

Case Study | Nippon Paint

Brand integration video, where the protagonists are engaging with the brand as part of the story



Active integration



Active integration

<https://www.youtube.com/watch?v=2LEA0kOOPNg&list=PLKcGe9BTHkrqU79qB4wJs4mOXjM3AzdBg&index=77>
<https://www.youtube.com/watch?v=4kPervsOBg0&list=PLKcGe9BTHkrqU79qB4wJs4mOXjM3AzdBg&index=80>