Dairy 2020

Working with Forum for the Future, we created a fun and interesting short animation to help explain the future of the farming industry in the UK and around the world. Check out the video here http://vimeo.com/41001987

Visit www.dairy2020.com for more details.

What was the problem?

Forum for the Future are a sustainability non-profit working globally with business, government and others to solve tricky challenges.

They have created an initiative called www.dairy2020.com which aimed to show how the farming industry will look in years to come. A years worth of research and presentations, including one at the Houses of Parliament, were coming together and it was time to show the results. The client wanted to show their findings in an interesting way, that was easy to understand and that "shook up" the industry a bit. So often reports would be stilted and a little boring, so it was time for something new.

And how did we solve it?

We responded by created a short 2 and a half minute animation with a fun voiceover to match. There are elements of humour throughout the animation but not too much to not appear serious about the subject. Each part of the script is visualised clearly, simply and with a spark of imagination.

The Results?

The results were hundreds of shares online, thousands of views and engage stakeholders who have requested similar animations for their work.

2000+ views

Which services did this include?

DESIGN & BRANDING

DIGITAL & INTERACTIVE

STRATEGY & MARKETING

CONTENT ENTERTAINMENT

Like this, let's talk? email michael@thehouselondon.com or call + 44 (0)20 7209 4957