

# CONNECT INNOVATE CO-CREATE

## Key Business Benefits

- ✓ Collaborative Teamwork
- ✓ Reinforce Messaging
- ✓ Agile Teamwork
- ✓ Strengthen Bonds
- ✓ Process Improvement
- ✓ Energise Meetings

Play  
Video

Bring your values and  
vision to life with  
stop-frame animation





Indoors



2-3 hours



6 – Unlimited

## Activity Overview

- Animate is a highly engaging activity based on the demanding process of stop-frame animation
- The groups are split into teams which are tasked to work together to produce a short innovative animation with craft materials
- Teams must work together so that their animation clips link together at the end to form a long clip which tells one cohesive story
- Communication, planning and role responsibility are essential in this testing and often hilarious challenge!
- The versatility of Animate means that it can represent all kinds of messages and explore business objectives, product launches or company values in a fun way



Capturing 150 individual frames to make their 10-second sequence demands agile teamwork and continuous process improvement

Inclusive gameplay



From prop makers to sound technicians, there is a role for everyone in Animate!