

TURN YOUR WORLD

BRIGHT



WELCOME ABOARD!



MISSION

**Increasing citizen engagement is essential to build a better world.
Informed people are able to make better decisions throughout their lives.**
That's why we developed an action model that uses scientific evidence to effectively respond to the challenges of a more enlightened society.

“Turn Your World BRIGHT”
is, therefore, a manifesto for a fairer and more sustainable world for everyone.





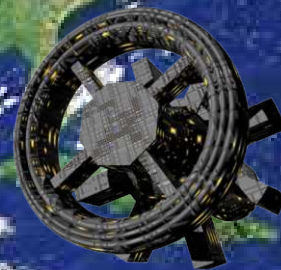
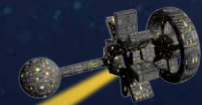
A CO-CREATION APPROACH

Our solutions are worked along with our target audience.
This methodology allows us to define the most effective messages
and channels to communicate.



OBSERVING OUR PLANET

We are continuously monitoring planet Earth to detect problems of **urgent intervention**, in order to act with our creative, technological and communication tools.





TURN YOUR WORLD BRIGHT

MONITORING STATIONS IN ORBIT



STORYTELLING STATION

Creativity, Strategy



DESIGN STATION

Illustration, Infographics
and Data Visualization



MOTION STATION

2D and 3D Animation



GAMING STATION

Gamification, Serious
and Educational Games



IT STATION

Web & Mobile
Solutions



Observation is an important part of our mission
That's why we are monitoring our planet 24/7

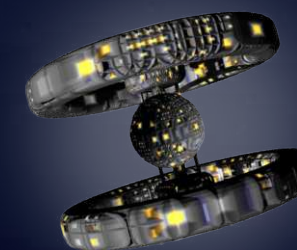
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STORYTELLING STATION

This department is responsible for defining the creative strategy for each project. Here we also build the scripts and define the texts that support the visual content we develop.

DESIGN STATION

Visual art is produced here by a team of graphic and multimedia designers. This work includes the creation of illustrations for animated films, infographics, visual identity design, and interface design for web and mobile platforms.

MOTION STATION

This section includes audiovisual projects. Here, a team of cinematographers and animators is responsible for producing corporate and animated films. Also included are activities that require animated infographics.

GAMING STATION

Platform dedicated to the development of gamification solutions, which aims to motivate citizens in their daily lives. We use serious games to promote autonomy and enhance new learning processes.

IT STATION

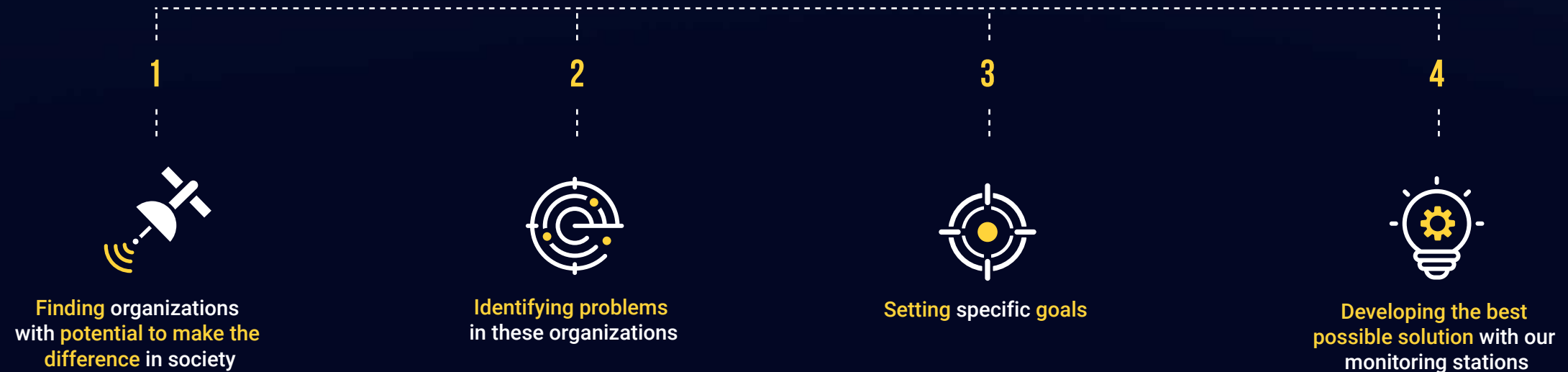
This unit is responsible for managing web development projects, mobile apps and interactive software, using the most advanced and immersive human-machine interfaces.



METHODOLOGY

The stations in orbit represent our range of services.
We **operate to detect organizations with potential** to impact society,
through more sustainable social and economic practices.
Each **station was specifically designed to respond** to the underlying
needs of the challenge.

