

ACTIVATION NODEPLUS 官方网站



网站地址: <http://www.activation-nodeplus.com/>

ACTIVATION NODEPLUS官方网站于2015年8月上线，即获业内顶尖荣耀。新版本网站赋予现代感，采用WebGL以及Google cardboard技术，将现代响应式的科技与动画效果完美结合，在呈现震撼视觉效果的同时，亦带给用户流畅的浏览体验。

THE LINE

INQUISITIVE & FORWARD THINKING

We dare to break things, then reshape them in a groundbreaking way

VIEW MORE

ACTIVATION ACTIVITIES

Agency Team Work / [S](#) [D](#) [F](#) [In](#) [Blog](#)

THE LINE

TECH SAVVY

We have a pleasure to do magics in the grade of technology

VIEW MORE

ACTIVATION CODEPLUS

Agency Team Work    



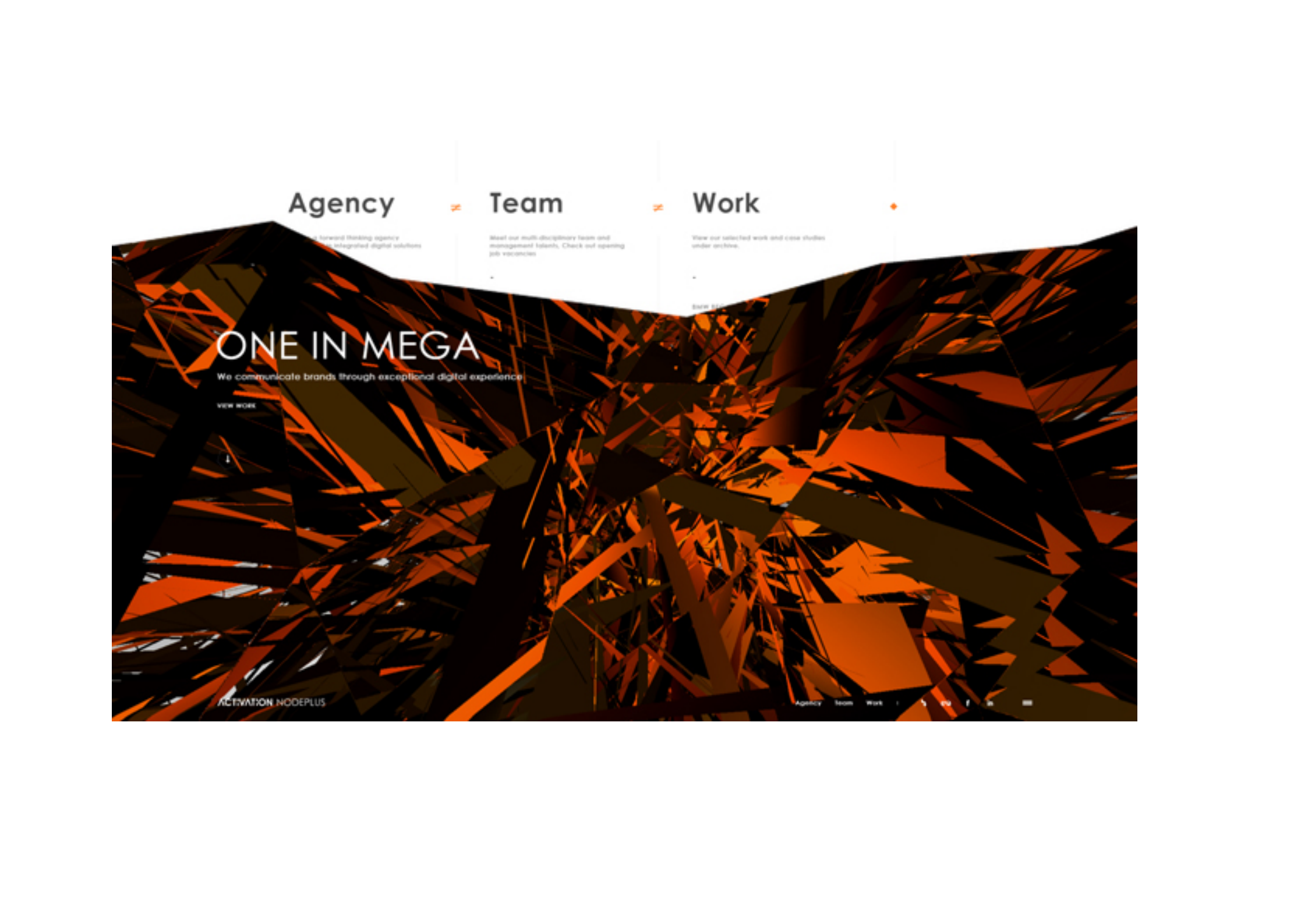
NEAT & CRAFTED PIXELS

We are devoted to making every pixel count

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ACTIVATION NOT AVAILABLE

[Agency](#) [Team](#) [Work](#) [Contact](#) [Instagram](#) [Facebook](#) [Twitter](#)



