

Tell Your Brand Story Better with Video

Using Animated Explainer Videos to Connect with Your Audience



Adélie  Studios

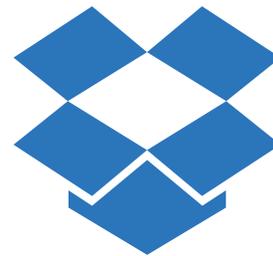
Let me tell you a story about a little file storage company...

The company had this really cool service that lets you bring your photos, files and videos anywhere and share them easily. It solved a real problem and was amazingly simple. The problem was, it was hard to explain and you didn't really know you needed this problem solved until you used this service and saw it in action. So the company decided to create a short explainer video and redesigned their home page so the video was the main focus of the page explaining exactly what their service did and why you needed it.

I of course am talking about Dropbox. Since their launch a little over 6 years ago, Dropbox has grown to over 200 million users and is valued at roughly \$4 billion.

That is what an Explainer video does. It 'explains' what you do quickly and easily so anyone can understand it. It's kind of like CliffsNotes for your business – a short and concise version of exactly what your company does.

The easiest way to think of an explainer video is this is your elevator pitch to simply define your product or service and what makes it great. The idea of the "elevator pitch" is that you should be able to



Dropbox

deliver the summary in the time span of an elevator ride, or less than two minutes. What is great about explainer videos is no human is capable of delivering the perfect pitch so everyone can understand it consistently. It's impossible. Sometimes you're tired and lacking energy sometimes you've delivered it one hundred times in a row to no avail and it's that one hundred and first delivery that needs to be perfect. Maybe you aren't properly caffeinated? Maybe you are over caffeinated? An explainer video helps you to deliver that elevator pitch in a consistent way every time. Whether the person is watching the video at three o'clock in the morning or in the middle of a busy day, an explainer video makes sure that your message is conveyed clearly and the next step or call to action you want the viewer to take next is built right in.

1.8 Million Words
is the value of
one minute
of video.

– Dr. James McQuivey, Forrester

Can You Answer WIIFM?

Your introductory or explainer video should be treated like a first date. When you go on a first date, people don't want to hear all about you, everything you've done and what makes you so awesome. That, likely, will not get you a second date. So how do you avoid this? People want to be heard and they want to identify with what is going on in your video. So be interesting. Be Clever. Make your video fun.

When a viewer watches one of your brand or product videos, the only thing they are thinking is, "What's in it for me?" or WIIFM. They may not care about a particular feature in your product because you spent the past 3 months working non-stop to get it right; unless that feature is the solution to their problem.

The only thing the viewer cares about is, "Does this product/service solve my problem?" or, "Will this product/service save me time and make my life easier?" The viewer doesn't care if you are an "industry leader" or your product/service is "revolutionary". Guess what? Those are just internal marketing buzz words. The viewer only cares if your product or service solves their problem. If you don't relate to that viewer quickly, they are off to the next possible solution.

You want the viewer to feel like you understand them. Make it an intimate conversation. No...not that kind of intimate! Your goal in the video is to make the viewer feel like you are speaking to them. How do you do that? Put 'them' in the video and speak to their key

problems that your product or service solves. Here's a typical story line that I use often during the script writing process:

Meet Carrie. She has this problem causing her stress. She discovers YOUR SERVICE HERE and gives it a try. It works great and now Carrie is happy and care free. Don't YOU want to feel like Carrie?

The idea is, you want the viewer to be nodding along with the video, seeing themselves in the shoes of the character onscreen. If someone has clicked to watch the video, they've already expressed interest. Now you need to speak to the big question they have:

What's in it for me?

If you can't answer this simple question to the viewer, they are gone. Not answering this simple question would be the equivalent in a first date of droning on and on about yourself only to look across the table and realize that your date left.

The other critical aspect you need to remember is to keep it short. This is an introduction not your life story. If you have a lot to say, create more videos as brief, snackable content to pique their curiosity. Make the end user want to take the next step to learn more. Whether that is watching other videos that take a deeper dive, testimonial videos or signing up for a demo. Those calls to action are your second date. We'll get into those call to actions next.

59% of senior executives prefer to
watch video
instead of
reading text,
if both are available on the same page.

- Forbes Insight

Call to Action:

How do you make the video effective?

In the process of planning for your amazing new video, have you thought about where that video is going to live? What I mean is, the call to action at the end of a video on your home page should be a natural progression to somewhere else on your site. This is often the most overlooked aspect of the video scripting and storyboarding but it is the most critical as the call to action is what drives the ROI of the video.

Your call to action could be to download a whitepaper, sign up for a free trial or webinar demo. Maybe that sign up form is built right on the page next to the video or even right into the video player. Your call to action should be a seamless way to start the viewer's path down your sales pipeline. Whatever it might be, you want to keep that viewer on your site and engaged. Now what if that same video were on YouTube? Chances are, you do not own YouTube unless you are Google, in which case..."Howdy, thanks for reading this e-book!" So the call to action is different, you're trying to get them to your site where you can control their experience and keep them from clicking away (hopefully). What if it's on Facebook? What if it's on a distributor's site? So what is the answer? Simple...customization.

When your video is living in multiple places, you need to customize the call to action at the end to optimize the results of how well your video will perform for you on that specific site.



With some very simple edits, the video can be customized including both the visuals on screen and the voice over to the audience that it was intended to be viewed by. The whole process all starts with a couple of simple questions "Where are people going to view this video?" and "What action do we want them to take from there?"

