



2012

VIDEOLOGY

Videology

Sparkle Videology is a project that brought to the creation of four emotional videos of 30" each realized through motion graphics and that tell of Sparkle's core values: reliability, flexibility, efficiency and innovation.

The videos use a simple, direct, clear, captivating but authoritative communication with an empathic style, therefore closer to the individual. They represent a real moment of brand experience for all our customers and for ourselves.

The video artists are Sebas&Clim, Sebastain Baptista and Climent Canal who have been selected for the use of codes they proposed as well as for the high power of viralization of their product.

The videos are available through Sparkle's YouTube channel at

<https://www.youtube.com/playlist?list=PL35BDCDB8257FE55F>





Corporate video

<https://youtu.be/1uqc3Aap02w>