



WHY USE EXPLAINER VIDEOS AS PART OF YOUR MARKETING EFFORTS?

In the digital environment, videos have evolved to be one of the most influential forms of marketing content that can be liked and shared by many with ease. So why not get an Explainer Video to promote your brand and services worldwide via the digital and social media platforms.



This is how WE can help YOU create an online marketing video to explain your company's product or service.

ONLY WHEN YOU ARE HAPPY WITH THE SCRIPT, WE MOVE TO THE NEXT STEP.

1. THE CREATIVE BRIEF EXERCISE

- What is your product or service?
- Who is your target audience?
- What is it that you want to EXPLAIN to your customers?
- What is your company's branding or creative style?

A well-written script is a MUST for an effective Explainer Video.



2. MEET OUR SCRIPTWRITER

Armed with the creative brief, our scriptwriter will start crafting the contents for your video.

IMPORTANT NOTE: "LESS IS MORE" This video is a synopsis of your brand, products and services.

3. REVIEW AND REVISE

- Perfection requires many rounds of edits and revisions.
- Work with our scriptwriter to bring out "YOUR UNIQUE SELLING POINT".
- Rule-of-thumb: 150 words per minute. Long videos cause audiences to lose attention.

4. THE STORYBOARD PHASE

- Following the script, OUR PRODUCER crafts a visually attractive storyboard that effectively engages your audiences and sells them your brand.
- The storyboard will end with a CLEAR CALL-TO-ACTION.

5. ANIMATION BEGINS

- In the expertise of OUR ANIMATOR, the script and storyboard comes ALIVE.
- This is an intricate process that requires lots of TLC (i.e. Time, Labor and Cooperation) from everyone.

6. SOUND IS IMPORTANT

Nothing ruins a video faster than poor audio. So, we will use QUALITY MUSIC, SOUND EFFECTS and PROFESSIONAL VOICE-OVER for your video.

7. YOUR EXPLAINER VIDEO IS READY

A final review of the video is done to ensure all aspects of the video is correct and up to your satisfaction.

WITH YOUR FINAL APPROVAL, WE WILL DELIVER THE VIDEO IN YOUR PREFERRED FORMAT.

WHY YOU SHOULD THINK ABOUT A 2D OR 3D VIDEO EXPLAINER FOR YOUR BUSINESS?

AN EXPLAINER VIDEO IS A MUST-HAVE BECAUSE IT INCREASES...

- **AWARENESS OF YOUR BRAND** is a fun, viral way
- **WEB TRAFFIC** to your website and other online platforms
- your **ABILITY TO ENGAGE YOUR AUDIENCE** at a minimal cost

FOR A SUCCESSFUL EXPLAINER VIDEO, WE CAN ENSURE ...

- **TOP CLASS QUALITY** - we deliver the very best that can be delivered
- **TIMELY DELIVERY** - without compromises on quality
- **CUSTOMER SATISFACTION** - Your needs come first