

Subject: High-Impact Branding by Liquid CGI

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High-Impact Branding by Liquid CGI



Liquid CGI was brought in to create CGI images for a campaign executed by Ogilvy & Mather for Castrol Tecton Extra, worldwide marketers of synthetic and conventional motor oil and lubricants. Beginning as a rough pencil sketch, Liquid CGI rendered the image at right of a drop of oil taking the form of a muscular arm. The visuals aligned perfectly with the campaign's focus on product strength and toughness.

Imagine the Possibilities

Get the lighting precision and impeccable detail of actual photography without high costs or logistic limitations. Ideal for creative branding, product shots, technical advertising, engineering simulations, virtual environments and high-impact special effects. Access and modify common digital assets from your own image library. Easy multi-location and multipurpose usage, and hassle-free worldwide client collaboration. Liquid CGI gives you the freedom, flexibility and feasibility to create without bounds.

About Us

Liquid CGI is a leading NYC boutique provider of Photorealistic 3D Computer-Generated Imagery (CGI). We specialize in creating special effects traditional photography cannot always capture. We deliver this exciting new technology to top names in the advertising, publishing, healthcare, graphic arts, industrial design and consumer goods industries.

View Our Portfolio

Visit www.liquidcgi.com to see our newly expanded portfolio.

Contact Us

For technical information, contact Rob Bender at bender@liquidcgi.com. For sales, contact Jim Roggio at jimroggio@liquidcgi.com.

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