A 4-STEP METHODOLOGY





RECOGNITION FOR OUR DEDICATION, INNOVATION, AND IMPACT



AWARDS AND DISTINCTIONS



BRIGHT PORTFOLIO

WE DEVELOP **PROJECTS** IN THE FOLLOWING AREAS

GAME-BASED LEARNING SIMULATORS



Interactive gamified
tools for skill enhancement

FILM & MOTION GRAPHICS



Compelling visuals to
share ideas and stories

WEB DEVELOPMENT



Functional and user-friendly
custom websites

TRANSMEDIA STORYTELLING CAMPAIGNS



Engaging narratives across
diverse platforms

BRAND STRATEGY



Solutions to define and
elevate your brand

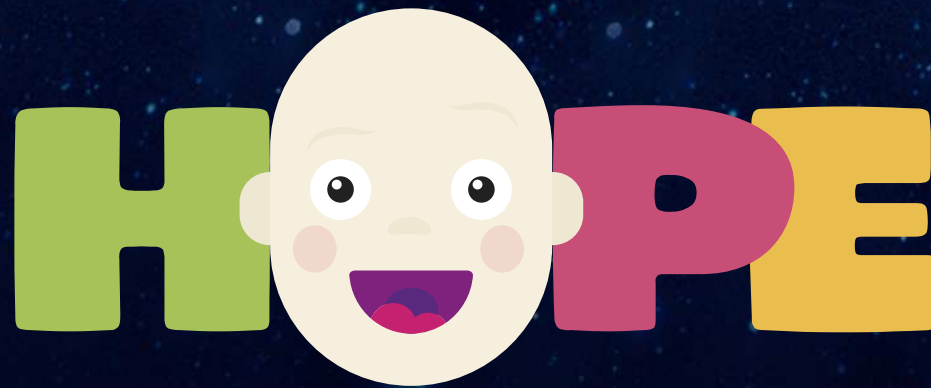


GAME-BASED LEARNING SIMULATORS

SCROLL DOWN



PROJECT HOPE VIDEO GAME

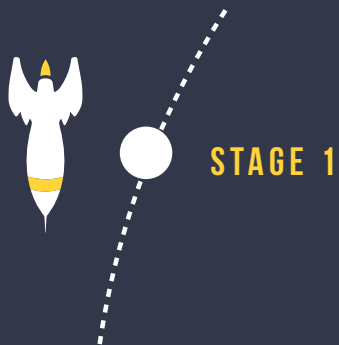


SINOPSIS

“HOPE” is a video game for children hospitalized with cancer that explains the oncological disease, while promoting their physical activity.

CATEGORY
GAME-BASED
LEARNING
SIMULATORS

TARGET AUDIENCE
CHILDREN
HOSPITALIZED
WITH CANCER



STAGE 1

CHALLENGE

Every year, an estimated **400,000+** new cases of cancer affect children under the age of 20 worldwide.

Physical weakness and anxiety reduce the effectiveness of chemotherapy, which increases children's stay in hospital.

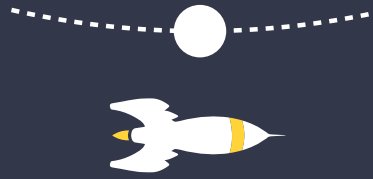
The risk of suffering from a chronic disease in adulthood is higher than a child without cancer.



CHALLENGE

400.000
PEDIATRIC CANCERS PER YEAR

STAGE 2



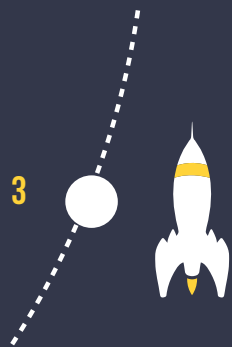
SOLUTION

BRIGHT developed a **video game** inspired on a journey of the **children with cancer**, by transforming their fears into superpowers, across 3 different scenarios: the hospital, the home and the school. With the **HOPE videogame** our goal is to **increase physical activity and decrease anxiety in children hospitalized** during cancer treatments, while keeping them motivated.

This **videogame** uses an **innovative technology that detects children's movements**. It includes a part of entertainment with physical exercise, so that the user can improve his physical condition, thus responding more effectively to treatments.



STAGE 3



IMPACT

Reduction of anxiety crisis in 63% .
Increasing intrinsic motivation to
continue treatment after playing
the video game in 96%.

Less than 9% fewer days of hospi-
tal stays.

Savings of €2000 per hospitaliza-
tion.



NUMBERS

-63%

ANXIETY CRISIS

+96%

INTRINSIC MOTIVATION

9%

FEWER DAYS OF HOSPITAL STAYS

CLICK HERE

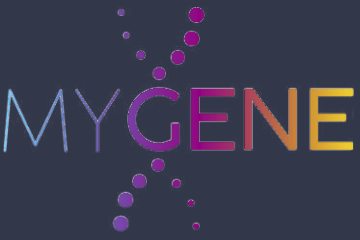


TO **DISCOVER MORE** ABOUT
“HOPE VIDEO GAME”



OR SCROLL DOWN TO **NEXT** PROJECT





A digital communication tool created to help parents and children discuss hereditary cancer risks. Users can explore a variety of informational resources through interactive scenarios set in a virtual city.

Additionally, a mobile version condenses key information to assist with making preventive or therapeutic decisions tailored to each case. By addressing emotional challenges, this tool helps reduce anxiety and uncertainty, promoting well-informed choices.

Target audience: Parents and their children



CLICK HERE  TO DISCOVER MORE ABOUT “MY GENE”



Using advanced Machine Learning capabilities, this software analyses the competitive innovation of an idea or project.

It also incorporates a gamified learning experience, covering essential entrepreneurship concepts in an engaging and immersive format.

Target audience: Students and entrepreneurs





INTERACTIVE CAREER SIMULATOR FOR PHARMACY STUDENTS

BRIGHT partnered with the Portuguese Pharmaceutical Society and ten Portuguese higher education institutions to create a digital tool promoting the Integrated Master's Degree in Pharmaceutical Sciences (MICF).

The interactive quiz helps students explore career paths in Pharmaceutical Sciences by matching their interests and goals. Featuring 25 tailored statements, the quiz introduces the sector's diverse opportunities.

This tool aims to raise awareness of the pharmaceutical profession, helping students make informed decisions about their academic and professional futures.

