Mackevision receives the German Brand Award. Innovative Toyota Auris advertising spot wins in the "Brand Campaign – TV Spots" category.

Stuttgart, June 16 - Mackevision Medien Design GmbH was presented the German Brand Award in Berlin today. The CGI specialists from Stuttgart received the prize in the "Brand Campaign – TV Spots" category for its work on the Toyota Auris advertising film. The film is primarily distinguished by its exceptional combination of real film and computer-generated imagery (CGI): The two minute film was shot in South Africa – but using the predecessor model of the new Auris. During the post-production the vehicle was digitally replaced by its current successor. The Auris Hybrid changed into the Auris Hybrid Touring Sports with a transformer-style effect.

This type of CGI integration saves the automotive industry time, costs and also significantly reduces the risks. In addition, this approach also opens up entirely new creative opportunities. "We are very pleased that the German Brand Institute has recognised our CGI work and rewarded it with an award. This makes us very proud!" says Armin Pohl, CEO of Mackevision.

Only companies nominated by the German Brand Institute, its brand scouts and expert committees can compete for the German Brand Award 2016. And independent jury of brand experts from a variety of disciplines decide who receives the award: the industry, universities, agencies, consulting companies and the media. The aim of the competition is to discover, present and reward ground-breaking brands and brand makers. The competition was initiated by the German Design Council. It recognises innovative brands, consistent market launches and sustainable brand communication along with pioneering personalities and companies in the world of brands.

The entire Toyota Auris advertising film is available via the following link:
http://www.mackevision.com/references/toyota-auris-film/ .

Mackevision Medien Design GmbH (www.mackevision.com)

Die Mackevision Medien Design GmbH is one of the global market leaders in Computer Generated Imagery (CGI). It provides data-based 3D visualization, animation and visual effects. The company designs and produces image and film material along with interactive applications with high-end quality. It also develops technological solutions for image creation and supports the entire CGI process from data preparation to the creative design to the final product. The international team supports major companies, middle -sized companies and their agencies. Mackevision was founded in 1994. Today more than 400 employees work at the company's headquarters in Stuttgart and at its branches in Munich, Hamburg, London, Florence, Detroit, Los Angeles, New York, Beijing, Seoul, Tokyo and Singapore.

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