

PRODUCT/EXPLAINER VIDEOS

EXPLAIN WHAT YOU DO EFFECTIVELY & GET RESULTS

A Product / Explainer video is exactly what it sounds like: a video that explains something.

When you meet with a client, or a client looks at your website, they typically can find answers to four of the five Ws quite quickly. out

Without much effort, the prospective client should be able to determine the Who? What? Where? and When? with respect to your company or non-profit.

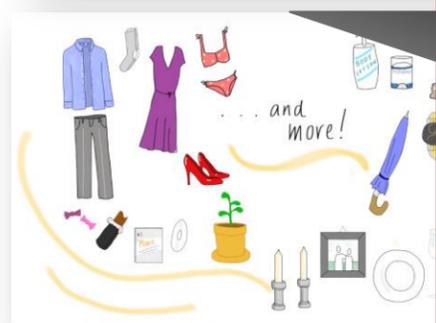
A Product / Explainer video answers two of the deeper questions: the Why? and the How? For Example:

- Why should I choose your company over your competitor?
- How does your company work with its clients?
- How does your process work?

People want to know Who you are, What you offer, Where they can find you, and When they should start working with you.

However, if you want to convince them further – you must answer the questions that are at the core of buying decisions. By answering the Why? and How? We can communicate your offering in a clear and precise manner, which will directly impact sales.

Product / Explainer videos can be produced in a variety of styles and we are familiar with most of them. We have produced animated videos, whiteboard videos, motion graphics videos, compositing videos, and more. If you have a style in mind, send us a link to a similar example and we can advise as to whether or not we can produce one that is similar.



ANIMATION STYLES TO CHOOSE FROM

Animated Videos

This is a popular style of video as it allows for a lot of creativity. You are not limited to real actors or real locations so just about anything you can dream up, we can create. We have a wide range of styles to choose from (right down to the look and feel of the characters and objects in your video), so we offer true creative flexibility in our animated works. Animated videos are the most common style and, as such, work well in all business verticals.

Whiteboard Videos

Just as the name implies, these videos look as if a person is drawing out a concept on a whiteboard with markers. We produce these videos with a real human being, drawing out the story on a real-world whiteboard and/or we can produce the effect of a whiteboard drawing digitally, with or without a real (or digital) human hand. Essentially, the choice is yours. Whiteboard videos are most effective in illustrating a complex idea or process.

Motion Graphics

This style typically uses shapes, icons, animated typography, and minimalistic design elements to convey a process or idea. Similar to the recently popularized 'infographic,' we can tell your video story entirely through animated motion graphics, pictures and text. The main difference between this type of video and an animated video is that this video style lacks actual 'characters.' Motion Graphics / Typography videos work well in the mining, oil and gas and professional services verticals.

Compositing (2D/3D)

In this style, we take our expertise in 2D/3D animation and composite digital animation elements into a real-world video. For example, your VP of Sales can be walking towards the camera, gesturing to her right and left as she walks, and various animations will appear 'in' the video. These digital elements look as if they are real in the scene, with active lighting, shadows and texture. Just as you see in science fiction movies, we take Hollywood style animation and put you and your team right in the center of it! For examples of Compositing, and to learn how we could use this in your Product / Explainer video, contact our Production Department.



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