Agency

Team

Work

ONE IN MEGA

We communicate brands through exceptional digital experience

[VIEW WORK](#)

ACTIVATION NODEPLUS

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ACTIVATION NODEPLUS 继今年5月在纽约一举拿下素有互联网奥斯卡之称的webby奖后，于2015年 9月1日 再次勇夺业内著名

FWA Site of the Day, FWA Mobile of the Day, Awwwards Site of the Day, Awwwards Honorable Mention, CSS Design Awards, French Design Index等六项奖项及荣誉。

WELCOME

WHERE WE ARE

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P.O: 200000

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One of a kind

Born in the booming digital era, we believe digital should not simply be just a marketing tool. We grew rapidly into a multi-award winning agency within two years by weaving the design thinking and technological curiosity into every strand of our DNA. Then we put our ideas together in a cohesive way to form a design concept and deliver one-of-a-kind digital solution. A subsidiary of a leading integrated marketing agency Activation Group, we bring distinctive brand publishing communications to our clients across Greater China.

Featured Proj #01

BMW BEC Beyond Geography Mobile Light App

Imagine you are on a car that speeds at an incredible velocity. Starting the journey in the city, escape from the city, then rapidly you move into nature, discovering new places and adventures. Looking outside the window the landscape spins around, creating a whirl of patterns.

Date: Jul. 2015

Type: Mobile, Social, Interactive



Date: Apr. 2014
Type: Social, WeChat, Mobile

Challenge Status Quo

Since a sunny noon in 2012

Our journey in the digital sphere started independently in the mid-2012.

For chasing more sophisticated brand services to our clients, we joined the leading marketing agency Activation Group as a subsidiary after the money rapid growth in two years. Striving to lead innovation in the digital age is our religious belief. We work with the top brands in China and the world to deliver integrated digital, broadcast, social CRM, print and brand publishing communications. We turn big ideas and data into personal experiences to help our clients win more customers and make them more valuable.

At the heart of the agency is our fundamental belief in the power of creativity, the most powerful aspect in the business. We build collaborative relationships between clients and partners to unveil the hidden values and the potential in people, brands and business through creativity and insightful analysis, thus producing refined experience on multiple digital platforms. Our heritage tells us who we are, what we believe and how we should behave. It inspires us to continually challenge the status quo. The spirit is reflected through our people, strong work ethic and results. We stick to our mission that brilliant ideas solving real business problems through world-class service, execution and craftsmanship.



Integrated Digital Marketing Strategy, Brand Communication & Digital Advertising Solution



Online / Offline Brand Campaign, Advanced Responsive Website Design and Development



Mobile Site Innovation & Application, Cross-Platform Experience, Social CRM / WeChat Broadcasting



Up-to-date Technical Approaches, WebGL/3D, Motion Graphic, Interactive Installation

