

## E-Sports Nutrition Campaigns



### A stand-out solution.

With only a start-up-sized budget but big creative ambition, Neon Brand Consultancy set out to create a series of promotional animations for E-Sports Nutrition that would truly stand out in the noisy world of gamer advertising.

Building on ESN's authentic gamer-first brand and its message of next-generation products for next-generation gamers, we continued the sleek, monochromatic visual style established in the packaging and website work. Each animation showcased ESN's ELX energy drinks and IGF shakes, cleverly situating the products inside the game — at the precise moment when maximum focus and energy are needed. Game on. And on.

Lovingly storyboarded and art-directed, with illustrations by Rob Ball, the animations paid homage to gaming's most iconic genres — from racing sims and RPGs to space operas and classic fighters — all without needing licensed IP.

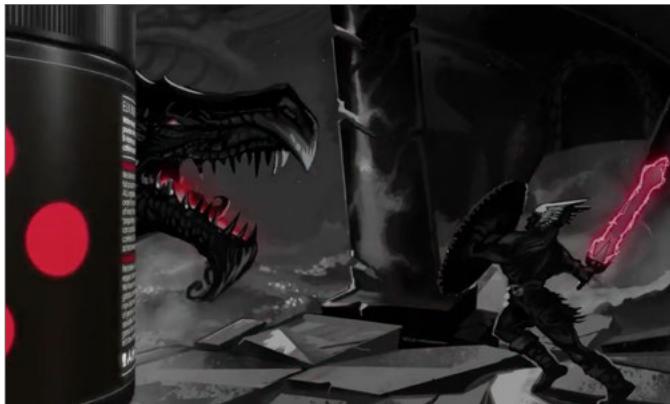
The result was a suite of stylish, high-impact animations that built brand recognition, drove e-commerce engagement, and delivered big-studio impact on an indie-studio budget.

### Kind words...

*"Neon had full control over our launch videos, including lots of insightful, gamer orientated product animations too. As Dana had fully immersed himself into the gaming world as part of this brief, we can confirm that these were extremely well received. Our beautiful black and white animations were highly effective in ensuring ESN hit the ground running – which was a huge relief! ESN now stands out as something visually different in a noisy and cheap feeling market. With lovely game and game genre details created with standout black and white still art. This is exactly the level of quality we wanted to achieve while working to a start-up budget and we couldn't be happier with the finished content and subsequent ROI!"*

**ANTHONY MILLAR**  
Director & Co Founder  
E-Sports Nutrition

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### PROJECT SUMMARY

Campaign themes  
Art direction  
Digital advertising  
Animations  
Social media content

