

PUNCH.  
DIGITAL

# Capabilities, Case-Studies & Strategy

Prepared for creative agencies and marketing folk!







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*“Punch Digital were able to create a 3D graphic out of a mixture of pictures and thoughts – amazing – it’s like they read my mind!”*

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Punch Digital began in 2012, working from a tiny box room, with a not-so-fast PC, but always with a decent brew on hand!

Since then we've worked with all kinds of businesses, agencies and brands to collaborate and create incredible marketing imagery, short film and interactive projects through computer generated imagery (CGI for short).

Over the past 8 years, we've worked with the likes of o2, Ford & Hoover to produce content such as catalogue images, brand idents, TV adverts and even an interactive virtual conference.

Each new project and client is an opportunity to learn, evolve and move forward. Standing still isn't for us!

So if you're open-minded and ready to embrace the CGI medium, then perhaps we can do something amazing together!

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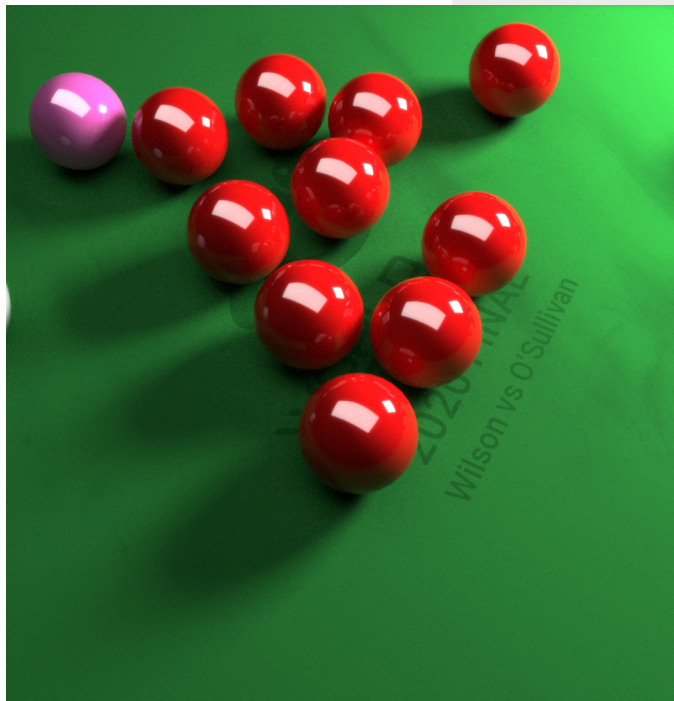
“Big name” clients include 02, Hoover and Ford, along with 100s of smaller firms, brands and studios.

Diversity is good, it keeps us on our toes and is a huge benefit to clients.

However if a project isn't a good fit for either of us, we may know someone who is.

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# Case Study:

## 02

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## *How we Helped o2*



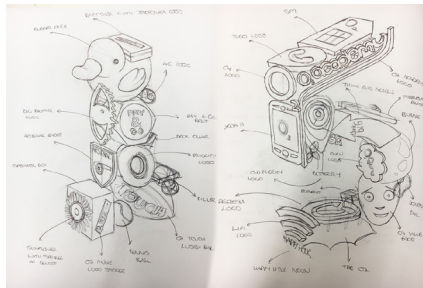
### **Creating a unique image for o2's 15th birthday!**

o2 needed something special, unique and interesting to celebrate their 15th birthday.

Working with mainly their marketing and comms teams, a brief was quickly developed, based on creating the number 15 with o2's past products, brands and icons.

Each asset in the visual was created from scratch, based on references, adverts and photos, arranged into position and rendered.

The artwork was features heavily throughout their internal celebrations and also featured on their social media channels.



