

GO2PRODUCTIONS

changing the way people experience the world

FORCED PERSPECTIVE LED SCREEN CONTENT
3D DOOH

Who we are?

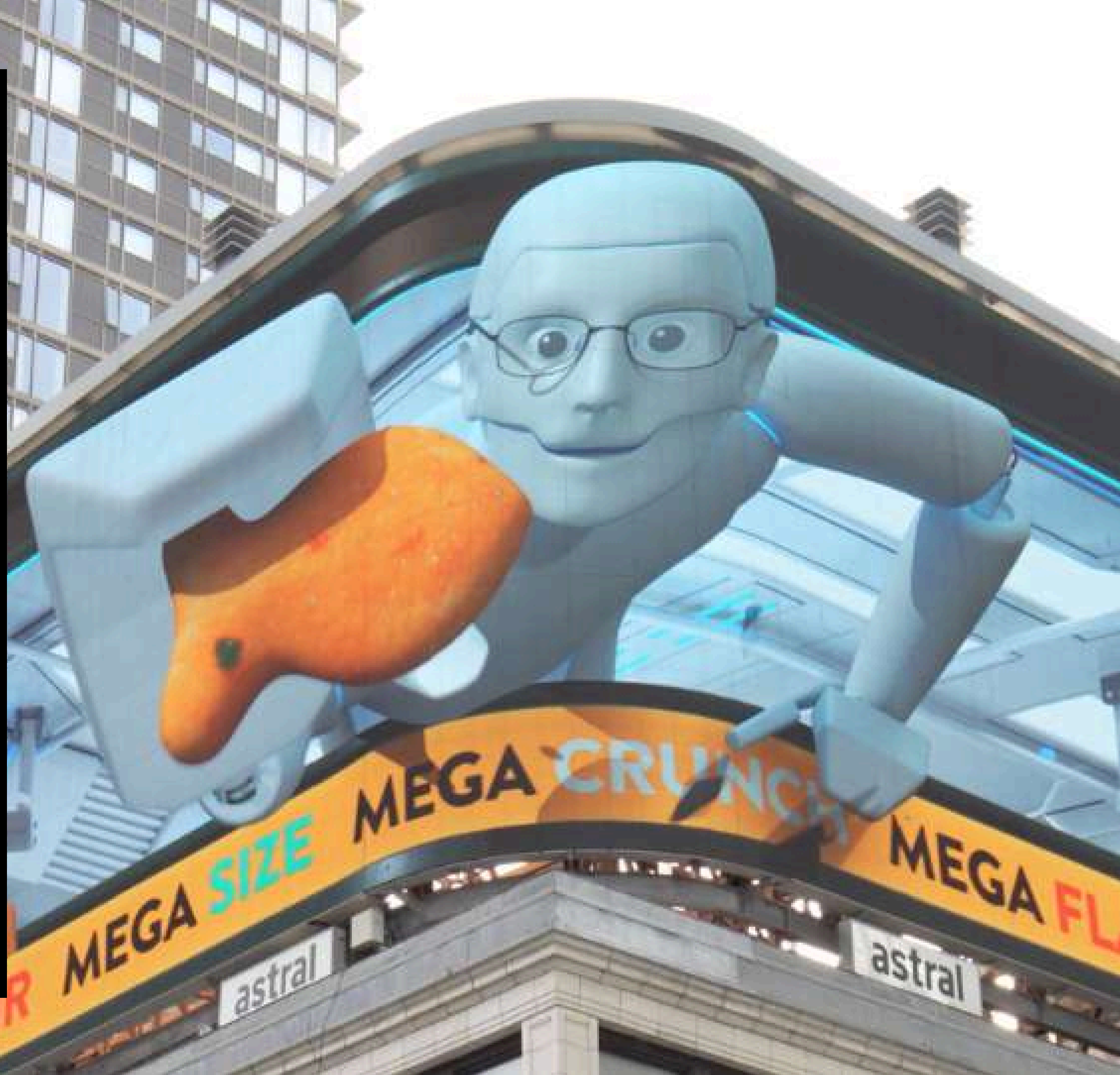
We are a multimedia and creative production company that specializes in creating content with a **3D anamorphic illusion**, or forced perspective, for Digital LED Billboards to make brands stand out by popping them out of the screen.



