

## **ABSTRACT**

### **VIDEO ADVERTISING TVC ANIMATION DESIGN “GO-CLEAN INDONESIA”**

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*Final Project entitled "Design of Video Advertisement TVC Animation GO-CLEAN INDONESIA. Identification of the problem is the lack of explanation about this new service. How to build the concepts and creative ideas for designing an animated video ad TVC GO-CLEAN. As a provider of new online services, GO-CLEAN has few competitors when viewed in terms of promotion and product. Therefore, GO-CLEAN should have a media and attempts to introduce its existence as one of the service providers online in Jakarta, one of the strategies important is to design a video ad TVC new animation to expand the market and make it known to the wider community.*

*The author decided to design a Video Advertisement TVC Animation. Other supporting media for this promotion poster, digital poster, flyer, web banners, and x-banner.*

*Keywords: animation, motion graphics, informative, simple, fast.*