



Complex Illustration and Animation for B2B Marketing

CHALLENGE

Manufacturing and B2B companies often face the problem of communicating complex products and processes. Traditional photos or text descriptions fall short when precision, internal components, or technical mechanisms need to be explained.

Flexmar, Cambridge Technologies, and Pharoplast each faced this challenge:

- **Flexmar** needed cutaway illustrations and animations of its concrete coating systems to present to national specification organizations for architects.
- **Cambridge Technologies** needed to demonstrate how its Solidose bovine injection technology worked, including proper anatomy, physiology, and time-release medication.
- **Pharoplast**, a plastics manufacturer, needed to show its innovative tooling design advantages without revealing proprietary details.

OPPORTUNITY

50 Marketing identified an opportunity to use custom illustration and animation services to simplify complex information into clear, compelling visuals like handrawn sketches, storyboards, and animation. These would help clients:



Communicate effectively with specifiers, architects, veterinarians, and engineers.



Highlight product differentiation while protecting proprietary information.



Create assets that could be repurposed for sales, trade shows, training, and digital marketing.

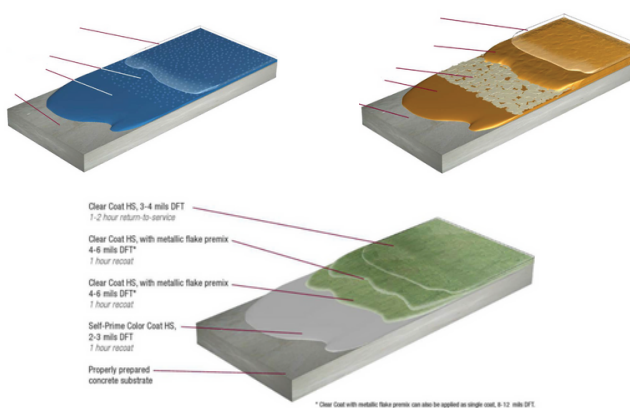


SOLUTION

50 Marketing developed a full illustration and animation process:

1. **Hand-drawn sketches & storyboards** to visualize concepts.
2. Detailed **digital illustrations** showing product cutaways, anatomy, or mechanisms.
3. **Full motion animations** to explain processes step-by-step.
4. **Integration** into videos, presentations, and sales tools for client teams.

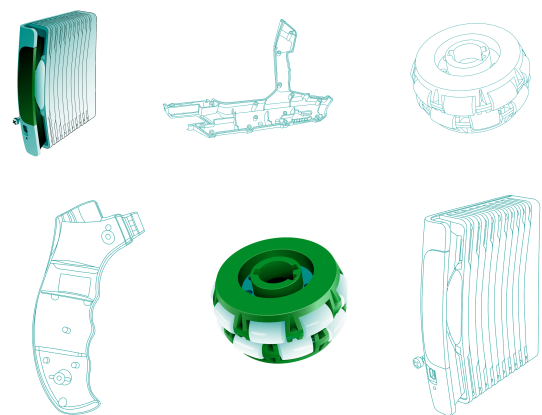
FEATURED WORK



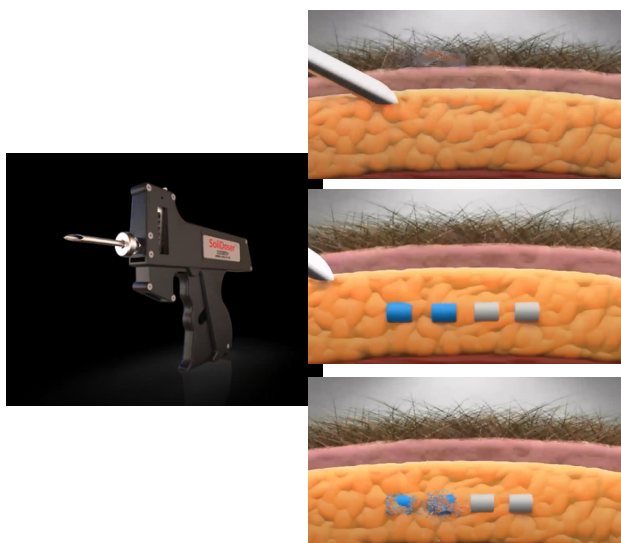
50 Marketing developed layered concrete coating cutaway illustrations and animated views for **Flexmar's** coating systems.

RESULTS

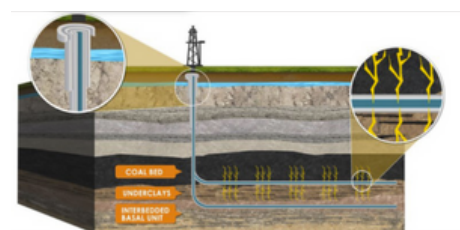
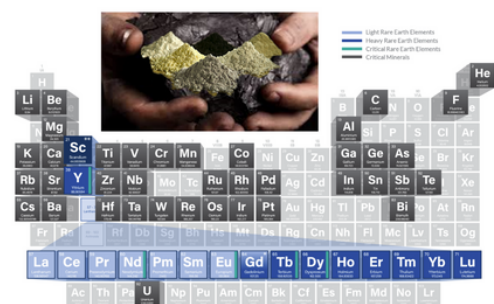
- **Improved communication** with technical decision-makers.
- **Increased engagement** at trade shows, client presentations, and government-level reviews.
- **Protected proprietary data** while still showcasing value and innovation.
- **Repurposable content** across marketing, sales, training, and governmental channels.



Pharoplast needed visual representations of tooling processes that highlighted efficiency.



Animated subcutaneous injection with dosage-release simulation visuals were created for **Cambridge Technologies**.



A **federal government project** required technical illustrations and graphics to support a consultant's presentation to a federal agency, including custom illustration of geological formations and processes.