Target audience: Secondary school students aged 16 to 23



CLICK HERE  TO DISCOVER MORE ABOUT “INTERACTIVE CAREER SIMULATOR FOR PHARMACY STUDENTS”



FILM & MOTION GRAPHICS

SCROLL DOWN



PROJECT GRIPWISE

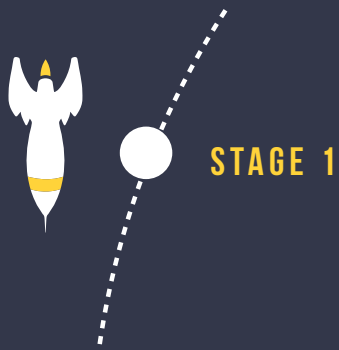


SINOPSIS

Promotional film about the Gripwise device
and its videogame.

CATEGORY
FILM &
MOTION
GRAPHICS

TARGET AUDIENCE
INVESTORS,
BUSINESS
ANGELS



CHALLENGE

The use of media (pictures and video) is positively correlated to funding success, as it demonstrates preparedness and signals project.



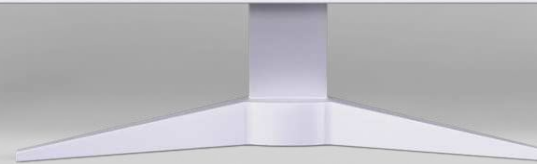
MORE THAN 30%
OF THE EUROPEAN ACCELERATION PROGRAMS REQUIRE A
VIDEO FOR THEIR APPLICATION

STAGE 2

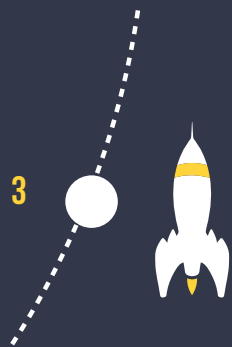


SOLUTION

BRIGHT has fully coordinated the production and post-production of a promotional film about Gripwise and its video game. The team involved in the project consists of a screenwriter, a director, a cinematographer, a producer, a VFX and post-production artist and a UK actor. This content serves as video pitch, and has been used by the company at various events and trade shows.



STAGE 3



IMPACT

Over **100.000 euros** were raised after the Gripwise film was launched.



NUMBERS

OVER 100.000

EUROS WERE RAISED

CLICK HERE

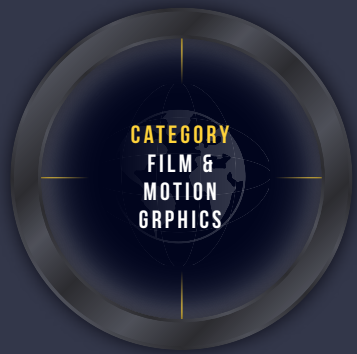


TO **DISCOVER MORE** ABOUT
“GRIPWISE”



OR SCROLL DOWN TO **NEXT** PROJECT





GENERATION S

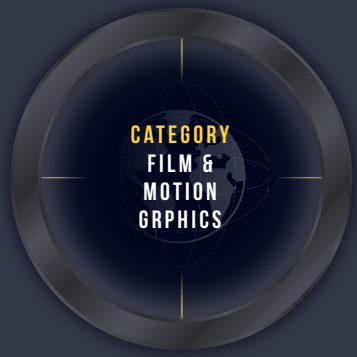
Generation S, a food sustainability initiative in Esposende, aims to encourage sustainable consumption and healthier eating habits in schools. The municipality of Esposende wanted to raise awareness about the importance of sustainable consumption, while promoting a more balanced diet in school canteens, based on local products from the land and sea.

BRIGHT developed a video for the project, incorporating stylized cityscapes and community-based characters to inspire connection and awareness.

Target audience: Students in the Municipality of Esposende



CLICK HERE  TO DISCOVER MORE ABOUT "GENERATION S"



BANDORA.OM

Bandora.OM is an AI-powered platform for efficient energy and comfort management in buildings. To highlight its benefits, we conducted a study to understand facility managers' challenges and crafted a storyline about one struggling to balance work and personal life.

Bandora.OM emerges as the solution, optimizing tasks and improving energy and comfort management. This concept was brought to life through a 2D animated film and an advertisement for a specialized Portuguese magazine.

Target audience: Facility managers



CLICK HERE  TO DISCOVER MORE ABOUT “BANDORA.OM”



WEB DEVELOPMENT

SCROLL DOWN





TENSAI FURNITURE

We were asked to create a functional website that could showcase the product catalog of the furniture segment of the company TENSAI.

The website needed to have an elegant design and be functional in terms of navigation, adhering to best UX/UI practices and Search Engine Optimization standards.

Target audience: Customers from the furniture segment of TENSAI



CLICK HERE  TO DISCOVER MORE ABOUT “TENSAI FURNITURE”



CPUP - CENTER FOR PSYCHOLOGY AT THE UNIVERSITY OF PORTO

Development of the new institutional website aimed at reflecting the broad spectrum of activities carried out by the various laboratories. This platform also serves as a repository for research produced within CPUP - Center for Psychology at the University of Porto. The website was designed to address the research needs of diverse users, consolidating various subjects and research areas into a single space.

It needed to be modular and easy to navigate to meet the expectations of all users.

