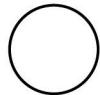


ELEVISION



ELE VISION

Our Partner



carhartt®

Lee

Swire Group

23mofang

UBER

言几又

AirAsia



NBD
NATIONAL BUSINESS DAILY
每日经济新闻



VOGUE

BOSE

NICCOLO
HOTELS



IFS
国际金融中心
CHENGDU IFS

智联招聘
zhaopin.com

Purcotton 全棉时代

Gillette 吉列

Levi's

Canon

Club Med



88↑



网易游戏

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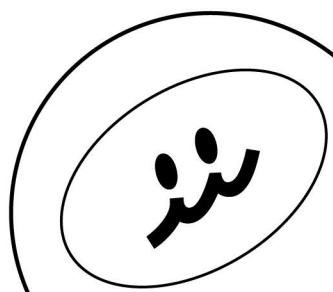
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你的心灵栖息地

The Place Your Soul Lies

言几又

《你的心灵栖息地》是万象映画联合创意文创书店品牌——言几又制作的一条视觉向品牌广告片。言几又是一家极富想象力和创造力，展现自我和个性的创意生活体验一体店，整个空间融合了书籍、咖啡、文创设计等多元素，是一个具有设计感和代表性的书店品牌。

该片于 2018 年 10 月拍摄完成，针对言几又的品牌调性和书店环境的特有属性，我们选择用视觉美术来表达品牌概念，讲述了书籍和心灵补给之间联系，将书籍拟作成盛装着另一个自己的精神盒子，用不同风格的美术置景来还原不同书籍所创设的奇异精神空间。

影片从选景到布景，为达到最佳的视觉效果，每一个细节都力求完美，整体 10 个场景，共计 50 余个小时拍摄，长达一个月的后期制作。这条短片上线后，投放于在全国几十家门店，整合客流量和互联网的网络数据反馈，整体得到了行业内外的肯定和认可，荣幸获得中国广告金狮奖「最佳美术」。

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.tvcbook.com/video/664640.html> ↗



大开眼界

Widen Your Vision



《大开眼界》是万象映画联合亚马逊中国制作的品牌广告片。亚马逊中国是全球最大的电子商务公司——亚马逊，在中国的B2C电子商务网站，经营图书音像软件、图书、影视等。亚马逊中国总部设在北京，并成立了上海和广州分公司，已经成为中国网上零售的领先者。

本条短片经过多家几轮比稿，我们最终以创意方案拿下本片的制作方。整条短片B2B为主，以群像的形式来向创业者传递品牌理念和品牌指向，剧情上我们设置了四名个性迥异的人物来串联全篇，以此体现在事业或者生活中，每个人为了突破瓶颈，都要作出选择。而亚马逊中国则是一个能提供各种选择、让人大开眼界的平台。选择亚马逊中国，即是选择了属于你的高光时刻。

本次短片洞察了客户的共性心理，希望能借此以共性去引发共鸣，用品牌理念区去拉近了客户和品牌方的距离。短片制作完成后，收获客户的肯定和认可，同时在各大媒体平台上线后，备受广泛关注，同时被TOPdigital评选为「视频创意金奖」，成功为亚马逊中国平台造势引流。

Widen Your Vision is a brand advertisement jointly produced by ELEVISON 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, ELEVISON 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, ELEVISON 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. ELEVISON 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:

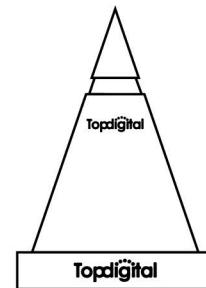
<https://www.xinpianchang.com/a10631464?from=UserProfile>

ZCOOL:

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

DIGITALING:

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



百变大咖西红柿

Versatile Tomato



《百变大咖西红柿》是万象映画针对抖音集团旗下综合的数字化营销服务平台——巨量引擎所制作的一条 ToB 创意品牌片。巨量引擎作为字节跳动旗下的营销服务品牌，整合了今日头条、抖音短视频、火山小视频、西瓜视频等产品的营销能力，汇聚流量、数据和内容方面的合作伙伴，承接抖音集团的技术基因和科学的算法模型，构建等一站式营销服务，为企业提供全营销链路的解决方案，全系平台有超 15 亿的月活用户，流量庞大。

2020 年中旬，万象映画与巨量引擎联合打造创意品牌片《百变大咖西红柿》，基于产品能够激发创造、驱动生意，实现商业的可持续增长的特性，我们创新性地选择一个西红柿来作为视觉锤，让西红柿作为“新可能”的商业符号，用一个西红柿的无限可能来讲述平台背后所蕴含的商业可能性。

这条短片自上线后，在互联网上就引起了广泛的关注，上传新片场的第二天便荣登新片场首页推荐，巨量引擎发布的相关文章也攻占了数英的头条。品牌洞察的创新性和短片视听语言的艺术性都收获一致好评，全网点击量破百万，并荣获 TBI 年度品牌服务奖。

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

Adquan:

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



佳能《孤独心球》

The Planet of heart

Canon

《你的心灵栖息地》是万象映画联合创意文创书店品牌——言几又制作的一条视觉向品牌广告片。言几又是一家极富想象力和创造力，展现自我和个性的创意生活体验一体店，整个空间融合了书籍、咖啡、文创设计等多元素，是一个具有设计感和代表性的书店品牌。

该片于 2018 年 10 月拍摄完成，针对言几又的品牌调性和书店环境的特有属性，我们选择用视觉美术来表达品牌概念，讲述了书籍和心灵补给之间联系，将书籍拟作成盛装着另一个自己的精神盒子，用不同风格的美术置景来还原不同书籍所创设的奇异精神空间。

影片从选景到布景，为达到最佳的视觉效果，每一个细节都力求完美，整体 10 个场景，共计 50 余个小时拍摄，长达一个月的后期制作。这条短片上线后，投放于在全国几十家门店，整合客流量和互联网的网络数据反馈，整体得到了行业内外的肯定和认可，荣幸获得中国广告金狮奖「最佳美术」。



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/ZMzM5MTE0MDq=.html>

Brand Star:

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

SOHU:

https://www.sohu.com/a/277954262_173830

SOHU:

https://www.sohu.com/a/276738434_221371



Carhartt WIP 《 I 》

Carhartt

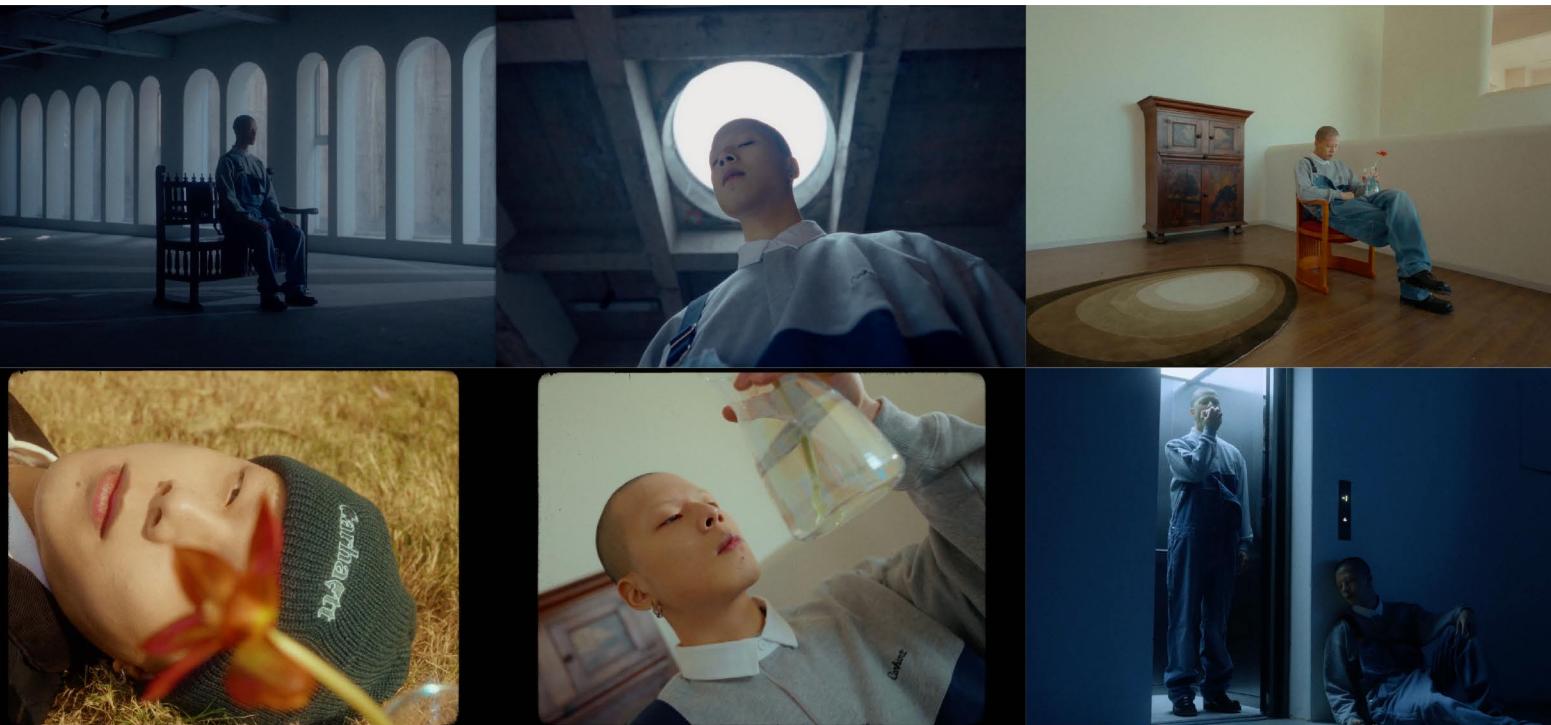
carhartt

青苹果和红苹果，男人的孩子怎么选择？时间是空虚的，生活是荒谬的，当一阵无聊袭击你的头脑时，你的神经会跳动，告诉你有些事情你可以做。让苹果催眠你自己，用牙刷洗掉你的烦恼。所有神经质的行为都是想象力对“多巴胺”的召唤。这一次，我们记录了当代年轻人平凡的生活片段，一起揭开了生活的枯燥表面，窥见了心灵中的“想象风暴”。

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

在我们出发去高原的那一天，我们只带了一片草，一首歌，和一个不受约束的灵魂。超越城市文明所划定的创造性界限，挖掘内心深处的泥土和感知。与卡哈特 WIP，步入无人区和探索所有未开发的自然领域。

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

本片是万象映画联合著名说唱歌手马思唯共同为其专辑《humble swag》打造的 live performance。《humble swag》是马思唯个人第三张录音室专辑，在音乐上进行更多新的尝试和风格探索，将创作重心回归到 Hip hop 音乐的摇摆性以及 Rap 的 Flow、押韵的技巧上，表现了他说唱生涯「谦虚有样」的音乐态度和追求。

针对 Live 所涵盖的 7 首歌，我们在美术上搭建了 7 个场景，同时为更好地刻画每首歌背后的深层意义，在每个场景中设计了许多小细节和小彩蛋；在拍摄手法上，选用一镜到底的形式将场景进行串联；在拍摄设备的选用上，用的是 Arri Mini LF 和 Arri.SP 镜头组，用全画幅机器去打造短片的质感，希望能够视听上营造一场沉浸式的 Live 享受。

本片上线后，引爆话题讨论，这是中国说唱圈 live performance 呈现是一次突破性的创新。

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>



本片是万象映画为著名说唱歌手马思唯共同为其专辑《humble swag》先行曲《SNTS》打造的 MV 影片。携手制作人杨一 YYKBZ 和白耀坤 Yoken，把目光再次放回街头。Streets need this shit 因为这是 Hip hop 音乐这是 real rapper 的主场，马思唯用“SNTS”这句口号正式拉开他的嘻哈帝国序幕。

我们对每一段歌词所支撑的故事进行解读后，一共搭建了 7 个场景，尽可能得将这些场景符号化，艺术化，风格化。在镜头上选择了 Evolution 2X 变形宽镜头，2.39: 1 的画幅比，再加上温暖柔和的复古色调，给画面带来有性格的表现。片中处处都充满我们精心放置的细节，都与马思唯本人有着极大的关联，精心的布置和考究的拍摄只为观众呈现精心的影片。

影片一经发布后，先行曲“SNTS”在海内外全网平台播放破千万，话题讨论不绝，抖音和微信公众号二次创作和解读 MV 的视频和文章一时间热度无两。网易云音乐和 QQ 音乐在 3 月 16 日首页推荐马思唯“SNTS”，其签约的美国媒体公司 88rising 在 Ins, YouTube 上均发布此官方版本 MV。“SNTS”先行曲音频和 MV 为说唱歌手马思唯将在 2022 年 3 月 23 日发布的个人第三张录音室专辑《HUMBLE SWAG》强势预热。

This music video of SNTS, the lead single of Humble Swag, an album of the famous rapper MaSiWei, is produced by ELEVISION 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:

