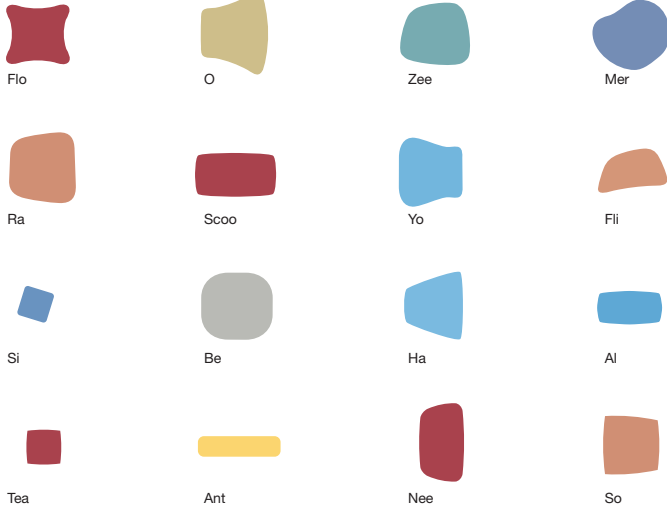


# FALLON YOU MAKE IT A SONY



## FROM BLOBS TO BRAND EXTENSION SUCH

has been the fabled life of Fibre's Mibas. The blobs started out when the ad agency Fallon needed an animation for the end of a Sony commercial to accompany the strap line, 'You make it a Sony'. The agency had a vague idea of what they wanted from the forms – to be individual and entirely random – Fibre did the rest, working out each blob's look and sound.

## 'THE MIBAS WERE STATIC SHAPES UNTIL TOUCHED BY THE HAND OF FIBRE'

Richard Flintham – Fallon

This project was commissioned for Sony by Fallon



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