Buff Motion brings Ziffit.com to life in animated TV ad

Tuesday 1 January, 2019

Brighton based animation studio, Buff Motion were appointed by Ziffit.com - the UK's leading book buy-back service launched by World of Books - to create an animated TV ad as part a nationwide campaign celebrating the new brand look and feel. In a significant step away from more traditional creative for trading sites. Buff worked with Ziffit.com to develop some charming 3D characters in a bold design to bring the process of using the service to life.

Tom Allen, Creative Director at Buff said: 'The challenge with this project, from a creative standpoint, was how we could elevate the current brand to something that offered high production value and engagement - whilst respecting the importance of the air date to capitalise on the post-Christmas audience. It was a really collaborative process, the guys at Ziffit.com were totally on board with our initial ideas for the visual direction. From the outset, it was obvious that our values were completely aligned which made for a really strong creative relationship.'

Buff's Studio Director, Chloe Flexman added: 'We loved working with Ziffit.com - a nationally respected local business truly doing good - and from the start Amy and Patrik were model clients! Their feedback was always clear and helped us to produce two animations we're all really proud of. We couldn't have asked for better partners for our biggest TV campaign to date.'

Patrik Öqvist, CMO World of Books Group was thrilled with the finished ad: "We are delighted with the quality and impact of the ads that Buff have written and produced for us. We came in on budget and ahead of schedule with outstanding ads."

The TV campaign launches on January 1st and will run initially for three months across terrestrial channels with further digital and online activity planned.

Notes to editors:

ABOUT BUFF MOTION:

Buff Motion is a design-driven motion graphics and animation studio, helping brands connect and communicate through well-crafted animated video made with intelligent design, beautiful motion and seamless collaboration.

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ABOUT ZIFFIT.COM:

Ziffit.com – *Free app can be downloaded from Apple Store and Google Play*

Established in 2013, to buy unwanted books, CD's DVD's, Blu-ray and console games directly from consumers via its market leading scan and send app. The smart technology enables consumers to use their mobile device to scan a product barcode or to simply tap in an ISBN code from a book for an instant valuation. Ziffit provides a simple end-to-end transaction, providing access to over 5,000 collection points and free courier service across the UK and in Ireland.

Ziffit sells all its books, CDs, DVDs and games via World of Books own website or partner websites such as Amazon and eBay. Ziffit also sells directly to a variety of charity shops, retail, and discount stores under the brand of Replay and through select wholesale partners.

Ziffit is part of World of Books group.

World of Books Ltd, World of Rare Books Ltd and Ziffit.com are privately owned companies run by World of Buzz Ltd, referred to as World of Books Group.

World of Books Group

World of Books Group was founded in 2002 by a group of dedicated book lovers and has seen its

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inventory grow from 1,000 books to well over 3 million books and media items in stock.

They have won numerous awards (Queens Award for Enterprise, Sunday Times Profit Track, Sunday Times Fast Track, Sunday Times International Track, London Stock Exchange's 1000 Companies to inspire Britain, Sussex Company of the Year Award) and in 2017, attracted investment by Bridges Sustainable Growth Fund. Bridges Sustainable Growth Fund invests in ambitious growth companies that are helping to tackle some of the most pressing social and environmental challenges.

World of Books are a circular economy, for profit company that supports charities and protects the planet by enabling more goods to be reused. They are pioneers in the re-use and recycling of unwanted books, recycling about 70 million books each year, equivalent to 442,000 trees.

They achieve this through three direct-to-consumer e-commerce businesses (World of Books, World of Rare Books and Ziffit) supported by their own technology.

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