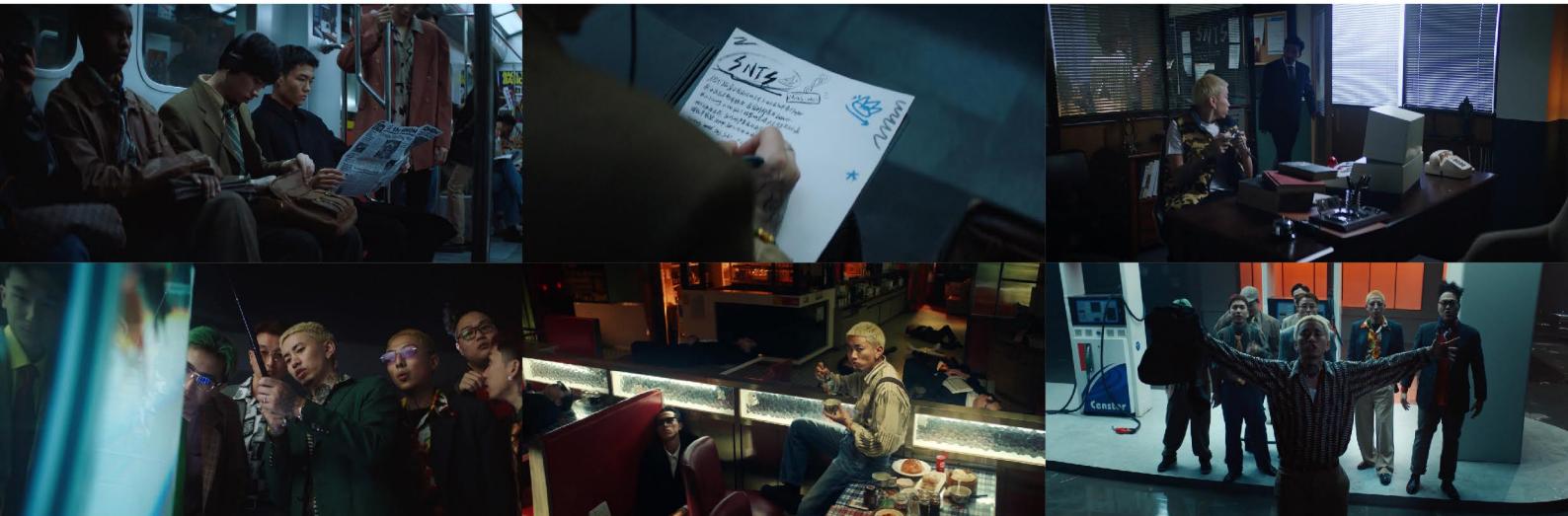
<https://www.xinpianchang.com/a11803425?from=UserProfile>

ZCOOL:

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

88 Rising:

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



88Rising《行星跳跃 说唱派对》

88 Rising

88↑

《行星跳跃 说唱派对》是由抖音和汽水音乐主办,88rising 联合出品,演出阵容: W8VES 阿达娃、AR 刘夫阳、弹壳、姜云升、KNOWKNOW 丁震、Melo 墨龙、马思唯、NINEONE 赵馨玥、PSY.P 杨俊逸、Rainbow 梁国豪、W8VES 沙一汀EL、小鬼 – 王琳凯、张颜齐,不仅有着在说唱界具有一定地位的实力歌手,同时也有新生说唱力量现身。

以“ 行星跳跃 ” 为意象, 通过将宇宙外太空科幻主题作为此次演出的包装核心, 传达出来一种在巨大的能量场中, 任何场内的物体都能超越时间与空间, 瞬间进入多维空间与现实的三维世界相融的概念, 寓意 rapper 们分别置身于不同空间, 通过行星跳跃穿梭齐聚演出, 带观众经历三段探索太空的奥妙之旅。我们特意建造了“ 太空舱 ”“ 空间站 ”“ 外星 ”, 再加上虚拟 CG 技术为观众打造一个如梦如幻的太空之旅。

在抖音一经上线, 引爆话题讨论。超过 1 亿人观看此视频, 总播放量达 1.7 亿; 点赞数达 240W; 评论数达 9.6w; 最高点赞突破 10W+。

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/ZNjIzMjQwMzl=.html>

NET EASE:

<https://www.163.com/dy/article/HI96H1GO05346960.html>

Phoenix Entertainment::

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



Nike 《1'BUZZER》

1' BUZZER



本片是万象映画为 Nike 制作的品牌态度广告。Nike 耐克是全球著名的体育用品制造商，总部位于美国俄勒冈州，生产的体育用品包含服装、鞋类、运动器材等，其影响力辐射全球。

这支短片主要是依托于态度向文案来传递品牌方的价值理念，镜头语言联动文案，用篮球这项运动来讲述 Nike 背后所承载品牌文化。

1' BUZZER is an advertisement that shows the brand attitude produced by ELEVISON 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/ZMzQzMjI4NDg=.html> ↗



Bose 《音乐即我》

Music is mine



本片是万象映画为 Bose 所制作的品牌 TVC。Bose 是美国最大的扬声器厂家之一，现已发展成一家从事顶级音响及声学系统研究与制造的大型跨国公司，公司的产品线已涵盖了民用音响、专业音响及汽车音响三大类，同时也涉及到了航天科技、生物医学等领域，Bose 的品牌已深入人心，成为品质与完美的象征。

本次短片，我们选用群像的形式来展现生活中对于极致音乐的需求，选用画家，情侣，摇滚乐手，篮球手，运动爱好者来涵盖年轻潮流受众对于音乐的态度和追求，同时在视觉和画面上，用极具张力的颜色和影调氛围来刻画品牌调性。

视觉和听觉上双重渲染，让 Bose 的品牌形象和品牌个性都得到了彰显，上线后得到品牌方的肯定。

Music Is My is a brand TV Commercial produced by ELEVISION for Bose, which is one of the biggest loudspeaker 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> ↗

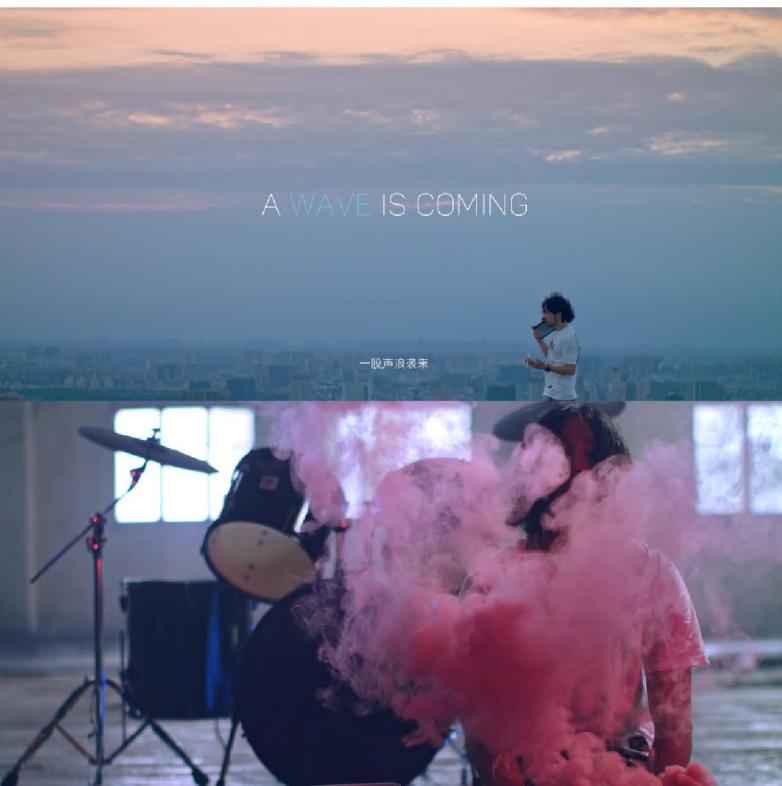
ZCOOL:

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

A WAVE IS COMING

一股声浪袭来

音乐是初现的晨光



Realme8 5G 《新世界派对》

New World Party

realme

《新世界派对》是万象映画为智能手机 Realme8 5G 上线所制作的全球广告片。Realme 是一家专注于提供优质智能手机和 AIoT 产品的科技品牌，秉承创新基因，追求产品性能、设计、品质和服务，致力让全球年轻人以合理的价格购买到兼具越级性能和潮流设计的智能产品。现已经覆盖中国、印度、俄罗斯、东南亚、欧洲、大洋洲、中东、非洲等全球 61 个市场，截止 2021 年，realme 全球手机销量突破 6000 万部。

本次短片是为了 Realme 8 5G 上市造势所制作的广告，迎合 5G 的核心卖点以及其他高光功能，我们在镜头调度和转场设计上，强调动感和顺滑，选用了如影 + 大师摇轮模拟一些特殊的镜头运动方式。同时在创意设计上，我们将 Realme 8 手机拟作成一张去往新世界派对的轻盈邀请卡，既联动了品牌目标受众，也表现了品牌背后所体现的年轻、潮流、时尚的 DNA。

该短片随产品上线后，投放渠道覆盖全球多个国家（西班牙、葡萄牙、匈牙利、捷克、斯洛伐克、乌克兰、白俄罗），用视听设计成功打出品牌 slogan“Speed to Infinity”，最终得到了品牌方的肯定。同时在短片的加持下，产品影响力提升，销量反响强烈。

New World Party is a global advertisement produced by ELEVISION for releasing a smartphone, Realme 8 5G. Realm 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. Realm 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>



金茂商业《予新世界》

A Future Invitation

《予新世界》是万象映画为金茂商业打造的一支 TVC 广告，金茂商业作为中国金茂旗下商业板块，立足于零售商业地产全价值链体系，整合全球领先资源，为消费者带来“创造未来生活体验”的商业新中心，旗下拥有以“览秀城”、“金茂汇”、“J·LIFE”为代表的三大产品线。丰富的业态场景，多元的空间体验，时尚、潮流、科技交织碰撞，金茂商业为更多人提前塑造出美好生活的轮廓，照亮城市，点燃当下。

在本片的制作中，为了凸显品牌的核心价值 “life is Splendid”，我们以多元业态结合未来想象的内容，CG+ 实拍的形式，注重视觉美学的呈现，在彰显金茂全新品牌带来的无限生机趣味之外，也无限想象未来。

这条短片自上线后，在互联网上就引起了广泛的关注，用视听设计成功打出品牌 slogan“life is Splendid”，最终得到了品牌方的肯定。同时在短片的加持下，诠释了品牌方从传统商业到数智商业的创新迭代。赢得品牌方的认可。

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 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

SOHU:

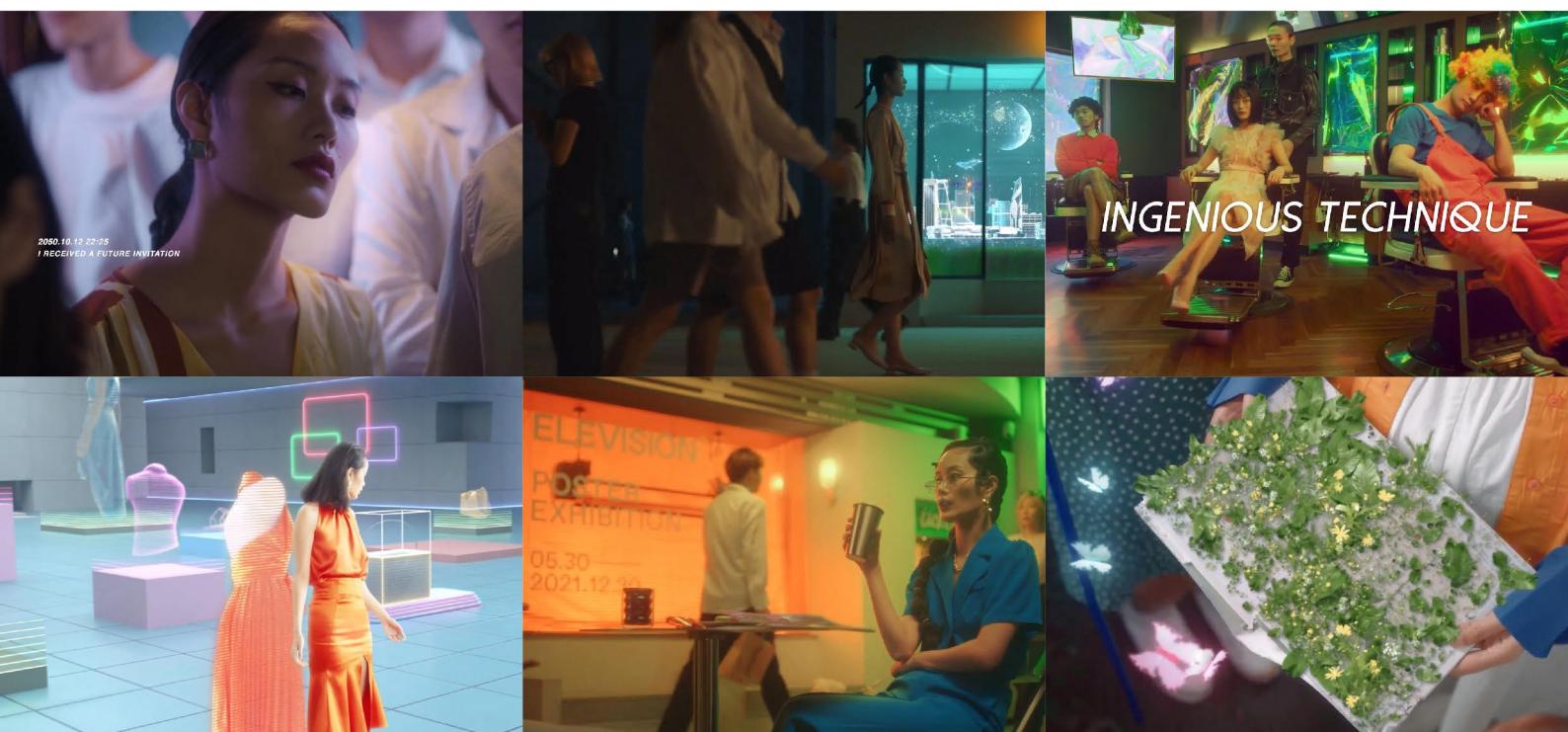
https://www.sohu.com/a/498721069_121119292

TVC book:

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

DIGITALING:

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



飘柔《小鱼》

Xiao Yu

Rejoice
飘柔

本片是万象映画为飘柔品牌制作的微电影广告。宝洁旗下品牌飘柔于 1989 年 10 月进入中国洗发水市场，引领了洗护二合一潮流。其后，飘柔本着为人们升级柔顺体验的信念，不断改良精华护理系列、家庭护理系列、倍瑞丝等产品线，一直保持卓越地位。33 年来飘柔女性从容面对压力，保持自信优雅的形象，将美好的自我展示在世界面前。