Target audience: Researchers and people interested in topics related to Psychology



CLICK HERE  TO DISCOVER MORE ABOUT “CPUP - CENTER FOR PSYCHOLOGY AT THE UNIVERSITY OF PORTO”



TRANSMEDIA STORYTELLING CAMPAIGNS

SCROLL DOWN



PROJECT EVERY DAY COUNTS

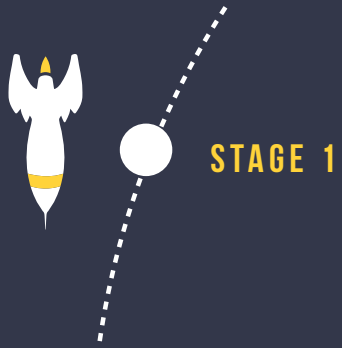


SINOPSIS

"Every Day Counts" is a multimedia campaign that aims to engage young students in Portugal, regarding the risk behaviors related to the COVID-19 transmission. The launch video was supported by "Rádio Comercial" and also by a well-known host named Pedro Ribeiro.

CATEGORY
TRANSMEDIA
STORYTELLING
CAMPAIGNS

TARGET AUDIENCE
STUDENTS



CHALLENGE

Teenagers in Portugal were not taking the necessary preventive measures to **stop the spread of COVID-19** to the older members of their families.



CHALLENGE

STOP THE SPREAD OF COVID-19

STAGE 2



SOLUTION

Regarding this project, we looked for a powerful media partner to spread the message and we got in touch with Pedro Ribeiro, Radio Comercial's Director and host, who gave us the green light to go ahead with the project.

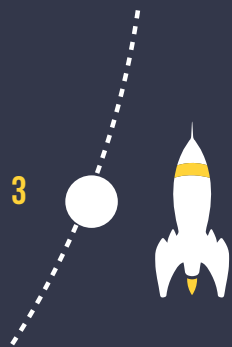
In order to engage every teenager in the country, we also carried out an action in which students wear the same bracelet as the main character of the video.



This creative strategy gave a more authentic feeling about the project. An hashtag was created to be an entire slogan of this transmedia campaign: #TodosOsDiasContam. Several photographs were taken for this purpose.



STAGE 3



IMPACT

- More than **80.000 shares** on Instagram.
- **18 mentions** in local and national newspapers.
- **30 young people** involved in co-creation activities.
- Project disseminated in **10 school clusters**.
- Presented internationally in over **4 countries**.



NUMBERS

80.000

SHARES ON INSTAGRAM

18

MENTIONS IN NEWSPAPERS

10

SCHOOL CLUSTERS

4

COUNTRIES



CLICK HERE



TO **DISCOVER MORE** ABOUT
“EVERY DAY COUNTS”