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# Case Study: Telly Bug

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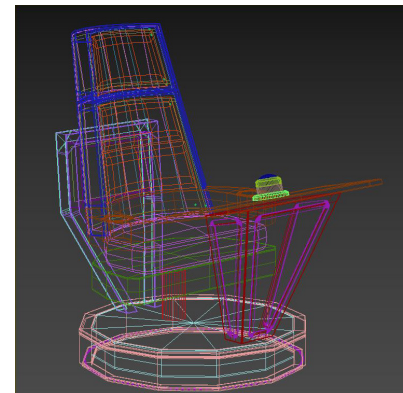
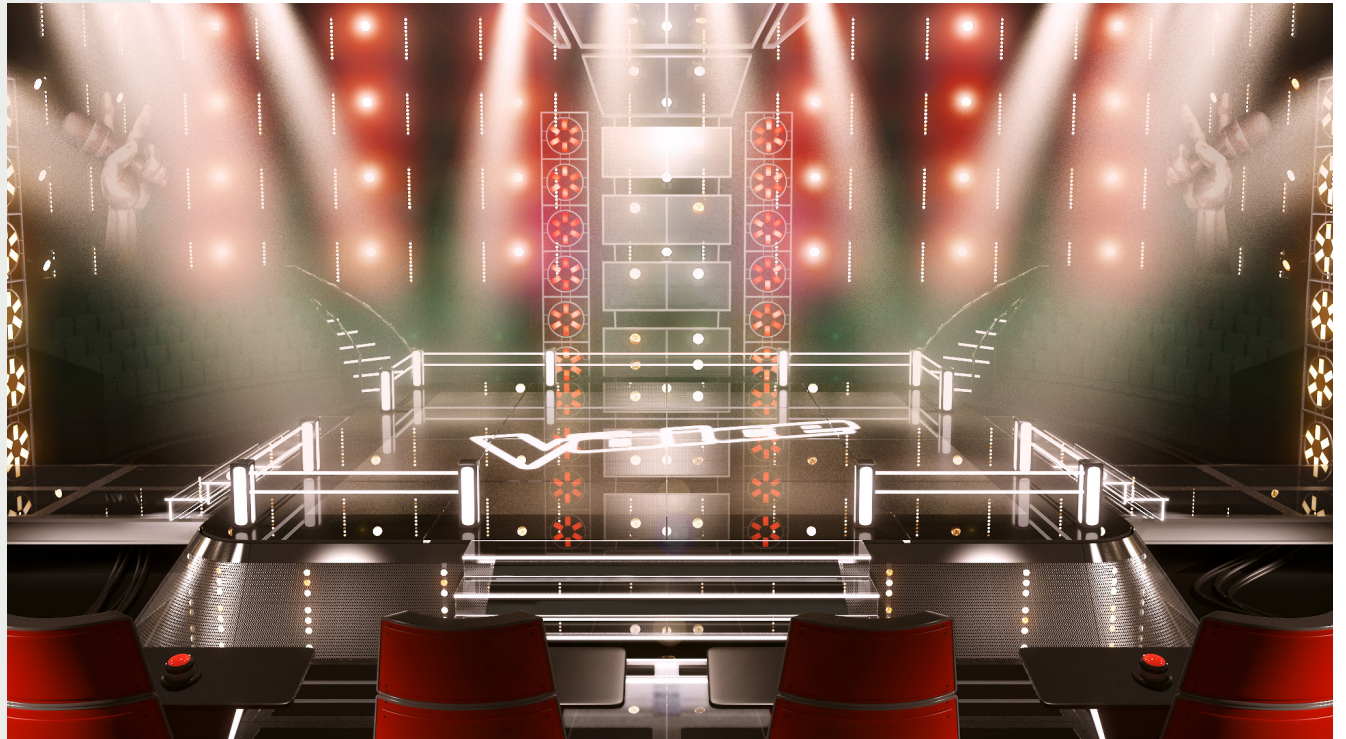
## *How we Helped Telly Bug*

### **Creating interactive visuals and animations for a live TV gaming app.**

Telly Bug were responsible for creating an interactive “play at home” gaming app for the TV show The Voice.

Creating the visuals for the game was near impossible using photography, so instead Telly Bug briefed and supplied us with enough detail to re-create the set using CGI.

We then produced a set of images and animations to make their game come alive!



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# Case Study: ABF Pictures

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## *How we Helped ABF Pictures*



### **3 TV stings created in record time.**

ABF Pictures had worked with Hoover on many TV stings, but had lacked the in-house capabilities to push their animation work forward.

So when Hoover asked them to produce their next stings, they turned to us to produce 3 unique digital sets and 6 short animations, all in 4 weeks too.

ABF Pictures were extremely happy with the speed of delivery, process and the final work!