在本片的制作中，我们提取了品牌的核心理念，带给女性自信的力量。故事情节上真实还原 Z 世代在 2020 亲身经历的种种不顺，同时融入敦煌舞蹈的国潮元素，与 Z 世代一起玩起来：一起焕新自我，回归生活和自我的本色，以更好的自己顺迎 2021，做一条无惧逆流的小鱼。

《小鱼》一上线就引发 Z 世代热烈的反响，24 小时内，微博话题阅读量即达 5000 万，微电影全网播放量超 100 万，互动量超 10 万。因为微电影的故事足够真实细腻，让许多 Z 世代从中看到自己在 2020 年的影子，因此收获了很多好评与喜爱。

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.tvcbook.com/video/1134762.html>



NUMARK《寻》

Inatafuta

Numark

出发到高原的那天，我们只带了一棵草，一首歌，以及一个不被拘束的魂灵。越过城市文明划出的创造边界，挖掘泥土和心灵深处的感知力。和 Carhartt wip 一起，闯入无人之境，探索所有未经涉足的自然领地。

世界上有很多鸟：青鸟，候鸟，百舌鸟，知更鸟…… 9000 多种鸟，都无法停止我们对内心那只鸟的追寻。在 numark 的伴随中，我们沿石而行，忘路之远近，路途中忽逢卡拉瓦乔笔下的少年，欲穷其林……

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/a12517704?from=UserProfile>



通威《致闪闪发光的你》

Luminary



作为通威集团光伏产业的宣传片，我们希望在传达出企业的宏大的人文关怀的同时，聚焦到个体角色在生活中的感受，进而引起群体的共鸣。

我们在开头设计了一段 1 分钟的一镜到底，从报纸到电视，转变了不同的信息载体；从 18 世纪到 21 世纪，展现了人类三百年的电力科技发展历史。

我们的拍摄地从四川盆地，南至海南，北抵内蒙，和团队成员一同感受过祖国大江南北不同的日出，切身体会到了阳光给人类带来的希望和能量。

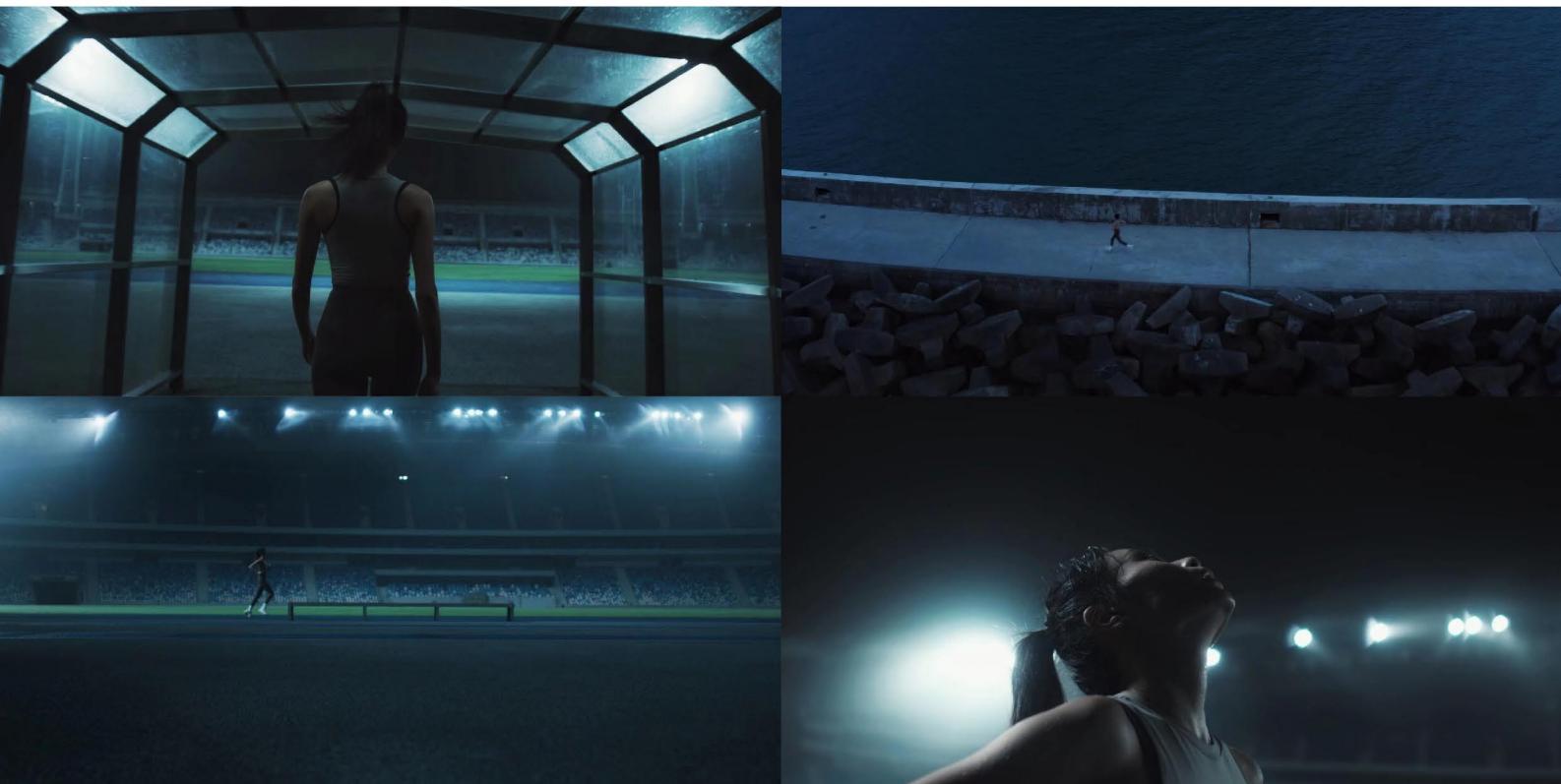
As the producer of this promotional film of Tongwei Group for its PV product, we expect our work to resonate with the audience group by highlighting the individuals' feeling in daily life while conveying the greater humanistic concern of the enterprise.

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.

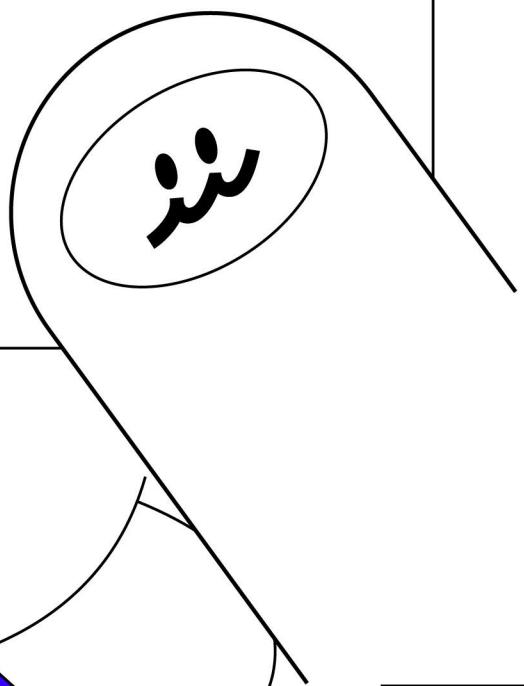
Video Link:

<https://www.xinpianchang.com/a12602901?from=UserProfile> ↗



Part 2

- 决战折叠之城 · 莫斯利安
- 崩坏3 印象曲MV · MiHOYO
- 峡谷美味 · 莫斯利安x英雄联盟
- 与风并行 · Tesla
- 不断超越 · 保时捷
- 只为接近真相 · 每日经济新闻
- E多更美丽 · 唯怡
- 生活大于想象 · 万象城
- IFS七周年 · 成都国际金融中心
- 欢迎来到英雄联盟IP宇宙 · 腾讯
- 大触觉醒 · 网易游戏阴阳师
- 茶语唱片 · 茶百道
- Mamilapinatapai · 成都远洋太古里
- 重庆啤酒江湖 · 嘉士伯
- 出口指南 · 合景泰富



莫斯利安《决战折叠之城》

The Battle in the Folding City



《决战折叠之城》是万象映画为光明莫斯利安投放于 LPL S10 全球总决赛所制作的一条全 CG 制作的广告。光明莫斯利安是光明乳业股份有限公司旗下推出的推出的高端酸奶系列，是国内第一款无须冷藏、保质期长达 120 天的常温酸奶，它颠覆了传统酸奶的存储模式，是酸奶品类的一次巨大创新。同时，光明莫斯利安酸奶作为 2020 LPL 全球总决赛战略合作伙伴，此次广告主用作于 LPL S10 全球总决赛的直播中。

我们立足「电竞城市折叠于酸奶盒」作为我们的核心创意点，全片进行全 CG 制作，生成巨量建筑群的同时，还要兼顾城市的细节，这给渲染带来极大的挑战，同时，大龙的制作也很具挑战性，总体分了十个部分制作，每个部分分配八千万到一个亿的多边形，最后再通过矢量置换的方式把所有细节整合成一头完整的龙，期间 Maya 和 Zbrush 的文件版本迭代了近 100 个。尽管如此，我们还是针对镜头进行不断的优化直至交付。

短片上线后，投放在全球总决赛直播过程中，赛事总观看次数（包括直播和 24 小时的回放）超过 10 亿以上，实名坐稳广告 C 位，弹幕刷屏的同时，引起互联网的广泛讨论和关注，并在 2021 金狮国际广告影片奖中荣获最佳电竞营销广告铜奖。

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 'Esports 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 playbacks) 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:

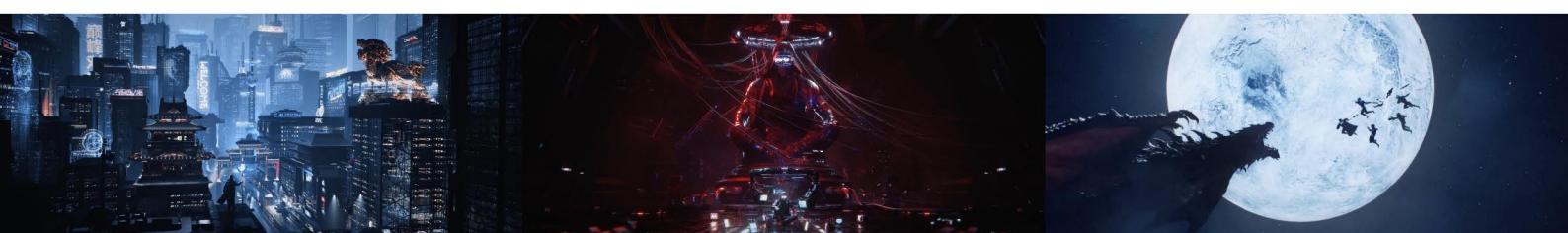
<https://socialbeta.com/c/4613> ↗

SOHU:

https://www.sohu.com/a/425977266_656935 ↗

Adquan:

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



MiHoYo《崩坏 3》印象曲 MV

miHoYo

miHoYo

《崩坏 3》是由游戏开发商米哈游开发的手机 3D 角色扮演游戏。曾获得《2016 TapTap 年度最佳游戏提名》] 和《2016 TapTap 年度最佳视觉奖》。在制作成游戏之前，还于《有妖气》、《布卡漫画》等漫画平台连载漫画。2021 年 11 月 4 日，由米哈游制作发行手游《崩坏 3》的 PC 移植版《崩坏 3》正式在 Steam 平台开放。2022 年暑假，《崩坏 3》主线剧情迎来重要的节点，并同期推出高人气角色爱莉希雅的律者形态装甲，联合万象映画以全新 MV 制作形式，演绎以爱莉希雅为主角的动画短片印象曲。

本片整体围绕游戏中的关键主题 ” 爱 “ 进行发散，结合艺人黄龄的表演，传递给观众角色爱莉希雅的力量。为了还原游戏中的场景及元素，我们选择游戏里关于爱莉希雅的大量元素来展现 MV 的视觉观感，并用镜头语言让画面更有冲击力，给观众视觉上更加震撼的体验。

《崩坏 3》印象曲上线后，凭借精致的画面实力出圈，得到游戏圈内外的关注。在 Bilibili 全站音乐榜获得第一榜首，视频点击数量突破百万，热议不断。

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, ELEVISON 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, ELEVISON 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

miHoYoL:

https://bbs.mihoyo.com/bh3/wiki/content/1797/detail?bbs_presentation_style=no_header



莫斯利安 x 英雄联盟《峡谷美味》

Valley Delicacy



《峡谷美味》是万象映画为英雄联盟联名莫斯利安的限定饮品所制作的 TVC 宣传片。光明莫斯利安是光明乳业推出高端酸奶，2009 年初正式推向市场，2012 年开始在全国铺货上市。是国内第一款无须冷藏、保质期长达 120 天的常温酸奶。光明莫斯利安酸奶的问世，颠覆了传统酸奶的存储模式。

本片的制作中，聚焦代言人的个人属性和特点，发挥 IP 价值，我们制造了一个全展示海克斯科技产物的多屏幕空间，通过这个空间让观众随着刘昊然一起进入英雄联盟的峡谷世界，最终得到 ” 海克斯科技限定款饮品 “- 莫斯利安。

本片上线是莫斯利安 X 英雄联盟新品面市的一次引流宣传，更是对莫斯利安品牌视觉的创新升级。

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.tvcbook.com/video/11056/8.html>



Tesla 《与风并行》

Drive with the Wind



《与风并行》是万象映画为 Tesla 特斯拉 Model X 拍摄的品牌广告。特斯拉（Tesla）是美国一家电动汽车及能源公司，市值达 2100 亿美元，Model X 是美国 Tesla Motors 公司发布的全尺寸纯电动 SUV 车型，Model X 将 MPV 的大空间、SUV 的优势、电动车的优点融合在一起。

