

## R/GA, Final Frontier, and Le Cube give life to the campaign 'Year with Uber'

*Year with Uber' turns users' trip data into personalised animated music videos, bringing to life memorable moments in 2017.*



Watch the video here <https://vimeo.com/250224988>

Still images and more available to download here <https://goo.gl/Ly18jm>

Packed with a base of 5,000 story and song combinations, 'Year with Uber' allows each user to generate content that are location-specific and unique. That is why users in Thailand will see tuk-tuks, encounter tai-tais (wealthy aunties) in Singapore, the iconic Melbourne Cup and Sydney's New Year's Eve fireworks in Australia, the national sport of cricket in India. Festivals and holidays like Ramadan, Christmas and Deepavali, is also featured.

Each user has a different experience up to Two and a Half minutes of video totally customized depending on the personal history of rides of 2017. "Scenes and lyrics are directly informed by user trip data, making each film one of a kind. We built an engine interpreting that data and selecting accordingly the visuals and lyrics, stitching them all together to create the final film." says R/GA creative director, Cyril Louis.

If you are based in the Asia Pacific, you can have the full experience on this link <https://www.yearwithuber.com/>

Talking about inspirations for the film, Ralph Karam, Le Cube's creative director says "Definitely Super Nintendo games like Street Fighter II and Final Fight from the 90's were on the inspirational board. Also, there are tons of references from the Animes, mainly in the animation style. The mood and feeling are of being in an Asian street market: lots of information, people from all kind and different traits, hospitable and full of sensations, flavors, and colors. Such an invigorating mess to delight your senses."

The core of the characters reflects the idiosyncrasies of several cultures in Asia but at the same time, try to build up those peculiarities into a single universe with an integrated art style." Also, says Ralph about the characters.

"The ultimate goal of the creative direction was "to remind people of the role Uber plays in their lives and demonstrate how the use of the ridesharing service is a partnership that enables them to move across cities, every day," says Eshan Ponnadurai, marketing director, APAC at Uber

The creative process required more than 200 scripts before the team landed upon the characters, scenarios, and personalities of Year with Uber's make-believe universe. "273 seconds of original 2D animation was produced, it was needed around 200 working hours – over four months to have it all done." says Gustavo Karam, EP at Final Frontier.

The project is the debut of the newly created production company Final Frontier, that represents directors and animation studios from all over the world in the Asia and Pacific Markets.



## **Credits:**

Agency: R/GA Singapore  
Executive Creative Director: Calvin Soh  
Creative Director, Visual Design: Cyril Louis  
Associate Creative Director, Copywriting: Pimwadee Lai  
Associate Creative Director, User Experience: Mark Law  
Art Director: Bobby Tay  
Visual Designer: Daseul An  
Senior Producer: Sebastien Py  
Group Account Director: Joe Poynter  
Senior Technology Director: Laurent Thevenet  
Senior Software Engineer, Prototype Studio: Rollen Gomes  
Software Engineer: Aaron George  
Senior QA Engineer: Donna Gonzales-Mapagu  
Senior Technology Director, DevOps: Nauman Hafiz  
Software Engineer: Dragon Chiang  
NYU Intern, Prototype Studio: Bruce Luo  
SUTD Intern, Prototype Studio: Ruth Wong

Production Co.: Final Frontier  
Animation: Le Cube  
Creative Director: Ralph Karam  
Executive Producer: Gustavo Karam, Juan Manuel Freire  
General Producer: Juliana Millán  
Line Producer: Antonela Castro  
Pre Production: Mariano Russo  
Storyboard artists: Katherine Pryor,  
Valentina Candia, Maricel Piazza, Sofía Fernandez Vallejo, Agustín Mari, Marcelo Zamora.  
Art Director: Ralph Karam  
Character designer, art Developer: Franco Vecchi  
Art developer: Florencia Tasso, Sofía Fernandez Vallejo.  
Concept artist: Jonatas Cardoso, Felipe Mascharenas, Juan Barabani, Amelia Vidal, Sebastián Jacobino, Alejandro Briganti, Juan Background artist: Manuel Tumburus, Alejandro Barbesi, Ramiro Cabrera.  
Clean-up: Katherine Pryor, Valentina Candia, Maricel Piazza, Franco Pelliciaro, Diego Frachia, Luis Cantiani, Sofía Fernandez Vallejo, Julieta Culaciati, Ana Artaza, Facundo García, Agostina Salvemini, Florentina Gonzalez, Julieta Soloaga, Giorgio Gore, Mariano del Franco, Inés Fragueiro, Guadalupe Marimorena.  
Compositing: Ralph Karam, Mariano Russo, Vicente Ziegler.

Music: Fuse Adventures in Audio  
Creative Director: Colin Pereira  
Creative Director, Composer, Lyricist: Jon Daou  
Senior Mix Engineer: Seng Jinn Wong  
Mix Engineer: Rachel Forday  
Producer: Jocelyn Teo  
Lead Singer, Backing Singer: Brendan Reilly  
Rapper: Jeremiah Isaac  
Backing Singer: Leandra Lane  
Backing Singer: Robert Perlick-Molinari

**ENDS**