NAOLITO ANIMATION STUDIOS

THE VIRAL ANIMATION STUDIO

Character animation for brands and agencies.
Based in Málaga, working worldwide.

WHO WE ARE

FROM VIRAL ILLUSTRATION TO ANIMATION STUDIO

Naolito started as the illustration brand of Nacho Arjona and built an audience of more than a million followers. In 2020 Netflix and Peak commissioned our first character animations; today we are an in-house team in Málaga producing 3D and 2D animation for clients across Europe and the US, with the whole workflow in English.

1.1M+ FOLLOWERS

Instagram, Facebook and TikTok: our own testbed for social content.

DISNEY+ · 2026

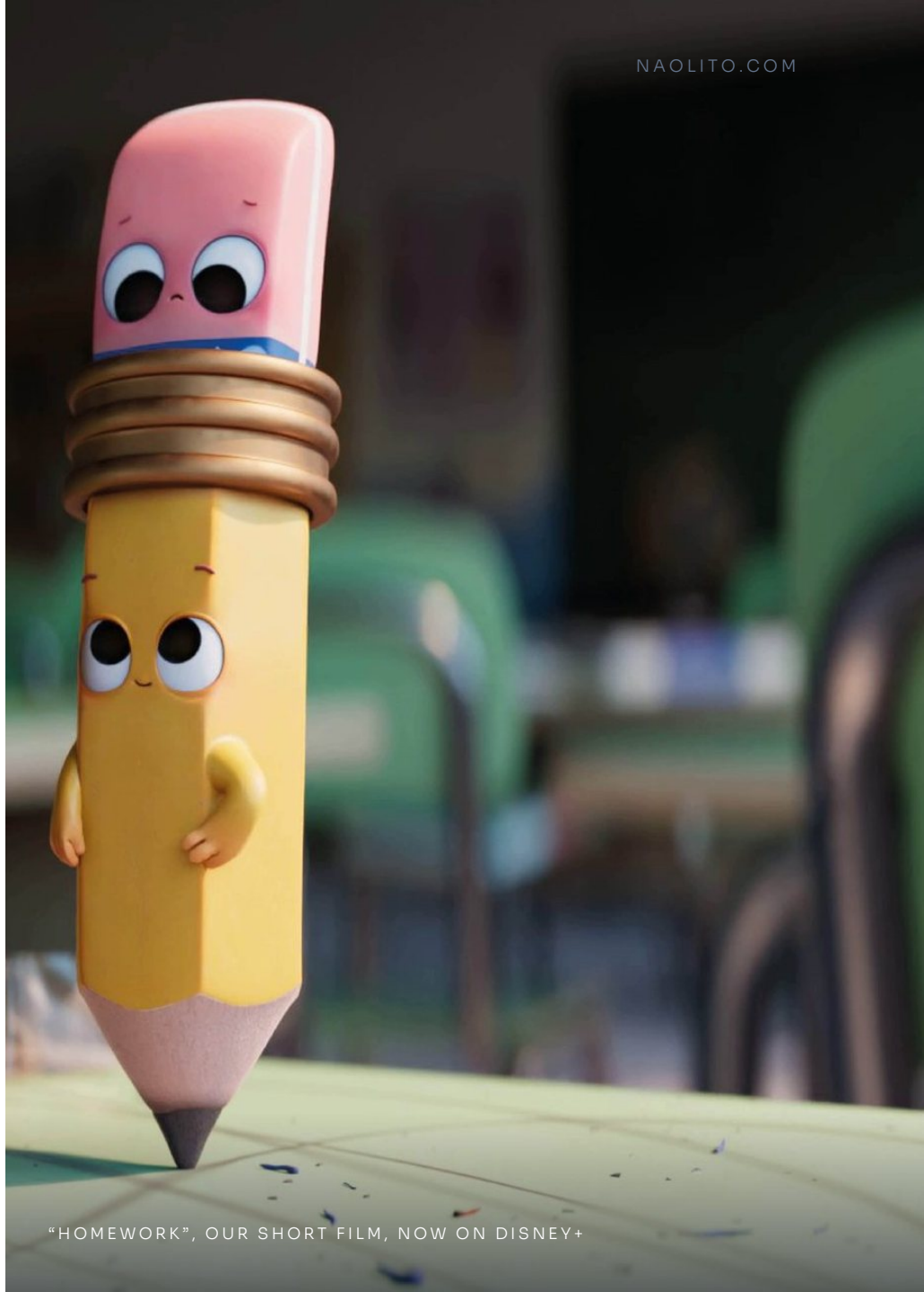
Deal signed with Disney for original animated content on Disney+.

