



DAFFY - 3D CREATURE DESIGN

for Publicis / [lastminute.com](https://www.lastminute.com)



Not To Scale

INTRO

There are many important factors when considering the flamingo's design:



Not To Scale

RECOGNISABILITY - The flamingo needs to feel like what we all know and love about the creature.

UNIQUENESS - This should naturally come from the process of careful selection of the key components.

REALISM - ie not too much tinkering. In the past we've found the more we 'design' a creature, and clean up things such as feathers and texture, the harder it is to make convincingly real. Therefore our current design proposal is presented with photoshopped found imagery.

CONTEXT - It's very important when choosing our perfect flamingo, that we judge it against the *LASTMINUTE.COM* colour scheme. We would suggest the same **HOT PINK**, to make it believable, but unique within it's environment so that people instantly think 'lastminute.com' when they see our character in it's various environments.

As a start lets look at variety. As we all know by now, flamingos come in all shapes in sizes

PERSONALITY



The list of locations that you've sent us have helped so much shape the character of INGO. He really does get everywhere, and he's a really good sport. From extreme activities to opera, he's happy to be seen sightseeing as much as he can be spotted at the very coolest of clubs.

The quirks that flamingo's have must play into this bold character. The little head jolts they do are great, but should be used carefully, for example in hotel, where he's trying to escape a lift and make a secret exit from the 'secret hotel deal'. INGO is a bit of a performer, as well as getting involved he puts all of himself into what he's doing. If he's shopping, he's strutting. If he's dancing? he's good, not moving around like a crazed dad at a wedding.

The specific mannerisms we lock onto will come through the process of the first iteration of spots we complete, plus the choice of plates and actions. But I still feel the rules we wrote in the treatment still stand true, and our decision making process about which scripts might work best and which backgrounds to choose have all been done with that simple rule in mind, that bears repeating...

GOLDEN RULE: Our flamingo should act out scenarios that real flamingos could really do.

Different flamingo species



INGO needs to be unique, characterful, yet realistic to look at.

OUR DESIGN: INGO



We modified the face and gave Ingo bigger eyes. Rounded the beak a bit, and taking inspiration from a dolphins natural smile we tilted up the back of the mouth ever so slightly.

There are some pink tones in the beak also, these were pushed but not as much. This difference in hue allows people to feel like the result doesn't look like a result of strong grading. Ingo looks natural, happy & unique!

OUR DESIGN



Again for some uniqueness, we darkened down the legs to near black leaving pinkness in the feet and knees. And we're proposing the wings should be full pink. Here are some further photoshop mockups.

It's important to remember that when looking at these designs, we're looking at shapes, sizes and colour only. These images are not characterful yet, as that will come in the animation process.