OR SCROLL DOWN TO **NEXT** PROJECT



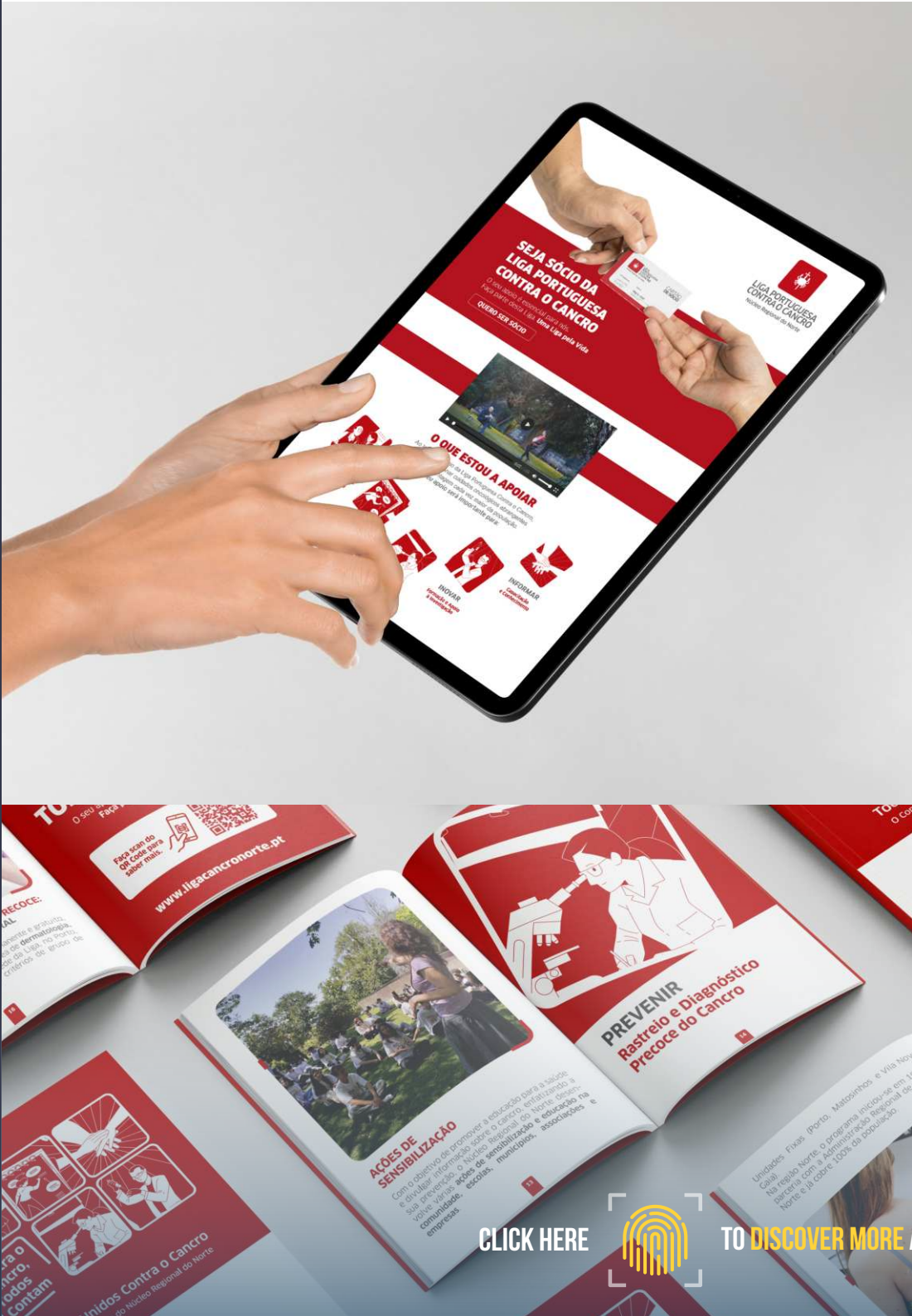


EVERYONE COUNTS AGAINST CANCER

Strategic communication initiative developed for the Portuguese Cancer Association – Northern Region (Liga Portuguesa Contra o Cancro - Núcleo Regional do Norte), designed to promote the League's intervention efforts.

This project included a tailored Welcome Kit and a comprehensive digital campaign to attract and engage new members.

Target audience: Patients, families and new members



CLICK HERE  TO DISCOVER MORE ABOUT “EVERYONE COUNTS AGAINST CANCER”

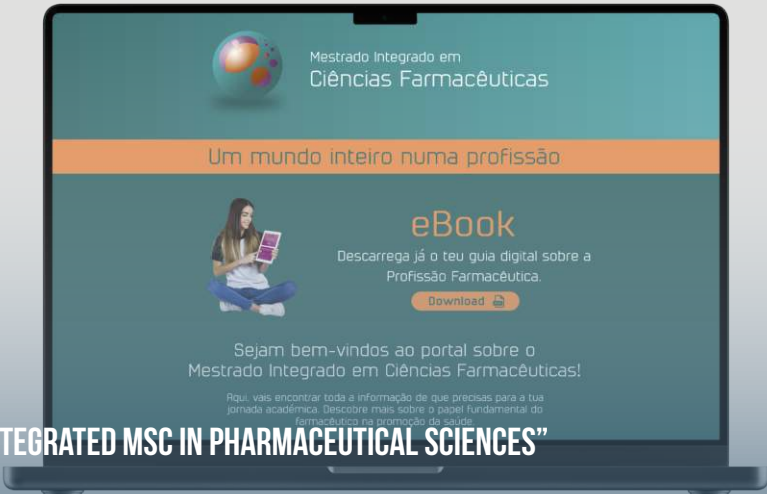
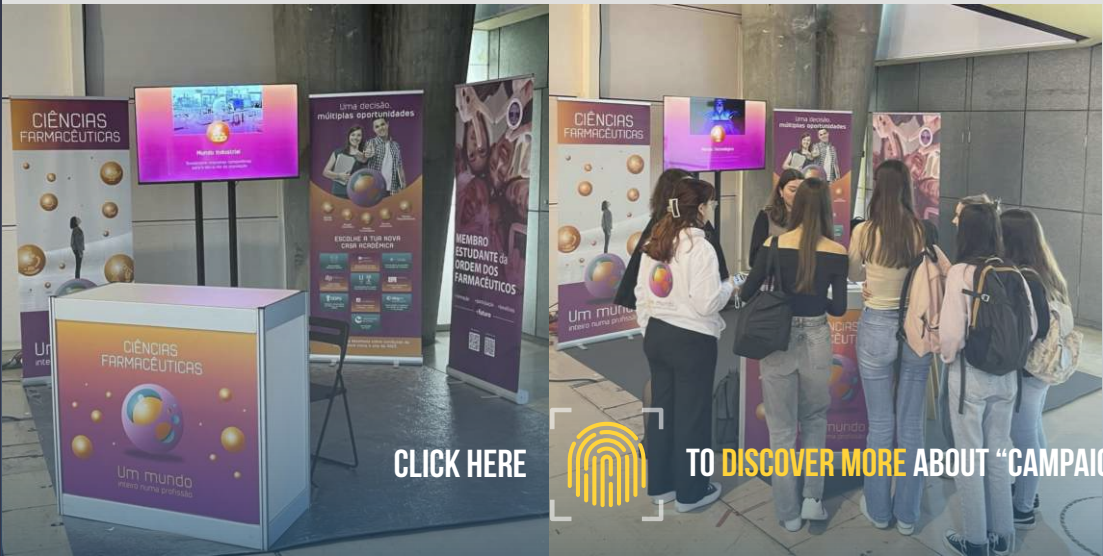
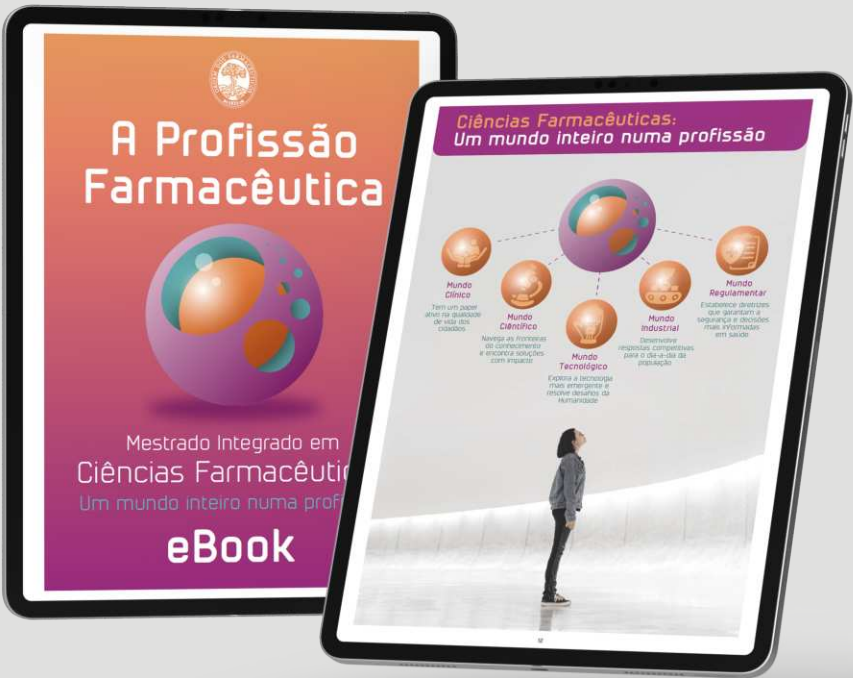


