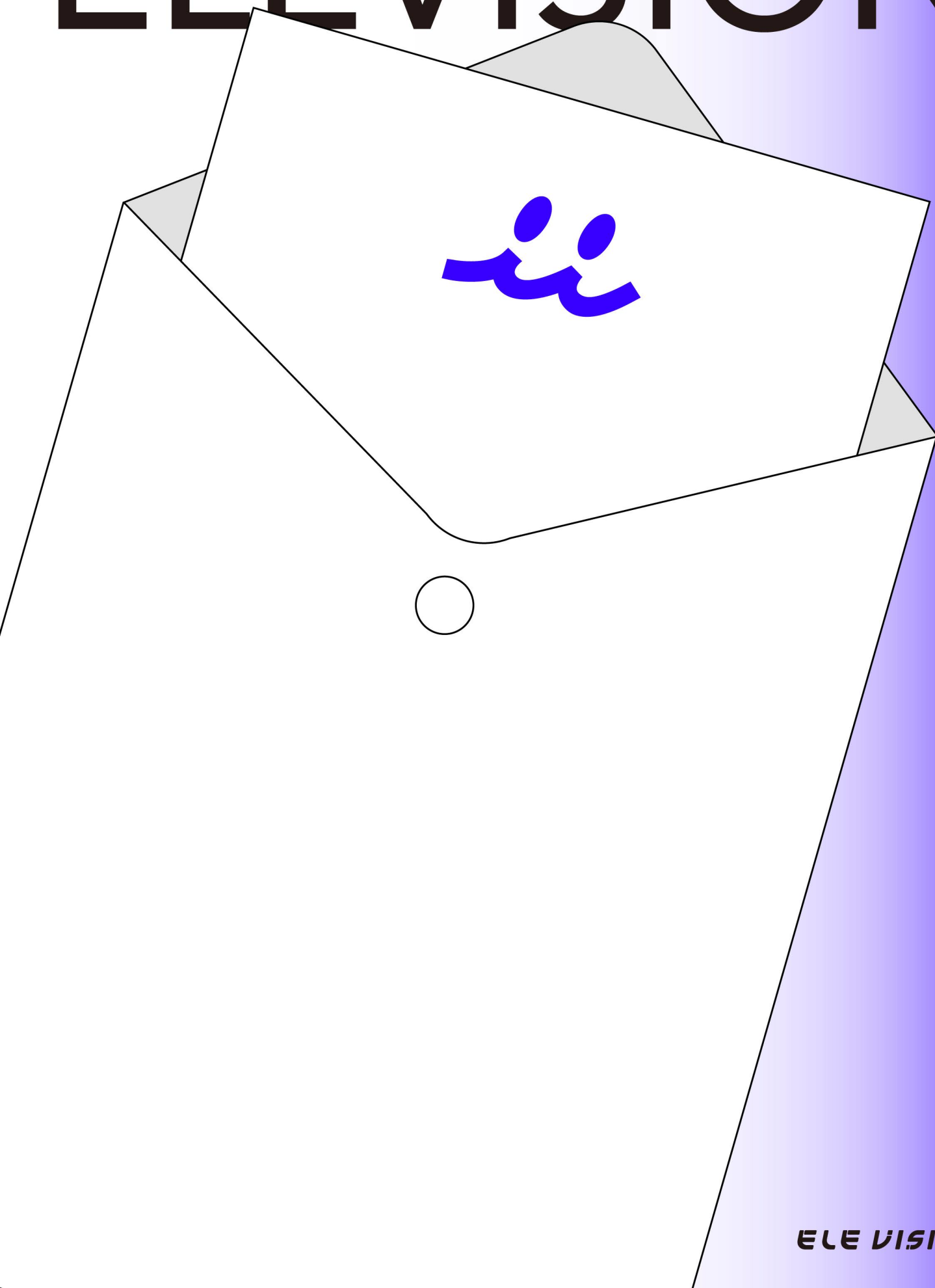


# ELEVISION



**ELE VISION**

# Our Partner





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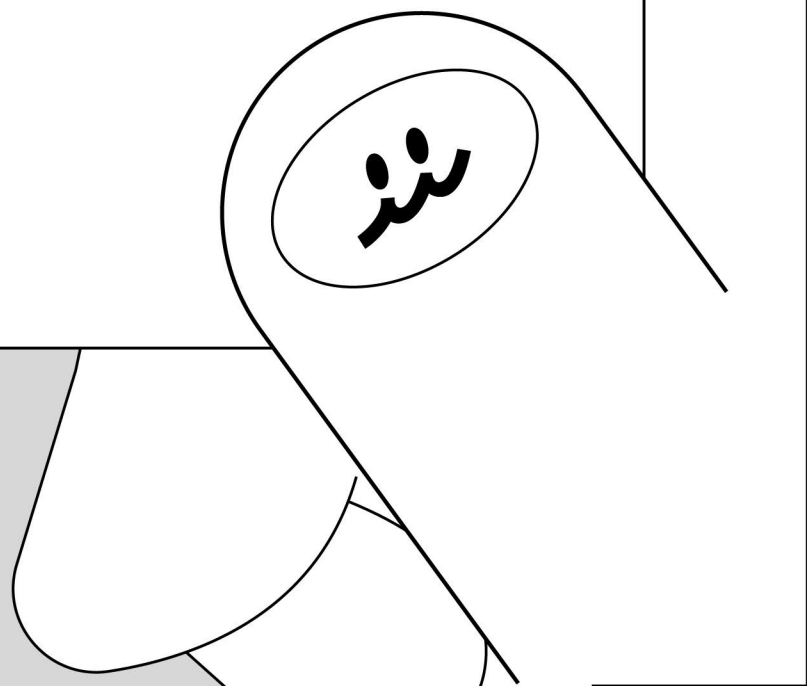
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# The Place Your Soul Lies

Yanjiyou



This visual commercial advertisement, *The Place Your Soul Lies*, is jointly produced by ELEVISION and Yanjiyou, a bookstore brand for cultural and creative products. Yanjiyou is an integrated bookstore with infinite imaginations and innovations, where you can express your personality and individuality and appreciate your creative life here. The whole space in the bookstore has integrated the elements of books, coffee, and cultural and creative products, finally presenting a representative bookstore brand with a sense of fine design.

This visual commercial was finished in October 2018. ELEVISION has selected visual art to express the brand concept in accordance with the tonality of this bookstore brand and the unique attributes of its environment, telling the invisible ties between books and spiritual supplies. In this advertisement, books are molded into a spiritual box holding another self. Thus, ELEVISION has created different bizarre but fantastic spiritual spaces, which are achieved through various set designs in different styles.

ELEVISION has exerted its efforts to produce this video in order to achieve the best visual effects from choosing the scenes to conducting set design, and every detail of this video is confirmed to be perfect. ELEVISION took over 50 days in total to shoot and spent a month conducting the post-editing of this video, which consists of over 10 set scenes in total. After being released online, this video was put in dozens of stores across the country. According to the overall footfall at the stores and internet statistics, this video gained affirmation and recognition from inside and outside the industry. In addition, this video won the Golden Lion Chinese Advertising Award for Best Art.

Video Link:

<https://www.xinpianchang.com/search/2031?from=inputSearch>

ZCOOL:

<https://www.zcool.com.cn/work/ZMzM3NDg0MTI=.html?lng=en>

Miehua:

<https://www.meihua.info/shots/3563335243877376>

DIGITALING:

<https://www.digitaling.com/projects/28335.html>

TVC Book:

<https://www.tvobook.com/video/664640.html>





# Widen Your Vision

Amazon



*Widen Your Vision* is a brand advertisement jointly produced by ELEVISION and Amazon China. Amazon is the largest e-commerce company in the world. Its B2C e-commerce website in China, Amazon China, sells many products including books, movies, music, and software. Headquartered in Beijing, Amazon China now has branches both in Shanghai and Guangzhou and has become one of the leading online retailers in China.

After rounds of presentation competitions for this advertisement video, ELEVISION finally won with its creative plan. The whole video concentrates on B2B, conveying the brand concept and orientation to entrepreneurs in the form of group portraits. In terms of the video plots, ELEVISION has set four characters with different personalities to connect the whole video, which reflects the idea that everyone has to make a choice in their career or life to break the bottleneck. As Amazon China is an eye-opening platform that offers a variety of options, you are destined to have the highlights of your life by selecting Amazon China.

This video has offered an insight into the group psychology of customers, wishing to resonate with the audiences through this similarity. ELEVISION has narrowed the distance between customers and the brand by using the brand concept. After completion, this video gained affirmation and recognition from the client. Meanwhile, on its release on various media platforms, this video attracted wide attention, and then won the Gold Award for Video Creative in Top Digital, which has successfully created a hit and attracted more traffic for the Amazon China platform.

Video Link:

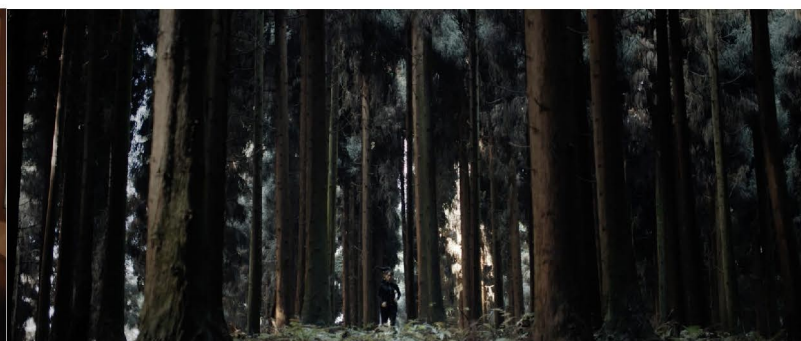
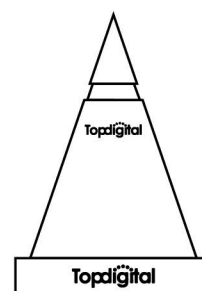
<https://www.xinpianchang.com/a10631464?from=UserProfile>

ZCOOL:

<https://www.zcool.com.cn/work/ZNDE4MzQwMTI=.html>

DIGITALING:

<https://www.digitaling.com/projects/95913.html>



# Versatile Tomato

Bytedance



*Versatile Tomato* is a creative brand advertisement produced by ELEVISION with the To Business strategy for Ocean Engine, which is affiliated to Bytedance and provides digital marketing services. Ocean Engine has integrated the marketing capabilities of Toutiao, Tik Tok, Volcano Video, Ixigua, and other products. It has converged the partners in traffic, data and content, and undertook the technical gene and scientific algorithm model of Douyin Group. At the same time, it has built a one-stop marketing service to provide all-round solutions in marketing for enterprises. The whole system platform has more than 1.5 billion monthly active users, beholding the traffics in a large quantity.

In the middle of 2020, ELEVISION and Ocean Engine jointly created this creative brand film, *Versatile Tomato*. Based on the characteristics that products can stimulate creativity, drive business and achieve sustainable business growth, ELEVISION innovatively chose a TOMATO as the 'visual hammer' and made it the commercial symbol to indicate the "New Possibilities". Taking advantage of the infinite possibilities of A TOMATO, this advertisement has unfolded the business possibilities that originate from and are hidden behind the platforms.

Upon being released online, this video attracted numerous attentions and even got recommended in the first page of the website of Xinpianchang on the second day of its release. The related passages posted by Ocean Engine have become the headlines on the website of DIGITALING. The innovation of the brand insight and the artistry of the audiovisual language of this video both have received unanimous praise, with more than one million reviews online. It also won the Annual Brand Services Award for Creative and Production Service in 2020 Top Brand Innovation Awards.

## Video link:

<https://www.xinpianchang.com/a10991222?from=UserProfile>

## Weibo:

<https://m.weibo.cn/2825024272/4564322280020832>

## DIGITALING:

<https://www.digitaling.com/projects/139916.html>

## DIGITALING:

<https://www.digitaling.com/articles/360989.html>

## MAD MAN:

<https://www.socialmarketings.com/casedetails/2309>

## Social Beta:

<https://socialbeta.com/c/4613>

## SOHU:

[https://www.sohu.com/a/425977266\\_656935](https://www.sohu.com/a/425977266_656935)

## Adquan:

<https://www.adquan.com/post-10-298928.html>





# The Planet of Heart

Canon

Canon

This video is a sentiment-oriented advertisement produced by ELEVISION for EOS-R, a newly published product of Canon. Launched on September 5, 2018, Canon EOS-R is a full-frame mirrorless camera, which is the first of its kind of Canon. Thus, EOS-R is titled "the pioneer product" of Canon.

In order to convey the theme and emotions of this video, ELEVISION has chosen Iceland as the filming site, hoping to build a spiritual otherworld for the audiences with the product of Canon. It took ELEVISION 90 days and nights to shoot around the island and to explore the ultimate images among the glaciers, black sand beaches, canyons, and volcanic heat. As a result, ELEVISION managed to convey a lonely aesthetics as if it is on another planet.

This video has made itself known outside the fixed circle through the ultimate visual pictures and the dedicated efforts of the whole shooting and production team. On the day of its launching, this video received attention and affirmations from inside and outside the industry. In addition, it was recommended on the home pages of Xinpianchang, TVCBOOK, and DIGITALING. At the same time, the theme and artistic conception depicted in this short video have also successfully carried out an emotional marketing for the brand.



