

In today's digital world, people are constantly bombarded with advertising in the form of emails and text messages. Unless the message grips a reader right from the start, most people don't even read them anymore.

Many companies have taken to including images in their advertising messages to try and stand out and be noticed. However, the latest trend is to use animated videos to market products and services.

## **The Benefits of Animated Video Marketing**

Video engages an audience much more than text or audio advertising. Animated video allows you to choose a character that identifies with your brand while resonating with your audience.

Animated videos are visual and engaging. You can develop a unique character that is both entertaining and compelling. Coupled with a strong message delivered in a fun way, people will learn to associate the character with your product. This is a very powerful way to build your brand.

A major advantage of animated video is that you can customize all aspects of the production including characters, backgrounds and colours. To go with this, you can develop a great story which resonates with your audience's emotions.

With animation, you don't have to be formal and businesslike. In fact, most people expect animation to have an element of humour to it. This provides you with a great deal of flexibility in how you put your message across.

## **How to Set Up Your Animated Marketing Video**

When developing a storyline, your video should follow the classic structure of a movie script, with a beginning, middle and ending :

- **The beginning.** The first part of the video should portray a typical problem scenario that your target audience identifies with. Engage the audience from the word go and keep them hooked right the way through.
- **The middle.** This part of the script should tell the audience how your product or service will solve the problem.
- **The ending.** Having convinced the audience that your product can provide a solution, you need to tell them about the special features and benefits of your product. Identify a unique value proposition that separates you from your competitors to reinforce why they should choose your brand.

Keep your video short and develop an animated character that your target audience can relate to. From there, you can choose presentation style and colours to match your brand.

As a final word, leverage the power of social media, like Facebook, when devising your marketing strategy. Online video is thriving and is the most cost-effective way of advertising on social media. Animated video marketing will give you the best ROI by being shared on social media platforms.

## **Script example** (163 mots , video +/- 60 s)

### **The beginning :**

As ways of consumption are evolving with the rise of the Internet for commercial and social purposes, you need tools which allow you to establish a proper dialogue with the range of Internet users in general, and with your customer base in particular.

### **The Midle :**

Explanatory videos make sure that you will gain visibility and really engage your audience through the light-hearted presentation of your products or your business.

### **The Ending :**

Thanks to the 'all in one' service provided by the Oomph.lu website, you have a powerful tool at your disposal for any digital marketing campaign. Due to the 'cross-disciplinary' nature of the Oomph.lu explanatory videos, several other formats can be used alongside: a blog, a website, a landing page, a digital campaign, etc. Each video varies according to the original message, through Whiteboard style animation, a cartoon style or with infographics.

### **Call to Action**

Did you enjoy our explanatory video? You can share it immediately on your favourite social network and get in touch with our team of professionals.