

# Deconstructing creativity.

Sydney creative agency Paper Moose delivers forward-thinking projects for clients with Adobe Creative Cloud.



*"Having Adobe Creative Cloud enables the agency to push boundaries for our clients."*

*Nick Hunter, General Manager/Director, Paper Moose*

## SOLUTION

Adobe Creative Cloud for teams

## RESULTS



Produce a range of **INNOVATIVE** client projects



Work **EFFICIENTLY** with integrated video workflow



Support growing demand for **VR CONTENT**



Easily **INTEGRATE** third-party solutions



## Paper Moose

Established in 2009

Employees: 20

Surry Hills, Sydney, Australia

<http://papermoose.com>

### CHALLENGES

- Provide clients with ideas that are one-of-a-kind, creative, and meet their objectives
- Simplify the editing process to encourage efficiencies and inspire ideation
- Future-proof the business with new ways of delivering and shooting content

## Composing design

Located in the heart of Sydney Australia's Surry Hills is Paper Moose, a full-service creative agency that works with media agencies as well as direct clients and collaborates with other creative agencies to produce film, design, and digital experiences. Paper Moose describes itself a deconstructed agency. It's very collaborative, mixing together a group of directors, producers, and sound designers who are all "makers". The agency encourages an environment where anyone can jump in with concepts, ideas, or solutions.

## Comprehensive toolset

Paper Moose has used Adobe Creative Cloud apps since the agency was founded. In 2010, the video editing software the agency used became obsolete, so it needed to move to a new solution. The agency chose Adobe Premiere Pro CC, enabling its production team to experience the integrated Creative Cloud video workflow. Today, 80% of the work Paper Moose completes for clients is created entirely with Adobe Creative Cloud.

"There is not a day that goes by in our office when we do not need Adobe Premiere Pro CC for at least three projects," says Nick Hunter, General Manager and Director at Paper Moose. "We use Premiere Pro CC for editing any video, including film, TV feeds, or online content; Adobe After Effects CC for motion design and animation; and Adobe Photoshop CC and Illustrator CC for image editing and graphics."

Recently, the agency also started using After Effects with Mettle SkyBox, a suite of plug-ins recently acquired by Adobe, for the increasing amount of VR content creation it's doing for clients. "We find that a lot of the time we're working on new projects that haven't been done before and that requires a strong focus," says Hunter. "Having Adobe Creative Cloud enables the agency to push boundaries for our clients."

## Shortcuts to creativity

Working with Adobe Creative Cloud enables Paper Moose to continue to innovate for clients. "The integration between After Effects CC and Premiere Pro CC makes it easier for us to seamlessly produce content," says Hunter. "We don't have to jump between different programs. It just works."

The flexibility of having an array of tools to choose from in Creative Cloud also inspires creativity. "A friend mentioned that she enjoys watching my fingers as I edit, moving around the keyboard and using all the shortcuts," says Hunter. "It is almost like playing a piano. Once you have such familiarity and intimacy with a set of programs it enables you to just let go, like an extension of your arm."



## SOLUTION AT A GLANCE

Adobe Creative Cloud for teams. Apps used include:

- Adobe After Effects CC, including Adobe Character Animator
- Adobe InDesign CC
- Adobe Illustrator CC
- Adobe Photoshop CC
- Adobe Photoshop Lightroom CC
- Adobe Premiere Pro CC
- Adobe Audition CC

### For more information

[www.adobe.com/au/creativecloud.html](http://www.adobe.com/au/creativecloud.html)

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## Forward thinking

As an agency, Paper Moose keeps staff inspired through the work it produces, while continuing to offer clients forward-thinking ideas. VR and AR are fast-growing areas of the business, with six computers running the SkyBox plug-ins that connect Oculus RIFT to Premiere Pro.

"The SkyBox plug-ins are a perfect example of how we are constantly taking advantage of new Adobe Creative Cloud features and integrations," says Hunter. "The virtual reality market has exploded in the last year and a half. Using the SkyBox plug-ins lets us put this new type of content into a familiar editing environment."

The agency is currently working on multiple VR projects, including the creation of *Aussie Cops*, a comedy series with ABC and an installation with one of the world's most prestigious museums.

"If you had asked me two years ago if Paper Moose would be doing 20% VR content, I probably wouldn't have believed you," says Hunter. "The creativity that the technology allows coupled with the familiarity of Adobe Creative Cloud has helped us to experiment and win more work from our clients."