**Video Link:**

<https://www.xinpianchang.com/a10332201?from=UserProfile>

**DIGITALING:**

<https://www.digitaling.com/projects/45457.html>

**ZCOOL:**

<https://www.zcool.com.cn/work/ZMzM5MTE0MDg=.html>

**Brand Star:**

<https://www.brandstar.com.cn/case/630>

**SOHU:**

[https://www.sohu.com/a/277954262\\_173830](https://www.sohu.com/a/277954262_173830)

**SOHU:**

[https://www.sohu.com/a/276738434\\_221371](https://www.sohu.com/a/276738434_221371)



# Carhartt WIP ‹‹ I ››

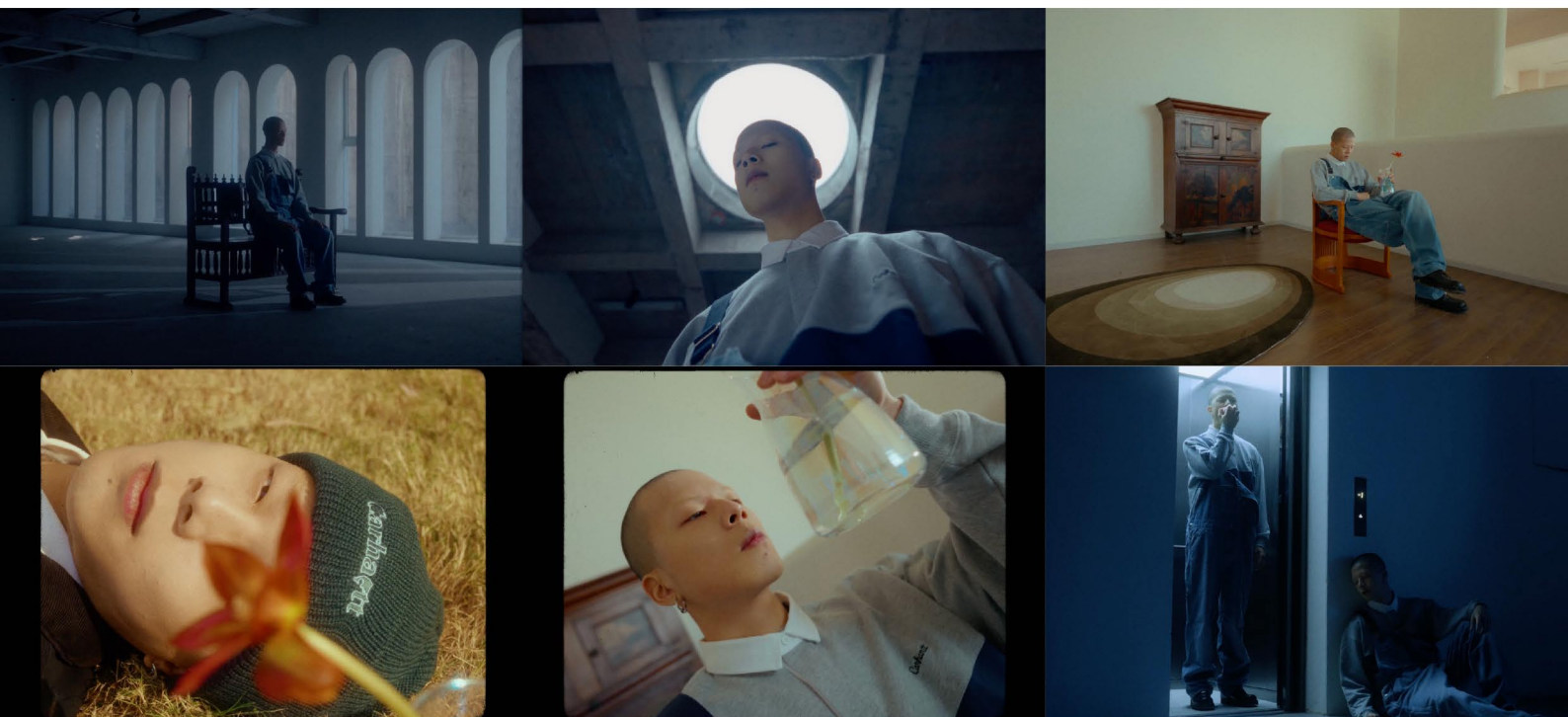
Carhartt

carhartt

Green apples and red apples, how do the children of men choose? Time is empty, life is absurd, and when a wave of boredom hits your mind, your nerves beat to tell you there is something you can do. Let the apple hypnotize yourself, and wash away your troubles with a toothbrush. All neurotic behavior is the call of imagination to "dopamine". This time we recorded the ordinary life fragments of contemporary young people, lifted the boring surface of life together, and peeked into a "imaginative storm" in the mind.

Video Link:

<https://www.xinpianchang.com/a12327123?from=UserProfile>





# Carhartt WIP << II >>

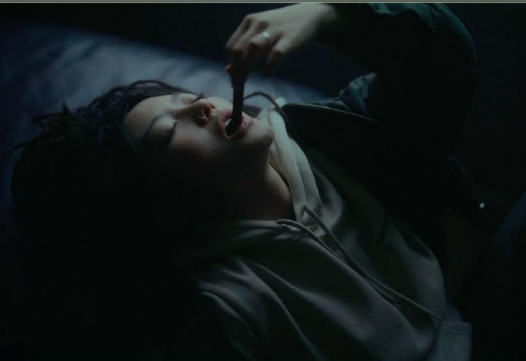
Carhartt

carhartt

On the day we set off to the plateau, we only brought a blade of grass, a song, and an unfettered soul. Go beyond the creative boundaries drawn by urban civilization and dig into the dirt and the deep perception of the heart. With Carhartt WIP, step into no man's land and explore all untouched natural territories.

Video Link:

<https://www.xinpianchang.com/a12345596?from=UserProfile>





# Humble Swag

## Live Performance, MASIWEI

This music video is a live performance for the album of Humble Swag, jointly produced by ELEVISION and MASIWEI, a famous rapper in China. *Humble Swag* is the third studio album made by MASIWEI, which has made more attempts and explorations in music and styles. This time he has focused on the swing character of Hip-Hop music and rhyming techniques of Rap, fully expressing his attitude toward music and personal pursuit - modest but keep to the style, throughout his rap career.

For the 7 songs in this live performance, ELEVISION has set up 7 artistic scenarios where details and bonus scenes are added to each setting for better sketching and expressing the underlying meanings of each song. In terms of the filming technique, ELEVISION has connected every scene by long-take. When it comes to the shooting equipment, ELEVISION has chosen the lenses of Arri Mini LF and Arri SP, using the full-frame cameras to create the texture of the short videos, in the hope of enabling the audiences to appreciate this live performance in an immersive way.

Upon being released online, this video has triggered hot discussions among the public, which indicates a breakthrough in terms of live performance creations in rap circles of China.

Video Link:

<https://www.xinpianchang.com/a11888149?from=UserProfile>

DIGITALING:

<https://www.digitaling.com/projects/207262.html>

ZCOOL:

<https://www.zcool.com.cn/work/ZNTk4MzkyMDA=.html>



# SNTS

## MASIWEI

This music video of *SNTS*, the lead single of *Humble Swag*, an album of the famous rapper MaSiWei, is produced by ELEVATION together with producers YYKBZ (Yang Yi) and Yoken (Bai Yaokun). We directed our attention to the street once again for the sake of Hip hop where real rappers dominate. *SNTS* is short for "Streets need this shit". With this slogan, MaSiWei unveils his empire of Hip hop to the audience.

We built 7 settings and artistically interpreted the story behind the lyrics into symbolized and stylized scenes to the largest extent. To infuse the scenes with distinct personality, we used the Evolution 2X anamorphic lens to realize an aspect ratio of 2.39:1 and adopted warm and soft colors to create a retro vibe. We also planted multiple subtle details that are greatly MaSiWei-related.

As a support of MaSiWei's third studio album "Humble Swag" to be launched on March 23, 2022, *SNTS* music video has been played for over 10 million times on platforms both home and abroad. At the same time, derivative works and interpretations sprang up on Douyin and WeChat official accounts, drawing equal attention as the original. On March 16, *SNTS* was recommended by NetEase Cloud Music and QQ Music on their front pages. And the official version of the music video was launched on Ins and YouTube by 88rising, an American music company that MaSiWei works with.

### Video Link:

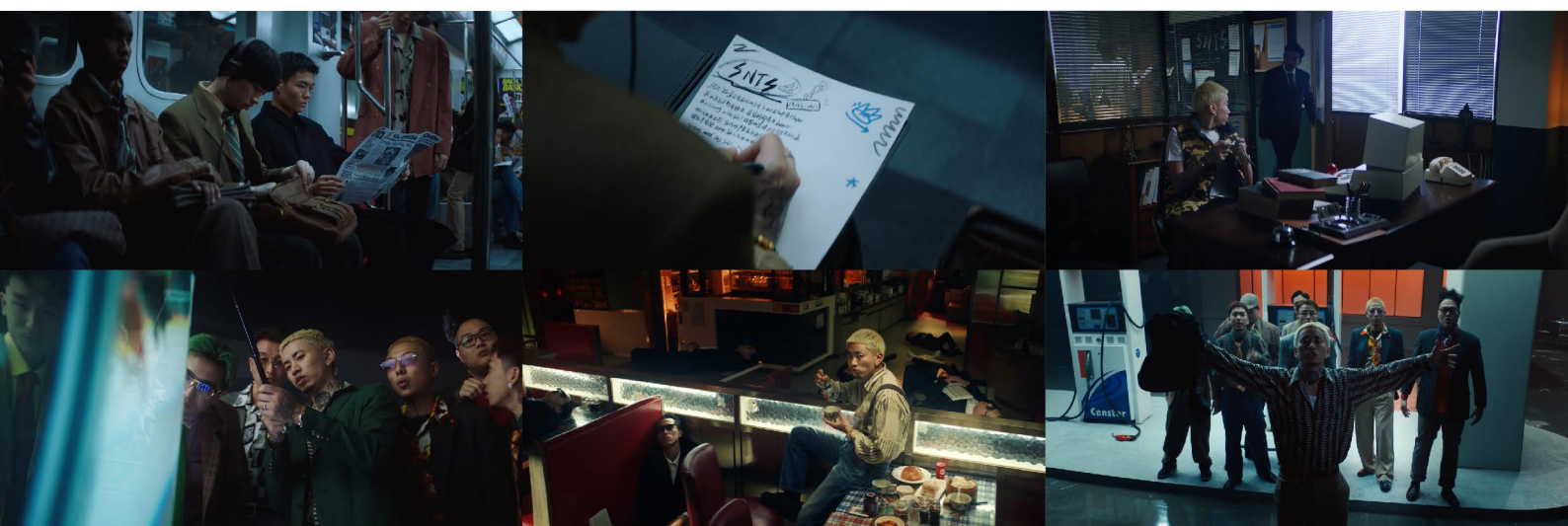
<https://www.xinpianchang.com/a11803425?from=UserProfile>

### ZCOOL:

<https://www.zcool.com.cn/work/ZNTg2MDk4OTI=.html>

### 88 Rising:

<https://www.youtube.com/watch?v=SPUNgB-4YdE>





*Space Jump Rap Party* is an online live concert hosted by Douyin and its subordinate music platform, Qishui Music and co-produced by 88rising. The lineup of the show consists not only established rappers but also new faces, including Adawa from the W8VES, AR Liu Fuyang, Danko, Jiang Yunsheng, KnowKnow (Ding Zhen), Melo (Mo Long), MaSiWei, NINEONE (Zhao Xinyue), PSY.P (Yang Junyi), Rainbow (Liang Guohao), EL (Sha Yiting), Lil Ghost Wang Linkai, and Zhang Yanqi.

In this science fiction themed video, ELEVISION visualized the concept of "space jump" by presenting the audience with an immense energy field where multi-dimensional space is connected to our three-dimensional space and any object in this field can travel between different time and spaces. Based on this setting, rappers from different spaces can get together to perform through space jump, having the audience on board an amazing journey. To offer the audience a dreamlike outer space experience, we employed CG techniques and crafted props such as "space capsule", "space station" and "celestial bodies".

Upon being launched on Douyin, the video created a buzz, attracting over 100 million viewers. With 170 million views in total, it received 2.4 million likes and 960 thousand comments. And some of the comments got more than 100 thousand thumb-ups.

**Video Link:**

<https://www.xinpianchang.com/a12146264?from=UserProfile>

**ZCOOL:**

<https://www.zcool.com.cn/work/ZNjIzMjQwMzI=.html>

**NET EASE:**

<https://www.163.com/dy/article/HI96H1GQ05346960.html>

**Phoenix Entertainment::**

<https://ent.ifeng.com/c/8JVveqDBTOu>



# 1' BUZZER

NIKE



*1' BUZZER* is an advertisement that shows the brand attitude produced by ELEVISION for NIKE. NIKE is a world famous sporting goods manufacturer with its headquarter located in Oregon, the United States. It manufactures sporting goods including clothing, footwear, and sports equipment, which allows NIKE's influences to radiate the whole world.

This short video, mainly based on attitude-oriented copywriting, conveys the value of the brand . The brand culture behind NIKE is narrated through basketball by combining lens language and copywriting.

Video Link:

<https://www.xinpianchang.com/a58813?from=UserProfile>

DIGITALING:

<https://www.digitaling.com/projects/26319.html>

ZCOOL:

<https://www.zcool.com.cn/work/ZMzOzMDI4NDg=.html>





# Music Is My

**Bose**

**BOSE**

*Music Is My* is a brand TV Commercial produced by ELEVISION for Bose, which is one of the biggest loud-speaker manufacturers in America. Now, Bose has developed into a multinational company engaged in researching and manufacturing the top audio and acoustic systems. Bose's product lines have covered THREE categories including civil audio, professional audio and car audio. At the same time, its products have also been involved in aerospace technology, biomedical and other fields. Being widely liked by its consumers, Bose has become the symbol of high qualities and perfectness.

ELEVISION has used group portraits to show the demand for the ultimate pursuit of music in this video, including the painters, lovers, rockers, basketball players, and sports fans. The various images selected in this video have covered the attitudes and pursuits of young audiences toward music. At the same time, in terms of the visual effects and pictures, the brand tonality is depicted with extremely powerful colors and tone atmosphere.

By rendering both the visual and audio aspects, this video has magnified the brand images and personalities of Bose, which then gained affirmation from Bose after its release online.

Video Link:

<https://www.xinpianchang.com/a89938?from=UserProfile>

DIGITALING:

<https://www.digitaling.com/projects/26240.html>

ZCOOL:

<https://www.zcool.com.cn/work/ZMzQxODg3ODA=.html>



# New World Party

Realme 8 5G

realme

*New World Party* is a global advertisement produced by ELEVISION for releasing a smartphone, Realme 8 5G. Realme is a technology brand committed to providing smartphones with high quality and AIoT products and it bears the creative genes in pursuit of product capabilities, designs, qualities, and services. Realme devotes itself to offering smartphones with both superb capabilities and fashion designs that could be purchased by the young at a reasonable price. Now having covered 61 markets worldwide, including the ones in China, India, Russia, Southeast Asia, Europe, Oceania, Middle East and Africa, Realme has sold more than 60 million phones around the world until 2021.

This video is an advertisement produced to create momentum for releasing Realme 8 5G. In order to cater to the core selling points and other appealing functions. In terms of the shot scheduling and transition designs, ELEVISION has adopted Ronin and Master Wheels to emphasize dynamism and smoothness by simulating the special movements of lenses. Meanwhile, in terms of the creative designs, ELEVISION has compared the Realme 8 phone to a lightweight invitation card to the new world party. This design has not only engaged the target audiences of the Realme brand but also showed the DNA behind this brand, which consists of youth, trend, and fashion.

Upon being released online along with the smartphones, this video has covered many channels from many countries (including Spain, Portugal, Hungary, Czech Republic, Slovakia Ukraine, and Belarus). Meanwhile, the brand slogan, 'Speed to Infinity', has successfully become well known through the audiovisual designs in this video, which finally attained confirmation from the brand. In addition, the product's influence is widened through this video, leading to a strong selling statistic.

