

動觀

M O V E S I G H T

2022 Forging Ahead With Heart

2022 以认真继续



Our Clients

中央广播电视总台



开心麻花

中国平安
PING AN



GARMIN



知乎

MAYBELLINE
美宝莲 NEW YORK

L'ORÉAL
PARIS

百雀羚

MARTI
DERM
LA FORMULA



波司登
畅销全球 72 国

watsons

百草味



天猫 Tmall.com



唯品会
vip.com

小红书
全世界的好东西



聚划算
-juhuan.com-



Tencent 腾讯



dyson

ROBAM老板



阅文集团
CHINA LITERATURE

Our Awards



3 gold and 3 silver awards in 2021 Golden Lion Award ;
2021金狮奖获得3金3银；

TOP 10 production agent companies in advertising industry in 2021;
2021广告行业制作代理商TOP10；

Gold award in 2021 TOPDIGITAL Awards;
2021荣获TOPDIGITAL金奖；

Silver award in 2021 Shanghai International Advertising Festival;
2021荣获上海国际广告节银奖；

1 gold , 1 silver and 2 copper awards in 2020 Golden Lion Award ;
2020荣获金狮奖1金1银两铜；

Top 10 production agency companies in 2019;
2019年度制作代理公司TOP 10;

2 gold and 2 copper awards in 2019 China Content Marketing Awards;
2019荣获金瞳奖2金2铜四项大奖；

First prize in "Recording the New Era - Commemorating the 40th anniversary of Reform and Opening Up" in 2018;
2018“记录新时代—纪念改革开放40周年”一等奖；

Silver award for best creativity in "Hello ,New Era" in 2018 CCTV;
2018中央电视总台“你好新时代”最佳创意银奖；

先聊下服务

Our Service

自制Self-produced



艺人TVC Actor TVC

与众多艺人合作拍摄，超过40+艺人。各种品牌类/促销类/产品类等TVC类型均有验。

Have cooperated with many artists for shooting with more than 40 actors. We have experience in different kinds of TVC ,such as brand, promotion and product.



品牌故事 Brand Story

无数品牌的形象积累，打造品牌故事，例如百事可乐的进入中国三十六周年打造一条周年故事阐述品牌精神。

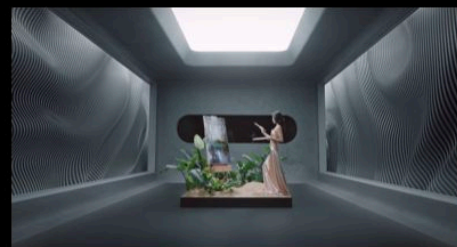
Image building of many brands has been achieved. Create the brand story. An anniversary story has been created to illustrate the brand spirit in the Pepsi Cola's 36th anniversary in China.



情感故事 Relationship Story

情感类故事依旧是这个内容时代的优质形式，不论明星与否，擅长抓住故事和情感是动观的另一长处所在。

Relationship storytelling remains the premium format in this age of content, and the ability to capture stories and emotions is another of MSE's strengths, star or not.



视觉后期 Post Production of Visual

对于视觉的呈现，拥有比较好的把控力，以及国内外多家的优质长期合作后期公司把控出品。

For the visual presentation, it has good control power, and many high-quality long-term cooperation companies at home and abroad to control the production.

平面拍摄 KV Productions



MoveSight Founder



曾 健 | Jam

动观文化联合创始人

MoveSight Founder

He has been in the advertising industry for 12 years and founded MoveSight in 2015. His services focus on integrated marketing around internet communication and has provided services for many brands such as Ford, CHANG AN AUTO, Land Rover, MG, Baidu, Huawei and WM.

在广告行业从业12年，2015年创立动观，服务内容主要围绕互联网传播进行整合营销，为福特、长安、路虎、名爵、百度、华为、威马等诸多品牌提供过服务。



童超 | Peter

动观文化创始人，监制

MoveSight Founder

Founded in 2015, Dynamic MoveSight to produce quality content in the film and television production industry, providing clients with creative and extremely strong storytelling professional production, and leading companies into the TOP 10 of the relevant domestic industry, and has provided services for many brands such as Ford, MG, Huawei, WM, Tencent, L'Oreal, Tmall and Lincoln.

2015年创立动观，目标在影视制作行业制作优质的内容，为客户提供具备创意性和极强故事性的专业制作，并将企业带领进入国内相关行业的TOP10，为福特、名爵、华为、威马、腾讯、欧莱雅、天猫、林肯等诸多品牌提供过服务。

Our Team



再看个作品

Our works



蔚来汽车—京东快递到车
NIO

蔚来 与 京东
present



北京汽车
BAIC MOTOR



名爵
MG





华为
HUAWEI



广告

vivo S15



最后说说优点吧

Finally, the pros

年轻年轻年轻的团队

Young team

开放思维

Open mind

情感洞察力强

Strong emotional insight

创意+导演的搭配

The combination of
creativity and directors

整案落地能力强

Strong executive capability
of the whole case

与多个客户品牌信任度高

High brand trust with
multiple customers

可以进行多品牌跨界合作

Multi brand cross-border
cooperation

资源可执行难度项目

The project of being difficult
in implementing the content

国内外导演及制作公司资源

Directors and production
companies at home and abroad

项目质量把控力强

Strong quality control of the
project

作品可看 新片场专区



You can click here if you want to know more about the work.

<https://www.xinpianchang.com/u10000649>

THANKS