



4 Sprint animated Web film

“What to do when you are stranded in the woods and there’s imminent danger of a bear appearing from out of nowhere? You use your Sprint Nextel phone to call for help,” Superfad’s executive producer Kevin Batten said. “Our intent was to illustrate situations using the traditional information graphics in a engaging new way. The main creative challenge was to find the right balance between style and mood. There needed to be the right amount of tech/info feel but also be story-driven to maintain their personal feel and keep the viewer engaged.”

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