CAMPAIGN FOR THE INTEGRATED MSC IN PHARMACEUTICAL SCIENCES

BRIGHT collaborated with the Portuguese Pharmaceutical Society and nine Portuguese faculties to design and implement a campaign promoting the career opportunities offered by the Integrated Master's Degree in Pharmaceutical Sciences.

The work included creative concept development, media planning, and the promotion of an eBook on the pharmaceutical profession and a Virtual Career Simulator, both integrated into an interactive landing page.

Target audience: Secondary school students between the ages of 16 and 23





MENTBEST

MENTBEST is a European project focused on helping vulnerable individuals, mental health professionals, and communities across Europe prevent and address mental health challenges driven by societal changes.

BRIGHT developed multimedia communication materials tailored to local contexts in six languages: Spanish, English, Estonian, Greek, Albanian, and Irish. Key deliverables included:

- Institutional website
- Campaign video
- Mental health fact sheets
- Flyers and posters

Target audience: Vulnerable populations across Europe



CLICK HERE  TO DISCOVER MORE ABOUT “MENTBEST”



BRAND STRATEGY

SCROLL DOWN



PROJECT
NEUTROPLAST REBRAND

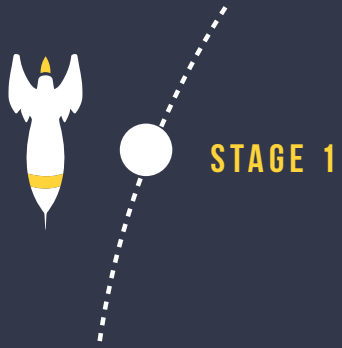
NEŪ
NEUTROPLAST
BOUTIQUE FACTORY

SINOPSIS

Rebranding project crafted for the pharmaceutical
packaging company Neutroplast

CATEGORY
BRAND
STRATEGY

TARGET AUDIENCE
CUSTOMERS,
PARTNERS,
COMPANY
STAKEHOLDERS



CHALLENGE

We were entrusted by Neutroplast with the challenge of **creating a rebranding strategy that embodies the brand's new positioning**, emphasizing its heightened commitment to social and environmental responsibility, aligned with the **United Nations Sustainable Development Goals**.

The new positioning of Neutroplast stems from a more responsible vision of the **role that companies play in the community** in which they operate.



BEFORE



AFTER



STAGE 2



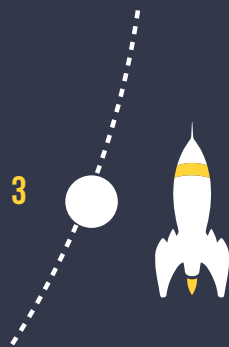
SOLUTION

As a result, we have a brand that is more associated with the “**Boutique Factory**” concept, capable of ensuring production tailored to the client's needs. The acronym “**NEU**” seeks to reflect this idea of permanent vanguard and innovation.

In its development, simple lines and shapes were used, in a clean approach that could facilitate reading in different formats and, at the same time, emphasise the connection to the pharmaceutical area, through the letters “**N**” and “**U**”, in a clear parallelism with the idea of a “**medicine capsule bottle**”.



STAGE 3



IMPACT

The visual identity was seamlessly applied across all company communication materials, employee uniforms, and other brand elements to ensure a **cohesive and professional presence**:

- Company stationery
- Product line
- Facility signage
- Employee uniforms



CLICK HERE



TO **DISCOVER MORE** ABOUT
“NEUTROPLAST REBRAND”



OR SCROLL DOWN TO **NEXT** PROJECT





GAFIJ - FAMILY, CHILDHOOD AND YOUTH SUPPORT OFFICE

BRIGHT created the visual identity for a municipal project supporting families, children, and youth, promoting positive parenting and safeguarding rights.

With a yellow and blue palette and simple geometric shapes, the design represents the project's four intervention pillars, emphasizing clarity and community focus.

The identity reinforces the initiative's role in shaping impactful local policies and fostering collaboration.

Target audience: Children and youth, families, professionals/entities with expertise in childhood, youth, and parenting



CLICK HERE  TO DISCOVER MORE ABOUT “GAFIJ - FAMILY, CHILDHOOD AND YOUTH SUPPORT OFFICE”



EDITORIAL DESIGN

SCROLL DOWN



PROJECT

GAIA, NIX, AND THE KINGDOM OF UNCERTAINTY

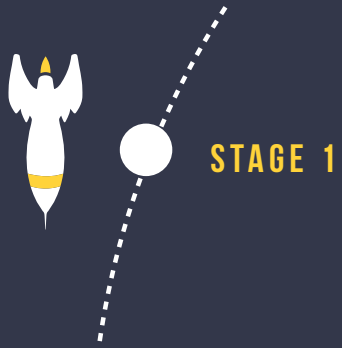


SINOPSIS

Illustrated book to reassure children in the context of the COVID-19 pandemic.