HOW FORCED PERSPECTIVE-LED CONTENT WORK?

Forced perspective is a technique used to create an optical illusion. It manipulates perception by making objects appear larger, smaller, farther away, or closer than they actually are. This allows 3D Billboards to create compelling and unique visuals that play with the viewer's perception.

To achieve optimal results with illusions, we create 3D content that is designed to be viewed by an audience positioned at a specific location at ground level. This involves taking precise measurements and calculations to recreate the scene and surface within our 3D software, creating a virtual volume located at the level of the LED screen. By imagining the LED as a transparent facade, we can create content that appears to be situated within a volumetric area inside the building itself.



Demo Reel



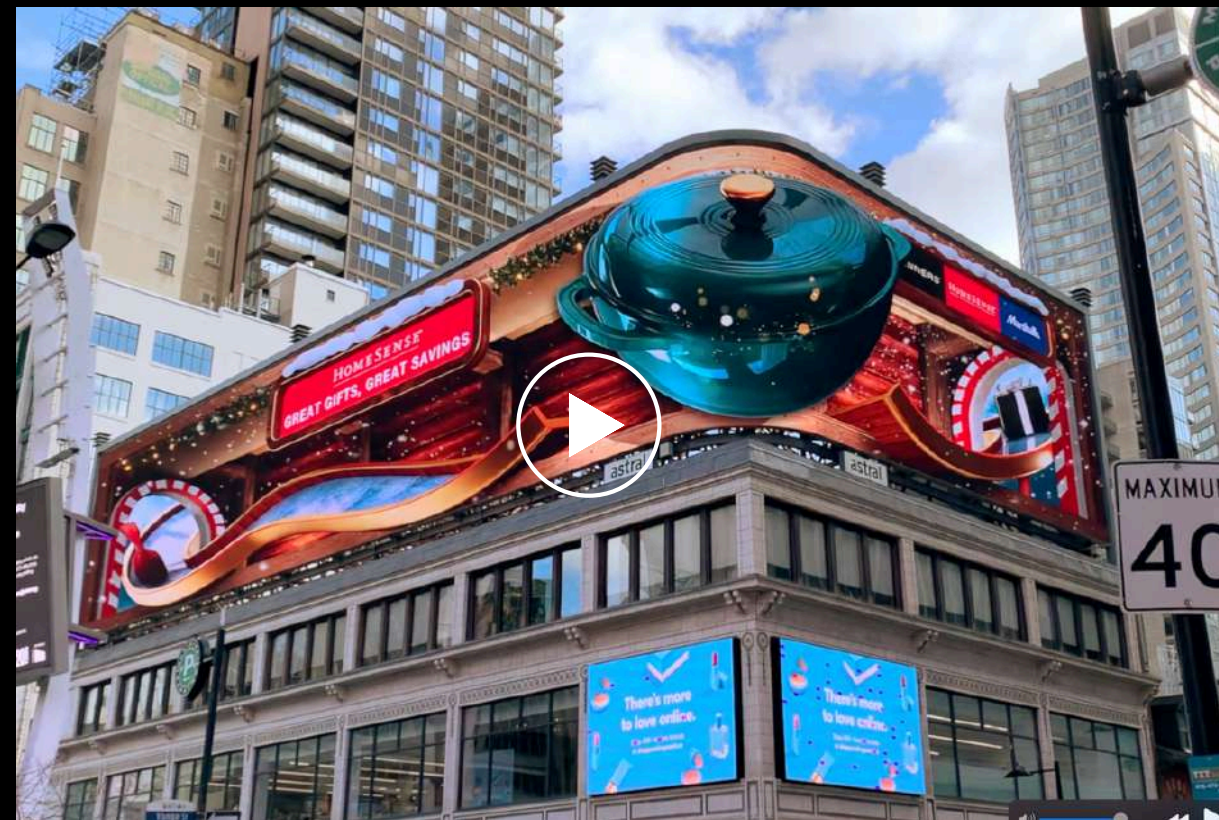
We have created 3D commercials for BMW, Amazon's Audibles, Campbells and many more brands. The success of these spots has been widely recognized through social media engagement. The commercial for BMW specifically has been set as the standard for 3D Forced Perspective commercials for BMW worldwide.

