

THE ESSENTIAL

# ANIMATION GUIDE



# INTRODUCTION

Hello marketing animation friends!

Welcome to your Animated Video Marketing Guide. 🥰

This guide includes insights into how to develop an animated video marketing strategy to successfully engage your audience. You'll see that the benefits of using animations in your marketing are compelling.

Here at Quest, we are also actively creating and managing animated video marketing campaigns for a range of clients. Quest is not only developing successful strategies, but is targeting defined audiences and delivering engaging animated content plans and campaigns for our valued clients.

Use this link to find out more <https://www.quest.net.nz/animations/>

Understanding animated video marketing is an important step in reaching the people who matter most to your business. If you're looking for a guide on how to use animations to help grow your business, this will help set you up for success.

We hope you enjoy the guide.



Ngā mihi (thanks)  
Hamish Lowry  
Founder, Quest Marketing  
[www.quest.net.nz](https://www.quest.net.nz)

# WHAT ARE ANIMATED VIDEOS?

- Video marketing is one of the most versatile digital marketing approaches and can be a powerful addition to your marketing strategy. [Video animations](#) help you to tell your brand's story in an engaging and efficient way.
- Animated explainer videos are most often short, branded videos that describe a product or service. Their added value is that they can get the message across quickly and creatively and maintain high engagement rates. Another strong point is their ability to describe complex ideas in a clear, yet fun and entertaining format.

Animated explainer videos are under 2 minutes long on average. In that short time, they manage to get across the brand's unique voice, the value proposition, and tell a story that connects with the user.

## **Animated videos are:**

- ✗ -Engaging and efficient
- -Great for simplifying complex ideas
- ▲ -Customisable

“Many companies are turning to animation to create animated brand videos because they can significantly impact the viewer with minimal resources.”

# HOW TO USE ANIMATED VIDEOS

Animated videos are the go-to tool for explainer videos content explicitly created to demonstrate your elevator pitch or how to use a product or specific features. But animated video is way more versatile than just explainer content.



**Example:** Quest explainer video animation. You can also use animation videos to introduce your brand, enhance your landing pages, build training and onboarding resources, create how-to videos, or animate call to action (CTA) messaging.

Animation videos can fuel your marketing campaigns, social media channels, and email marketing. Creative animated videos often spark human emotions and help build stronger bonds between a brand and its customers. They are an ultra-powerful tool for customer engagement and loyalty.

Well-crafted animated videos can help to simplify complex ideas and offer a powerful education tool" Hamish Lowry, Founder of Quest Marketing

# BENEFITS OF ANIMATED VIDEOS

Here are five reasons why animated videos can be great for your brand, design, and marketing.

1.

## VISUAL INFORMATION GETS THE MESSAGE ACROSS



### Quest client animated video example:

Juken New Zealand Timber treatment process explained through 3D animation.

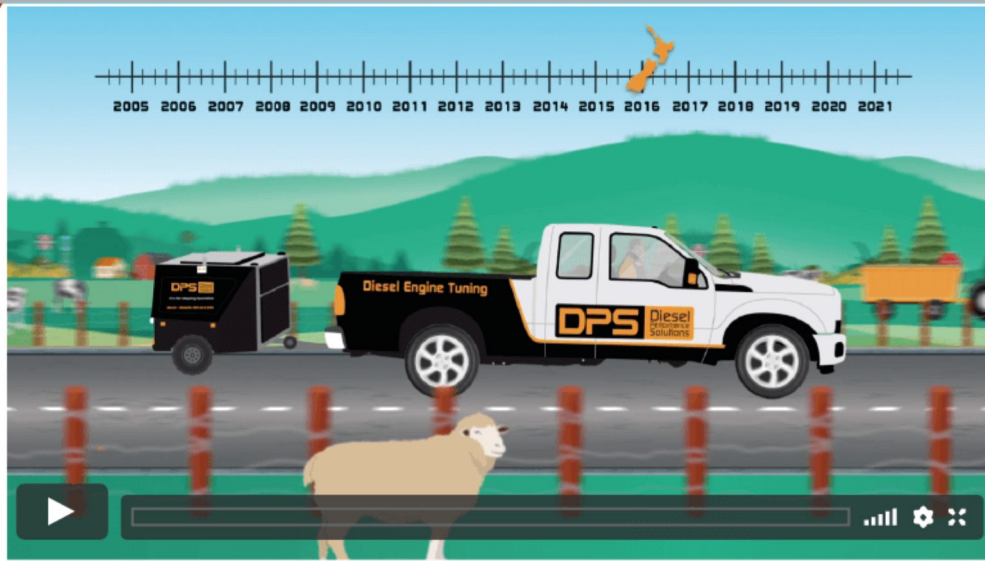
We are now in the age of visual information, and visual content plays a role in every part of life. When framed strategically, animated videos won't feel like marketing at all. Wyzowl reports that 96% of people have watched explainer videos about products or services, and 85% of businesses use video in their marketing. Not using video means you run the risk of missing your target audience.