CATEGORY
EDITORIAL
DESIGN

TARGET AUDIENCE
CHILDREN
IN PORTUGAL



STAGE 1

CHALLENGE

During a pandemic defined by uncertainty, strict prevention protocols, and social isolation, **children worldwide** were left unsure of what tomorrow would bring, experiencing **heightened anxiety about the future**.



CHALLENGE

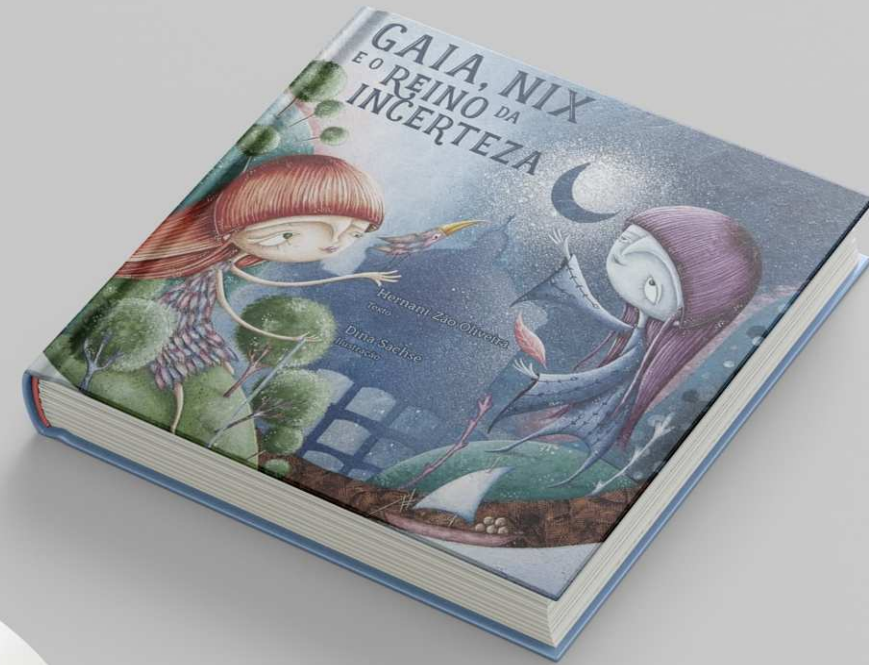
CHILDREN ARE SCARED OF COVID-19

STAGE 2

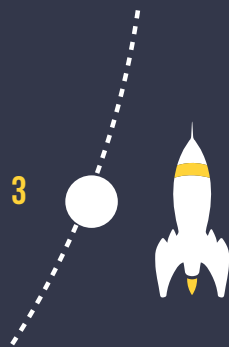


SOLUTION

This illustrated book was designed to **reassure children during the uncertain times of the COVID-19 pandemic**. Gaia and Nix are twin sisters blessed with magical powers at birth by their father, King Chaos. Gaia becomes the princess of earth, water, and sunlight, while Nix is given dominion over the night and nocturnal creatures. Despite her efforts to assist the people of the Kingdom of Smiles and Hugs, Nix feels lonely because the people fear the night. One day, a strange illness spreads across the land, transforming it into the Kingdom of Uncertainty. Together, Gaia and Nix must solve the mystery, and Nix comes to understand that, like Gaia, she and fear are vital to the safety of their world.



STAGE 3



IMPACT

The book was distributed to all **303 municipal libraries** throughout Portugal.



CLICK HERE



TO **DISCOVER MORE** ABOUT
“GAIA, NIX, AND THE KINGDOM OF UNCERTAINTY”