Portfolio



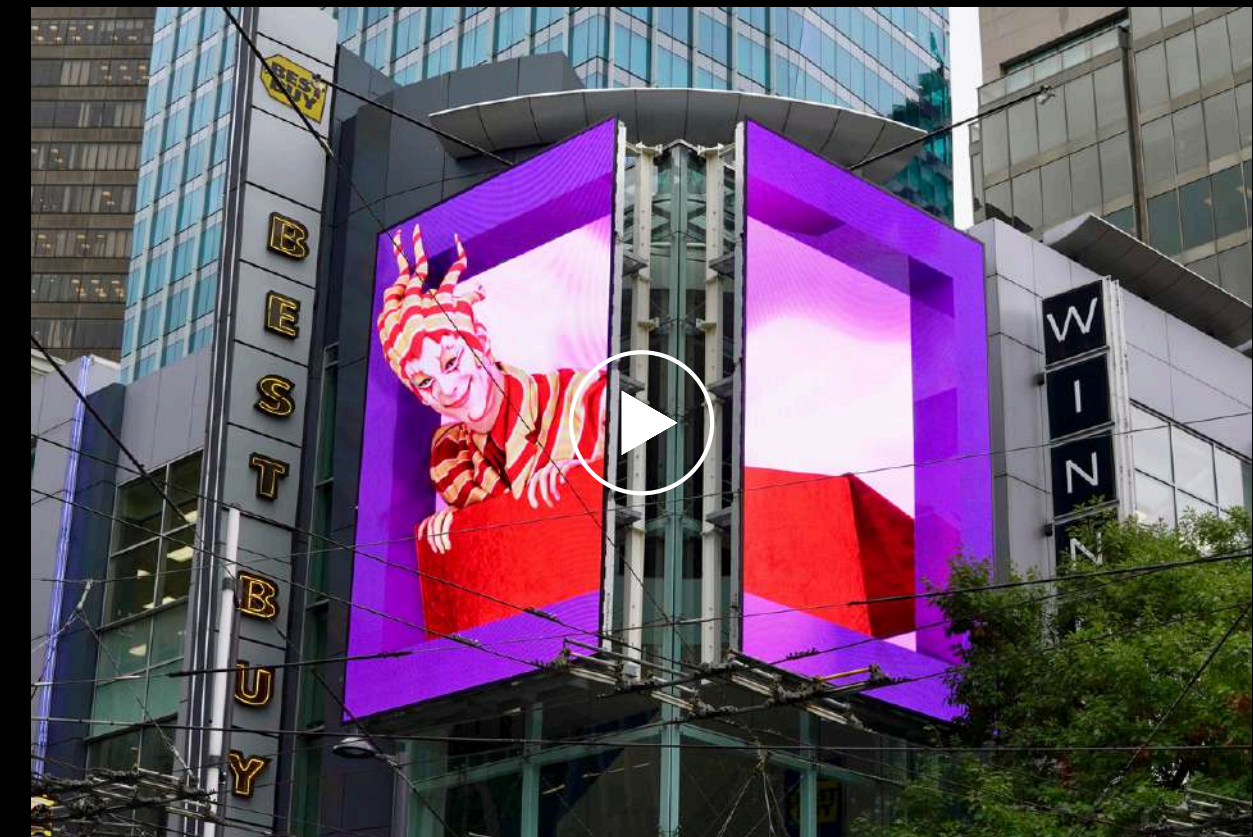
Volkswagen "Electric Feels Good" 3D Anamorphic DOOH Advertisement.