# BENEFITS OF ANIMATED VIDEOS

## 2.

### ANIMATED VIDEOS BUILD A CONNECTION



**Quest example:** Diesel Performance Solutions New Zealand animation. Hand drawn vehicles in 2D animation format to help enhance the DPS brand's story.

Creative animated videos often spark human emotions and help build stronger bonds between a brand and its customers. They are a powerful tool for customer engagement and loyalty.

Want to learn more about Video?

Download our free guide,  
[The Essential Step-by-Step Video Guide](#),  
which features advice from Quest.



# BENEFITS OF ANIMATED VIDEOS

## 3

### ANIMATED VIDEOS CAN BREAK DOWN COMPLEX IDEAS INTO DIGESTIBLE PIECES



#### Quest animated client video example:

Abecca Healthcare's safe furniture range is helping people in need throughout the health sector with lightweight but robust products.

Animated videos make concepts easy to understand. And the format forces brands to simplify big concepts into smaller chunks that are easier for our brains to process. Packed with the right visuals and sound, animated videos allow you to convey complex ideas so much better.

# BENEFITS OF ANIMATED VIDEOS

## 4

### ANIMATION TAKES STORYTELLING TO THE NEXT LEVEL



Quest animation example: Quest Marketing Show promotional teaser. Here we use the fun and bright Kombi van to illustrate customer journeys and teamwork.

Animated videos allow for the flexibility and creativity that no other storytelling technique can match. Quite literally, you can just about create anything that the mind can conceive.



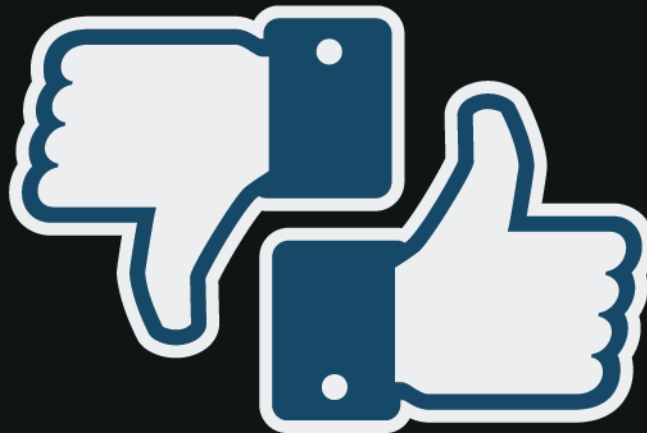


If you'd like to see more animation examples, follow our Quest Marketing social media channels via our website - [www.quest.net.nz](http://www.quest.net.nz)

So, whether you're creating videos to complement your content marketing strategy or adding sparkle to grow brand awareness (e.g., Quest Talks [www.quest.net.nz/quest-talks](http://www.quest.net.nz/quest-talks)), video animations are a strategy worth investigating. With marketers embracing animations, it's an exciting time for businesses to delve into this video format.

This informational resource is designed to be a practical guide for marketers as well as non-industry experts into this ever-evolving video type. And we'd like to thank Hop Online as a key source for this content.

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