Check out all the stings at -

<https://youtu.be/FiJjBUEUhOc>



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# Case Study: Punch Infinity

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## ***Punch Infinity***



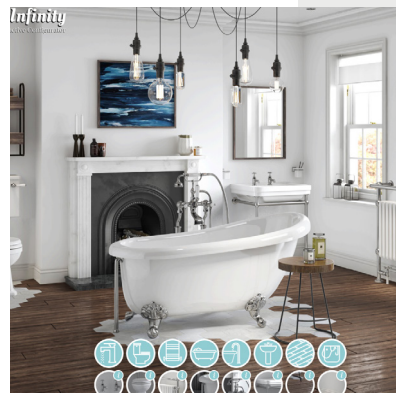
### **Developing an interactive configurator for the Kitchen, Bedroom & Bathroom industries.**

Frustrated with lack of off-the-shelf configurators, we decided to build and develop an app to allow our clients to have their own interactive product configurator, without any hassle or technical knowledge.

We now offer this app as a ready to go solution, as we developed it from the ground up it can be easily customised too.

Check out the demos at

[www.punch.digital/punch-infinity-home](http://www.punch.digital/punch-infinity-home)



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# Case Study: Bell & Stocchero

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## *How we Helped Bell & Stocchero*



### **Creating cosy, tranquil marketing shots for new product ranges, even before manufacturing.**

Bell & Stocchero manufacture overseas, so photographing new products isn't a speedy process.

To visualise their products, they asked us to create imagery of their entire range of over 100 products, some of which hadn't even begun manufacturing.

A bespoke set was created to show their products in a dream bedroom. The set was propped and furnished by our stylist too.

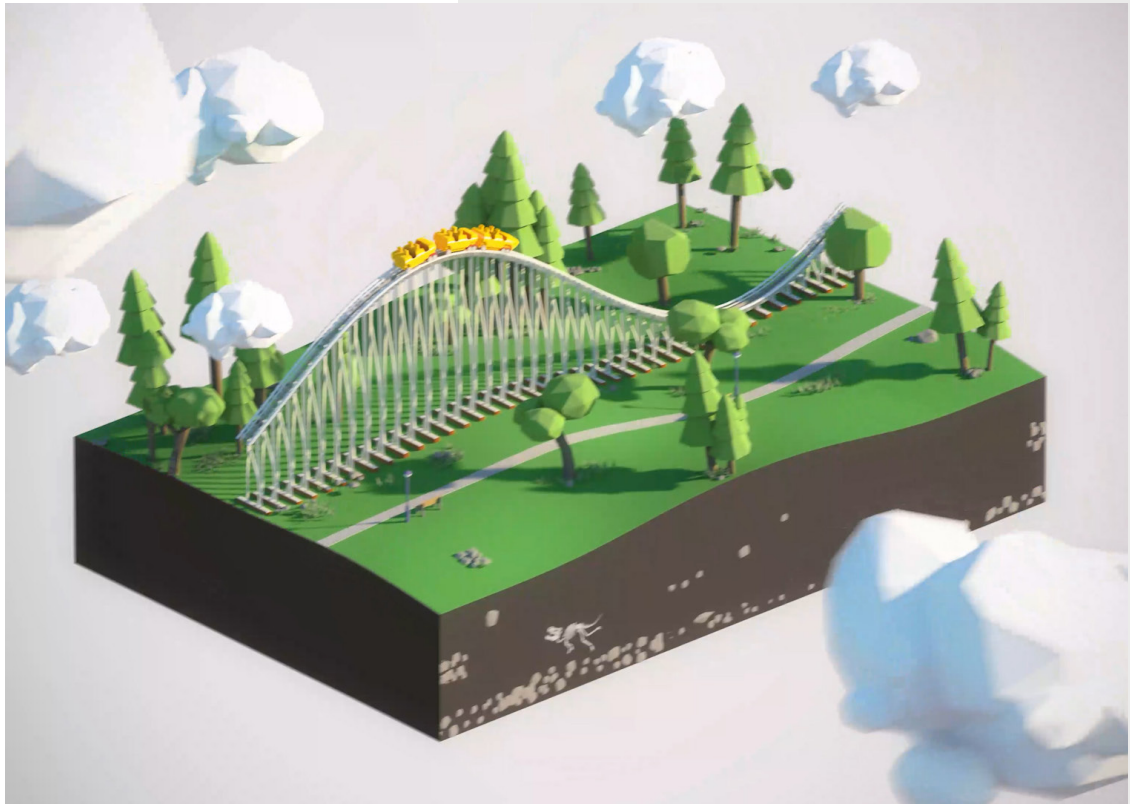
Digital room sets are also future-proof as the client can re-visit the set, change furniture items, colours, finishes for new pieces of furniture and ranges.