Video link:

<https://www.xinpianchang.com/a11262378?from=UserProfile>

DIGITALING:

<https://www.digitaling.com/projects/160803.html>

ZCOOL:

<https://www.zcool.com.cn/work/ZNTIzNzM0NzY=.html>

Weibo

<https://m.weibo.cn/2825024272/4630980076244081>





# Xiao Yu

## Rejoice



Valley Delicacy is a TV commercial produced by ELEVISION for Momchilovtsi's special drink in collaboration with the League of Legends. The Bright Dairy Momchilovtsi yogurt drink is a high end product produced by Bright Dairy & Food. Launched in 2009 and become available in domestic market in 2021, Momchilovtsi yogurt became the first of its kind in China that can be stored for up to 120 days at room temperature.

In the production of this video, we created a space full of screens exhibiting products of Hextech (a magical technology in the game). By focusing on the attributes of the spokesperson and the game IP value, we let the audience venture into the valley from the game world with Liu Haoran, the spokesperson and a famous actor, and finally get the special drink - Hextech Momchilovtsi.

The video serves as a promotion of Momchilovtsi's new product in collaboration with the League of Legends, increasing traffic for both brands as well as upgrading Momchilovtsi's visual image.

### Video Link:

<https://www.xinpianchang.com/a/11610285?from=UserProfile>

### TVC BOOK:

<https://www.tvcbok.com/video/1105678.html>



# NUMARK

Numark

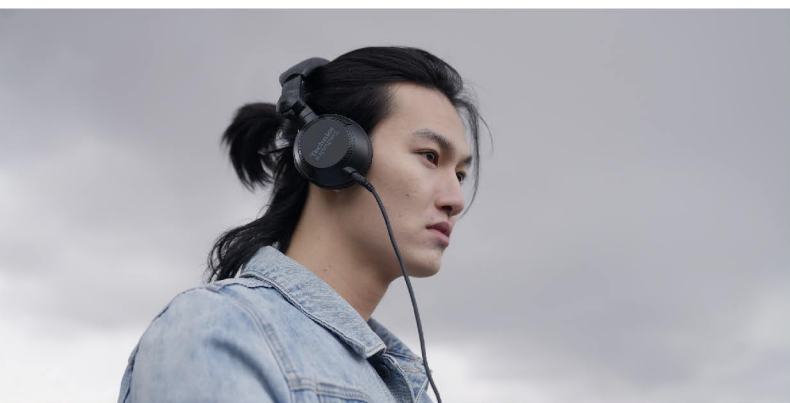
Numark

On the day when we set off for the plateau, we brought with us a blade of grass, a piece of song, a free soul and nothing more. With Carhartt WIP, we ventured into the uncharted land where nature reigns, crossing the boundary created by urban civilization and unearthing the perceptivity deep in the soil and human mind.

There are over 9,000 kinds of birds in the world, blue bird, Eurasian blackbird, mocking bird, to name but a few. However, none of them is the one that our hearts pursue. Accompanied by Numark, we walked along the stones flanking a stream and came upon a lad who looked like an image from the painting by Caravaggio. Oblivious of the distance that we had covered, we walked on to see where the grove would end.

Video Link:

<https://www.xinpianchang.com/a/12517704?from=UserProfile>





# Luminary

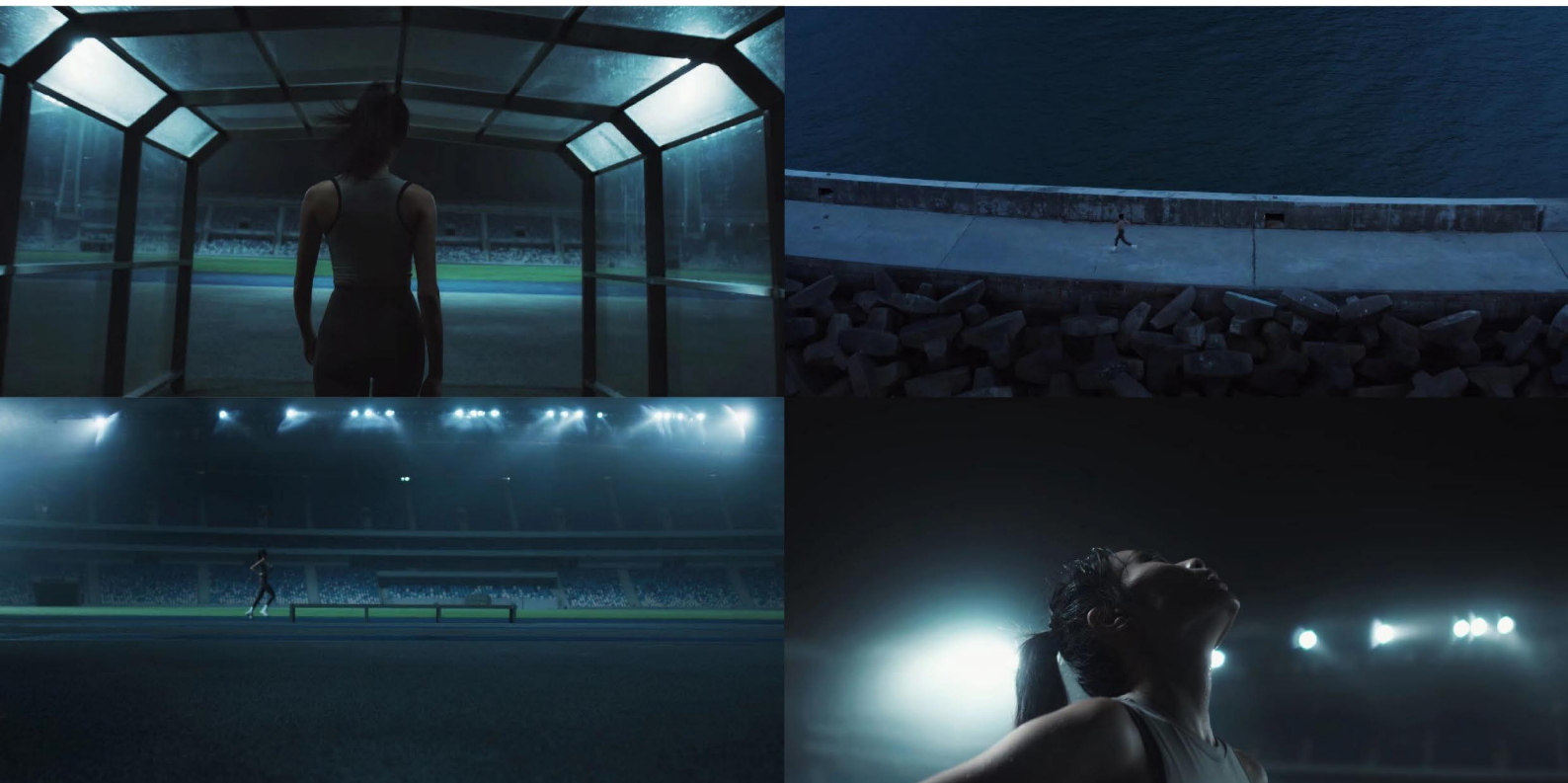
**TONGWEI**



As the producer of this promotional film of Tongwei Group for its PV product, we expect our work to resonate with the audience group by highlighting the individuals' feeling in daily life while conveying the greater humanistic concern of the enterprise.

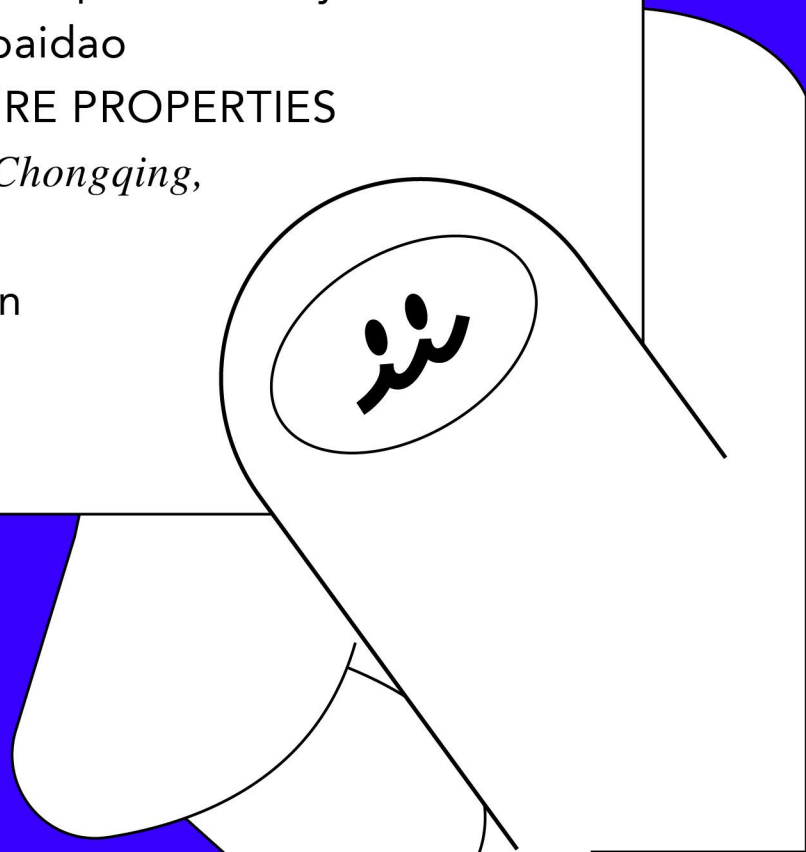
At the beginning, we used a one-minute long take to cover the change in information media from newspaper to television, showcasing the technological development related to electric power over three centuries of human history from the 18th century to the 21st century.

With the filming locations spanning across the vast territory of China, our team has gained a first hand experience of how sunlight can bring hope and energy to people thanks to the experience of sunrise watch in Sichuan Basin, as far south as Hainan and as far north as Inner Mongolia.



## Part 2

- *The Battle in the Folding City*, Momchilovtsi
- *Honkai Impact 3rd Impression*, miHoYo
- *Valley Delicacy*, Momchilovtsi x League of Legends
- *Drive with the Wind*, Tesla
- *Strive for Transcendence*, Porsche
- *Approaching the Truth*, NBD
- *More E, More Beautiful*, Viee
- *Life Beyond Imagination*, The Mixc (Chengdu)
- *The 7th Anniversary of IFS*,  
Chengdu International Finance Square
- *Welcome to the League of Legends IP Universe*,  
Momchilovtsi
- *Master Awakens*,  
Onmyoji, a mobile game produced by NetEase
- *Tea Scent Record*, Chabaidao
- *Mamihlapinatapai*, SWIRE PROPERTIES
- *A Beer with Friends in Chongqing*,  
Carlsberg
- *GUIDE OF EXITS*, Ufun



# The Battle in the Folding City

Momchilovtsi



*The Battles in the Folding City* is an advertisement fully composed of computer graphic (CG), produced by ELEVISION for Momchilovtsi, a brand under Bright Dairy & Food Co., Ltd., to be placed during the Grand Finals of 2020 LPL (League of Legends Pro League) S10. Momchilovtsi, an affiliated brand of Bright Dairy, is a high-end yogurt product which is the first one that could be stored without refrigeration and with a shelf life of up to 120 days. This yogurt has converted the traditional way to store yogurt, which indicates a breakthrough for yogurt products. As the strategic partner of the Grand Finals of 2020 LPL, Momchilovtsi has witnessed its brand advertisement being used in the live streaming during Grand Finals of 2020 LPL S10.

With the notion of 'E-sports City Being Folded into the Yogurt Box' as the key innovation, ELEVISION has fully used CG to produce this advertisement, in which a large number of buildings have to be generated, while every detail of these city building has to be dealt with. Such production poses a great challenge to rendering the whole video. Also, producing the gigantic dragon in this video is a big challenge, which is divided into 10 parts to produce. Every part of this dragon has been equipped with polygons at a total number of 80 to 100 million. Finally, all the details of every part are composed through the replacement of vectors, during which the file versions of Maya and Zbrush have iterated over 100 times. Despite these obstacles, ELEVISION had been optimizing every shot until the delivery is made. .

Upon being released online, this video has been placed on the live streaming platform of the Grand Finals of 2020 LPL S10. The total views of the games (including the statistic from the live streaming and 24-hour play-backs) reached over a billion, making this work the center of attention among all advertisements played during the finals. The real-time comments occupied the whole screen while playing, which aroused wide discussions and attention from the people. ELEVISION has won the Bronze Award for Best Promotional Video for Gaming in the Golden Lion International Advertising Awards.

**Video link:**

<https://www.xinpianchang.com/a10991222?from=UserProfile>

**Weibo:**

<https://m.weibo.cn/2825024272/4564322280020832>

**DIGITALING:**

<https://www.digitaling.com/projects/139916.html>

**DIGITALING:**

<https://www.digitaling.com/articles/360989.html>

**MAD MAN:**

<https://www.socialmarketings.com/casedetails/2309>

**Social Beta:**

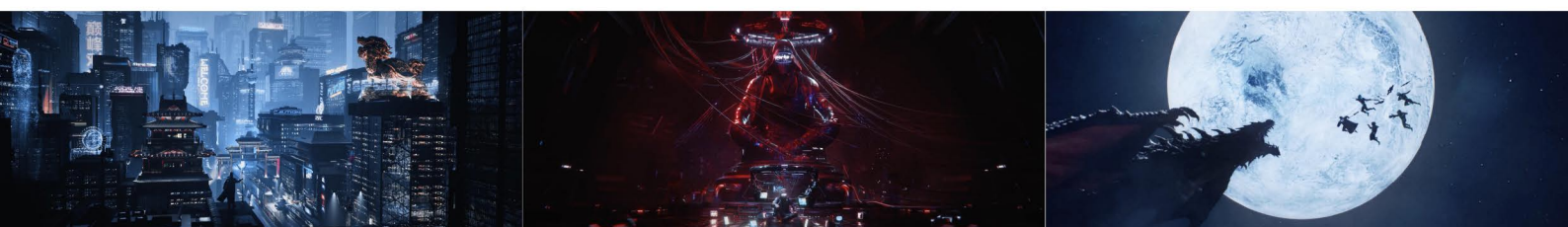
<https://socialbeta.com/c/4613>

**SOHU:**

[https://www.sohu.com/a/425977266\\_656935](https://www.sohu.com/a/425977266_656935)

**Adquan:**

<https://www.adquan.com/post-10-298928.html>





# Honkai Impact 3rd Impression

miHoYo

miHoYo

*Honkai Impact 3rd*, the winner of the 2016 TapTap Annual Best Visual Effects and the Best Game nominee, is a 3D action role-playing game developed by miHoYo. The story of the game has been serialized on platforms such as U17.com and Buka before being made into a game. On November 4, 2021, the mobile game - Honkai Impact 3rd was ported to PC and launched on Steam officially. In the summer of 2022 when the main plot welcomed one of its important points and the armor for Elysia's Herrscher form was released, ELEVISION was commissioned by miHoYo to produce a brand new music video with Elysia as the protagonist.

The video, featuring the performance of the singer and actress Huang Ling and focusing on the key theme of the game - love, passes the power of Elysia to the audience. In order to resonate with game players, ELEVISION managed to restore game scenes and elements about Elysia in its work. Additionally, the artistic use of the lens has endowed the scenes with power, providing the audience with a feast for the eyes.