本次短片洞察特斯拉 Model X 没有发动机的噪音，因此立意于此，刻画产品行驶在公路上，能抛开纷扰，让耳朵回归心灵，双手找到自由，与风并行。同时，本片为了更好的展现公路感，取景美国加州 1 号公路，一路沿着美国西海岸，寻找最好的视听表现方式。

本片顺应 Model X 量产上线，增加了产品的话题度和曝光率，有效辅助品牌方实现经济转化。

Drive with the Wind is a brand advertisement shot and produced by ELEVISON 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. ELEVISON 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> ↗



保时捷《不断超越》

Strive for Transcendence

PORSCHE

本片是万象映画为 Porsche 911 GT 系列所拍摄的形象广告。保时捷 911 系列是由费迪南德 · 亚历山大 · 保时捷 (ferdinand alexander porsche) 所设计的，是保时捷的传奇经典车型，是中后置引擎跑车的代表作之一，具有悠久的历史，给几代人带来了深远的影响。其中保时捷 911 GT 系列追求赛车般的驾驶性能，性能配置、底盘调校更加强调赛道风格。

我们在分析 911 GT 凸显出的性能和运动感后，选择在镜头设计和剪辑节奏上去实现产品的内容转换，并且运用蒙太奇的叙述手法，给予主角几重身份，主角驾驶保时捷飞驰在城市间，同时又是象征着搏击与力量的拳击手和象征鼓点与狂躁的鼓手，用拳击和架子鼓去联动保时捷的卓越和出众，让节奏和速度并肩而驰。

Strive for Transcendence is an image advertisement shot and produced by ELEVISON 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, ELEVISON 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> 



每日经济新闻《只为接近真相》

NBD

NBD
NATIONAL BUSINESS DAILY
每日经济新闻

每日经济新闻是由国家新闻本版总署批准成立的一张全国公开发行的财经类日报，现主管和主办为成都传媒集团。作为主流媒体，每经美誉度，影响力稳居国内财经传媒第一阵容，全网用户超过1亿。近年在传媒，技术，智库，产业四个方面同步发力，以内容为核心，用技术作引擎，资源整合做抓手，着力塑造财经媒体产业新生态。

万象映画为每日财经打造创意品牌片《只为接近真相》，基于品牌的财经方向“只为接近真相”，我们在精神立意上选择了最重要的“真相”。立足“真相”分析现在的社交媒体传播时代，反思每个个体的作为媒介的现状，新闻人的砥砺前行。

短片上线后，因把握大众的共鸣点，在网络引起对于新闻行业的激烈讨论，品牌力和知名度都获得了极大地提升。

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 ELEVISON for NBD. With the idea of “the Truth” as the foothold, ELEVISON 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.

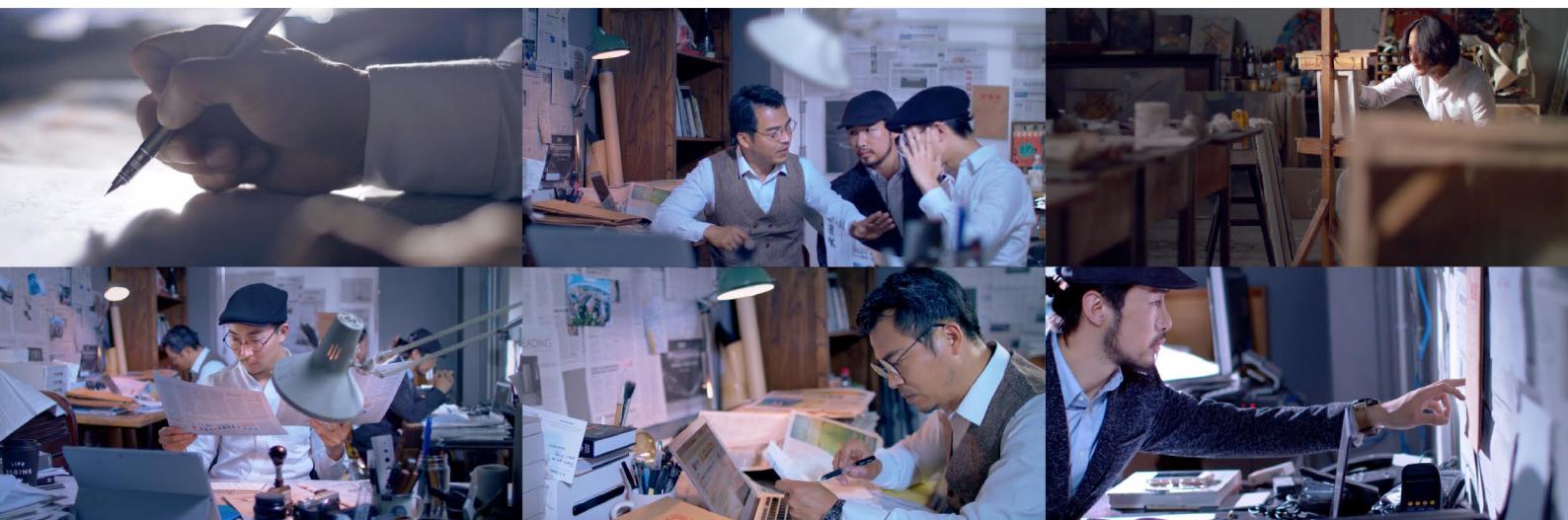
After its release, the video resonated with the public and triggered heated discussions on journalism, leading to an increase of brand exposure and awareness.

New Studios:

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

NBD:

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



唯怡《E多更美丽》

Viee

《E 多更美丽》是万象映画为四川蓝剑饮品集团有限公司旗下核心系列产品唯怡豆奶系列 E 多多拍摄的一支产品 TVC 广告。四川蓝剑集团有限公司集团下属 11 家子公司 5 个原料（原酒）生产基地，主要从事植物蛋白饮品、天然矿泉水的生产和销售，饮料产销量连续八年蝉联中国西南第一，中国饮料企业 500 强前 20 强。E 多多作为唯怡推出的新品，选用优质原料，创新工艺手段，是一款为更加注重健康、追求美丽的当代年轻人打造的健康时尚单品，也是唯怡在消费升级时代推出的匠心品质之作。

针对唯怡 E 多多打出的双蛋白平衡酸乳，天然、健康、美丽、时尚的品牌理念，万象映画在创意策划方向上走简约概念的视觉风格，选择棚内置景，用几大女性生活场景来表现 E 多多所带来的美丽时刻，既是对品牌升级的联动，也是产品理念的视觉输出。

本片上线是对 E 多多面世的一次引流宣传，更是对唯怡品牌视觉的创新升级。

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>



万象城《生活大于想象》

Life Beyond Imagination

本片是万象映画为华润（集团）有限公司旗下地产业务旗舰华润置地所开发的成都万象城 2 期所制作的广告。华润置地是中国内地最具实力的综合型地产开发商之一，成都万象城则是华润置地继深圳、杭州、沈阳之后的又一力作，总建筑面积 31.76 万平米，项目位于二十四城西北角，商业业态汇集高档百货、大型超市、品牌旗舰店、电影院、真冰场、各色餐饮等于一体。

本次短片基于万象城 2 期建设规划的优化升级，围绕核心概念“大于生活想象”，用概念符号化的形式来进行创意设计，提炼出“大于”概念，用“>”这一符号来表现业态场景和品牌升级的策略。整个美术场景设计，都以概念化的视觉置景来作为主要呈现方式，让想象的空间得到了进一步的发挥。

本片用作于万象城 2 期开业前的预热，投放商场全屏幕，整体的曝光率和影响力都得到很好的反馈，为品牌方强势开业起到了关键力量。

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:

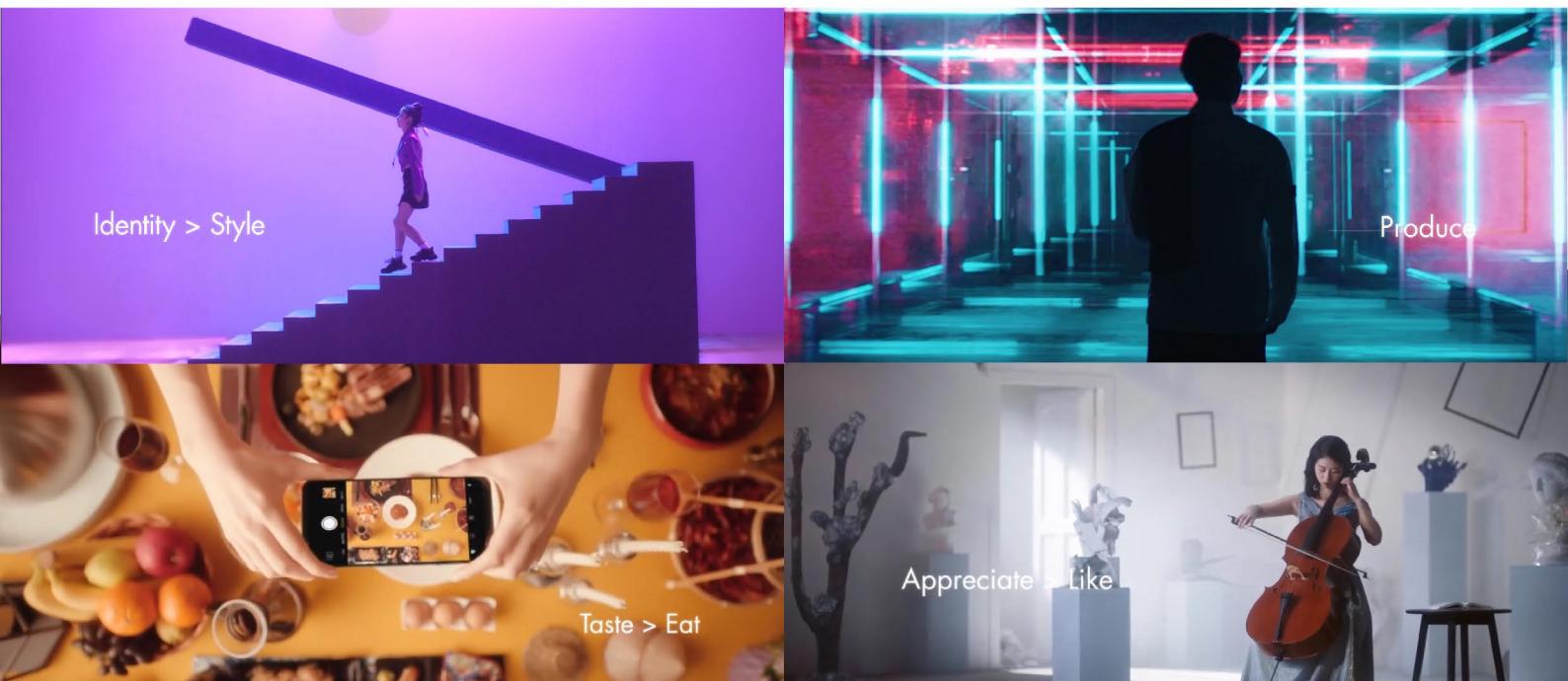
<https://www.xinpianchang.com/a11037789?from=UserProfile> ↗

DIGITALING:

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

ZCOOL:

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



成都国际金融中心《IFS七周年》

Chengdu International Finance Square

IFS
成都金融中心
CHENGDU IFS

《IFS 七周年》是万象映画时值国际金融中心入驻成都七周年所打造的年度品牌片。成都国际金融中心（IFS）是香港九龙仓集团旗下于 2014 年规划建成的购物、文化娱乐、写字楼、酒店式公寓、酒店于一体的城市综合体，占地面积 5.5 万平方米，总建筑面积约 76 万平方米，由四座塔楼及裙楼组成，现已成为春熙路核心商圈形象升级的重要标志，是成都国际时尚地域的代表。

万象映画在整合了品牌调性以及城市特性，选择了走视觉向来刻画这支周年短片，打造一个极具反差感和多元包容的成都印象，从而来提升品牌的本土归属感。用群像来联动城市背后的缩影和品牌的丰富业态，用不同的视角讲述成都的不同风味，城市节奏可慢可快，城市风格可以惬意悠闲也可以摩登时尚。

本次短片用作于品牌周年的宣发推广，用创新的视听语言解读了成都这所城市的文化，既在本地受到了广泛的共鸣，同时也受到了来自全国的热烈反响，这不仅仅是一次品牌周年营销，更是一次城市的深度推广。

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> ↗



腾讯《欢迎来到英雄联盟 IP 宇宙》

Momchilovtsi x League of Legends



《Arcane》是美国游戏公司拳头游戏出品的一部动画剧集，故事发展基于游戏《游戏联盟》。由拳头游戏开发统筹制作，法国 Fortiche Production 负责动画制作，于今年 11 月 6 日在 Netflix 和腾讯视频播出。在剧集正式完结之际，腾讯联合万象映画一起打造了一支关于英雄联盟 IP 宇宙的影片。

在制作上，我们根据“英雄联盟 IP 宇宙”这个主题，即一个奇幻的玩家世界，玩家文化和游戏文化共存。游戏联盟中的英雄们意识自主化。所以我们以全息或 3D 的方式让这些元素存在于街道，空中，手机电脑，广告牌等各种介质中，于这个宇宙的英雄联盟游戏玩家共存。

该片上线后，凭借精致的画面实力出圈，得到游戏圈内外的关注，获得品牌方的认可。

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.