Go2 production set out to craft a 3D Anamorphic Animation for the upcoming Volkswagen electric minivan ID.Buzz! through their 'Electric Feels Good' campaign.



TXJ 3D Anamorphic DOOH Advertisement

As the holiday season approached, Go2 Productions partnered with Bell Astra Media to create an eye-catching 3D animated advertisement for TJX.



Cirque Du Soleil Vancouver DOOH Forced Perspective

Following the success of the 3D Anamorphic campaign for Cirque du Soleil in Toronto, Go2 replicated the magic in Vancouver.



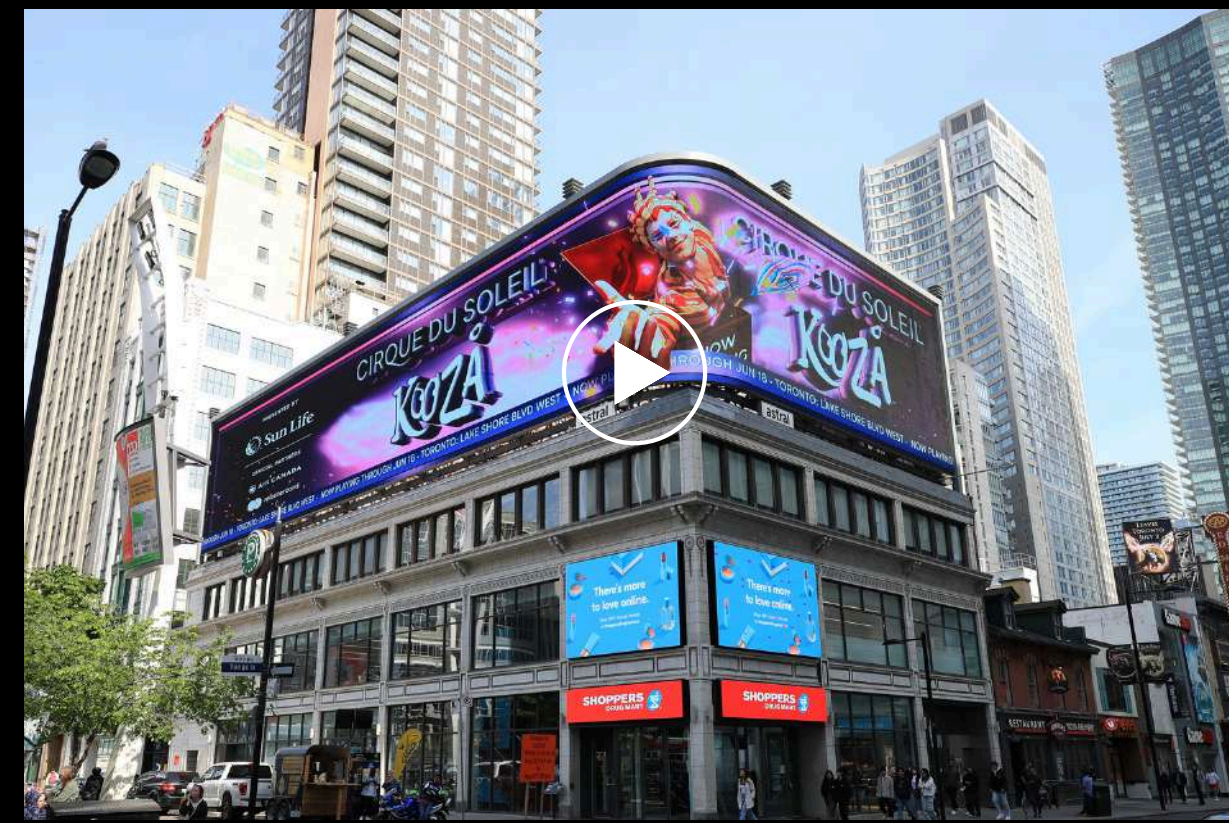
Starbucks DOOH Animation with 3D Anamorphic effect