100+ FESTIVALS

for our short “Homework”: 20+ awards, including Best Animated Short at the Málaga Film Festival, and a Goya Awards preselection.

BLENDER CONFERENCE

Invited speakers in Amsterdam. Our full 3D pipeline runs on Blender.



“HOMEWORK”, OUR SHORT FILM, NOW ON DISNEY+

CLIENTS

BRANDS THAT WORK WITH US

Entertainment, gaming, consumer brands and public institutions. Some come back every year.

Also: CGWire (Kitsu) and Hey Clay.

NETFLIX

Yearly collaboration

amazon

PlayStation

PS Plus 10th anniversary, Spain

Nestlé

Nesquik “Before & After” mugs

peak GAMES

Animated game trailers

PILOT

FriXion campaign

BenQ

Brand content

SanMiguel

Brand content

Rialtas na hÉireann
Government of Ireland

Healthy Ireland campaign

SELECTED WORK

ENTERTAINMENT AND GAMING

NETFLIX

SOCIAL · YEARLY

ROSCÓN DE REYES FIGURINES

The ask Characters from Netflix titles as roscón de Reyes figurines, posted on Netflix's social channels for Three Kings' Day (6 January).

What we did Concept sketches, sculpting and lookdev in Blender: from Wednesday and Stranger Things to K-Pop Demon Hunters.

Format Square key visuals for social, a new set every year since 2021.

PEAK

GAMING · NDA

GAME TRAILERS

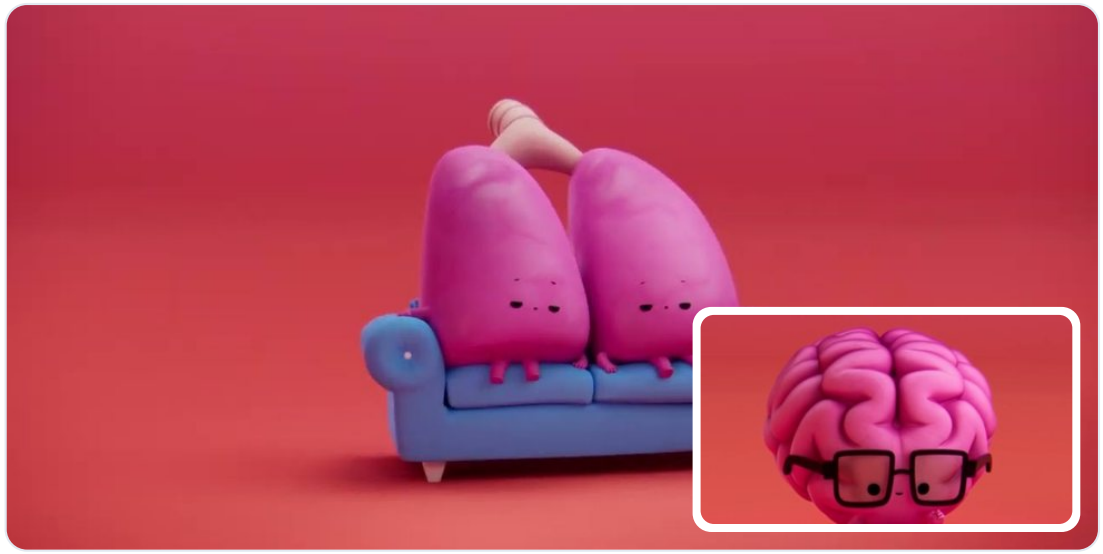
The ask Semi-cinematic trailers for Toon Blast, Toy Blast and Match Factory, with new story ideas every month.

What we did We pitch storyboards, Peak picks, and we produce the rest in-house: layout, animation, FX, lookdev, original music and sound design.

Format 30 and 60 s masters in 9:16 and 16:9, short intros, alpha versions and ProRes masters for Japanese TV.