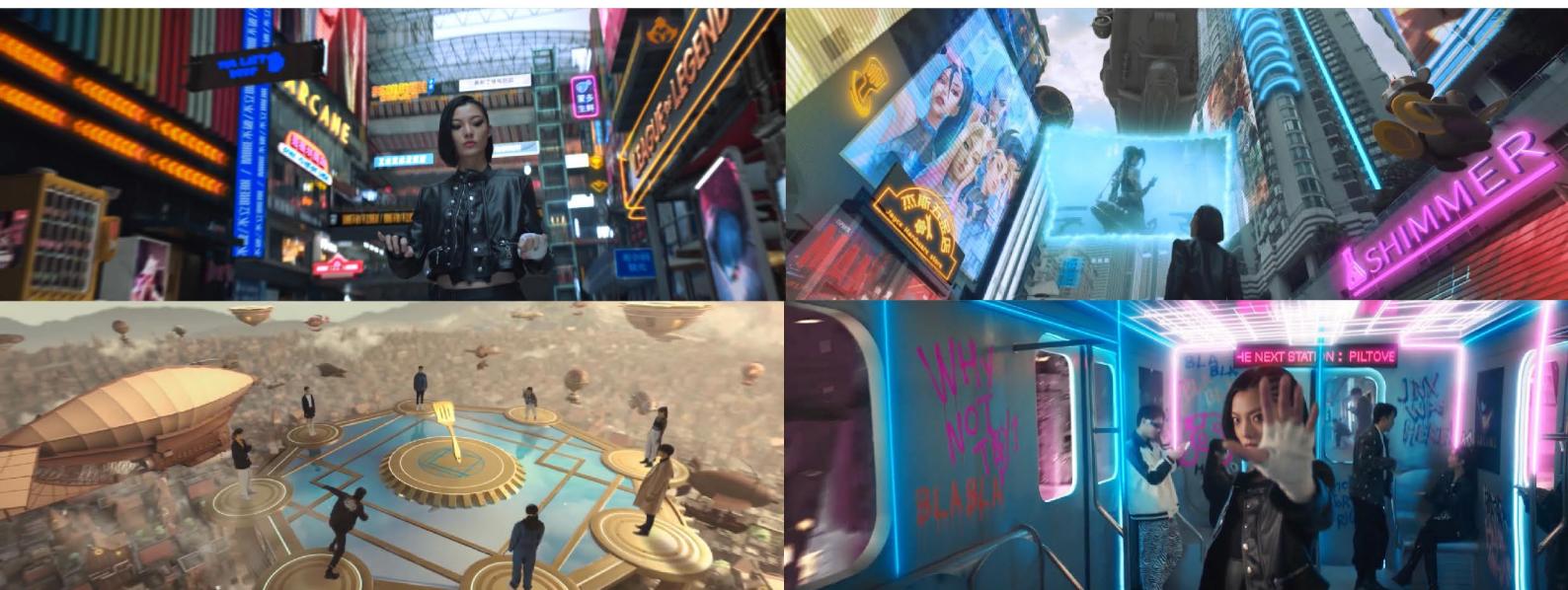
In the production of this video, we created a space full of screens exhibiting products of Hextech (a magical technology in the game). By focusing on the attributes of the spokesperson and the game IP value, we let the audience venture into the valley from the game world with Liu Haoran, the spokesperson 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.tvcbook.com/video/1105678.html>



阴阳师《大触觉醒》

Onmyoji, a mobile game produced by NetEase



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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>



茶百道 《茶语唱片》

Tea Scent Record



《茶语唱片》是万象映画为成都本土新式茶饮连锁品牌 – 茶百道制作的品牌 TVC。茶百道作为新锐茶饮品牌，创立于 2008 年，隶属四川恒盛合瑞实业集团有限公司，全国门店超 4000 家，品牌已覆盖全国大部分城市。品牌方希望通过产品开发和潮流玩法，表达和呈现新式茶饮的更多可能，以原叶萃取、食材鲜用的核心理念、玩味产品构思、配方研究、专注将不同天然食材与中国茶进行搭配，碰撞不一样的惊喜风味。

万象映画在对茶百道进行品牌背景调研后，将创意核心聚焦在茶百道对于原料的品质追求上，用能带给人精神愉悦的黑胶唱片联动自然产地所带给人们的治愈美好，取景辗转多个原料产地，希望能够从视听语言上去传递出清新自然的享受，强化品牌的理念追求。

短片上线后，得到了品牌方的认可，投放品牌官网以及全国 4000 家门店，是一次品牌理念的全新输出，更是一场关于自然和地道风味的感官呈现。

Tea Scent Record is a brand TV Commercial produced by ELEVISON 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, ELEVISON 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, ELEVISON 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> ↗



成都远洋太古里《Mamihlapinatapai》

Mamihlapinatapai

《Mamihlapinatapai》是万象映画为太古集团成都远洋太古里秋季活动所做的一条概念品牌片。Mamihlapinatapai 取名自南美一种 Yaghan 的语言，描述了一种微妙的情况，就是两者之间无需言语，却能心领神会，等对方先开口的时刻，强调的是一种意会的状态。巧用这个词的诗意图解，我们结合传统诗词，来串联我们整支影片，讲述秋季活动背后时间、自然、文化的共生共存，用视听语言来与观众构建出那种 Mamihlapinatapai。

Mamihlapinatapai is a concept promotional film produced by ELEVISON 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/a12385323?from=UserProfile> ↗



嘉士博《重庆啤酒江湖》

A Beer with Friends in Chongqing



嘉士伯（Carlsberg）是世界第四大啤酒制造商，于 1847 年创立，总部位于丹麦哥本哈根。同时嘉士伯也是该公司主要的啤酒品牌。嘉士伯集团主要业务为啤酒和软饮料的生产与销售，在 43 个国家和地区有 67 个酿酒厂，产品销往 100 多个国家和地区。嘉士伯啤酒长期参与足球赛事的赞助，并连续数十年成为利物浦足球会的胸前广告赞助商，成为利物浦足球会的经典标志之一。

本片《重庆啤酒江湖》是万象映画为嘉士博打造的 TVC 广告片，为了体现出重庆啤酒特性，我们特地将重庆选择为取景地，在当地选取了 7 个实景场地加 2 个棚景进行拍摄。用快速的剪切画面来呈现产品所传达的热情爽朗。

本片上线是对重庆啤酒的一次引流宣传，更是对嘉士伯品牌视觉的创新升级。

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/a11965206?from=UserProfile>



合景泰富《出口指南》

Guide of Exits

Ufun悠方

忙碌的生活中，每个人都有着不同的情绪出口，或是午后喝上一口温度合适口味心仪的咖啡，或是周末和重要人吃上一口期盼已久的美食，或是购物时间到所想的香水…

这些一瞬间的开关触发，一触即 FUN，清除了当下繁杂的思绪，带来了片刻的放松，让我们进入了一个「新世界」，进入到悠方的「理想放飞季」。

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?

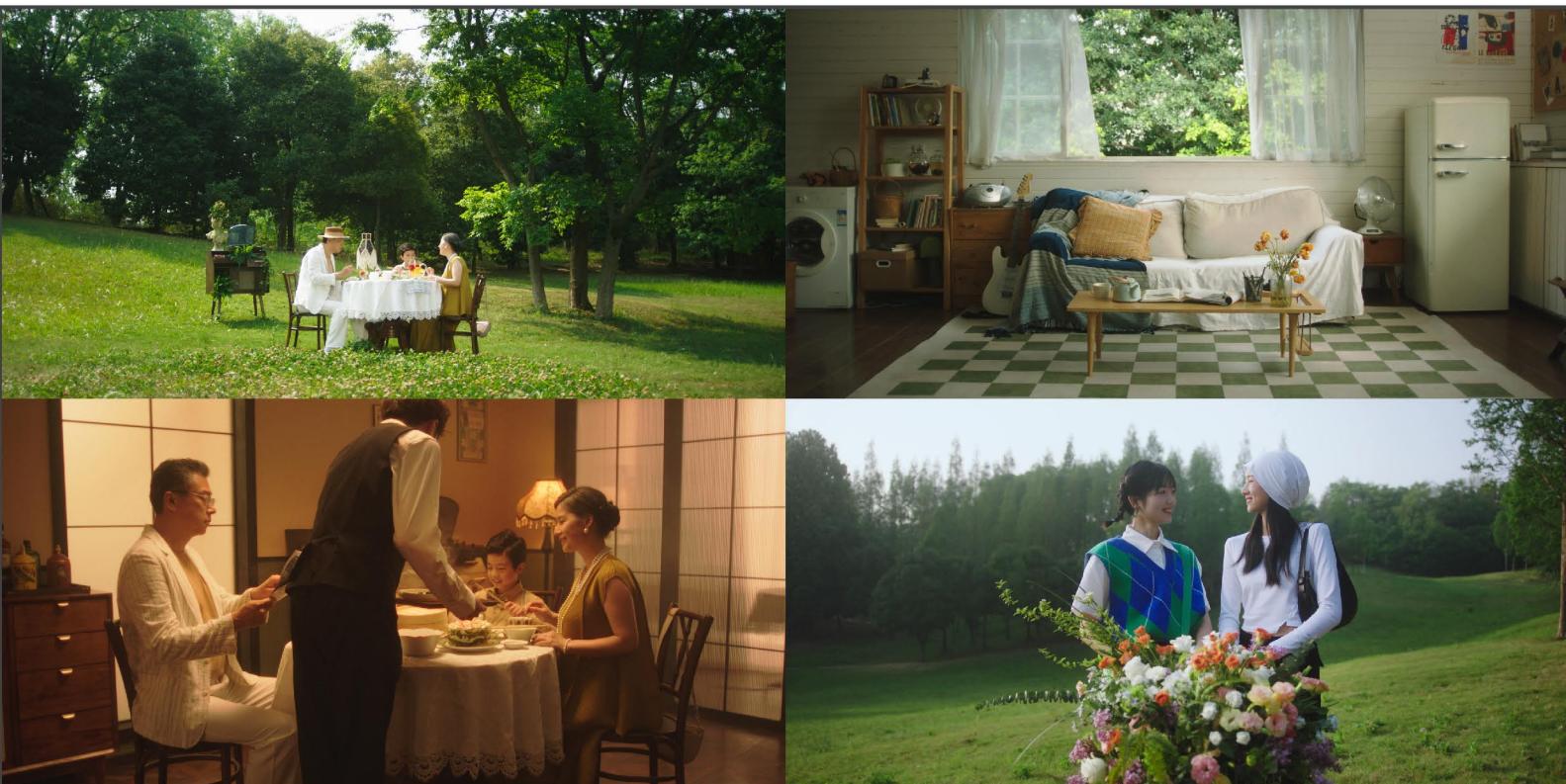
Time is empty and life is absurd. When a wave boringly laps into your mind, your nerve is activated, telling you to do something. To hypnotize yourself with an apple, to wash away troubles with a toothbrush. Behind all the offbeat behaviors is the effect of dopamine evoked by imagination. This time, 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> ↗

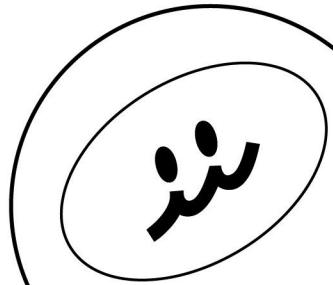
DIGITALING:

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



Part 3

- 关于做饭这件事 · 饭乎
- 夏日回响 · 林氏木业
- 孩子气 · 百度
- 枕不错 · 小米优品
- 遇见心动 悄然亲近 · 绿箭×吉列
- Angels and Harmony · 猩球崛起3中国区推广曲×张靓颖
- 东风·无风感空调 · 美的
- 奇迹修护，挑战千年之美 · 潘婷×中国国家博物馆
- 创维电视 智控万物 · 创维
- 对方辩友 · 百度网盘
- 2019 LPL夏季总决赛宣传片
- 名师有诀窍 · 一起学网校
- 我的1/2舒适空间 · 全棉时代
- 总有目光守候你 · 滴滴专车OTVC



饭乎《关于做饭这件事》

About Cooking Story

饭乎®

饭乎是一家成立于 2020 年下半年的新兴食品品牌，专注在轻烹饪米饭方向，围绕中华美食做便捷化烹饪米饭产品的开发，不同于外卖、方便速食以及冷冻预制类产品，饭乎主打的是轻烹饪场景，侧重烹饪便捷化这个需求，即便是烹饪小白按照简单的操作方式也可以用 15 分钟时间煮一锅带锅巴的煲仔饭。

本片《关于做饭这件事》是万象映画为饭乎制作的 TVC 广告。我们围绕品牌方的核心 “轻烹饪”，再联想到当代年轻人的做饭痛点。把故事剧情和小时候家里的年夜饭结合起来，唤起大众的回忆。以轻松欢快的剪辑节奏体现出品牌方想要传递给观众的温暖。

短片上线后，因把握大众的共鸣点，让整体的宣发实现了品效合一，引爆话题，品牌力和知名度都获得了极大地提升。

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>



林氏木业《夏日回响》

The Echoes of Summer

林氏木业

本片是万象映画为林氏木业制作的 TVC 广告影片《夏日回响》，林氏木业致力于通过全风格、全品类、全场景的产品布局、专业贴心的家居服务、轻松便捷的购物体验，为年轻消费者提供高度人性化的家居解决方案。全球线下门店已超 820 家，覆盖 64 个国家和地区。

为了传递出品牌的核心价值和情绪，我们将取景地选在戏剧永不落幕的阿那亚。影片从人下班后急需一个舒适放松的环境，再洞察到这个环境里的音乐是许多人会首选的陪伴，由此去开展了一个类似“梦游”的故事。为了突出影片中的音乐元素，我们加入了专业交响乐演奏表演使影片的视听语言更加的丰满和戏剧化。即使影片弥漫开来的是自有随意的夏日氛围，但我们还是从美术，后期制作等去保证了一定程度的严谨，从而保证了影片想要呈现的质感和艺术感，更符合当代年轻人不断提升的生活追求和生活审美。

视觉和听觉上双重渲染，在本片发布后取得一致好评。用创新的视听语言解读了品牌的核心价值，主题所探讨的当代年轻人生活现象也在网络上引起热议，得到了品牌方的积极的反馈和肯定。

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 emphasize the music element. 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> ↗



百度《孩子气》

Childlike

Baidu 百度

《孩子气》是万象映画联合百度在六一儿童节推出的创意少年短片。百度“未来5年培养500万AI人才计划”，坚定的耕耘AI产业和培养技术人才，给技术信仰者们以热土，希望更多的企业看到技术的价值并重视对技术的投入。过去10年，百度的研发支出就超过了1000亿元。过去几年里，百度研发投入比例始终保持在15%以上。