Summer 2023 brought the launch of a new Starbucks Refresher. The challenge for Go2 Productions was to present the cooling treat on a LED Billboard



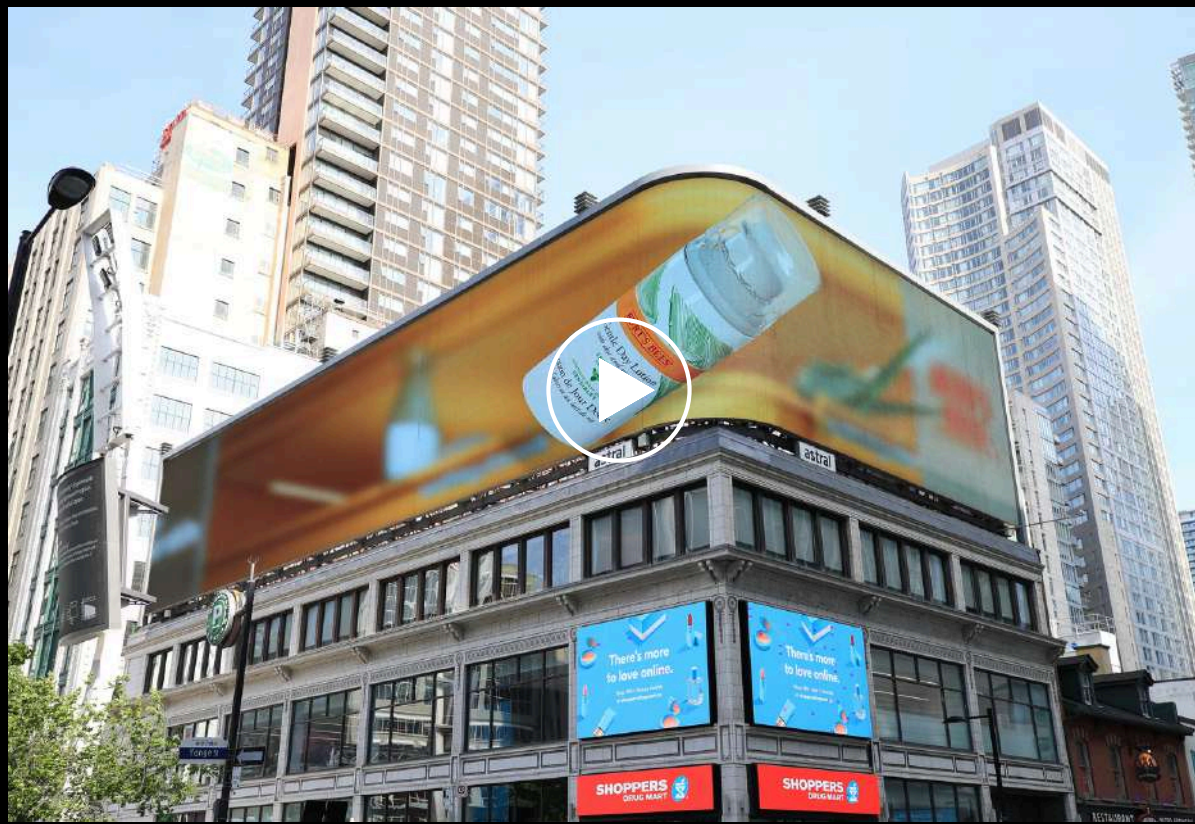
50 years of BMW 3D Forced Perspective DOOH Advertisement

The fast-paced 20-second ad showcased two BMW vehicles driving and popping out of the billboard by using a Forced Perspective illusion



Cirque Du Soleil 3D Anamorphic DOOH Advertisement

When Cirque du Soleil opened its show "Kooza" in Toronto, Ontario, they wanted to bring the whimsy and magic of its production to a digital out-of-home (DOOH) advertisement.



