

# **Building 3D animation for Bigbabol candy advertisement**

**Nguyen The Linh**

**Abstract:** This topic aims to research and implement methods for building 3D animation for Bigbabol candy product advertisements. The context of the topic is determined based on the high demand of the entertainment and advertising industries for using 3D technology in modern marketing campaigns to create engaging and unique content. Through a combination of theoretical research and experimentation, the student will design and produce several high-quality 3D animation clips. The expected results of the topic not only demonstrate the successful application of 3D techniques in advertising but also contribute to enhancing marketing effectiveness for Bigbabol candy products.

**Keywords:** 3D animation, advertising, Bigbabol candy, 3D techniques, marketing campaign