

Kit-Kat Commercial

The adventures of an office employee who goes searching for some comfort on his Kit-Kat break and is suddenly transported on a mysterious quest

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It was animated in a style reminiscent of Incredibles movie from a few years back. We follow the story of a frustrated cubical jockey frustrated with his work until he stumbles upon a vending machine full of Kitkats. It was for Internet distribution, so there was no constraint on its duration. Akama Studio had a team of 16 digital artists on this project. 3 for character modeling, 3 for set modeling, 6 for animation, 4 for lighting and rendering, and 2 character designers in pre production. The main roles are: a young employee in difficulty, an evil boss, a top manager and a beautiful blond secretary, in short, the ideal ingredients to make the story relevant for a broad public base.

Agency: J. Walter Thompson, Paris
Creative Directors: Ghislain de Villoutreys, Olivier Courtemanche
Art Director: Xavier Beauregard
Concept-Scriptwriter: Hadi Hassan
Assistant Art Director: Yan-Gael Cobigo
Agency Producer: Elisabeth Boitte

Production Company: Wanda Productions, Paris
Director: Akama
Producer: Claude Fayolle
Web Agency: Grouek
Music: Xavier Berthelot

More Information at www.akamastudio.com. Image and Video Courtesy of J. Walter Thompson Paris