-catching, dynamic, innovative pitch from the main character herself!

‘Clique’, created for Tweens, showcases Connie Cortbine, a popular tweenage drama queen, going through the hormones of life, who must wrestle with her oppressive complexion, Viking brother and totally un-cool school kids. Her character and personality are quite unique and are brought to life through a new Augmented Reality (AR) experience.

When actuating the AR from the image target, a 3D Connie emerges from her small beach cottage surrounded by rolling beach balls, to begin her monologue in her drama queen style. To add to the already unique experience, Connie locks her gaze on the user - talking directly to them – no matter where they move, Connie follows.



The piece was successful for Believe Animation as they have received recognition and interest in their ‘Clique’ property by world-wide broadcasters and prospective partners.

To see the pilot episode, please visit: <http://www.believeanimation.com/series/clique>

Services Included: From Concept to Completion

- Character Concept & Design
- Script Development
- 3D Animation
- 3D Environment & Prop Creation
- Image Target Design
- App Programming
- Voice Over & Sound Design

Balance Studios, Inc
Our Experience