在创意上我们围绕“少年时代”进行头脑风暴，结合百度AI的人才计划。定下“小孩演成大人”为主创意框架，故事情节上刻画出四款不为人知的AI研发幕后。已戏剧化的方式呈现出来四个不同的人设，沙漠兄弟，孤僻赛车手，倔强孙子和拾荒少年，都有其对“少年”深入理解后的价值传递。如片所示的群像选择，既表达了“少年”精神与年龄无关的主题，也从多个维度体现了百度AI在科技领域的深耕，最重要的是肯定了“少年”们在各个领域里肩担起的使命和责任。

影片于六月一日上线后，在网络引发众多关注并引发话题#什么是孩子气#，掀起网络热议，跟贴不断并获得新华社及其他各大媒体的认可。入围2021金狮国际广告影片奖《网络科技类最佳广告影片》，品牌洞察的创新性和短片视听语言的艺术性都收获一致好评。

Childlike is a creative brand promotional film produced by ELEVISON 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 maintained 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, ELEVISON 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 ↗



小米有品《枕不错》

Good Pillow

小米有品

小米有品是小米旗下新生活方式电商平台，除了小米、米家及生态链品牌，还引入拥有设计、制造、销售、物流、售后等完整链条能力的第三方品牌产品，小米有品扶持第三方品牌独立发展，共同服务用户。已涵盖家居、日用、餐厨、家电、智能、影音、服饰、出行、文创、健康、饮食、洗护、箱包、婴童等生活消费品品类。

本片是由万象映画为小米有品极速助眠枕打造的TVC宣传片，在本片的制作中，为了突出产品的核心功能“暗送秋波”EEG AIR，我们用夸张诙谐的戏剧手法来突出当代年轻人的失眠痛点，把产品功能性与故事情节融入后引起观众的共鸣。

这部短片广告上线后在中国社交媒体得到了网友的共鸣后被广泛转发，在社交媒体上让更多用户产生了共鸣，浏览量上有上百万数据，同时间荣登数英网首页，并获得品牌方的认可。

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 ELEVISON 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, ELEVISON 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>



绿箭 × 吉列《遇见心动 悄然亲近》

Flipped when Distance Narrows Down

Gillette 吉列

《遇见心动 悄然亲近》是万象映画联合 i2MAGO 为吉列 & 绿箭品牌跨界合作的营销活动所制作的微电影广告。这是圣诞节打造的一档品牌跨界合作的营销活动，清爽吉列和清新绿箭宛如一对天造地设的 CP，为了更好的联动这对 CP，邀请 Papitube 旗下当红情侣视频博主 KatAndSid 来本色出演他们的爱情故事。

从拿到客户的 Brief，堪景，布景到最后的成片，只有不到一个月的制作时间，团队在三天 72 小时共完成拍摄 150 多个镜头，顺利杀青。最后成片用吸睛的分屏创意，讲述暗恋中的双向奔赴，平安夜前夕，吉列与绿箭官博分别发布男生视角及女生视角版微电影，直到后续再共同发布分屏成品，全网撒糖。

跨界联名的新意感，KOL 的持续撒糖，上线前夕，这支短片的 KOL 花絮视频微博播放量当晚即破 80 万，正片更是在浪漫圣诞节引爆话题，受到广泛关注。

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 Papitube, 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:

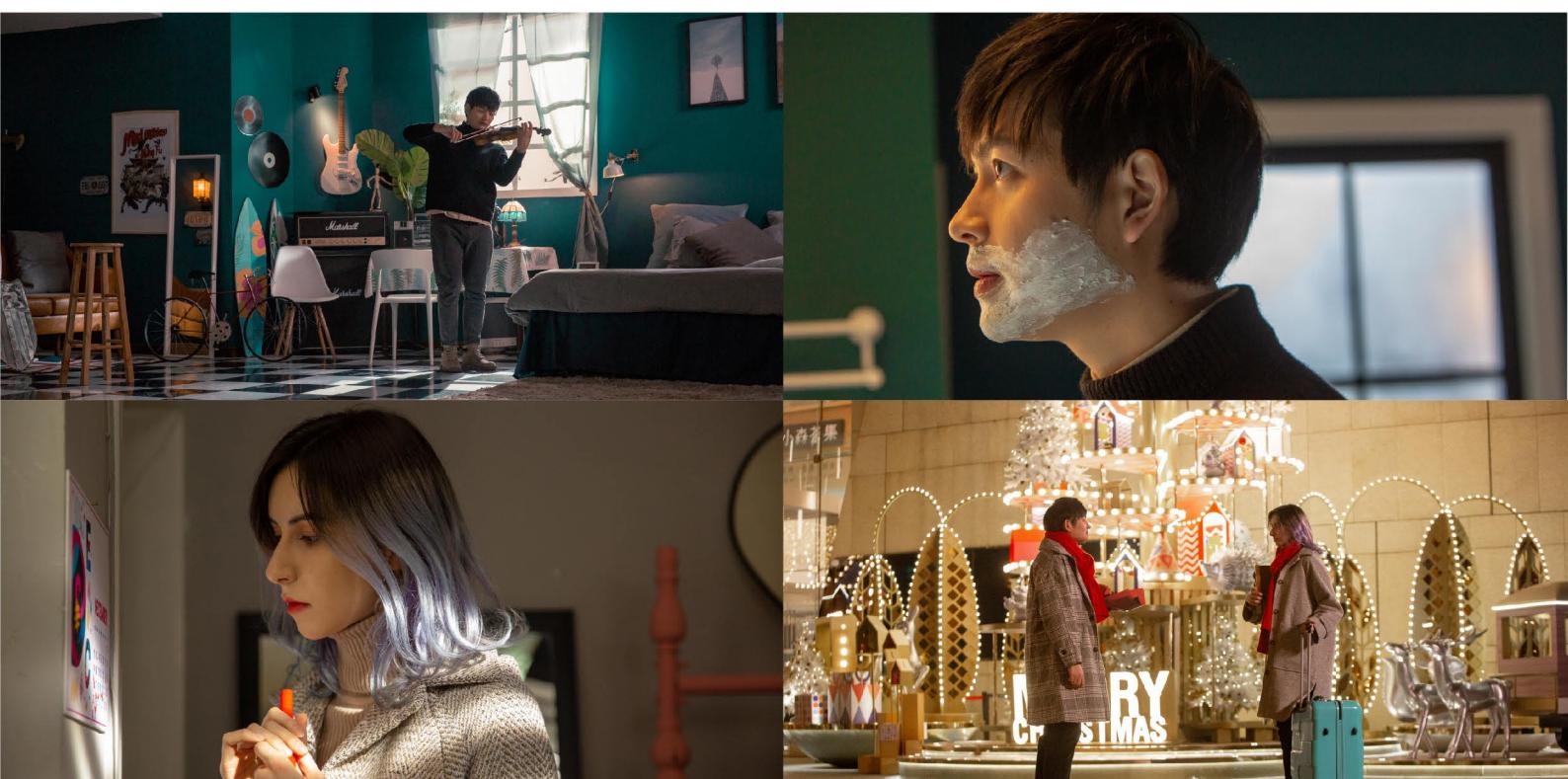
<https://www.xinpianchang.com/a10352386?from=UserProfile> ↗

DIGITALING:

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

DIGITALING:

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



猩球崛起 3 中国区推广曲 × 张靓颖 《Angels and Harmony》MV

Angels and Harmony



小米有品是小米旗下新生活方式电商平台，除了小米、米家及生态链品牌，还引入拥有设计、制造、销售、物流、售后等完整链条能力的第三方品牌产品，小米有品扶持第三方品牌独立发展，共同服务用户。已涵盖家居、日用、餐厨、家电、智能、影音、服饰、出行、文创、健康、饮食、洗护、箱包、婴童等生活消费品品类。

本片是由万象映画为小米有品极速助眠枕打造的TVC宣传片，在本片的制作中，为了突出产品的核心功能“暗送秋波”EEG AIR，我们用夸张诙谐的戏剧手法来突出当代年轻人的失眠痛点，把产品功能性与故事情节融入后引起观众的共鸣。

这部短片广告上线后在中国社交媒体得到了网友的共鸣后被广泛转发，在社交媒体上让更多用户产生了共鸣，浏览量上有上百万数据，同时间荣登数英网首页，并获得品牌方的认可。

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>



美的《东风 · 无风感空调》

Dongfeng Breezeless Air Conditioner



本片是万象映画为美的东方系列空调所制作的 TVC 广告。美的是一家覆盖智能家居、楼宇科技，工业技术、机器人与自动化和数字化创新业务五大业务板块为一体的全球化科技集团，迄今，美的在全球拥有约 200 家子公司、35 个研发中心和 35 个主要生产基地，业务覆盖 200 多个国家和地区。

本支短片合集是针对美的空调东风系列而进行创作，聚焦产品的核心卖点 – 无风感来进行多应用场景的表现，整体节奏轻快，视角新奇，不仅从家庭成员的需求出发，更是无厘头地表现雕塑的内心戏，短频快地传达出产品功能点以及应用点。

Dongfeng Breezeless Air Conditioner is a TV Commercial produced by ELEVISON 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>



《奇迹修护，挑战千年之美》

Repair the Beauty Back in Time

PANTENE

《修复千年之美》是万象映画联合宝洁（中国）为旗下的修护损伤洗发水品牌 – 潘婷系列所制作的品牌广告。宝洁公司始创于 1837 年，是世界上最大的日用消费品公司之一，总部位于美国俄亥俄州辛辛那提市，宝洁通过旗下品牌服务全球大约 50 亿人。宝洁进入中国近 30 年，中国市场成长为宝洁全球发展速度快的市场之一。

本次短片是联合中国国家博物馆打造的一次跨界联名，用“奇迹修护，挑战千年之美”的创意概念来联动“致力于修护和收藏国风美”的中国国家博物馆和“顶级秀发修护专家”潘婷。整个美术置景，用古今对比来打造极致的视觉感，并在古风造型上以中国国家博物馆馆藏清·《千秋绝艳图》中的杨贵妃为原型，还原国风美感。同时，在镜头拍摄上采用了长镜头，从而直观地将古今风格的变化与融合展现出来。

短片上线后，得到了客户的认可和肯定，荣获TOPdigital 年度品牌服务奖。同时，跨界联名和极致美学设定，在互联网反响强烈，引起广泛讨论和转发。

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 Qianqiujiuyantu (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:

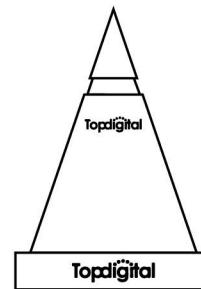
<https://www.digitaling.com/projects/108198.html>

Zhipianbang:

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

Social Marketing:

<https://www.socialmarketings.com/article/details/6489>



创维《创维电视 智控万物》

Smart Control with Skyworth

SKYWORTH
创维

本片是万象映画为创维智控电视制作的 TVC 广告，创维电视致力于为消费者创新并提供一整套智慧生活整体解决方案，通过 5G+8K 的技术赋能，为家庭及商用场景带来体验。如今创维在深圳、南京、英国、奥地利等地建立了 10 大研发中心，拥有多个制造基地，其积极参与制定的中国 DTMB 标准，获得国家科技进步一等奖；承担国家核高基重大项目及国家、省市重点科研项目 200 余项。

片针对产品的智控功能进行夸张诙谐的手法进行发散，以三段不同的故事情节来展现创维电视的不同场景加功能的应用。用诙谐夸张的未来时代设定来突然创维所提倡的智能时代，同时在视觉和画面上，用极具张力的颜色和影调氛围来刻画品牌调性。

短片上线后，因极具幽默的故事情节引发观众的关注。增加了产品的话题度和曝光率，有效辅助品牌方实现经济转化。

Smart Control with Skyworth is a TV commercial produced by ELEVISON 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 emphasize the brand tonality, ELEVISON 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> ↗



百度网盘《对方辩友》

My Rival Debaters



时值百度网盘推出八周年，万象映画和百度网盘联袂倾情打造八周年纪念剧情片。百度是中国最大的搜索引擎公司，其产品百度网盘更是中国最大的互联网云存储服务器，用户可以把自己任意的文件，照片，视频上传在此，百度网盘在中国拥有 8 亿用户。

在百度网盘成立 8 周年时间，我们赢得了这个片子的创意和视频制作项目，在 2020 年拍摄完成，并在 2020 年 6 月这部广告正式上线，主要通过故事剧情来深度表现了情侣之间通过百度网盘上传自己照片，分手以后所以记忆还保存在百度网盘上的情感故事，虽然分手了，但是这份记忆还永远在百度网盘里。

这部短片广告上线后在中国社交媒体得到了网友的共鸣后被广泛转发，在社交媒体上让更多用户产生了共鸣，浏览量上有上百万数据，在各大视频媒体和广告媒体报道认可与好评，同时获得了百度客户的高度好评，并获得了中国广告金狮奖最佳微电影奖项。

My Rival Debaters is a short drama film jointly produced by ELEVISON 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, ELEVISON 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 ↗

DIGITALING:

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

Social Beta:

<https://socialbeta.com/c/5364> ↗

MADISONBOOM:

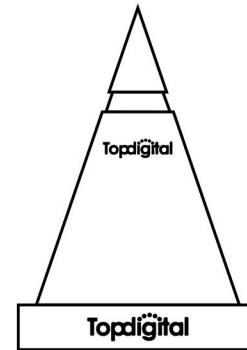
<https://www.madisonboom.com/article/328459> ↗

HAOAD:

<http://www.haoad123.com/article/2053.html> ↗

6PIAN:

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



2019 LPL 夏季总决赛宣传片

2019 LPL Summer Finals

LPL

本片是万象映画为 2019 年 LPL 夏季总决赛所制作的主宣视频。英雄联盟职业联赛 (League of Legends Pro League, 简称 LPL), 是中国最高级别的英雄联盟职业比赛, 同时也是中国赛区通往每年英雄联盟季中冠军赛和英雄联盟全球总决赛的唯一渠道, 始终具有很高的热度和话题度。2019 年适逢《英雄联盟》八周年狂欢盛典, FPX 与 RNG 在上海展开一场 LPL 高水准的竞逐。