After being released, this Impression of *Honkai Impact 3rd* has attracted attention from both in and beyond the game community for its well-crafted scenes. It once peaked Bilibili (one of the major Chinese streaming platforms) Music Chart and has been viewed for over millions of times.

## New Studios:

<https://www.xinpianchang.com/a12116/51?from=UserProfile>

## Bilibili:

[https://www.bilibili.com/video/BV1sg411y7cZ/?spm\\_id\\_from=333.337.search-card.all.click&vd\\_source=b959433d6a42a61b078b914326a150d5](https://www.bilibili.com/video/BV1sg411y7cZ/?spm_id_from=333.337.search-card.all.click&vd_source=b959433d6a42a61b078b914326a150d5)

## miHoYoL:

[https://bbs.mihoyo.com/bh3/wiki/content/1797/detail?bbs\\_presentation\\_style=no\\_header](https://bbs.mihoyo.com/bh3/wiki/content/1797/detail?bbs_presentation_style=no_header)



# Valley Delicacy

## Momchilovtsi x League of Legends



Valley Delicacy is a TV commercial produced by ELEVISION for Momchilovtsi's special drink in collaboration with the League of Legends. The Bright Dairy Momchilovtsi yogurt drink is a high end product produced by Bright Dairy & Food. Launched in 2009 and become available in domestic market in 2021, Momchilovtsi yogurt became the first of its kind in China that can be stored for up to 120 days at room temperature.

In the production of this video, we created a space full of screens exhibiting products of Hextech (a magical technology in the game). By focusing on the attributes of the spokesperson and the game IP value, we let the audience venture into the valley from the game world with Liu Haoran, the spokesperson and a famous actor, and finally get the special drink - Hextech Momchilovtsi.

The video serves as a promotion of Momchilovtsi's new product in collaboration with the League of Legends, increasing traffic for both brands as well as upgrading Momchilovtsi's visual image.

Video Link:

<https://www.xinpianchang.com/a11610285?from=UserProfile>

TVC BOOK:

<https://www.tvbook.com/video/1105678.html>





# Drive with the Wind

Tesla



*Drive with the Wind* is a brand advertisement shot and produced by ELEVISION for Tesla Model X. Tesla is an American electric car and energy company, with a market value of 210 billion U.S. dollars. Tesla Model X is a full-size SUV that is fully energized by electricity, integrating the merits of the large space of MPV and the advantages of SUV and electric cars.

On acknowledging the noiseless engine in Model X, this video has depicted a scene where the driver travels on the road in Model X with the wind, with all disturbance left behind, ears liberated, heart focused on the soul, and hands set free. At the same time, this video was filmed on California State Route 1 in the United States in order to display the vibe of a road trip. ELEVISION found the best approach to adopt the audiovisual design through driving along the east coast of America.

This video was released right following the release of Model X production, which increased the exposure of the vehicle and assisted in effective economic conversions of Tesla as well.

Video link:

<https://www.xinpianchang.com/a58192?from=UserProfile>

ZCOOL:

<https://www.digitaling.com/projects/26235.html>

Weibo

<https://weibo.com/2825024272/H2tHUaPmM?type=repost>



# Strive for Transcendence

Porsche

PORSCHE

*Strive for Transcendence* is an image advertisement shot and produced by ELEVISION for the Porsche 911 GT series. The Porsche 911 series, designed by Ferdinand Alexander Porsche, is one of Porsche's legendary classic models. It is one of the representative cars with mid-rear engine sports cars. It has a long history and has exerted a profound influence on generations. Among them, the Porsche 911 GT series pursues race-like driving performance, with performance configuration and chassis adjustment emphasizing track style.

After analyzing the performance and movement highlighted by 911 GT series, ELEVISION has achieved the content transformation of the product through lens designs and editing the rhythm and has used the montage narration technique to give the protagonist several identities. The protagonist first is a driver who drives a Porsche fast in the city, then he is a boxer symbolizing fighting and strength, and finally, he is a drummer symbolizing drumming and mania. This video has managed to correlate the qualities of boxing and drum sets with the excellence of Porsche, visualizing the scene where rhythm and speed coexist..

Video Link:

<https://www.xinpianchang.com/a61888?from=UserProfile>

DIGITALING:

<https://www.digitaling.com/projects/26320.html>

ZCOOL:

<https://www.zcool.com.cn/work/ZMzQyOTcwMTI=.html>





# Approaching the Truth

NBD

NBD  
NATIONAL BUSINESS DAILY  
每日经济新闻

National Business Daily (NBD) is a nationwide Chinese financial and economic daily newspaper approved by the General Administration of Press and Publication. Organized and run by Chengdu Media Group nowadays, NBD stands in the first tier of domestic financial and economic daily newspaper with its good reputation and profound influence, boasting over 100 million users on the Internet. In recent years, NBD has been endeavoring to build a new ecosystem of financial and economic media industry through giving balanced attention to media, technology, think tank and industry, focusing on contents, employing technology as a driver and capitalizing on integrated resources.

*Approaching the Truth* is a creative brand film produced by ELEVISION for NBD. With the idea of “the Truth” as the foothold, ELEVISION analyzed the era of social media where we live, reflected on the fact that every individual can play the role of media, described the commitment and responsibility of modern media professionals.

After its release, the video resonated with the public and triggered heated discussions on journalism, leading to an increase of brand exposure and awareness.

New Studios:

<https://www.xinpianchang.com/a71781?from=UserProfile>

NBD:

<https://m.nbd.com.cn/articles/2017-06-16/111801>





# More E, More Beautiful

## Viee

*More E, More Beautiful* is a product TV Commercial produced by ELEVISION for “E Duoduo (which literally means abundant in Vitamin E)”, a soymilk series of Viee, which is the core product series of Sichuan Blue Sword Beverage Group Co., Ltd.. Sichuan Blue Sword Group Co., Ltd. owns 11 subsidiaries and 5 raw material (original wine) production bases, and is mainly engaged in the production and sales of vegetable protein drinks and natural mineral water. The beverage production and sales have been ranked first in Southwest China for eight consecutive years and in the top 20 of China's Top 500 beverage enterprises. As a newly launched product of Viee, E Duoduo selects raw materials of high quality and adopts innovative production technique. It is a healthy and fashionable product created for contemporary young people who pay more attention to health and pursue beauty. It is also a masterpiece of ingenuity and quality launched by Viee in the era of consumption upgrading.

In order to express the brand philosophy of E Duoduo, Viee - nature, health, beauty, and fashion, ELEVISION has employed the simple visual style in creative planning. By conducting the set design in the soundstage, ELEVISION created several scenes of females' daily life where E Duoduo has added up to the moment of beauty. Such a technique of expression has not only contributed to brand upgrading but also served as the visual output of product philosophy.

Upon being released online, this video has not only attracted traffics, but also formed an innovative upgrade of Viee visual images.

### Video Link:

<https://www.xinpianchang.com/a10757558?from=UserProfile>

### DIGITALING:

<https://www.digitaling.com/projects/112622.html>



# Life Beyond Imagination

## The Mixc (Chengdu)

*Life Beyond Imagination* is an advertisement produced by ELEVISION for the new buildings of Chengdu-The Mixc (Chengdu) under construction in phase 2, which is developed by China Resources Land Ltd., belonging to the real estate business of China Resources (Holdings) Company Limited. China Resources Land Ltd. is one of the most powerful and comprehensive real estate developers in mainland China. The Mixc (Chengdu) is another excellent project developed by China Resources Land Ltd. after Shenzhen, Hangzhou, and Shenyang, with a total construction area of 317,600 square meters. This project is located in the northwest corner of the housing estate named 24 Cities. The Mixc (Chengdu) owns a retail format that integrates various high-end department stores, large supermarkets, brand flagship stores, cinemas, an indoor rink with real ice, and all kinds of catering services.

This video consists in optimizing and upgrading the Phase 2 construction planning of The Mixc (Chengdu). Centering on the core concept, "Life Beyond Imagination", this video carries out creative design in the form of "concept tokenization", extracting the concept "greater than", which is expressed by the token ">" in order to illuminate the retail format scenes and brand upgrading strategy. The whole set designs are achieved through the conceptualized visual settings, which further gives play to the space of imagination.

The video was used as a preheated momentum for the opening of The Mixc (Chengdu) Phase 2. It was put on the full screen of the shopping mall, gaining an overall exposure and huge influences, which plays a key role in the opening of this new building of The Mixc (Chengdu).

### Video Link:

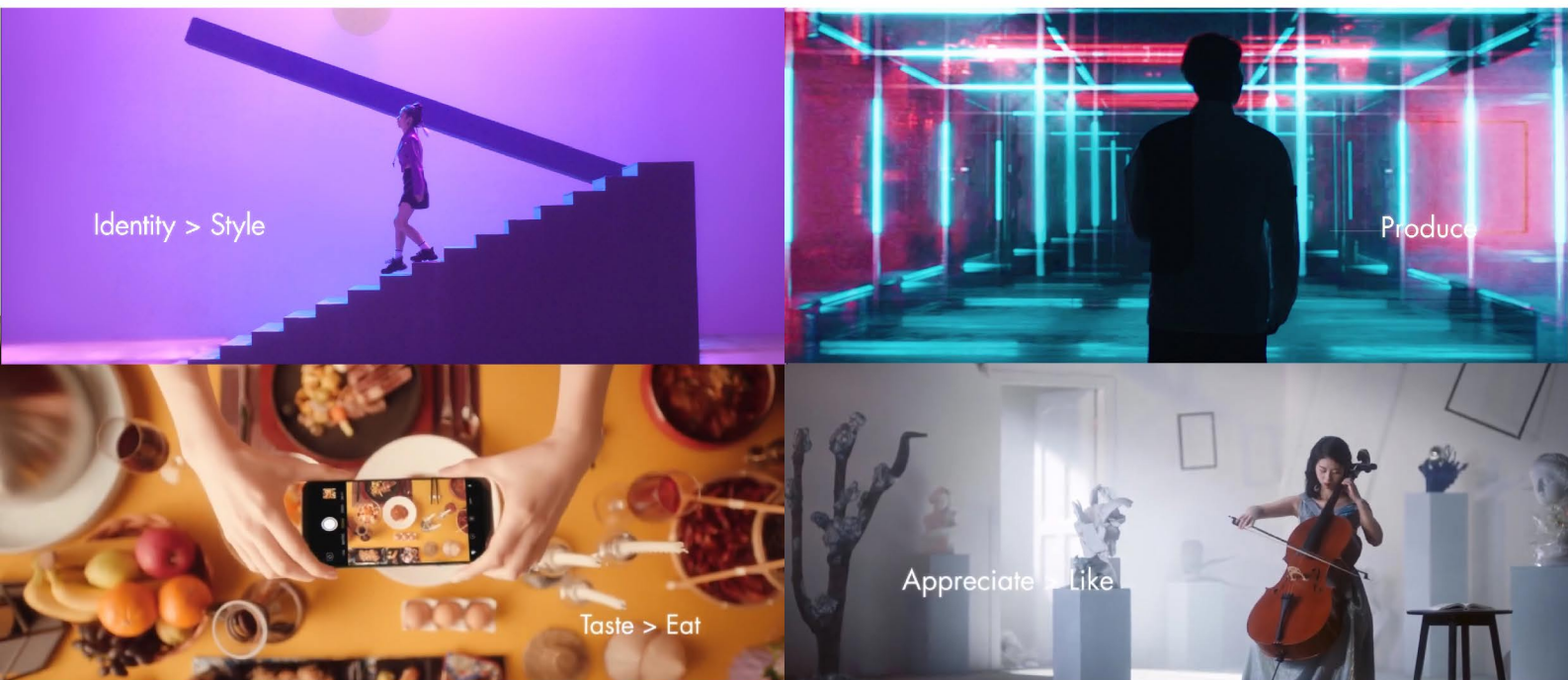
<https://www.xinpianchang.com/a11037789?from=UserProfile>

### DIGITALING:

<https://www.digitaling.com/projects/141484.html>

### ZCOOL:

<https://www.zcool.com.cn/work/ZNDkxNDk5OTI=.html>





# The 7th Anniversary of IFS

## Chengdu International Finance Square



*The 7th Anniversary of IFS* is an annual brand video produced by ELEVISION for IFS on the event of its 7th anniversary of its entering into Chengdu. International Finance Square (Chengdu) is an urban complex of shopping, cultural entertainment, office buildings, serviced apartments, and hotels planned and completed by the Wharf (Holdings) Limited in Hong Kong in 2014. IFS covers an area of 55,000 square meters and has a total floor area of 760,000 square meters. It is composed of four towers and podium buildings. Now it has become an important symbol of the upgrade of the core business area of Chunxi Road and the representative of Chengdu international fashion region.

By integrating the tonality of the brand and the characteristics of Chengdu, ELEVISION has chosen to portray the anniversary video through a visual perspective, creating a Chengdu impression with a great sense of contrast, diversity, and inclusiveness, so as to enhance the brand's sense of local belonging. ELEVISION used the group portraits to link the microcosm behind the city and the various business forms of this brand, telling different 'flavors' of Chengdu from different perspectives. The urban rhythm could be both slow and fast, while the urban style could be both leisure and modern.

This video is used for the publicity and promotion of the brand's anniversary. It interprets the culture of Chengdu with innovative audiovisual language, which not only resonates with the native people, but also gets a wide response from all over the country. This is not only a brand anniversary marketing but also an in-depth promotion of the city.

### Video Link:

<https://www.xinpianchang.com/a10991222?from=UserProfile>

### DIGITALING:

<https://www.digitaling.com/projects/150136.html>

### ZCOOL:

<https://www.zcool.com.cn/work/ZNTA0NDAwNDQ=.html>

### Meihua:

<https://www.meihua.info/shots/4092559604581376>



# Welcome to the League of Legends IP Universe

## Tencent

*Arcane* is an animated streaming television series from the world of League of Legends. Produced by the French animation studio Fortiche under the supervision of Riot Games, the series was released on Netflix and Tencent Video on November 6, 2021. Following the conclusion of the first season, ELEVISION was commissioned by Tencent to produce a commercial for the League of Legends IP Universe.

In production, we followed the concept of “the League of Legends IP Universe” - a fantasy world where players and game characters with self-awareness coexist and finally came up with the design of 3D holographic game heroes and elements emerging from media such as streets, sky, smart phones, laptop and billboards and interacting with people in the real world.

The film was recognized by the brand and attracted attention from and beyond game circle due to its exquisitely crafted scenes.