SELECTED WORK

CAMPAIGNS AND BRAND CHARACTERS



GOVERNMENT OF IRELAND

PUBLIC SECTOR

HEALTHY IRELAND

The ask Turn the national health and wellbeing framework into everyday messages people relate to.

What we did Designed and animated a cast of organ characters (a brain, a heart, a liver, the lungs) living small daily scenes.

Format A series of spots, run across TV, social, press and outdoor through official Government channels.

HEY CLAY

TOYS · SOCIAL

ANIMATED CLAY CHARACTERS

The ask Bring the brand's clay kits to life, and show kids how each figure is built.

What we did Modelled the clay characters and animated assembly, facial expressions and body performance from scratch.

Format Vertical 9:16 clips of 6 to 13 s for Instagram and TikTok.

SELECTED WORK

CONSUMER BRANDS AND SOCIAL

NESTLÉ · NESQUIK

PRODUCT · ILLUSTRATION

“BEFORE & AFTER” MUGS

The ask A gift for Nesquik’s summer 2020 pack: a pair of mugs in every box.

What we did Five “Before & After” illustration pairs from our viral series: make-up, gym, shower, selfie and visiting grandma.

Format Artwork for five mug designs, two per pack.

NAOLITO ORIGINALS

SOCIAL-FIRST

VIRAL SHORTS

The ask Our own characters, published to our 1.1M+ followers: the testbed for hooks and formats we later use for clients.

What we did Short 3D and 2D gags built from our most shared illustrations: Crunches, Hot Outside, Sushi Cardio, Broccoli.

Format Square, vertical and horizontal loops and episodes for Instagram, TikTok, Facebook and YouTube.

SELECTED WORK

ORIGINAL FILMS

NAOLITO ORIGINALS

SHORT FILM · DISNEY+

HOMEWORK

The ask Our first short film, funded by 718 Kickstarter backers.

What we did Written and directed by Nacho Arjona and produced entirely in-house, with a score played on school stationery.

Format 100+ festival selections, 20+ awards, Goya Awards preselection. On Disney+ since January 2026.

NAOLITO ORIGINALS

SHORT FILM · 2026

A DAY IN THE WEST

The ask An anthology short about the daily life of a few cacti, in situations anyone can relate to.

What we did Written and directed by Nacho Arjona with the Homework team: natural environments and a stylised, realistic lookdev.

Format 5-minute short with original music, in Spanish and English. 2026: finalist at the Zaragoza Film Festival, selected at TAF Thessaloniki.

WORKING WITH AGENCIES

HOW WE WORK WITH AGENCIES

We adapt to where creative ownership sits: you bring an approved script, or we build the idea with you.

01 White label and NDA

We can work under your agency's name. NDAs are standard: our Peak trailers ran under NDA long before release.

02 Your script and boards, or the concept with you

We start from your approved script and storyboard, or develop concept, script and look together.

03 Pitch support

Styleframes or a rough animatic so you can present the idea to your client.

04 Reviews at every stage

A review moment at each phase. You follow the production stage by stage on our production platform and leave notes there.

05 One in-house team

Concept, design, animation, lighting, compositing and delivery under one roof, in Málaga. No handoffs between vendors.

PIPELINE

FROM IDEA TO RELEASE

One in-house pipeline built on Blender. Every stage is published for review, so the creative vision survives from boards to final grade.

STORYBOARD

LAYOUT

BLOCKING

SPLINE

LOOKDEV

COMPOSITING

The same shot through the pipeline: Peak · Match Factory, “Superball Christmas”.

Idea · Character design · Storyboard · Layout · Blocking · Spline · FX · Lookdev · Music · SFX · Compositing · Release

Each stage is published on our production platform with its own review thread, so your team approves before we move on.

DELIVERABLES

EVERY FORMAT THE MEDIA PLAN NEEDS

- 4K masters
  Broadcast and online masters from the same production.
- Vertical and square versions
  9:16 and 1:1 variants for TikTok, Reels, Shorts and paid social.
- Cutdowns
  Shorter edits for every placement, plus stills for key art.
- Versions per market
  Localised versions and format packages, from ProRes masters for Japanese TV to Netflix campaign work shipped across 24 territories.

CONTACT

LET'S TALK ABOUT YOUR NEXT SPOT

Send us the brief, the boards or just the idea. We come back with a treatment and a clear production plan.

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STUDIO

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