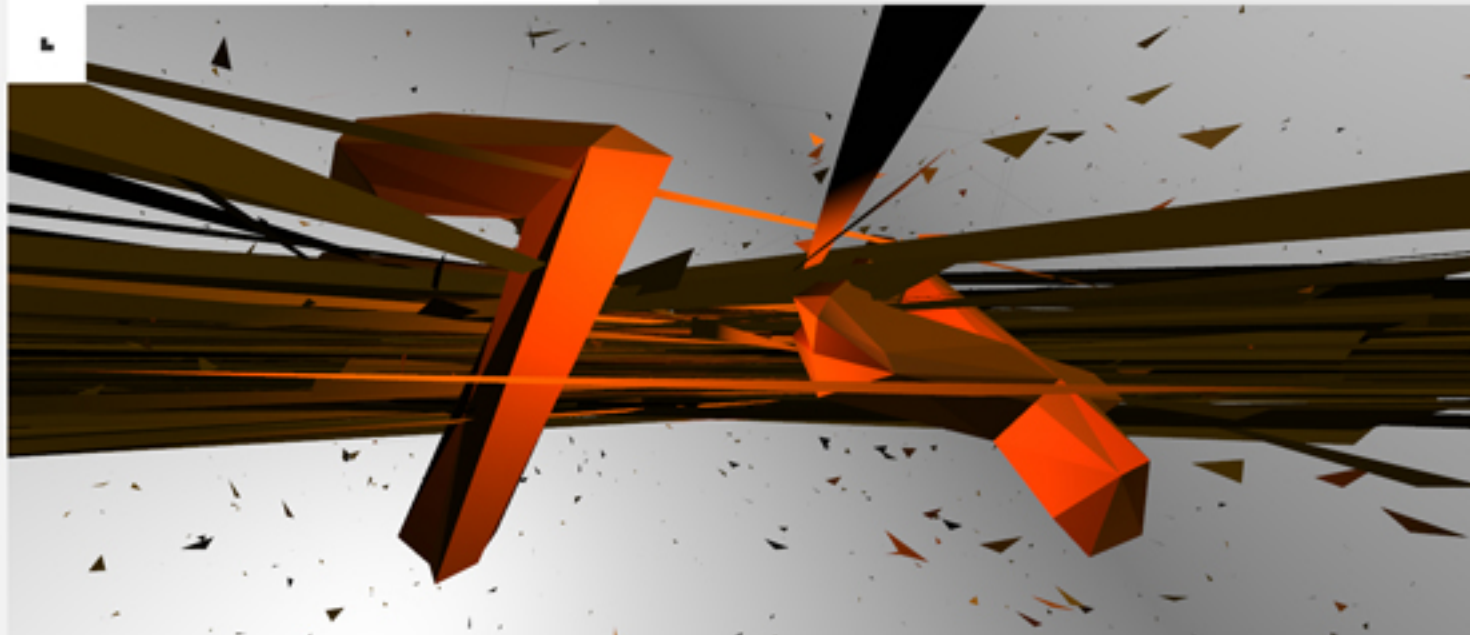
AWARDS

70+ Accolades in 2 years

Our rigorous dedication in creative and innovation has gained both worldwide industry recognitions and respective national awards, making us one of the most sought-after digital agency in the region. The obsession in forward thinking, technical approaches and pixel-perfect details pays back us progressive work.



AWWARDS



**a'****APPROACHES**

In order to stay ahead of the curve in today's marketing challenges, we joined Activation Group to form a bigger blueprint to offer fully integrated marketing services in digital language. We work with an open process that put challenges on the table, thus allowing our designers and strategists to collaborate better as a team. We work closely with our clients to create professional and exclusive solutions. As a full-service digital agency, we simplify your vision through inspired creative solutions with clarity by constantly embracing design thinking and technology.

We listen to the audiences and translate the well-strategized concepts into interactive visualization. All our team members believe in delivering world-class branding messages that are magnified by our dedication to each and every project. To better adapt to the digital world and build the bridge for the digital future, we are obliged to empower and assist our clients to their utmost potentials.

**Curiosity &
Unleashed Minds**

We still have the contagious curiosity about the world as a big girl. Together with a decisive and confident consists of people coming from various backgrounds and having different skill sets, we always strive to unleash our imaginations, provide the conventional wisdom, make bold moves, and be uncompromised about ordinary pixels.

Serving as the home base for some of the most brilliant minds across Greater China and Asia Pacific, not only are we digital professionals but also music players, travelers, food hunters and rule breakers. Formed as a multi-background union, the team's diversity guarantees that each project is in the hands of the very talented people with specific pertinent expertise, tireless passion, dedication and absolute professionalism. The extensive industry connections and the excellent professional skills are our crucial assets that push us forward.

- DISCIPLINE

ACTIVATION NODEPLUS 作为 ACTIVATION GROUP 整合营销业务的一部分；在短短的2年间获得70个以上国内外嘉奖，受到业界一致好评与赞赏，现今仍不断为客户创造令人惊艳的数字营销创意与投资回报(ROI) 最大化。

Date: Feb. 2015
 Type: WebGL / G3D, Technology, Interactive
 Awards: FWA 5010 / W1010, Awwards 5010 / Removable Mentions



ACNPL\WGL - Activation Nodeplus Lab featured with WebGL

ACNPL\WGL stands for "Activation Nodeplus Lab featured with WebGL". It is a multi-award winning real-time rendering graphics collection made by cutting-edge web technologies.

Date: Oct. 2014
 Type: WebGL / G3D, Technology, Interactive
 Awards: Adobe Cutting Edge Award, FWA 5010 / W1010, Awwards 5010 / Removable Mentions, One Show Interactive, Webby Award, CSDA W1010, French Design Index, Designbirds



Irregular Noise WebRTC / Web Audio Exp

An experimentation on WebRTC / Web Audio. All the dynamic spectrum and real-time graphics in this project are transformed from base44 string which is decoded from the music source or microphone input.