Video Link:

<https://www.xinpianchang.com/a11684203?from=UserProfile>

TVC BOOK:

<https://www.tvbook.com/video/1134762.html>





# Master Awakens

Onmyoji, a mobile game produced by NetEase



*Master Awakens* is a TV Commercial produced by ELEVISION for promoting 'Master Awakens', a fan activity held by NetEase for Onmyoji, a mobile game. Onmyoji is a 3D semi-real-time turn-based RPG mobile game independently developed by NetEase Game Company. Based on the well-known IP of Onmyoji in Japan, the game follows its designs of classic characters. It tells the story of Seimei Abe, an Onmyoji, exploring his own memory between the Yin and Yang worlds during the Heian Era (which means peaceful times) when ghosts and men co-exist. This game truly restores the ancient Kyoto of Heian Period. Everything in this game acts like a roll of painting with delicate elegance, including Torii, cherry blossom, and shrines.

In order to pursue the finer picture and the ultimate film visual effects, ELEVISION has carefully built 5 original scenes in Japanese style, which are accompanied by the unique Japanese costumes in mobile games and embellished with the iconic cherry blossom elements in Onmyoji. ELEVISION hopes to use the costumes, scenes, and props to break the dimensional wall and finally bring the two worlds - the animated world and the real world together.

Upon being released online, this video has attained attention from inside and outside the game circle with its exquisite picture that makes itself known outside the fixed circle. As a result, it successfully attracted more traffic.

Video Link:

<https://www.xinpianchang.com/a10399862?from=UserProfile>

DIGITALING:

<https://www.digitaling.com/projects/62467.html>





# Tea Scent Record

## Chabaidao



*Tea Scent Record* is a brand TV Commercial produced by ELEVISION for Chabaidao, a local tea-drinking chain brand emerged in Chengdu. As a cutting-edge tea-drinking brand, Chabaidao is founded in 2008 and belongs to Sichuan Hengsheng Herui Industrial Group Co., Ltd.. Chabaidao owns more than 4,000 offline stores nationwide and its brand has covered most cities in China. Through product development and fashionable combinations, Chabaidao hopes to express and present more possibilities of new tea drinks. With its core philosophy of original tea leaf extraction and fresh ingredients, Chabaidao has pondered on the flavor of products and conducted formula research, focusing on matching different natural ingredients with Chinese tea to create different flavors with surprises.

After researching the brand background of Chabaidao, ELEVISION has focused its creative core on Chabaidao's pursuit of raw material quality, linking the healing power of natural places of origin with the vinyl records that can bring people spiritual pleasure. Thus, ELEVISION has traveled to various raw material origin places to find ideal filming locations, hoping to convey fresh and natural enjoyment with audiovisual language and highlight the brand's pursuit of its philosophy.

Having been recognized by the brand after its online release, this video is placed on the brand's official website and 4,000 stores across the country, which indicates a brand-new export of the brand philosophy. Also, it is a sensory presentation of natural and authentic flavors.

Video Link:

<https://www.xinpianchang.com/a10884844?from=UserProfile>

DIGITALING:

<https://www.digitaling.com/projects/124571.html>





# Mamihlapinatapai

## SWIRE PROPERTIES

Mamihlapinatapai is a concept promotional film produced by ELEVISION for Sino-Ocean Taikoo Li Chengdu under Swire Group for its autumn event. The name 'Mamihlapinatapai' is derived from the Yaghan language found on mainland South American. It describes a subtle situation where two people sit together in silence, each knowing the thoughts of the other and waiting for the other to speak first.

To tell the story of coexistence among time, nature and culture behind this autumn event, we ingeniously combined the poetic interpretation of this word -- an expressive and meaningful silence with traditional Chinese poems to support this film, building the 'Mamihlapinatapai' for the audience through audiovisual language.

Video Link:

[https://www.xinpianchang.com/a/12385323?kw=elevision&from=search\\_post](https://www.xinpianchang.com/a/12385323?kw=elevision&from=search_post)



# A Beer with Friends in Chongqing

Carlsberg



Founded in 1847 and headquartered in Copenhagen, Denmark, Carlsberg is the world fourth largest beer manufacturer. The Carlsberg Group mainly engages in manufacturing and selling beer and soft drinks. It has 67 breweries in 43 countries, with its products selling to over 100 countries and regions. Carlsberg has been a long-time supporter of football, sponsoring the Liverpool Football Club for ten consecutive years.

*A Beer with Friends in Chongqing* is a TV commercial produced by ELEVISION for Chongqing beer, a product under the Carlsberg Group. To bring out the geographical characteristics of Chongqing, ELEVISION selected 7 real locations in Chongqing together with 2 filming studios and employed fast cutting to convey a sense of energy and passion which is typical of Chongqing.

This commercial is not only a brand promotion but also an upgrade of Carlsberg's brand visual image.

Video Link:

<https://www.xinpianchang.com/a/11965206?from=UserProfile>





# GUIDE OF EXITS

Ufun

Ufun悠方

Enveloped by the hustle and bustle of life, people may turn to different outlets --- an afternoon coffee of delightful temperature and flavor, a long-awaited weekend delicacy enjoyed with someone you hold dear, or an encounter with the breeze of perfume you were thinking about when shopping.

It is moments like these that trigger the FUN in life. With tangled feelings removed, let us enter a 「New World」 where we can relax for a while. Welcome to 「The Season of Dream」 in UFUN.

Green apple or red apple, which would the children of men go for?

Time is empty and life is absurd. When a wave boringly laps into your mind, your nerve is activated, telling you to do something. To hypnotize yourself with an apple, to wash away troubles with a toothbrush. Behind all the offbeat behaviors is the effect of dopamine evoked by imagination. This time, we document the mundane clips of the contemporary youth. Join us in the "Brain Storm of Imagination" to dive deep into life and leave its lifeless surface behind.

Video Link:

<https://www.xinpianchang.com/a10884844?from=UserProfile>

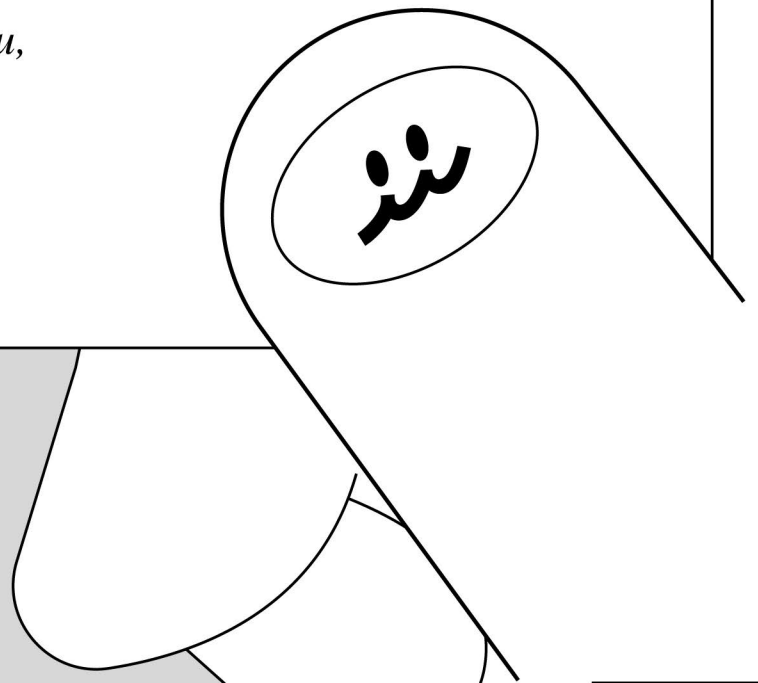
DIGITALING:

<https://www.digitaling.com/projects/124571.html>



# Part 3

- *About Cooking Story*, Funho
- *The Echoes of Summer*, LINCY HOME
- *Childlike*, Baidu
- *Good Pillow*, Xiaomiyoupin
- *Flipped when Distance Narrows Down*,  
Doublemint X Gillette
- *Angels and Harmony*,  
*Performed by Jane Zhang, the promotion song  
of War for the Planet of the Apes in the Chinese area*
- *Dongfeng Breezeless Air Conditioner*, Midea
- *Repair the Beauty Back in Time*,  
Pantene x National Museum of China
- *Smart Control with Skyworth*, Skyworth
- *My Rival Debaters*, Baidu Netdisk
- *Promotion video for the 2019 LPL Summer Finals*
- *Teachers Have A Knack*, Study Together Online School
- *My One Half Comfort Space*, Purcotton
- *Always Being Here for You*,  
DIDI PREMIER OTVC





# About Cooking Story

FUNHO

飯乎®

Point out the kitchen problem, add some sense of humor and drama, awaken everyone's common memories, and finally when the New Year's Eve dinner is pushed in front of you, "Funhu Light Cooking" appears like a snail girl. The required ingredients are purchased at one time, clean and tidy without further processing, and wait for another 15 minutes. It is both efficient and delicious, and helps you find a balance between busyness and delicacy. The exquisite lifestyle born in the era of "light cooking" solves the problem of cooking and is the shortcut key between the kitchen and healthy and delicious life.

Video Link:

<https://www.xinpianchang.com/a11715968?from=UserProfile>



# The Echoes of Summer

LINSY HOME

林氏木业

*The Echoes of Summer* is a TV commercial produced by ELEVISION for LINSY HOME, a furniture retailer offering a wide range of home furnishing products featuring different styles and can be used in various settings. With its professional service and handy home furnishing solutions, LINSY has become the choice of consumers. It currently has over 820 offline stores across 64 countries and regions.

To convey the brand's core value and sentiment, ELEVISION chose Aranya, a seaside attraction in China famous for the local theater festivals, as the filming location. The film creates sleepwalking-like scenes by telling a story of a person seeking the accompany of music after returning home from work. With insight into the fact that people would resort to music in this context, we added symphony performance in the film to enrich the audiovisual language and emphasis the music element. The the random summer vibe in the video was achieved by our meticulous art and post production. With all these efforts, we cater to the increasing demand of daily life aesthetic.

The commercial received positive reviews after its release. And the theme concerning the life style of modern young people has been widely discussed on the Internet, which won it positive feedback and affirmation from the brand.

## New Studio:

<https://www.xinpianchang.com/a11447466?from=UserProfile>

## Meihua.info:

<https://www.meihua.info/shots/4369966330104832>

## TVCBook:

<https://www.tvcbook.com/video/1134799.html>





*Childlike* is a creative brand promotional film produced by ELEVISION for Baidu and launched on June 1 Children's Day. With the plan of "nurturing five million AI talents in five years", Baidu has devoted itself to the AI industry and the cultivation of relevant technical talents, providing a base for tech believers. Baidu hopes that more enterprises could see the value of technology and prioritize the investment in it. In the past decades, Baidu has spent more than 100 billion yuan in research and development which has maintain a proportion of over 15% in recent years.

After brainstorming around the idea of "teens years" and combining our understanding of Baidu's AI talents plan, ELEVISION worked under its core creative of "children growing into adults" and managed to integrate the four AI projects, namely the AI self-driving technology, AI cat nest, tree-planting AI robot and AI garbage sorting, into the plot. The film employs voice over to help unfolding the plot in which the real-world tech developers' childlike enthusiasm for and perseverance in technology are epitomized by the four groups of characters - young brothers trying to escape from the desert, solitary race car driver, little boy who has an unyielding nature and waste-picking teenagers, communicating the idea that youth has nothing to do with the age. Through the short film, Baidu's expertise in AI has been showcased and young people's sense of mission and responsibility has been recognized.

Upon its release on June 1, the film received great attention and the topic of "what does it mean to be childlike" appeared on the trending list on Chinese social media. After being forwarded constantly, the video gained approval from multiple major media including the Xinhua New Agency. It has also been shortlist for the Golden Lion International Advertising Awards for Best Advertisement for Network Technology for its creative in brand insight and its artistic visual and audio languages.

#### Video Link:

<https://www.xinpianchang.com/a11322692?from=UserProfile>

#### OFweek:

<https://m.ofweek.com/ai/2021-06/ART-201700-8500-30501532.html>

#### Baidu Open AI:

<https://ai.baidu.com/support/news?action=detail&id=2467&hmpl=yunying=6.1>

#### DIGITALING:

<https://www.digitaling.com/articles/464323.html>

#### Zhihu:

<https://zhuanlan.zhihu.com/p/377881666>

#### SOHU

[https://www.sohu.com/a/469875796\\_267106](https://www.sohu.com/a/469875796_267106)



# Flipped when Distance Narrows Down

Doublemint X Gillette

Gillette 吉列

*Flipped when Distance Narrows Down*, is a micro film advertisement jointly produced by ELEVISION and i2MAGO for the marketing activities of a crossover of Doublemint and Gillette. The marketing activity of this crossover cooperation is designed for Christmas Day. The concepts of Doublemint and Gillette, being "Cool" and "Freshness" respectively, make these two brands a perfect couple. In order to link this "couple", Kat And Sid, the famous couple video producers under Papitude, are invited to act as the leading roles in this video, narrating their own love stories.

The whole production term is only less than a month, including getting the brief reports, conducting the location searches, setting up the shooting scenes, and finally completing the video. The team from ELEVISION took three days to finish shooting the over 150 scenes, finally wrapping the whole video shoot. The final video tells a requited love story by using the creative splitting screen. On Christmas Eve, the official accounts of Doublemint and Gillette released the micro films of the respective view of the boy and the girl. Then the full video with splitting screens was co-published by these two brands, spreading the sweetness vibe to the whole internet.

Based on the new notion of a crossover and continuous sweet vibe created by the key opinion leader (KOL), the behind-scenes videos of the KOL gained over 80 thousand reviews right on the night before the official releasing date. In addition, the final completed video released on Christmas Day has aroused wide attention.

Video link:

<https://www.xinpianchang.com/a10352386?from=UserProfile>

DIGITALING:

<https://www.digitaling.com/projects/51099.html>

DIGITALING:

<https://www.digitaling.com/projects/51680.html>





# Good Pillow

Xiaomiyoupi

小米有品

Xiaomiyoupin is a new life style e-commerce platform under Xiaomi, a technology company. Apart from Xiaomi and MIJIA, the platform has many third party brands with a full service chain ranging from design, manufacturing, sales, logistics, and post-sales. By facilitating the development of these brands and serve the clients jointly, Xiaomiyoupin now covers a wide range of products including home furnishing products, home appliances, daily necessities, food, clothing, audio-visual products, toiletries, suitcases and baby care products.

*Good Pillow* is a nonsensical short film produced by ELEVISION for Xiaomiyoupin as its April Fools' Day promotion. In order to illustrate the most impressive function of the pillow - helping you to go out like a light, ELEVISION employed humorous and exaggerated techniques to paint a dramatic picture of how badly today's young people can be perplexed by insomnia. As the detailed functions are elaborated through CG animation, we seemed to joked in a serious manner.

After its release online, this April Fools' Day promotion resonated with Chinese netizens and thus has been forwarded widely, raking in over millions of viewing records. At the same time, the commercial appeared on the front page DIGITALING and received recognition from the client.