本次短片灵感来自于“赛博朋克”元素和美剧《怪奇物语》中“里外世界”的剧情设定, “里世界”是未来感的赛博朋克式上海, “表世界”是现代城市上海, 选手们在“里世界”中休眠积蓄着力量, 而 LPL 终局之战在“表世界”中即将开启。拍摄过程, 我们辗转上海北京两地执行, 每队仅有三个小时含化妆时间, 争分夺秒。

短片所承载的英雄联盟热血拼搏的年轻文化, 以及作为世界级超级 IP 的号召力, 让本支影片上线后就受到关注, 在互联网反响强烈, 引起广泛讨论和转发, 成功为 2019 年 LPL 夏季总决赛预热造势。

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:

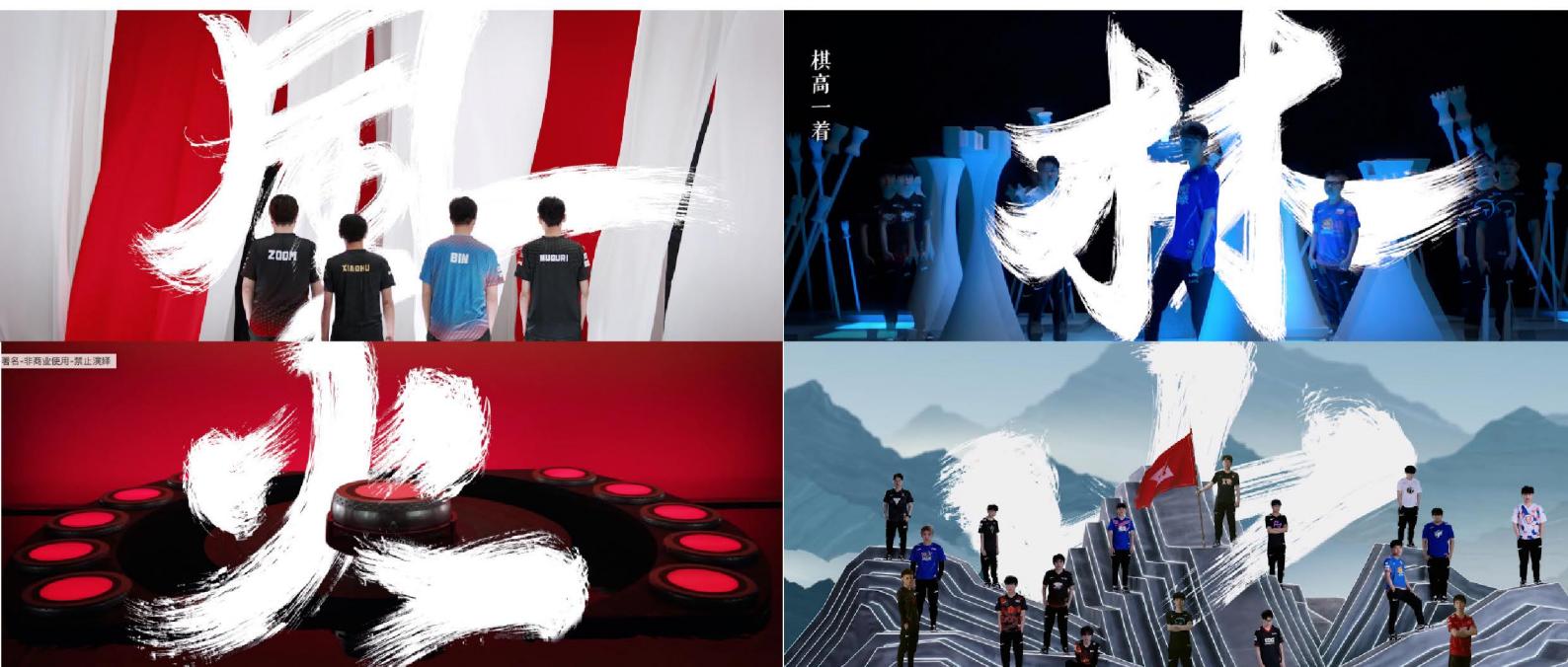
<https://www.xinpianchang.com/a105/1734?from=UserProfile>

DIGITALING:

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

ZCOOL:

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



一起学网校《名师有诀窍》

Teachers Have A Knack

《名师有诀窍》是万象映画联合一起学网校制作的品牌 TVC。一起学网校是教育部公布首批教育 APP 之一，是一起教育科技旗下的中小学在线学科辅导平台，2020 年 4 月，一起学网校小学崭新发布，宣布学员突破 1500 万。

本次短片洞察一起学网校的教育属性，围绕品牌方「帮助学生找到正确学习方法」的第一卖点，改编耳熟能详的《新年好》歌曲，棚内进行置景，用概念的美术方案，统一的品牌色调，搭建了多个学习场景，让同学们一起搭乘一起学校车，踏上梦想之路，一起随心学习。

本次短片上线后，投放中国中央广播电视台总台启动 CCTV“品牌强国工程”系列广告，凭借视听语言的记忆点，成功打响品牌，既得到品牌方的积极的反馈和肯定，同时也引起大众的广泛关注。

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



全棉时代《我的 1/2 舒适空间》

My One Half Comfort Space



《我的 1/2 舒适空间》是万象映画联合 i2MAGO 为全棉时代爆款产品纯棉柔巾所制作的一条 TVC 广告。全棉时代是一家以“全棉改变世界”为愿景，创新研发纯棉柔巾、奈丝公主卫生巾、奈丝宝宝棉尿裤三大核心产品与个护家居、婴童用品、孕产护理、贴身衣物、服装服饰、家纺用品等七大高品质全棉生活护理用品的品牌，截止 2019 年，全棉时代门店数量超过 240 家，会员数量突破 2000 万。

本次短片是全棉时代签约流量明星王俊凯作为纯棉柔巾（指定系列）为代言人之后的一次品牌宣传，本片的制作中，聚焦代言人的个人属性和特点，发挥 IP 价值，用生活与工作的两面性讲述品牌的洞察点——向上而生，舒适而活。呼应创意洞察，我们搭建 10+ 个场景，Qtake 现场合成剪辑，在视觉创意上选用了分屏对比，空间切换等形式来增强内容层面的输出。

短片上线后，因把握大众的共鸣点，同时优质代言人形象和过硬的产品口碑，让整体的宣发实现了品效合一，引爆话题，品牌力和知名度都获得了极大地提升。

My One Half Comfort Space is a TV Commercial jointly produced by ELEVISON 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, ELEVISON 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, ELEVISON has set up more than 10 scenes and used QTAKE technologies to composite and edit on-site clips. In terms of visual creative, ELEVISON 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?lmg=en> ↗

Miehua:

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

DIGITALING:

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

TVC Book:

<https://www.tvcbook.com/video/664640.html> ↗



滴滴专车 OTVC《总有目光守候你》

Always Being Here for You



礼橙专车，是滴滴出行宣布升级的全新品牌，2021年5月27日，更名为“滴滴专车”。滴滴专车是基于移动互联网技术的高端商务出行服务信息提供和撮合交易平台。平台为租赁车企业和驾驶员劳务公司提供“实时”和“预约”的个性化、高端商务出行需求信息，并通过统一服务标准、服务规范和完善的保障体系保证交易的成功率和满意度。专车有经济、舒适、商务、豪华等车型可选，满足不同人群的出行需求。

万象映画在对于此产品的用户画像进行分析后，我们精炼出来了三位主人公的故事来代表滴滴专车的用户故事。我们讲述了三个不同的年龄阶段，不同职业的人的不同故事，他们是众多城市夜归人中的单独个体，但又能让观众从他们的故事中寻找到自身的共鸣。取景辗转多个机场及室内棚景，希望能够从视听语言上去传递出品牌的核心理念“每一个都市夜归人，都值得滴滴专车的守候”

视觉和听觉上双重渲染，让滴滴专车的品牌形象和品牌个性都得到了彰显，上线后得到品牌方的肯定。

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.

ELEVISON 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:

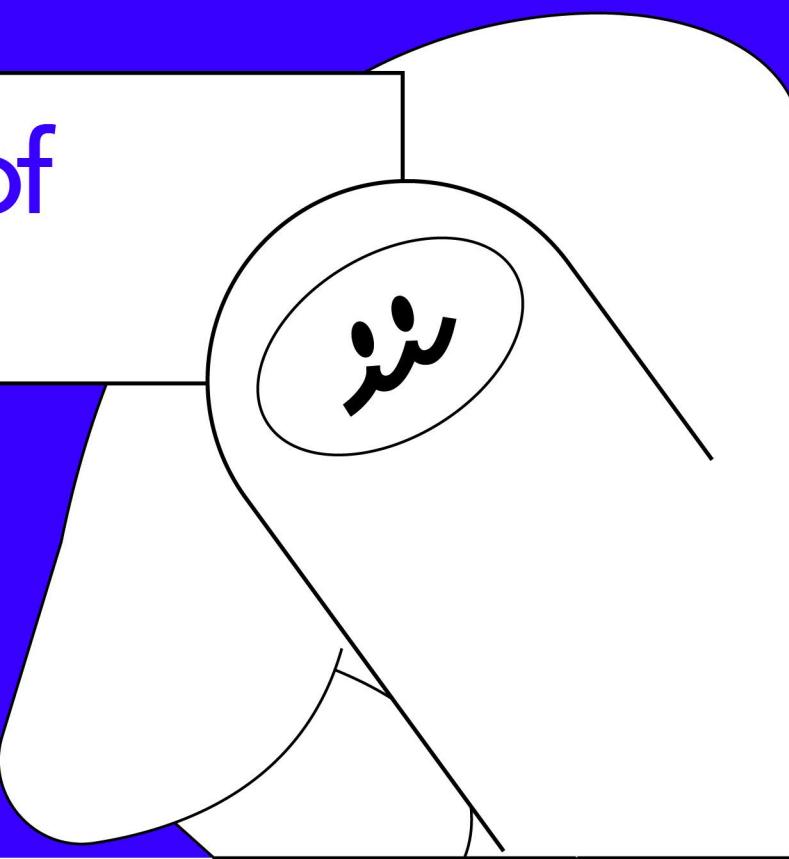
<https://www.xinpianchang.com/a109583?from=UserProfile>

ZCOOL:

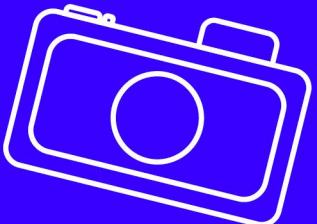
<https://www.zcool.com.cn/work/ZMzM3NDg0MTI=.html?lng=en>



Introduction of the founder



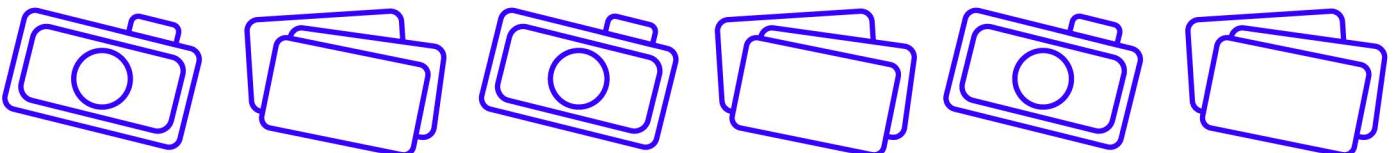
Team Introduction



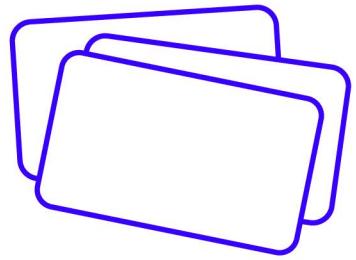
Xu Chang

徐畅是一位活跃在数字艺术领域的创意者，专长于短片制作、音乐编曲、影视后期和视觉设计等领域。在北京大学生电影节、上海国际电影节、戛纳幼狮以及中国广告金狮奖中，获得奖项与提名，体现出坚持与热爱。

2013年，与王涵携手创立的万象映画ELE-VISION工作室，旨在为客户提供高品质的视觉和创意制作服务。此外，徐畅还是Ving app、涂门toxmen、好的official和万象研究社等品牌的创始人。在万象映画ELEVISION，他担任导演、视觉和创意总监，与团队紧密合作，为多个品牌创作了广告创意方案，合作品牌涵盖了从运动到汽车、互联网、音乐艺术家以及其他视觉媒体等领域。不仅专注于广告行业，学术领域也有着显著的贡献。2021年，他被邀请为四川传媒学院的客座教授。而在2022年，作为四川音乐学院的实践课程专家，分享创意经验。2023年TopDigital创新营销奖的评审团成员，并作为佳能Canon的青年大篷车讲师，分享了他在广告和数字艺术领域的丰富经验。



Xu Chang Activity Photos



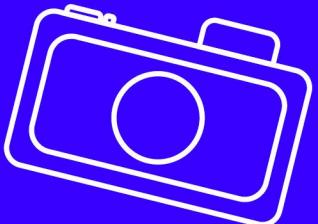
At music television film set



At TVC television film set



Team Introduction



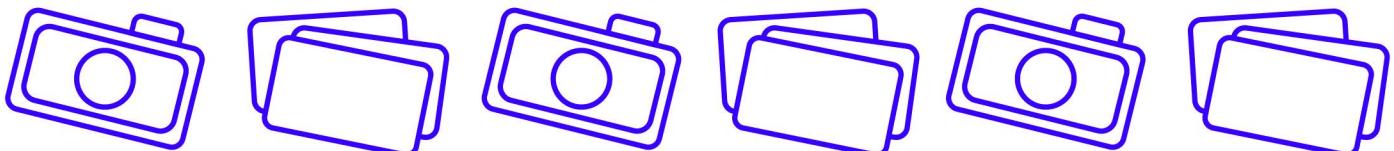
Wang Han

We are the dreamers of dreams.