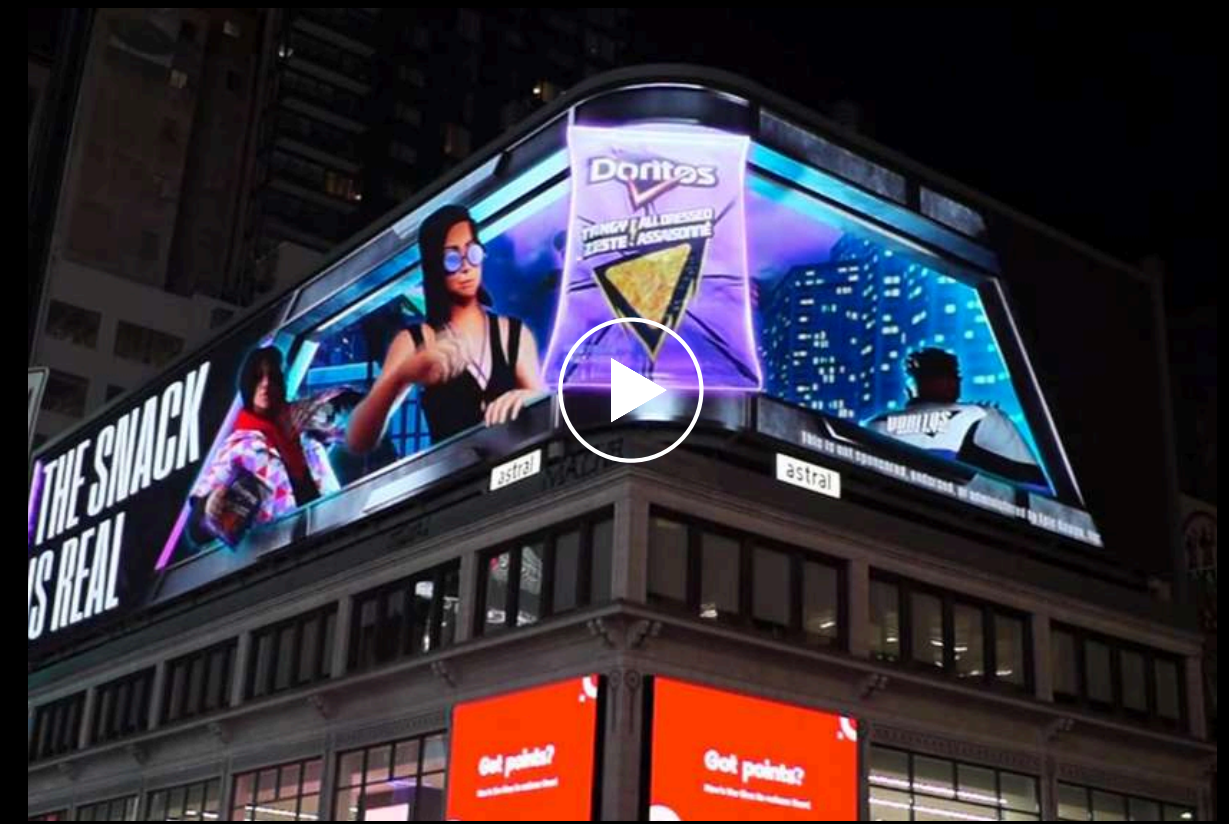
Burts Bees 3D Anamorphic DOOH Advertisement

Burts Bees reached Go2 Productions to bring their new line of moisturizers to life through a stunning 3D Forced Perspective DOOH advertisement.



Goldfish 3D Forced Perspective DOOH Advertisement

Campbell's unveils Mega Bite Goldfish Crackers, challenging Go2 to convey their impressive size in 3D DOOH Billboard campaign.



Doritos 3D Anamorphic DOOH Advertisement

In a strategic partnership between Doritos and the widely popular online game Fortnite, they wanted to bring their newest NPC drop to a 3D billboard in Toronto, Ontario.

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