

La Fântâna

Interactive presentation

Client

La Fântâna is Romania's leading water supplier for water cooling systems, with a market share of over 75%. Covering the entire country through its twelve regional branches, the company expanded in the Balkans, opening its first subsidiary in neighboring Serbia.

Challenge

The company required a CD-ROM based interactive presentation, with content targeting potential investors. This presentation had to communicate the company's leadership position, its service excellence, as well as its growth potential.

Solution

Grapefruit proposed a creative concept based on the assertion that the corporate philosophy of a company whose business is so closely related to water can only rely on water's core attributes: fluidity, transparency and purity.

The challenge was augmented by the fact that this type of corporate material is traditionally oriented towards text and information, which made reaching creative originality difficult. By carefully distributing the content, by modeling and by enhancing the graphic aspect of the copy, Grapefruit managed to create a fluid perspective and some spectacular graphic transitions.

The presentation has been thus proved to have an excellent visual impact. It also avoids the clichés of classic CD-ROM based corporate presentations by means of an unconventional treatment of frame animation and a modern, uncluttered design.