Once you answer these questions, you know whether you need one or twenty different alternate versions of the video. The easiest way to augment your results is to customize your video to where it will be viewed and design the call to action you want the viewer to take from there, no matter where they are. It's all part of the video production process which is up next.

52% of consumers
say that watching a
product video
makes them feel
more confident
in purchasing decisions.

- Invodo

Process:

What goes into making an explainer video?

This is typically how an explainer video production schedule works:

Step 1: Kickoff

The first thing we do is get inside your head. Not literally but we need to know who you are, who your target demographic is, what the end purpose of the video is, and what type of video you need. This process all starts with a creative brief that you fill out and then we have an informal meeting to dive deeper into your answers.

Step 2: Scripting

Once we know who you are and who the target of the video is, we begin the script writing process which includes both the voice over and some rough ideas for the visuals. Here we script your message and what action you want the viewer to take after watching the animation.

Step 3: Voiceover Recording

First, we identify who the "voice" of your video will be and once we get the script somewhat finalized we have several samples recorded of a few lines from your script by voiceover artists we feel most closely resemble what you are looking for. From there we select YOUR voice and record the voice over track.

Step 4: Style Mockups

Style mockups are finished quality drawings that are created of individual "scenes" in your video. This allows you to get an idea of what your final video design look and feel will be.

Step 5: Animatic Storyboarding

An animatic storyboard is created using the voiceover audio that was recorded of your script. The animatic storyboard has the entire video visuals roughly drawn out to help you understand what the visuals will roughly look like and what the flow will be.

Step 6: Video Production

This is where we go off and do our animation magic with lots of smoke and mirrors and big levers to pull behind the scenes. When it's ready for you to view, we'll upload it to a centralized location so you and your team can view it and give feedback.

Step 7: Setting the Tone

Once the main animation work is done on the video, we'll add sound effects and music soundtrack to really carry the pace and tone of the video. Sometimes a great music soundtrack makes all the difference.

Step 8: Launch

Once you give us the green light, it's time to launch! We will provide the video to you in the format of your choice and will work directly with your web developers to get the video uploaded to your video hosting platform of choice.

We can also give you our recommendations for video hosting, sharing and analytics services we recommend so you can optimize your video's ability to perform for you right out of the gate.

**With proper optimization,
video content
increases
the chance of front
page Google results
by 53 times.**

- Forrester

Case Study:

How MyVR increased website signups by 34%

About MyVR

MyVR is a vacation rental website builder and marketing software provider. They help owners and operators of vacation rental homes to market and manage their business more easily.

MyVR's Goal

MyVR's product is powerful, yet complicated. A marketing website could only do so much to convey that message, given that you're often dealing with a limited attention span online. MyVR felt that video was critical to reaching their audience.

Why did MyVR choose Adelle Studios?

MyVR looked at a dozen or so video partners, and decided among them based on quality, price, turnaround time and service. Adelle Studios offered a higher quality product at the lower end of the price range, and they were able to deliver it in half the time. "We could have spent a lot more with other providers, but I'm not sure the video would have been any better", stated MyVR CEO Jonathan Murray, "Adelle Studios delivered the final result on time, and gave us the white glove service throughout."

Adelle Studios Results for MyVR's Explainer Video

Upon completion of the video, MyVR placed the video on the home page of their website and shared the video on their social media pages. Adelle Studios consulted with MyVR to assist optimizing the viewers experience with the video. At Adelle Studios recommendation, MyVR

utilized Wistia for their video hosting to ensure optimal delivery of the video, regardless of what type of device the user was viewing it on and because of the powerful analytics it provides to spot trends and see audience engagement graphs. MyVR used a lightbox format to showcase their video right on the home page. A lightbox player enlarges the video making it the primary focus of the viewers attention by dimming the page. Video lightboxes have been found to **increase conversions by up to 20%** when compared to a traditional static video embed because the display and treatment of the video on the page is more engaging and focuses the viewers attention.

The results of this video treatment were that on average, viewers of the MyVR video **watched 67% of the video**. Of all viewers slightly more than half watch the video to completion. The net result was that following the launch of the video, trial signups spiked dramatically and overall there has been a **34% increase in trial signups** since the video was implemented on the home page.

"Adelle Studios did a great job of delivering a video that we are super excited about – on time, and even slightly under budget. I think the quality of the output exceeded what other more expensive firms offered. We couldn't have been happier, and based on our bump in conversion rate on day one – our customers are happy, too."

- Jonathan Murray, Co-Founder / CEO of MyVR.com

**When marketers included
a marketing or explainer video
in an email,
the click-through rate
increased
by 200% to 300%.**

– Forrester

Ready to Get Started?

Adelie Studios...

is a creative agency founded in 2002 to provide an integrated online/offline approach to marketing design. In 2006 we began to focus almost solely on the creation of online marketing animated video production to complement our clients online / offline marketing efforts and help them distribute their online animated video content more effectively.

What makes us unique?

Adelie Studios is a virtual organization – which basically means we work with animators, voice over artists, writers, musicians and character designers all over the country for projects on demand. This allows us a lot of flexibility because we can keep our overhead costs very low. So if you need a writer with specific industry experience or if you need to get it done quickly so more animators will be required, it's easy because our business model keeps our staff flexible to the needs of your project! Unlike traditional marketing firms and agencies, we keep the focus of marketing your business fun and entertaining. After all we create animated marketing videos...what's not fun about that?



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