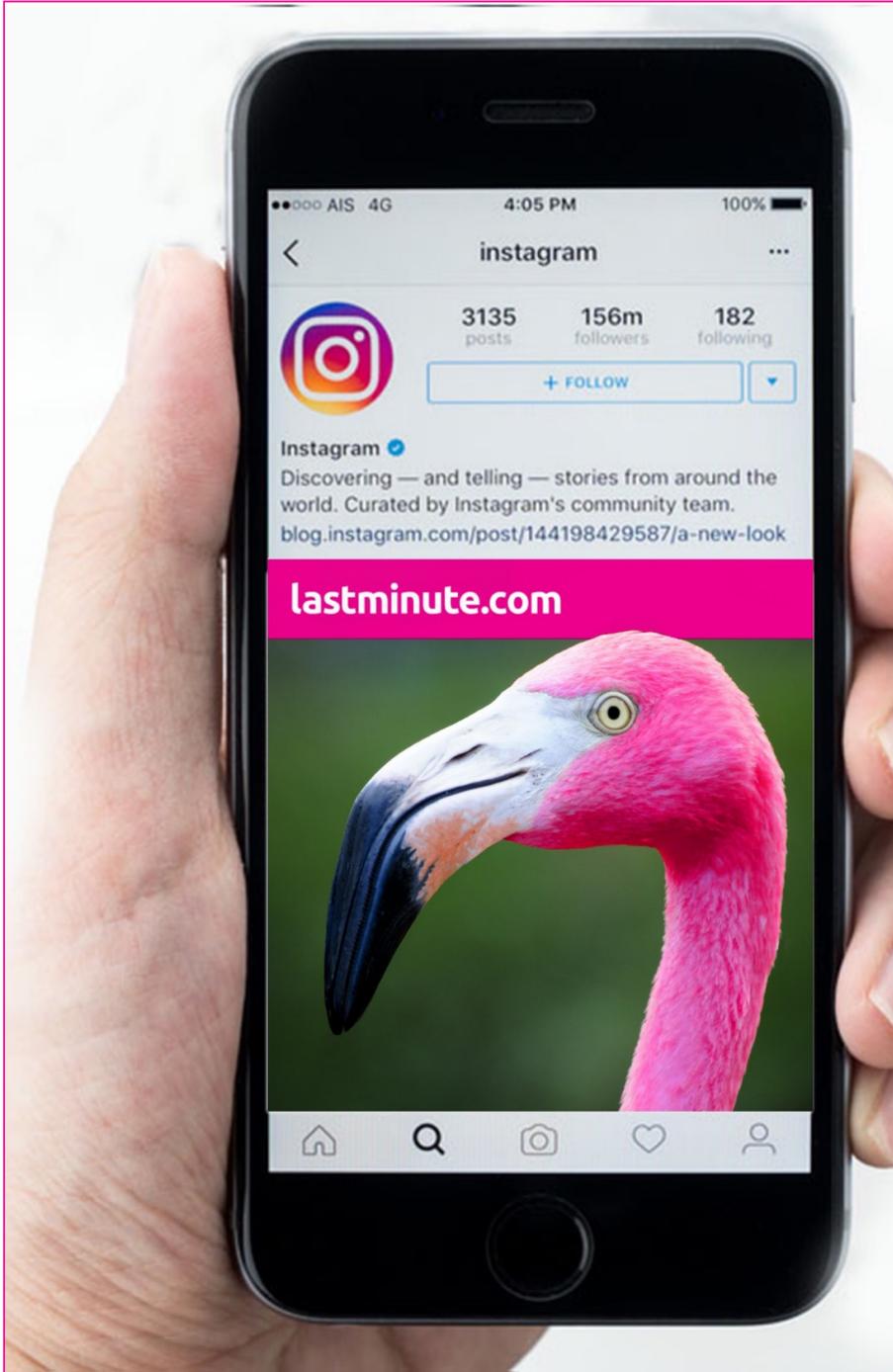
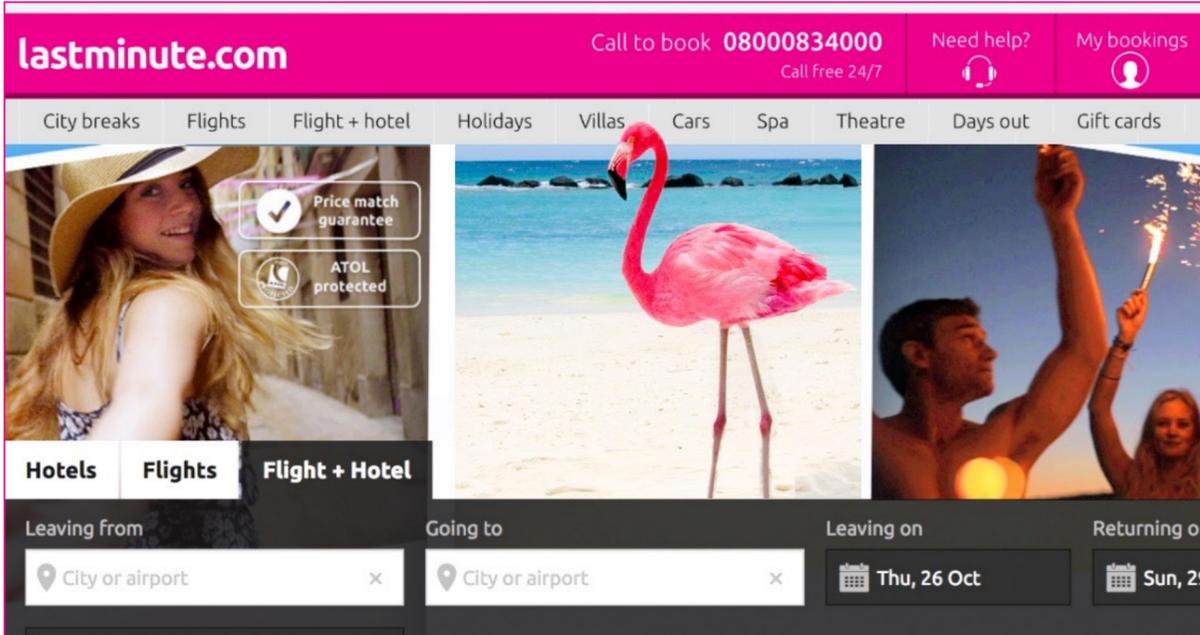


Flamingo design details

The *lastminute.com* hot pink informs the colour palette.

Our design integrated into Client branding

We feel the new tones of our character compliment very well those found on *lastminute.com*.



THANK YOU

Los Angeles

Hollywood/ +1 (323) 405-3870

New York

SoHo / +1 (646) 863-1144

London

Soho / +44 (0)20 7734 4575

Amsterdam

Keizersgracht/ +31 (0) 20 235 2190



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