## New Studios:

<https://www.xinpianchang.com/a11226587?from=UserProfile>

## DIGITALING:

<https://www.digitaling.com/projects/157899.html>



# Angels and Harmony

performed by Jane Zhang, the promotion song  
of in the Chinese area



*Angels and Harmony* is a music video produced by ELEVISION for the Chinese area promotion song of the movie *War for the Planet of the Apes*. *War for the Planet of the Apes* is an American science fiction film produced by 20th Century Fox Films and directed by Matt Reeves. As the final work of the *Rise of the Planet of the Apes* series, *War for the Planet of the Apes* has been widely praised since its release in North America with its special effects of Hollywood-level and delicate plot arrangements. As the promotion song of *War for the Planet of the Apes* in mainland China, *Angels and Harmony* is jointly performed by Ne-Yo, an American R&B singer, and Jane Zhang.

Before the official film is released, ELEVISION went to Fox China (headquarter) for internal viewing of the film in order to obtain first-hand editing materials. ELEVISION discussed with the Fox team and the Jane Zhang's team the production of this MV. Finally, ELEVISION finished the production of *Angels and Harmony* through its efforts.

Having been launched before the official film in mainland China, this video successfully created momentum. After that, it attained further exposure and attention from the media with the launch of the film.

Video Link:

<https://www.xinpianchang.com/a88147?from=UserProfile>

DIGITALING:

<https://www.digitaling.com/projects/26232.html>





# Dongfeng Breezeless Air Conditioner

Midea



*Dongfeng Breezeless Air Conditioner* is a TV Commercial produced by ELEVISION for Midea Dongfeng Series air conditioners. Midea is a global technology group covering five main business segments that could combine together, including smart home, building technology, industrial technology, robotics and automation, and digital innovation business. So far, Midea owns about 200 subsidiaries, 35 research and development centers, and 35 major production bases around the world, covering more than 200 countries and regions.

This collection of short videos is created for the Dongfeng series of Midea air conditioners, focusing on the core selling point of the product "breezeless" in a variety of application scenes. Featuring an overall brisk rhythm, the videos tell stories from novel perspectives: family members' demand and dramatic inner thoughts of sculptures. In this way, the functions and where these can be applied are directly and quickly illuminated in a short period through this video collection.

Video Link:

<https://www.xinpianchang.com/a10582485?from=UserProfile>

DIGITALING:

<https://www.zcool.com.cn/work/ZNDA1NDQ4MzI=.html>



# Repair the Beauty Back in Time

Pantene x National Museum of China

PANTENE

*Repair the Beauty Back in Time* is a brand advertisement jointly produced by ELEVISION and P&G China for Pantene, a shampoo brand under P&G specializing in hair damage repair. Established in 1837, P&G is one of the largest consumer goods companies in the world, whose headquarter is located in Cincinnati, Ohio, USA. P&G has been serving over 5 billion people around the world with its affiliated brands. Since about 30 years ago when P&G entered China, the Chinese market has become one of the fastest-growing markets in the world for P&G.

As a crossover of the National Museum of China and Pantene, this advertisement video connects the orientation of the two parties through a creative concept "miracle repair: a challenge to the eternal beauty". The former one devotes itself to repairing and collecting traditional Chinese beauty, and the latter is titled as the top expert in hair damage repair. The whole set design in this video features the comparison between the past and the present to create the ultimate visual effects. In addition, in order to restore classic Chinese style, the makeup and style in this video is based on Yang Yuhuan (the beloved consort of Emperor Xuanzong of Tang dynasty) in a painting named Qianqiujuheyantu (literally means Ultimate Beauties in History) collected in the National Museum of China. At last, in terms of the shooting method, this video has adopted the long take to directly unfold the changes and integration of the past and present styles.

Upon being released online, this video has gained recognition from the client, and won the Annual Brand Services Award for Creative and Production Service in 2020 Top Brand Innovation Awards. At the same time, this set-up of crossover and ultimate sense of aesthetic settings have triggered numerous responses on the internet, arousing wide discussions and reposts.

Video Link:

<https://www.xinpianchang.com/a10692353?from=UserProfile>

DIGITALING:

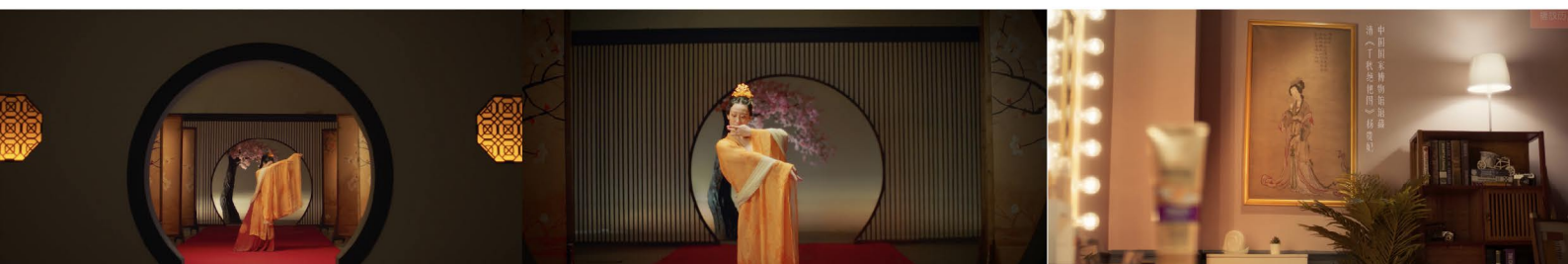
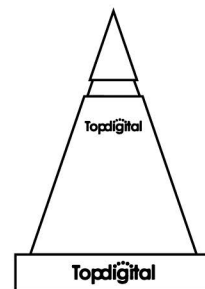
<https://www.digitaling.com/projects/108198.html>

Zhipianbang:

<https://www.zhipianbang.com/video/detail-185858.html>

Social Marketing:

<https://www.socialmarketings.com/articldetails/6489>





# Smart Control with Skyworth

Skyworth

SKYWORTH  
创维

*Smart Control with Skyworth* is a TV commercial produced by ELEVISION for Skyworth Smart TV which provides consumers with a whole set of solutions empowered by 5G and 8k to enhance experience both for families and business. Today Skyworth boasts multiple manufacturing facilities and has established 10 research centers in regions and countries such as Shenzhen, Nanjing, the UK and Austria. Skyworth actively participated in developing the Digital Terrestrial Multimedia Broadcasting (DTMB) standard which has won the National Science & Technology Progress Prize (First Class). In addition, Skyworth undertakes over 200 key scientific research programmes at provincial and national level including a National Major Project on core electronic components, high-end universal chip and basic software.

Humorous and with an exaggerated touch, the film showcases major smart control functions of the TV through three short stories in different settings. To emphasis the brand tonality, ELEVISION employed a futuristic background with strong color tension and cinematic vibe, bringing the smart era pursued by Skyworth to life.

After its release, the video rapidly attracted public attention with its humorous plots, generated a buzz and facilitated brand awareness. It has been proved to be effective in bringing profits to the brand.

## New Studios:

<https://www.xinpianchang.com/a10477088?from=UserProfile>

## ZCOOL:

<https://www.zcool.com.cn/work/ZMzc0MTM3ODg=.html>



# My Rival Debaters

Baidu Netdisk



*My Rival Debaters* is a short drama film jointly produced by ELEVISION and Baidu Netdisk, which was celebrating its 8th years anniversary. Baidu is the biggest search engine company in China. Baidu Netdisk, a product under Baidu, is the largest internet cloud storage server in China. Users can upload any files, photos, and videos here. Now, Baidu Netdisk owns 800 million registered users in China.

On the event of the 8th anniversary of Baidu Netdisk, ELEVISION won the bid for creative plans and video production of this film project. This film's shooting and production were finished in 2020 and then the official advertisement video was released online in June 2020. It mainly tells a love story of a couple uploading their photos through Baidu Netdisk. Even if they broke up, the memories saved in the photos uploaded to Baidu Netdisk would be kept forever here.

Upon being released online, this short film has resonated with the netizens on Chinese social media, leading to widespread reposts and millions of views. Meanwhile, this short film has been reported and praised by major video media and advertising media, and Baidu's customers also has spoken highly of it. In addition, this film advertisement won the Golden Lion International Advertising Award for Best Micro Film.

MAD MAN:

<https://www.socialmarketings.com/casedetails/2637>

Tencent:

<https://new.qq.com/rain/a/20201225a0315700>

SOHU:

[https://www.sohu.com/a/438948029\\_355088?\\_trans\\_=000019\\_wzwza](https://www.sohu.com/a/438948029_355088?_trans_=000019_wzwza)

DIGITALING:

<https://www.digitaling.com/projects/144494.html>

Social Beta:

<https://socialbeta.com/c/5364>

MADISONBOOM:

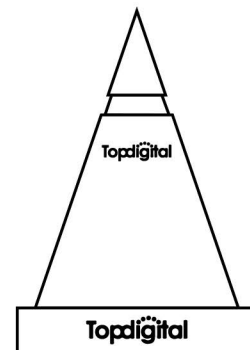
<https://www.madisonboom.com/article/328459>

HAOAD:

<http://www.hoad123.com/article/2053.html>

6PIAN:

<https://www.6pian.cn/news/8454.html>





# Promotion video for the 2019 LPL Summer Finals

**LPL**

This project is a main promotion video produced by ELEVISION for the 2019 LPL Summer Finals. Always remaining a hot topic, League of Legends Pro League (LPL) is the highest level of professional League of Legends in China. It is also the only channel to lead to the mid-season Championship of League of Legends and the Global Finals of League of Legends every year. In 2019, on the event of the 8th Anniversary of League of Legends, FPX and RNG competed in Shanghai at a high level.

This video is inspired by the elements of "cyberpunk" and the plot setting of "the Upside Down and the Human World" in an American TV series, *Stranger Things*. "The Upside Down" is the futuristic cyberpunk Shanghai, while "the Human World" is the modern Shanghai. The players are gathering their strength and biding their time in "the Upside Down", and the final battle of LPL is about to start in "the Human World". During the shooting process, ELEVISION traveled to Shanghai and Beijing to execute shooting, in which each team only had three hours to deal with makeup and hair style. Each crew had to race against the clock.

Upon its release, the video has been extensively discussed and forwarded on the Internet thanks to the LPL young culture with fighting spirit displayed in the film and the great appeal of this world-class super IP. As a result, ELEVISION's work has successfully preheated the 2019 LPL Summer Finals.

## Video Link:

<https://www.xinpianchang.com/a10571734?from=UserProfile>

## DIGITALING:

<https://www.digitaling.com/projects/87667.html>

## ZCOOL:

<https://www.zcool.com.cn/work/ZNDA0NDE0MTY=.html>



# Teachers Have A Knack

## Study Together Online School

*Teachers Have A Knack* is a brand TV Commercial jointly produced by ELEVISION and Study Together, an online studying platform. Study Together is one of the first batches of education APPs that are officially approved by the Ministry of Education in China. It is an online platform, affiliated to Study Together Technology Company, that provides subject guidance for primary and secondary school students. In April 2020, the new version of Study Together for primary schools was launched, announcing more than 15 million registered students.

Having gained a deep understanding of the educational attributes of this online platform and centering on its primary selling point - to help the students find the right way to study, ELEVISION has adapted the well-known song, *Happy New Year*, and built the indoor sets for many studying scenarios by employing the conceptual artistic scheme and the unified brand tonality. In those scenes, students take the school bus of the Online School and head to their dreams.

Upon being released online, this video has been put into the advertisement series of strengthening the country by famous brands, which is initiated by CCTV (China Central Television). By using its audiovisual effects that could be remembered by the audiences, this video successfully spoke out loud for the brand, which not only received positive feedback and affirmations from the brand but also aroused widespread attention from the public.

Video Link in 30s:

[https://www.xinpianchang.com/a11151760?from=search\\_post](https://www.xinpianchang.com/a11151760?from=search_post)





# My One Half Comfort Space

Purcotton



*My One Half Comfort Space* is a TV Commercial jointly produced by ELEVISION and i2MAGO for a pure cotton towel, the best-seller product of Purcotton. With the vision of "changing the world with pure cotton", Purcotton is a brand that innovates and develops THREE core products including pure cotton soft napkins, sanitary pads, and baby cloth diapers. Besides, it also produces household care products made from pure cotton with high quality in SEVEN categories, including personal care, baby products, maternity care, intimate apparels, clothing, and home textiles. By 2019, the number of Purcotton offline stores have exceeded 240, and the number of registered members has exceeded 20 million.

This video is a brand promotion after Purcotton signed Karry Wang, a celebrity with a huge fans base, as the spokesman of the pure cotton towel (designated series) of Purcotton. In the process of producing this video, ELEVISION has focused on Karry's personal attributes and characteristics to give full play to his IP value. Meanwhile, the brand's insight, "living positively and cozily", was displayed by showing two sides of the same coin - life and work. In response to the creative insight, ELEVISION has set up more than 10 scenes and used QTAKETechnologies to composite and edit on-site clips. In terms of visual creative, ELEVISION has adopted split screen and space switching to enhance the content output.

Upon being released online, this video has achieved the integration of the product itself and the promotion effects because, along with the superior spokesperson image and excellent product reputation, it has found resonance among the public. Finally, this video has become a hit and largely improved the brand's power and popularity.

Video Link:

<https://www.xinpianchang.com/search/2031?from=inputSearch>

ZCOOL:

<https://www.zcool.com.cn/work/ZMzM3NDg0MTI=.html?lng=en>

Miehua:

<https://www.meihua.info/shots/3563335243877376>

DIGITALING:

<https://www.digitaling.com/projects/28335.html>

TVC Book:

<https://www.tvobook.com/video/664640.html>



# Always Being Here for You

**DIDI PREMIER OTVC**



DIDI PREMIER is a transportation platform based on mobile Internet, offering information sharing and matching services. It provides vehicle and driver rental agencies with real-time and tailor-made information on transportation demands. Also, the platform will see to it that the deal is made and the service is satisfactory with standard service rules and regulations. Various transportation demands can be met with a wide range of vehicle options including the economic, comfortable, business and luxury.

ELEVISION studied the user profile of DIDI PREMIER and boiled its customer base down to three individuals of different ages and careers. Each of them, heading home at deep night and being solitary, mirrors our own experiences. During production, we travelled between the airports and filming studio, hoping to convey the core philosophy of the brand - "Every person who comes home late from work deserves DIDI PREMIER service", with our well-designed audiovisual language.