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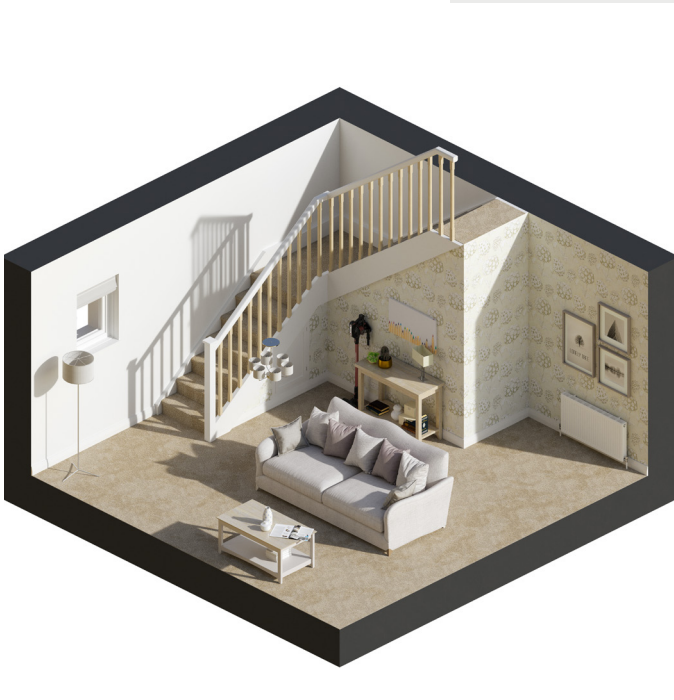
So as you can see, we enjoy working on a wide range of projects and never tire of new briefs and concepts!

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STOP  
THE  
SCROLL







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Now for a few  
kind words from  
some satisfied  
folk!

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“Amazing delivery, nailed the brief, above and beyond, great attitude”

***Siy Bishop, Channels and Content Manger // Oz***

“We worked with Dean on some novel and challenging visualization projects for decor and art. He was exceptionally knowledgeable and flexible throughout.”

***Paul Golding, Chief Scientist // Art.com***

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“It took me 9 months to find a talented and creative CGI illustrator. The real surprise was finding someone who worked down the road and less than 10 mins away.

What I was after was not in Dean’s excellent portfolio (largely consisting of 3D Architecture, Kitchens and Bathrooms) but I could see the potential of someone who was clearly very good at what they did. I took a risk and gave the project to Dean, his prices are sensible and he came across really well.

Dean has exceeded my expectations, delivered on time and to budget and the standard of his work is superb. Nothing was too much trouble, very patient, professional and understanding too and we worked extremely well together.

The vision and brief of what I was after was beautifully executed and my client is delighted. People have commented the work produced is world class.

We have since gone on to even greater challenges and equally marvellous results. Would I advise you to use him. NO. I want him all to myself lol! Brief him well and support him and you will not be disappointed. An amazing supplier. 5 stars defo!”

***Paul Kerfoot // Bullet Point Design***

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“Punch Digital have always delivered high quality visuals for us on time and at a reasonable cost, and have always worked with us to diligently resolve any issues that arise along the way. We’d have no hesitation in recommending their services to others.”

***Martin Booker // Fibre Architects***

“Punch were able to create a 3D graphic out of a mixture of pictures and thoughts – amazing – it’s like they read my mind!”

***Duncan // Smug Creative***

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Thank you for taking the time to flick through this small deck.

If you'd like further info, case-studies or in-sights just shout.

Also, we're more than happy to help with any pitches you may be looking to propose to your clients, so give us a call to discuss if that may be useful.

Many thanks,  
Dean

[www.punch.digital](http://www.punch.digital)

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