





IMMERSIVE ANIMATION

FROM STORYTELLING TO STORYLIVING

LUIS MEDRANO
IMMERSIVE MOTION DIRECTOR
COLORAMA.TV






ANIMATIO
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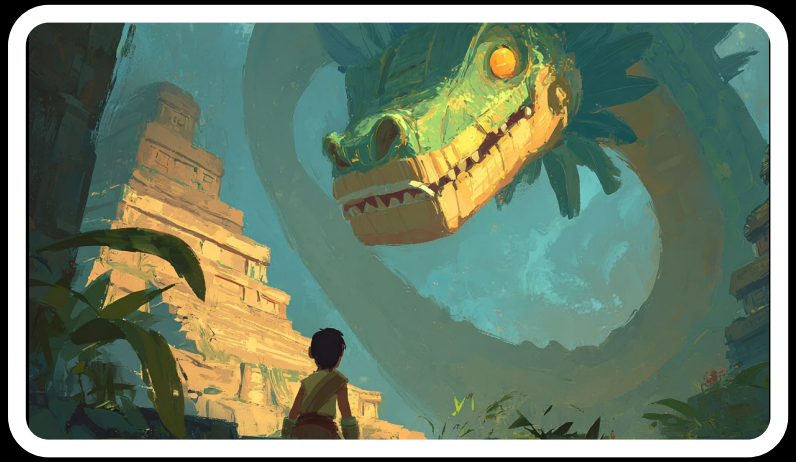
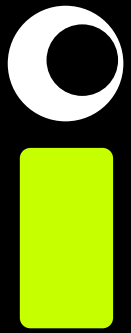
The cinematic storytelling format with unbound creative potential



Traditional viewing



STORY

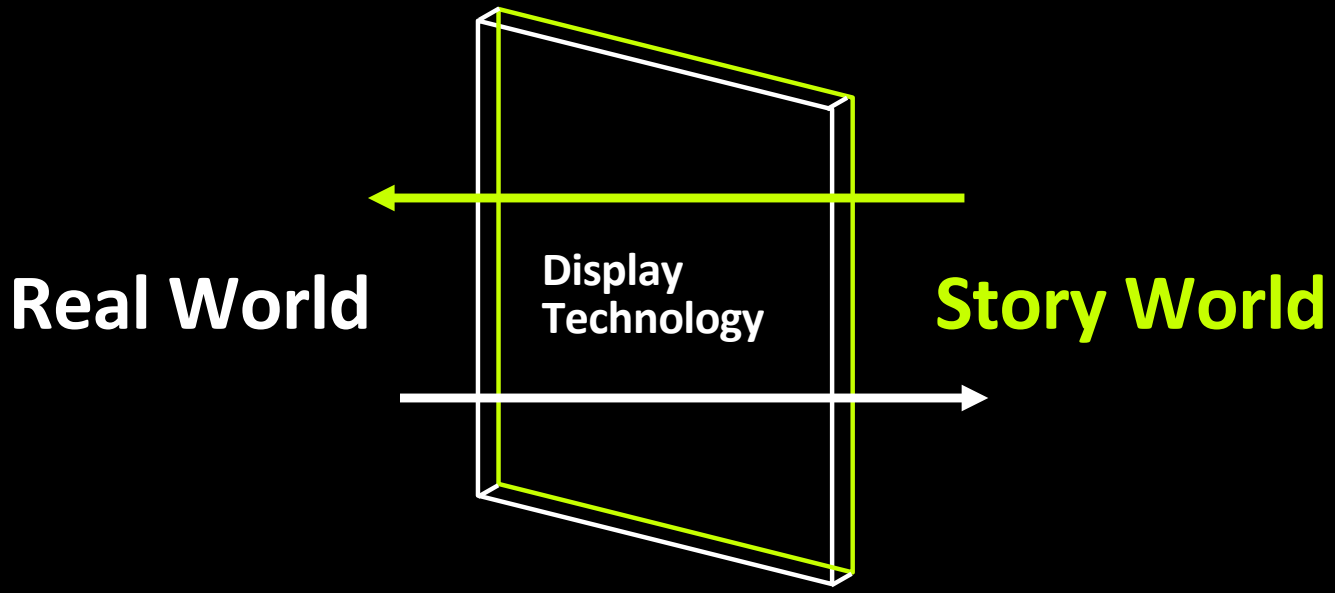


AUDIENCE

Immersive storytelling



Immersive storytelling

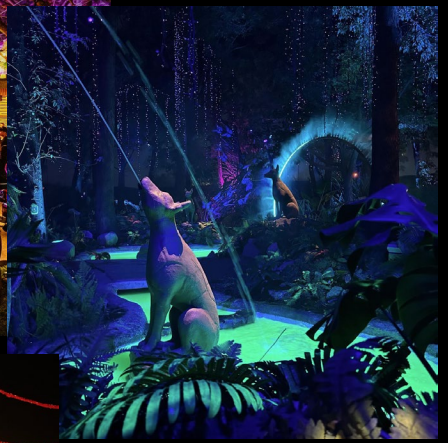


Calaverandia

Day of the Dead seasonal theme park.
















Calaverandia
Parque Temático







Guadalajara Zoo Aquarium



UNREAL ENGINE EXPORT



FINAL OUTPUT



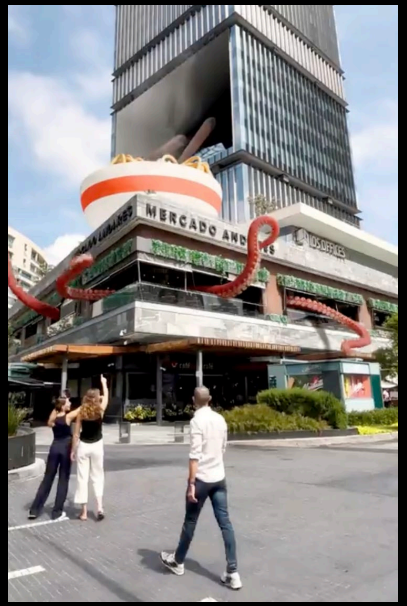
Immersive Storytelling



Brand activations



Retailtainment



Social Media



Concert Visuals



Immersive DOOH

Immersive Storytelling

↓

Emotional Engagement

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↑ Foot traffic
↑ Dwell time
↑ Social engagement
↑ Return Visits
↑ Brand loyalty



Concept: Virtual character host







THANK YOU!