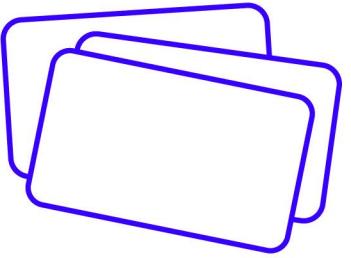
我们不仅是广告工作者，我们是用想象和创意去造梦的人。

王涵，资深广告创意人、导演、制片人。毕业于四川大学广播电视台新闻系，曾在成都传媒集团担任新媒体视频主编及艺网影视后期总监。2013年，他与合作伙伴徐畅共同创办了万象映画ELEVISION，担任导演、监制和制片人，并同时联合创办 Ving app、涂门 toxmen、好的 official 和万象研究社等品牌。

自万象映画创建以来，王涵一直担任影视TVC广告导演和监制，其作品多次荣获行业奖项。其中，他监制的百度网盘《对方辩友》荣获金狮国际广告奖最佳微电影金奖，亚马逊中国《大开眼界》荣获TopDigital视频创意金奖等。作为导演和监制，王涵拥有源源不断的热情和深刻的洞察力。凭借10年的行业经验，他熟悉每一个广告传播环节，从消费者分析、市场调研，到前期的策划、创意、脚本，再到后期的拍摄、剪辑、投放等，并具备丰富的经验。他坚持创意和视觉优先的创作理念，严格把控影片制作中的每一个细节。



Wang Han Activity Photos



At music television film set



At TVC television film set



At TVC television film set



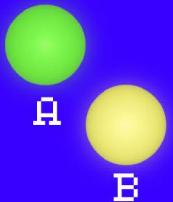


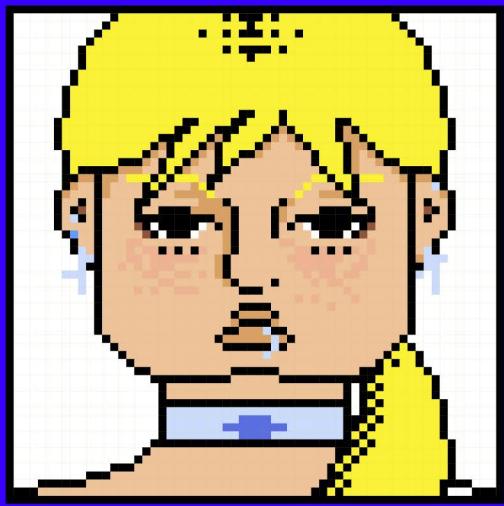
Name

橙子

◆ 导演 ◆ 创意 ◆ 广告策划

ELEVISION 创意导演橙子，一个想用视听语言讲故事的创意人。
生活观察捕手，乐于将生活中洞察到情绪和细节带到广告中，
想挖掘更为细腻的创意点来引起共鸣。
追求内容和细节呈现，
擅长创意类品牌向广告的创作。





Name

范不响

◆ 设计师 ◆ 插画师 ◆ 养宠人

ELEVISION 设计师、插画师、养宠人。

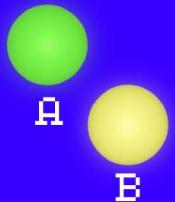
视频网站是我的班主任，搜索引擎是我的科代表，可爱同事是我的好老师。

将需求和想法可视化，手替你我他。

擅长通过图形表达想法，用视觉服务于内容。

思想中的大草原，灵感上的趵突泉。

最大的成就：健康长大。





Name

阿吉

◆ 导演 ◆ 创意 ◆ 摄影师 ◆ 剪辑师

周士吉

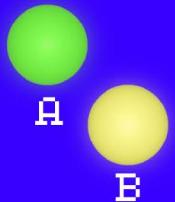
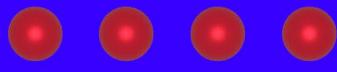
导演、创意、摄影、司机

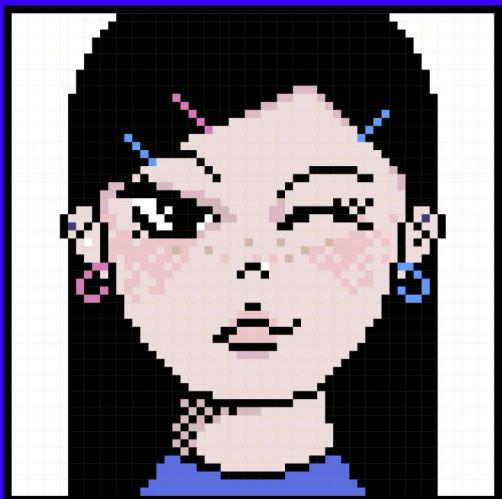
毕业于美国俄亥俄大学

ELEVISION 尊享司机

擅长洗澡时想方案和超现实主义创作

不擅长打字





Name.

Dov



PR



创意



营销策划

(这条介绍是设计师写的)

Dov, ELEVISION 快乐工作第一人。

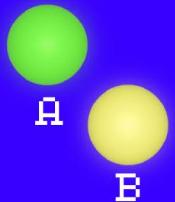
擅长沟通交流、整合人脉，与人类打交道。

是紧张空气的调和剂，悲伤气氛的爆炸弹。

长有发现美丽的触角，与粘合新点子的大脑；时常天马行空，想法像网球训练机一样不停往外蹦，就看对面的你接不接得住了。

偶尔创意策划、营销策划、设计助理。

立志将喜欢的技能都学入囊中的大方女孩。





Name:

何瑶涵

◆ 制片人 ◆ 摄影师

ELEVISION 制片人。

参与项目：

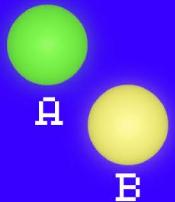
SPACE JUMP 行星跳跃 / 太古里大成之美 /

太古里冬季装置艺术拍摄 / 王子异 BlackSummerMV 制 /

PICO 决赛预热视频 / 东风日产轩逸 Social Video

我的百科 / 通威企业宣传片 / 太古里八周年创意视频

.....





Name

大野狼

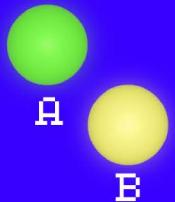
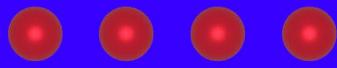
◆ 导演 ◆ 创意 ◆ 摄影师 ◆ 剪辑师

ELEVISION 广告导演

喜欢挖掘商业逻辑，以利用商业的洞察，结合影像的语言、视觉、情感等不同创新手法来达到品牌方所需要的核心价值。

合作品牌：

米哈游「崩坏三」联合艺人黄龄拍摄 MV《True》/字节跳动旗下 VR 品牌 Pico 推广产品广告《世界杯狂欢夜》/新希望乳业联合中国极地考察队，推出产品广告《新希望极质新鲜 24 小时》/华润·万象城二期宣传概念片《大于生活想象》/保利时代概念宣传片「在一环 最成都」





Name

李思钒

◆ 导演 ◆ 创意 ◆ 摄影师 ◆ 剪辑师

毕业于四川电影电视学院戏剧影视导演专业

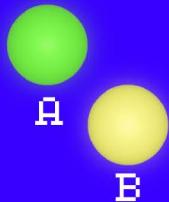
ELEVISION 广告导演

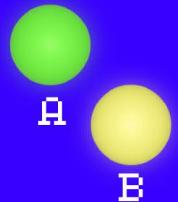
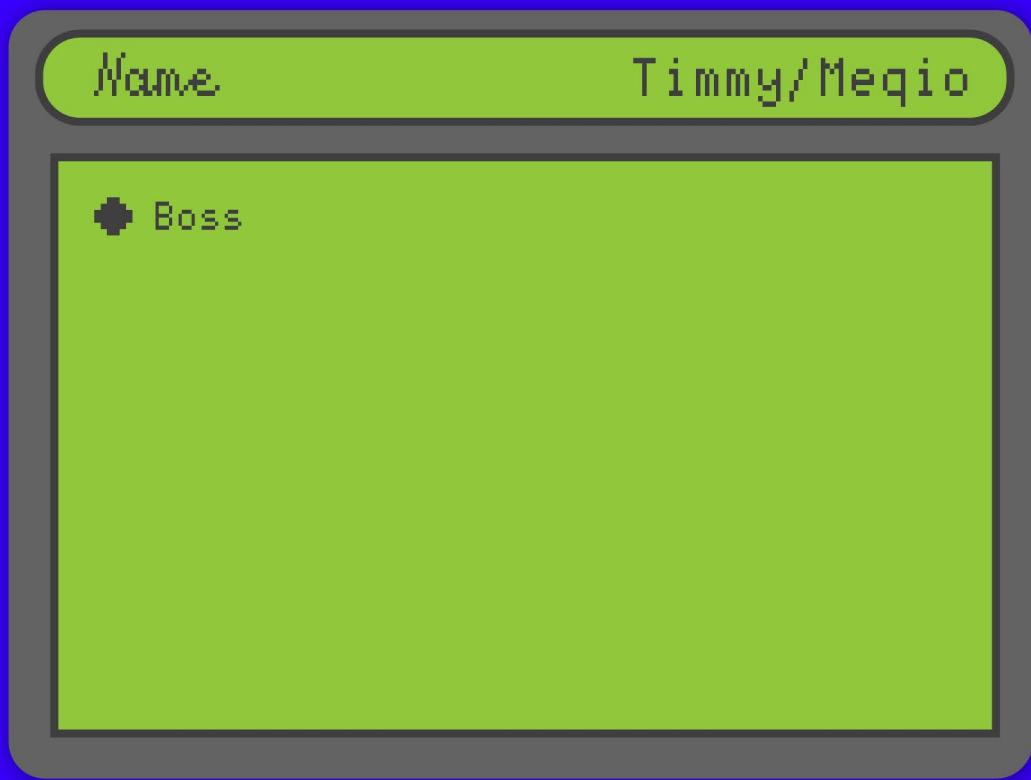
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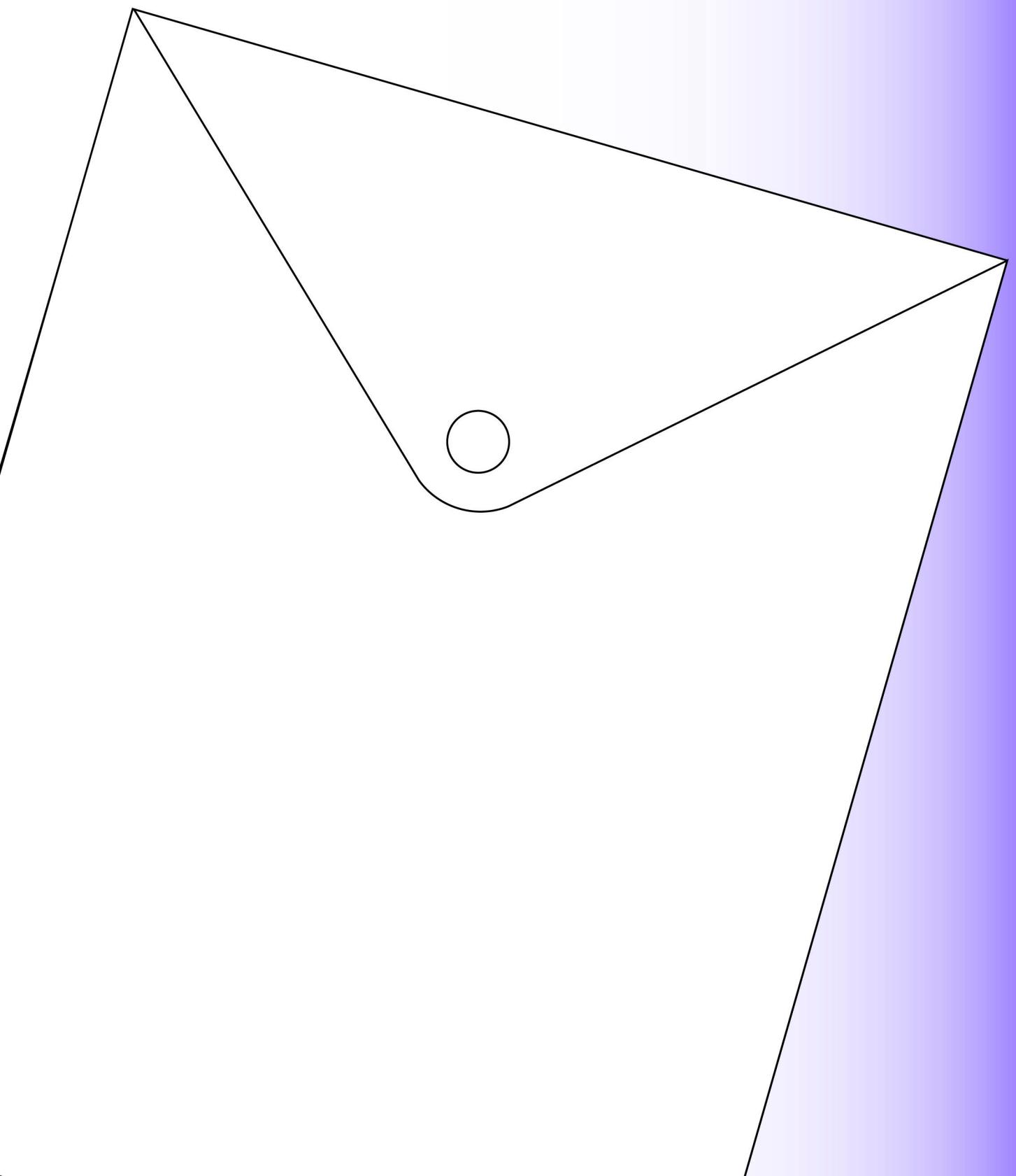
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