



Polish, polish, polish. That all-important element which raises the quality of every production is in abundance here. Rob Redman loves it

[Find Me If You Can](#) is a simple advert but feels like more. The premise is easy to follow and does a good job of delivering the message that is intended but isn't what made me like it so much.

What I love is the polish. A lot of time has been spent making this look as high quality as possible. The city environment is beautiful, with lovely lighting and a depth of detail that is just right, while the interior is clean but not sterile.



The focus switches to the product itself smoothly and as a properly thought-out element, not just a bolt on.

The animation is maybe a little slow for some, or at least there are too few changes of pace but that does let you eyes move around the scene and take in the surroundings, as well as the focus.

Hope you enjoy watching it too

Rob

### About the author



Long-time 3D artist Rob Redman has been working in the field of VFX and motion graphics for over a decade. He is Technical Editor on 3D World magazine.

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