



RENAULT TV A NEW JOURNEY

Some brands always want to take themselves to new places. For car maker Renault, this includes launching their own TV channel on Sky - a bold foray into branded programming, yet one that represents the logical next step after the previous success of their web TV channel.

We created a full identity package for the launch, comprising full on-screen presentation and 5 idents. Encapsulating their chic modern personality in our clean animated approach, we based our creative around a yellow, winding road - representing a dynamic and delightful journey through a world of unexpected and surreal surprises.