



HBP Animations + Videos

Typical Animation:



SECONDS



SECONDS



SECONDS

Animations (also known as motion graphics):

- ✓ Events
- ✓ Logo reveals
- ✓ Infographics
- ✓ Marketing campaigns
- ✓ New product launches
- ✓ Explainer Videos

Types of Videos:



Animation only: with soundtrack and/or with voiceover



Animation & video: with soundtrack and/or with voiceover

Process:



64% Using animation to advertise a product can boost conversion rates by simplifying the message, and engaging viewers. **64% of website visitors** are more likely to buy a product on an online retail site after watching a video. In addition, visitors who view videos stay on the site an average of **2 minutes longer** than those who don't view videos.

92% Another benefit of posting animations is the users' ability to share your content – a massive **92% of mobile video viewers** share videos they have seen online with others on social media.

Consumers are demanding more and more video content from their online usage, which means that **search engines will rank your website higher** when it features an animated video.

Delivering Video on Social Media:

- ✓ LinkedIn
- ✓ Facebook
- ✓ Email
- ✓ Twitter
- ✓ Facebook
- ✓ Youtube
- ✓ Vimeo

Recommended time frames for social media video to get the best results:

- Instagram videos:** 26 seconds
- Twitter videos:** 45 seconds
- Facebook videos:** 1 minute
- YouTube videos:** 2 minutes



LOGO REVEAL SAMPLE



ANIMATION SAMPLE



ANIMATION/VIDEO SAMPLE



VIDEO SAMPLE



POWERPOINT SAMPLE