

CREATING THE OPUS X SERIES WORLDWIDE LAUNCH



Working closely with Michael Anderle and his team, we set out to bring his visionary world to fans across the planet.
What follows is the result of collaboration between Michael Anderle and Gene Mollica Studios.



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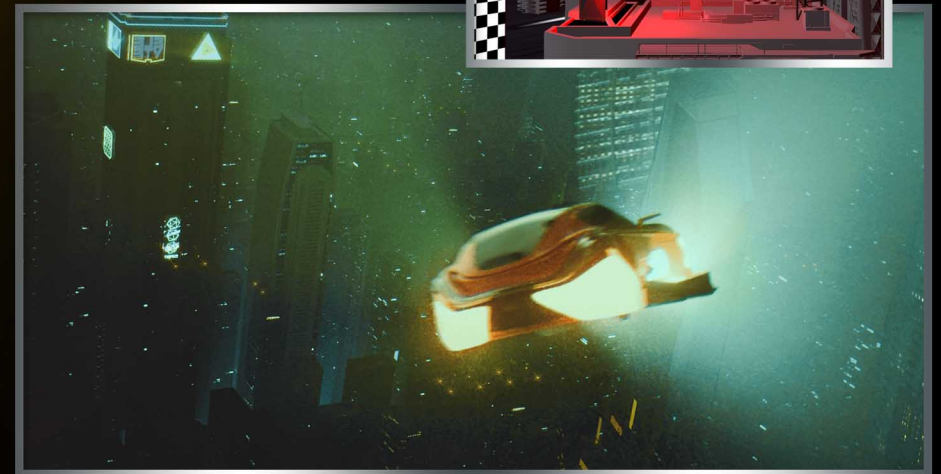
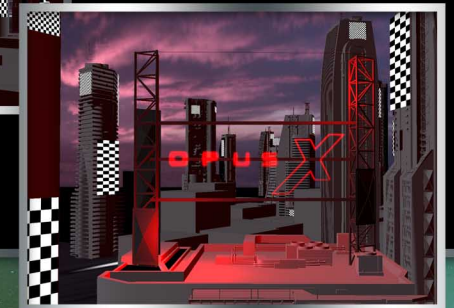
TALENT, COSTUMES & CUSTOM SET DESIGN

After an exhaustive talent search, we set about creating proprietary assets in order to prep photo and video shoots. This phase is critical to developing marketing materials down the line.



PRE-VISUALIZATION & ANIMATICS

The process of developing video assets begins with detailed storyboards, which provided us with a blueprint for videos. From here we created a 30-second trailer which allowed us to edit 10-second and 5-second clips for use on social media.



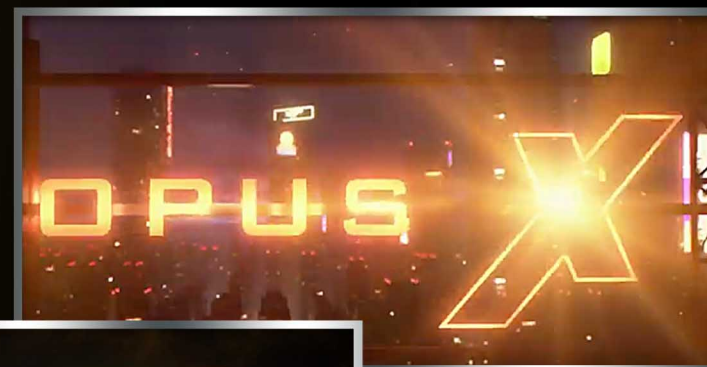
SERIES BOOK COVERS

Michael Anderle trusted us to conceptualize, design, shoot and produce twelve unique book covers, each one different from the last but still very much rooted in the world.



LOGO & IDENTITY DEVELOPMENT

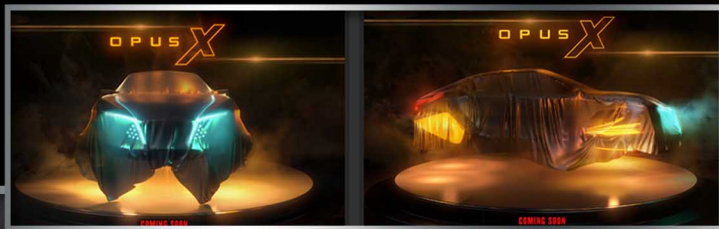
Custom 2D, 3D and animated logo creation was used across all marketing materials.



CUSTOM VEHICLE & WEAPON

From concept to final build, we built a proprietary 3D vehicle for the Opus X book series. The Taxunta, a character in the story, was custom designed and built by the GMS team. The build was used for the book covers, in video trailers, and motion graphics pieces. To amplify market awareness, we deployed stunt marketing with a car reveal that took over three weeks leading up to the launch.

From concept to build, we created the Taxunta, a proprietary 3D car built for Opus X Series.



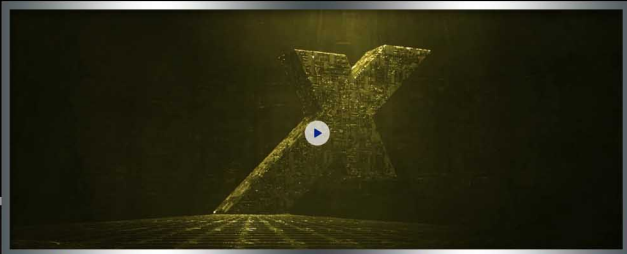
DIGITAL & PRINT BANNERS

The assets created were also used for key art posters and large-scale banners used in live event marketing.



SHORT FILMS

We created a 30-second book trailer, which was edited to create several motion pieces, including 10 and 5-second clips.



BROCHURES

Once we had enough of the visual pieces, we were able to design and produce a series of brochures that were used to entice audiences and make Opus X top of mind.

