

MOTION GRAPHICS

PROJECT PITCH

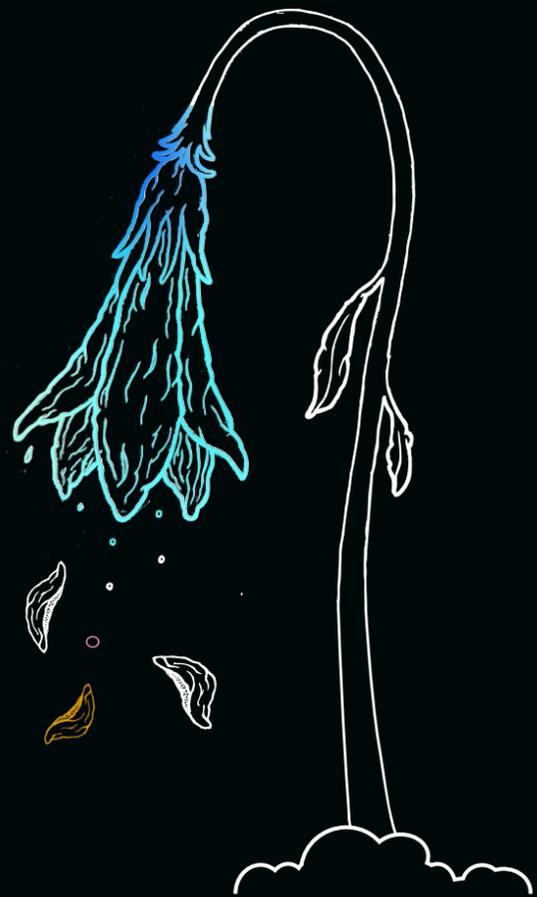
- ⚡ The sequence is intended to advertise details of a new release by the band 'Crashes'. It will include snippets of music from the forthcoming release and details of release schedule, as well as directions towards where the songs can be streamed. It will include use a mixture of flat vector graphics, kinetic type and interaction between graphic elements and video footage.
- ⚡ This motion graphic will be rolled out on the band's social channels, so it is anticipated that it will be experienced by those who follow the band on these platforms. It is aimed at fans of playful, optimistic rock music; this will be reflected within the mood of the visuals.
- ⚡ The sequence has been created as an engaging means of both attracting new listeners and broadcasting details of the release to existing fans.
- ⚡ It will be viewable on all major social media platforms and possibly extended into a full music video treatment which would be available on video streaming sites.

CRASHES



FEATURING THREE
BRAND NEW TRACKS







Oh-wooo *and*

CRASHES

THE NEW E.P.

SOMETHING'S WRONG

OUT 12.12.18