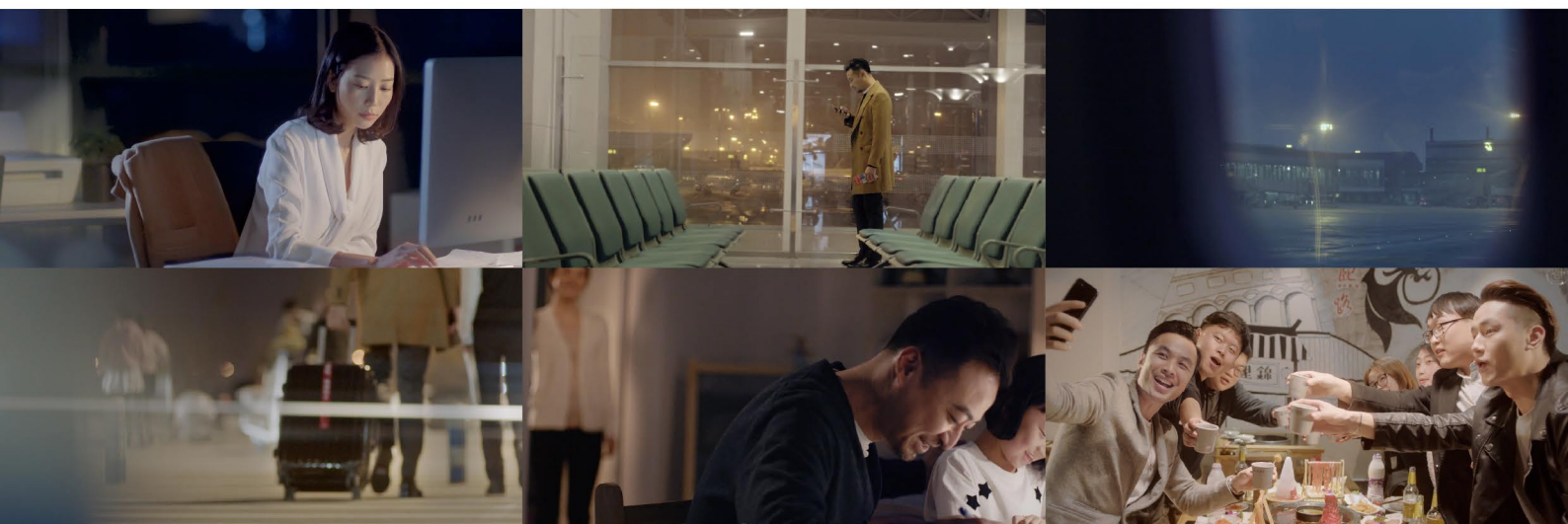
The video successfully showcased the brand image and personality, and was recognized by the client after its release.

Video Link:

<https://www.xinpianchang.com/a109583?from=UserProfile>

ZCOOL:

<https://www.zcool.com.cn/work/ZMzM3NDg0MTI=.html?lng=en>





# A Future Invitation

## Jinmao Retail Business

*A Future Invitation* is a TV commercial produced by ELEVISION for Jinmao Retail Business which is a branch of Jinmao China and owns three representative product lines, namely the Mall of Splendors, JINMAO PLACE, and J-LIFE. Based on the full value chain of retail business real estate, Jinmao Retail offers the consumers new business centers featuring “futuristic experience” by integrating leading global resources. With various retail formats, diversified experience of space, trend and technology, Jinmao Retail has painted a bright picture of future life for us in advance, illuminating the city and bringing passion to the present.

To highlight the core value of the brand - “life is splendid”, ELEVISION put futuristic elements into diversified retail formats, giving imagination full play while displaying unbounded fun and liveliness brought about by Jinmao’s new product. We adopted CG and live action because we highly value the visual aesthetics in our work.

After its release, the video has successfully advertised the brand slogan of “life is Splendid” and helped to achieve innovative iteration from traditional business model to a digitalized and smart model, which won the recognition from the brand.

**TOM Finance and Economy:**

<https://finance.tom.com/202208/4649347672.html>

**New Studios:**

[https://www.xinpianchang.com/a11595084?from=article\\_right](https://www.xinpianchang.com/a11595084?from=article_right)

**SOHU:**

[https://www.sohu.com/a/498721069\\_121119292](https://www.sohu.com/a/498721069_121119292)

**TVC book:**

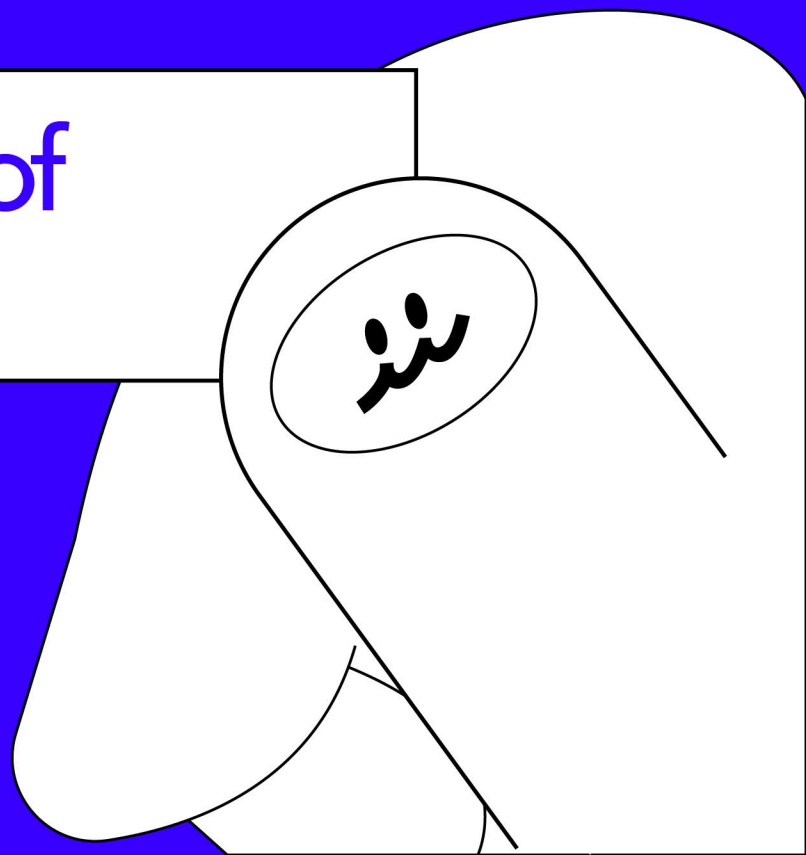
<https://www.tvcbook.com/video/1105680.html>

**DIGITALING:**

<https://www.digitaling.com/projects/186129.html>

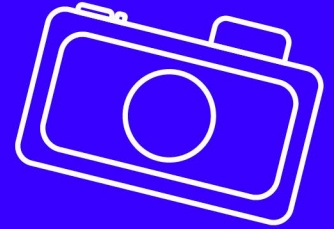


# Introduction of the founder





# Team Introduction

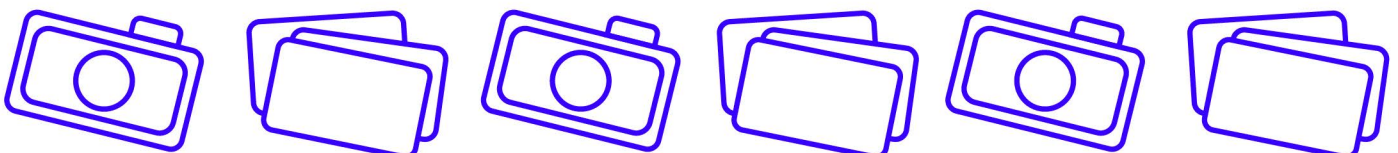


**Xu Chang**

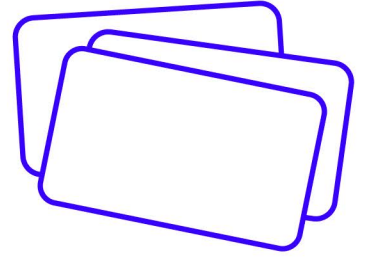
Ving is an active creator in the realm of digital art, excelling in short film production, music arrangement, post-production for movies and television, and visual design. His numerous works have been nominated at the Beijing University Student Film Festival, Shanghai International Film Festival, Cannes Young Lions, and the China Advertising Golden Lion Awards, echoing his commitment and passion.

In 2013, in collaboration with Henry, he co-founded the ELEVISION studio, aiming to provide clients with top-notch visual and creative production services. Beyond that, Ving is the founder of brands like Ving app, Toxmen, Haode official, and the ELEVISION Research Society. At ELEVISION, he serves as the director, art & creative director, working closely with his team to produce innovative advertising concepts for a wide range of brands, spanning from sports to automotive, the internet, musical artists, and other visual mediums.

Not only focused on the advertising sector, Ving has also made significant contributions in academia. In 2021, he was invited to be a guest professor at Sichuan University of Media and Communications. Then in 2022, as an expert for practical courses at the Sichuan Conservatory of Music, he shared insights into creative processes. In 2023, he was a part of the judging panel for the TopDigital Innovation Marketing Award and served as a lecturer for Canon's Eoscaravan, imparting his extensive experience in advertising and digital artistry.



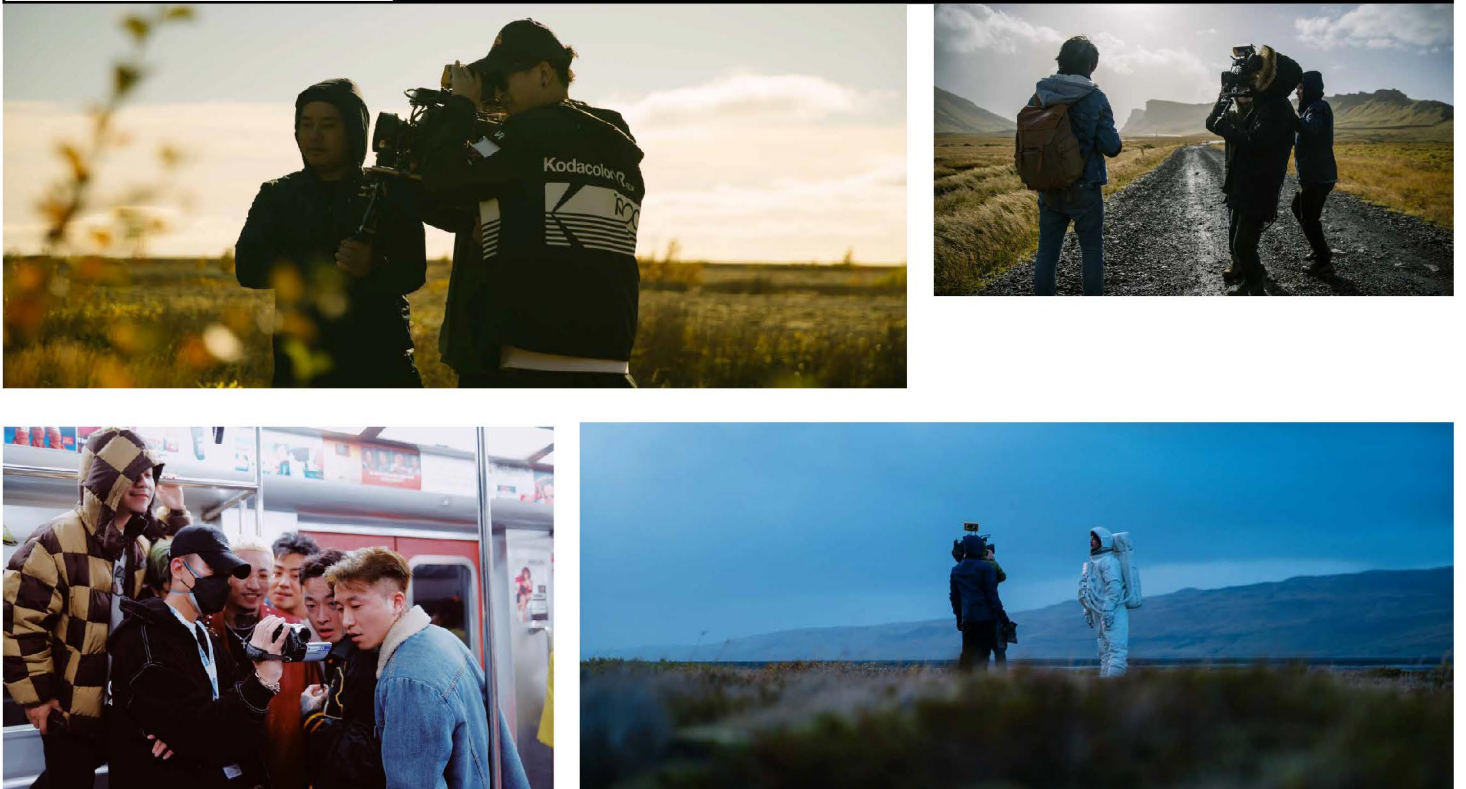
# Xu Chang Activity Photos



At music television film set

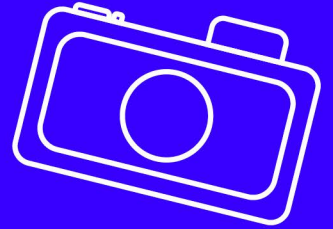


At music television film set





# Team Introduction



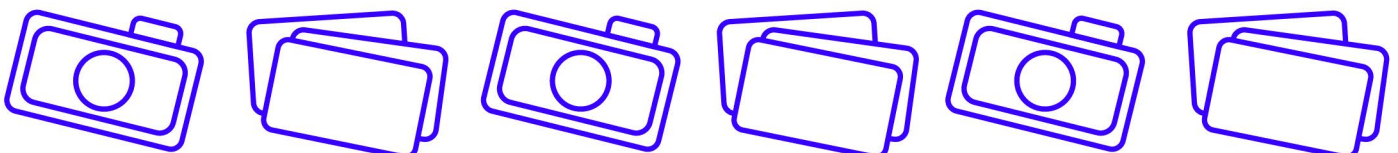
Wang Han

We are the Dreamers of Dreams. We are not only the advertiser, but also the dreamers of dreams with imagination and creativity.

Wang Han (Henry) is a senior creative advertiser, director and producer. He graduated from Sichuan University with a degree in Radio and Television Journalism and once worked as a chief editor of the new media video

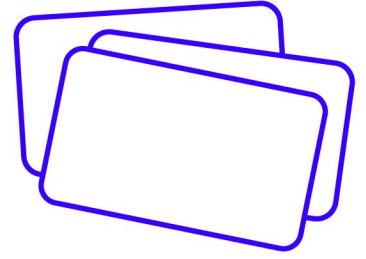
department of Chengdu Media Group and the post-production director of Chengdu Arts Network. Then he co-founded ELEVISION with his partner, Xu Chang (Ving) in 2013 as director, supervisor, and producer. Also, he co-founded brands such as Ving app, TOXMAN, Haode Official, and ELEWAY.

Since the founding of ELEVISION, Wang Han has been working as a director and producer of TVC commercials, and his works have won many industry awards, including the Gold Award for Best Micro Film in the Golden Lion International Advertising Awards for a commercial advertising shooting and producing for Baidu Netdisk, titled "My Rival Debaters", and the Gold Award for Video Creativity in TopDigital Awards for Amazon China's brand advertisement, titled "Eye-Opener". As a director and producer, Wang Han has inexhaustible enthusiasm and profound insights. Having rooted in this industry for a whole 10 years, he has been endowed with abundant experience in understanding any aspect from consumer analysis, market research, pre-planning, creativity, and scripting, to post-production shooting, editing, and releasing. He insists on creative philosophy and visual priority and strictly controls every detail in film production.

