

# daz

creative solutions from a different school of thought

Client: **BP**

Project: **Horizon animation**

BP Horizon - the global in-house magazine with a circulation of 120,000 required some internal promotion. One week before the publication date, a series of 10 second animations would run in the head office reception areas. Played on huge plasma screens, the animations would tease the would be readers into what the main articles were going to be.



bp01.swf  
bp02.swf  
bp03.swf  
bp04.swf  
bp05.swf  
bp06.swf  
bp07.swf  
bp08.swf  
bp09.swf

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