

## Business Services Industry

# Mavis Media with Windowseat Pictures Creates New Youth-Driven Motion Graphics for National TV Spots Now Airing for Vans Shoes

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CARDIFF-BY-THE-SEA, Calif. -- "The difference lies in how you tell the story. Your audience is a desensitized youth culture that cannot be taught or bought. You have 900 frames and 30 seconds to make yours look great."

Mavis Media, a motion graphics design company, has joined forces with Windowseat Pictures to create the latest national TV spot campaign for Vans Shoe Company (Nasdaq:VANS). Applying motion graphics to otherwise less compelling, traditional TV commercials has become the wave for advertisers wanting to capture a greater share of the youth market, and companies like Mavis Media are riding high on the tsunami.

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As film and broadcast designer Mavis explains, "By fusing music, texture and animation, we translate it visually to create something that transcends traditional, static advertising. The result is media that reaches your market on multiple levels."

Advertising agency producer Susan Dulepski, The Sloan Group (NYSE:IPG), New York, stated, "Kids grow up playing video games that incorporate motion graphics and animation, and now they like and expect to see fast motion in other mediums. Most mid to small-sized agencies involved in such campaigns consider post-production houses that offer motion graphics, title design, and/or animation as part of a package, or outsource directly."

Along with advertising spots for footwear, skateboards, cell phones, street wear, sporting goods,

autos, universities, food and beverages, corporate, and airlines, Mavis reports the company has had great results designing television IDs and logos, program titles, and a number of film and video treatments.

In reference to film credits and art, Mavis explains, "When you take a look at pioneer/designer greats like Saul Bass and Kyle Cooper, right up to combined contemporary artist applications like my colleague Dave Kinsey ([www.kinseyvisual.com](http://www.kinseyvisual.com)) and I create for his company, Black Market ([www.blkmrkt.com](http://www.blkmrkt.com)), you become enamored with the evolution of the technology, and the depth of the experience we can now produce."

Now in its 15th year, Mavis Media is a progressive communication design studio that creates breakthrough visual and auditory multimedia for consumer and corporate markets. Projects range from independent art-driven product videos to motion graphics for high-profile business-to-business brands. Along with independent design, collaboration efforts with fellow visionary designers and artists, writers, and musicians, is what makes the design company different, independent, experimental, real...and driven to create media that deeply connects people to brands.

[www.mavismedia.com](http://www.mavismedia.com) "Rethink. Compel. Provoke."

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