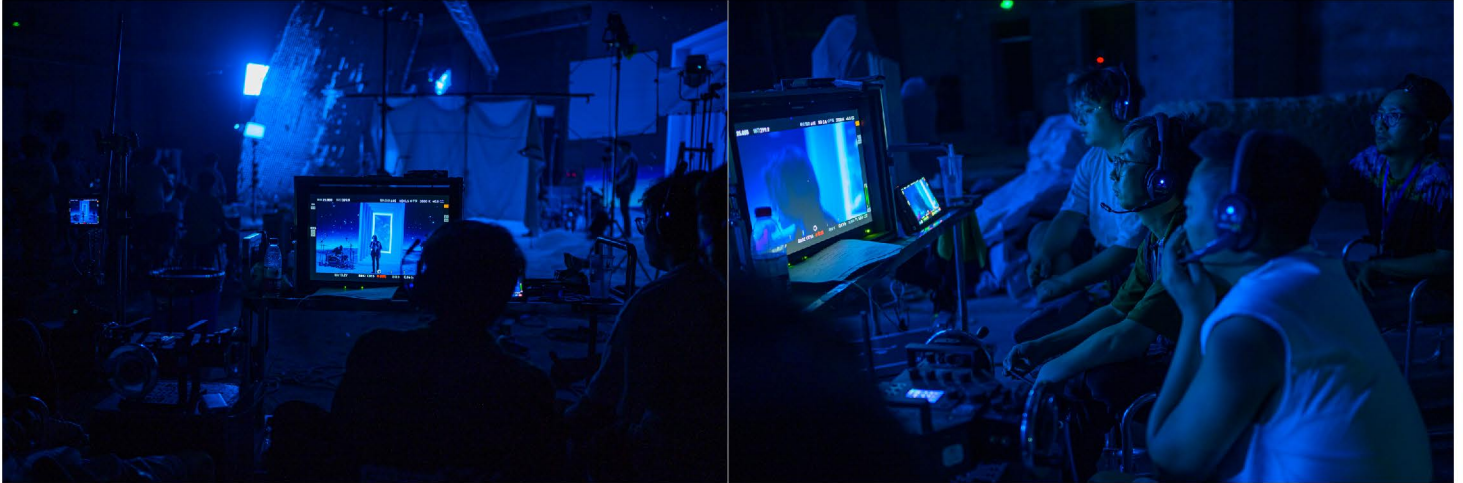




# Wang Han Activity Photos



At music television film set



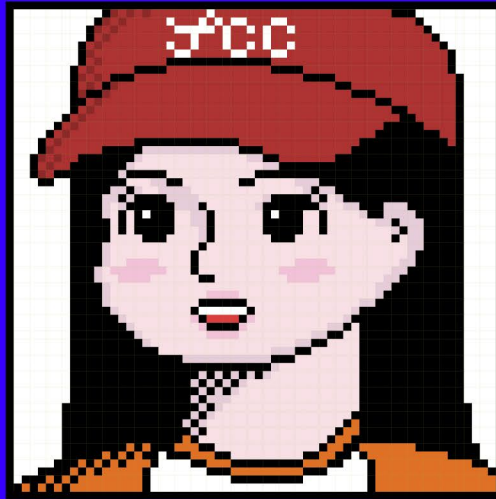
At tvc television film set



At tvc television film set







Name

Ceci

◆ Director ◆ Creative ◆ Planning

Ceci, a creative who wants to tell stories in visual language. Life observation catcher, She is willing to bring insight into the emotions and details of life into her advertising story. And also want to find more subtle creative points to resonate. She goes for content and detail.

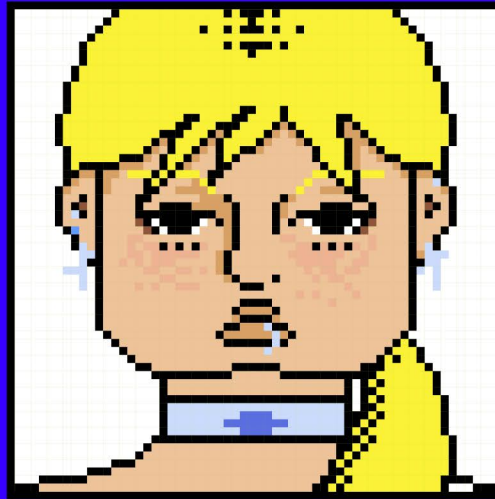
Specializing in the creation of creative brands and advertisements.



A



B



Name

Fan

◆ Designer ◆ Illustrator ◆ Pet keeper

Website is my class teacher, search engine is my section representative, lovely colleagues is my good teacher.

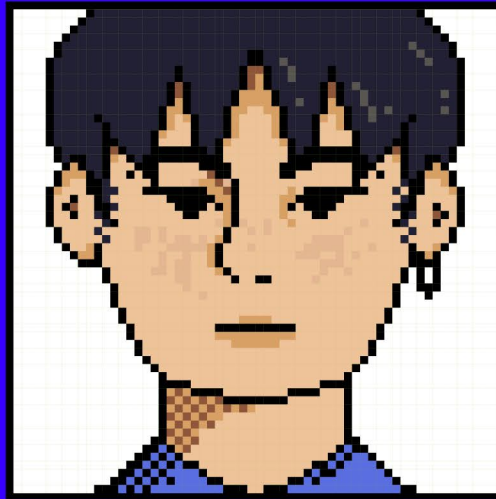
Visualizing your needs and ideas, and do it for you

Good at discussing graphic expression ideas, with visual service content, Her mind is as wide as the prairie, Her inspiration sprang like a spring.

Biggest achievement: growing up healthy.







Name

Scott

◆ Director ◆ Creative ◆ Photographer

ELEVISION Director, creative, cinematographer, driver

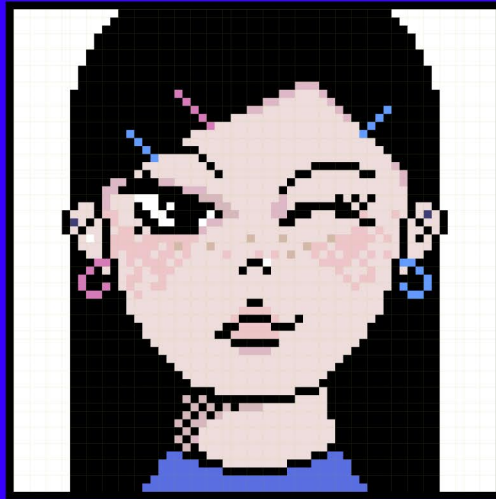
Graduated from Ohio University

ELEVISION Prime driver

He's good at brainstorming in the shower and specializing in surrealism

Not good at typing





Name

Dov

◆ Public relations ◆ Marketing

Dov, who believe that happiness at work is the most important thing in ELEVISION

Good at communication, integration of contacts, dealing with people. She is the tempering agent of tension, the explosive bomb of sadness. With antennae for finding beauty and brains for bonding new ideas.

You can't stop thinking, you can't stop thinking like a tennis machine, to see whether you can catch it. Occasionally as creative planning, marketing planning, design assistant

A generous girl who is determined to learn all the skills she likes.



A



B





Name

Yao Han

◆ Producer ◆ Photographer

ELEVISION Producer.

Case works:

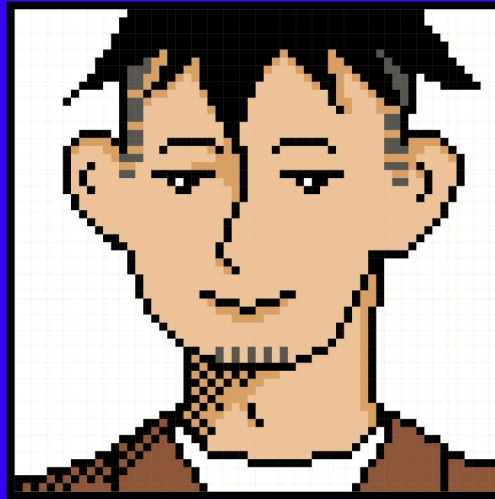
Hypersonic SPACE JUMP Live Performance/Swire group-Mami-hlapinatapai/ Swire group-Between skimming/WangZiyi BlackSummer Official Music Video /PICO Official advertisement/ Nissan Sylphy Social Video/ Baidu My Biko/Tongwei Brand advertisement



A



B



Name

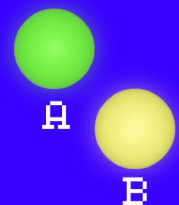
Wolf

◆ Director ◆ Creative

Good at mining business logic, using market insight and combining different innovative methods such as language, vision and emotion of images to achieve the core values required by the brand side.

Case works:

HuangLing TruE Official MV of miHoYo Honkai Impact3 /Pico Product advertising World Cup carnival night/ Excellent fresh 24 hours of NEW HOPE Group co-production with Chinese polar research Team/Larger than life imagination Conceptual advertising of CHINA RESBEER /At the end of the first ring Conceptual advertising of Poly Group







Name

Strivvan

◆ Director ◆ Creative

Graduated from Sichuan Film and Television Academy, majoring in drama film and television directing

ELEVISION Director

Cooperative brand

FUNHOL/Xpeng Inc./Nissan/PICO/ Baidu /88Rising /NetEase

Games/Tea Baidao /ShuyiTealiciou/ The Wharf/ NEW HOPE Group

/Carlsberg Group

Cooperated artist

WangZiyi, MaSiwei, Hanxu

Love creation, like trying to tell different narratives with new angles



A

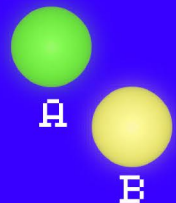


B



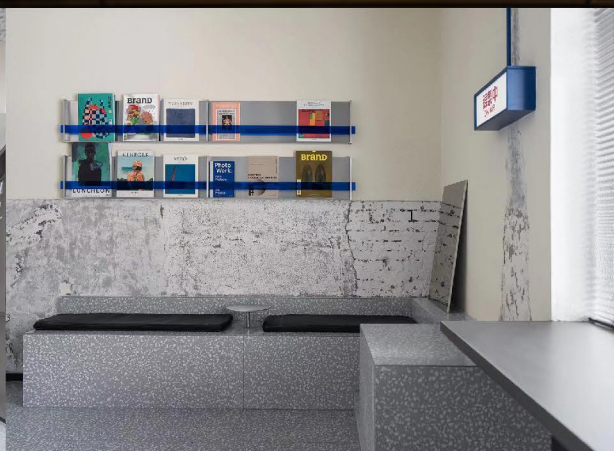
Name: Timmy/Meqio

◆ Boss





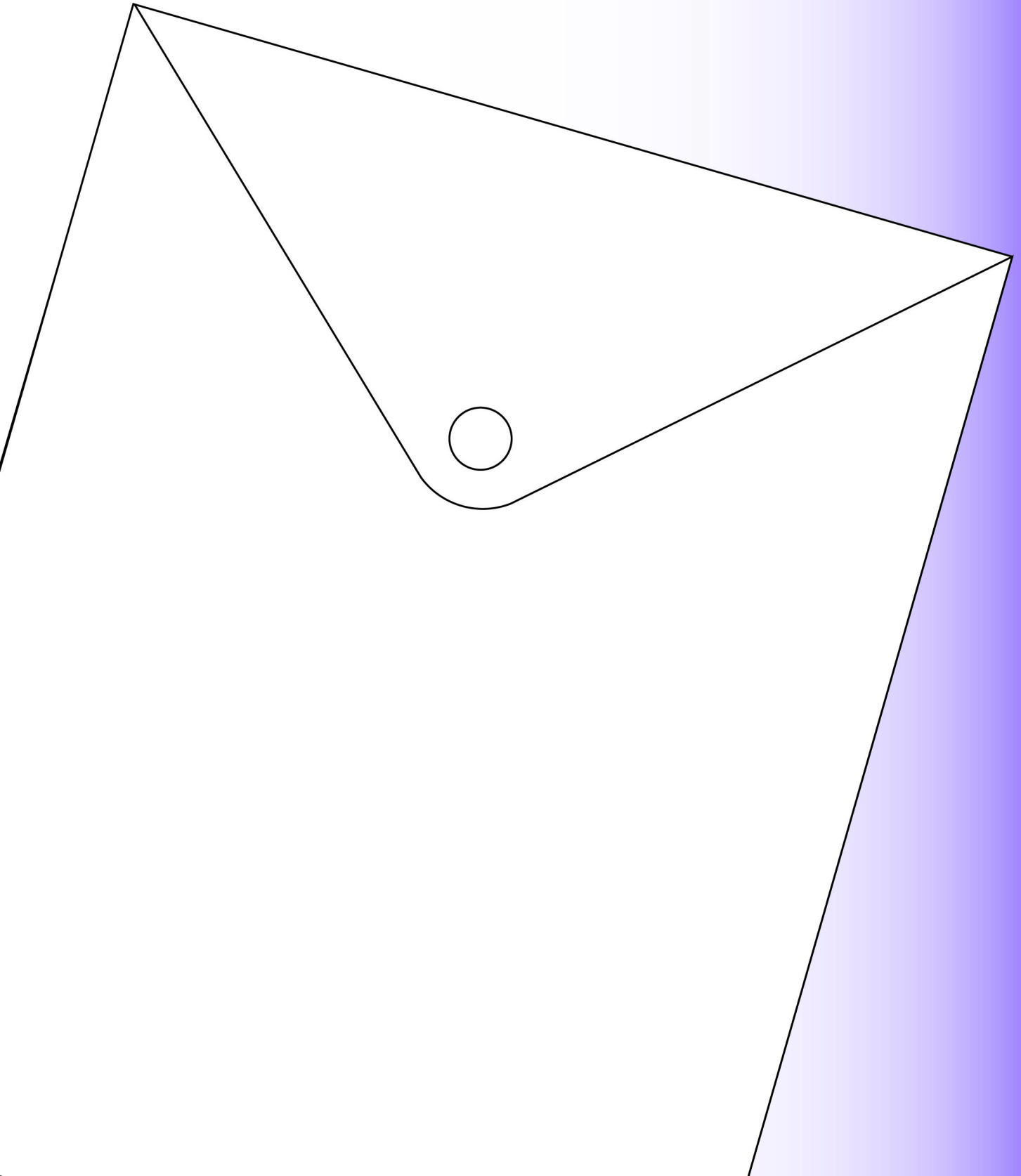
# Elevision Studio



ELEVISION, Fanmate Flying International  
Creative Park, Wuhou District, Chengdu  
610000

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400-895-2007  
IELE@ELE-VISION.COM

# THANKS



ELEVISION PORTFOLIO