OR SCROLL DOWN TO **NEXT** PROJECT



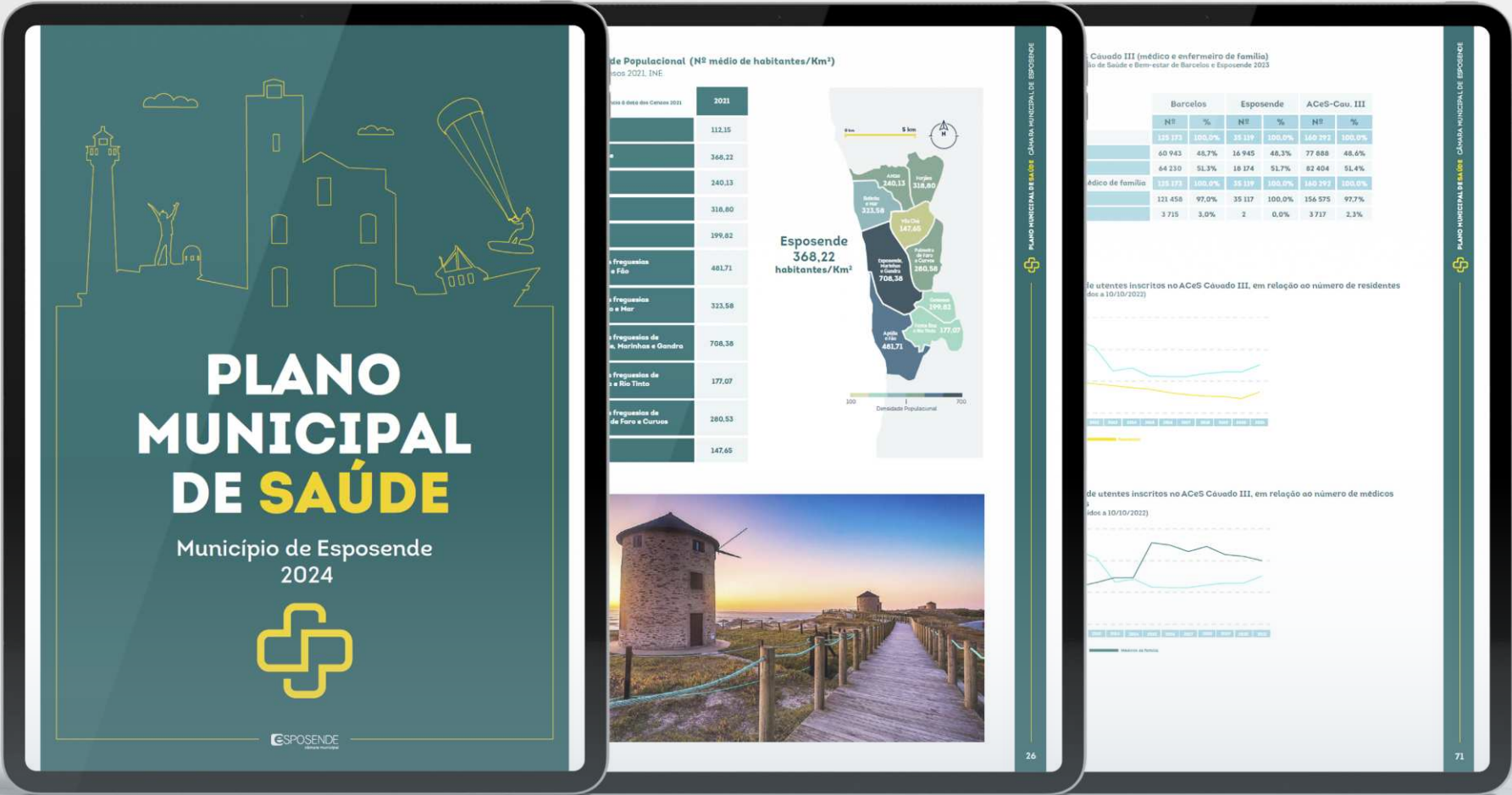


MUNICIPAL HEALTH PLAN OF ESPOSENDE

BRIGHT collaborated with the Municipality of Esposende to create its Municipal Health Plan, a strategic document to improve community well-being and align with the UN's 2030 Agenda for Sustainable Development.

The plan outlines objectives, actions, and resources to address local health needs, fostering collaboration and promoting healthy lifestyles and active aging.

Target audience: Residents of the Municipality of Esposende





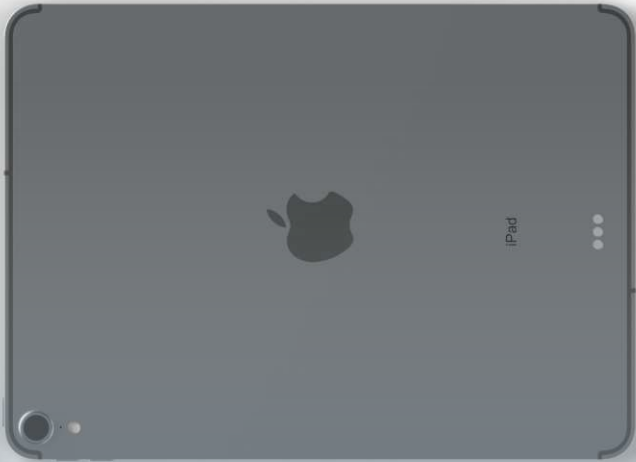
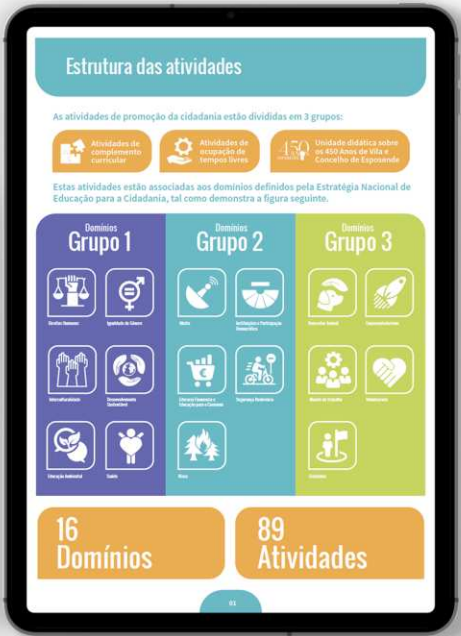
EBOOK MORE CITIZENSHIP

BRIGHT developed the eBook “Mais Cidadão,” a project that integrates all educational initiatives in the municipality, promoting a network-based approach.

The eBook organizes 112 activities across 16 areas of intervention, focusing on citizenship promotion for children and youth from preschool to secondary education. It includes activities tied to the 450th anniversary of Esposende and initiatives complementing school curricula and leisure programs during school breaks.

This structured resource supports schools in fostering citizenship and enhancing educational experiences.

Target audience: Students from preschool to secondary education



CLICK HERE  TO DISCOVER MORE ABOUT “EBOOK MORE CITIZENSHIP”



GET IN TOUCH WITH US



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TURN YOUR WORLD

BRIGHT