Date: May. 2014
 Type: WebRTC, Web Audio, Technology
 Awards: FWA 5010, One Show Interactive, French Design Index



[BROWSE](#)

From nonexistence to pass into existence, a digital handicraft from time to time

We have a great pride to our long-term effort for this collection as a handicraft. It is built with up-to-date real-time Technologies. This interactive lab is made of slick ideas, and impressive Canvas 2D/WebGL interactions with rich visual & technical approaches.



Through a wave of a hand, we'll use our screen in a new way for interactions, design, and more. We are excited to explore and implement possibilities with Leap Motion featuring its JavaScript API. All the related pieces of experiments were coded in HTML5 Canvas.

Date: Nov. 2013

Type: Technology, Hardware Demo, Interactive



Jaguar Alive Technology Experience Microsite

An interactive experience including four games built for mobile devices, adopted touch screen technology, is able to identify skin temperature that represents user's warm level. The interactive mechanism encouraged engagement on refine screen presence, social network and physical driving enrollment.

+

Date: Mar. 2014

Type: Experience, Interactive Campaign

Keywords: FWA MICRO, C300A MICRO, Designbox

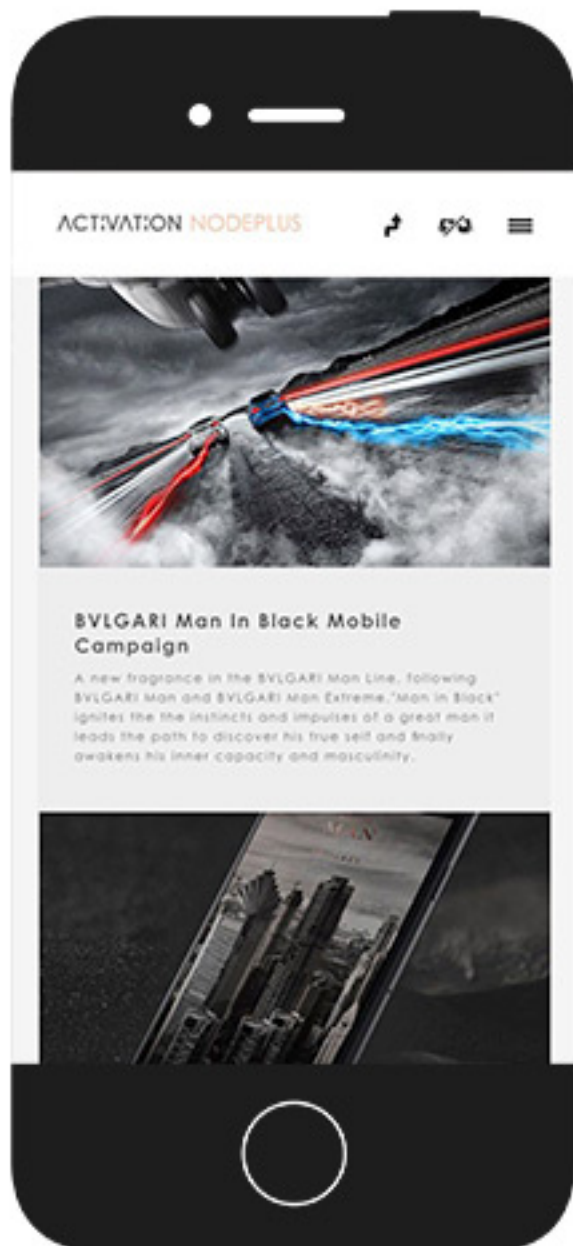
Projects under Archive- 2/3

Selected case studies.

您可以从即日起随时随地通过手机或平板电脑轻松访问该网站，浏览并获得相关信息。







ACTIVATION NODEPLUS



Home to some of the brightest minds spanning Greater China and Asia Pacific, we host an international team of competent and committed specialized professionals providing unique expertise to cater needs of our clients. We pride ourselves as the market leader

ACTIVATION NODEPLUS



Shape of Our Team

ACTIVATION NODEPLUS



Integrated Digital Marketing Strategy in Activation Nodeplus is specialized and dedicated to creating, developing and delivering highly impactful marketing experience via multiple digital approaches. We host a team of competent and committed professionals specialized in marketing communication with international agency background. We analyze brand DNA, dig accurate consumer insights, build up professional relationships between brands and users, help brands cut through noise to reach their target audience by our expertise.

We make
striking impact
that blasts
through the
screen of
silence, from
time to time.

X'Mas Greetings Light Web App

Again, New Year is coming. It is the time to welcome, celebrate and embrace the new year hope. Also time to face new challenges with love, confidence, joy and peace. X'Mas Greetings, a piece of creative work from us, is a mobile only experience of receiving greetings that cheer up for Christmas and New Year.



Projects under Archive- 1/3

Selected case studies.

Contact

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