
Information

ANIMATED EXPLAINER VIDEOS

**VERTICAL
LEAP**

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WHAT IS AN EXPLAINER VIDEO?

Explainer videos are short online videos used to define your company's product or service. Usually around 1 minute in length, they are created by brands, online companies and corporations with specific marketing purposes. They are usually targeted towards audiences in a simple and entertaining manner.



Benefits of explainer videos

Online visibility boost (SEO):

A video is 53 times more likely to be found organically on search engines.

Bounce rate reduction:

Average visit time spent on a webpage with an embedded video increases from 8 seconds to 2 minutes.

Conversion rates increase:

Landing page placed explainer videos can grow conversions (turn visitors into customers) by up to 65%.

E-mail click-through rate increase:

Emails sent with video content increase click-through rate by 100%.

ROI boost:

In a recent study, 52% of marketing professionals mention marketing videos as the online content with the best ROI.

THE PROCESS

Offered as a service
by Vertical Leap

Scriptwriting (page 4)

Before any animation takes place, it's essential to have a carefully crafted script in place. Vertical Leap can work with your own script, or create one for your business and/or product using our own specialist journalism team.

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Audio capture (page 6)

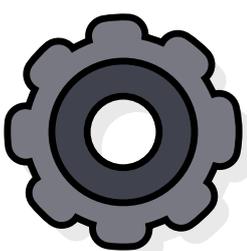
Once your script is in place, it's time to find a voice-over artist to adequately dictate your prose and have it recorded. Vertical Leap has a number of voice-over options, as well as the ideal recording facilities.

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Animation (page 7)

Your script is signed off and you now have a professionally recorded version ready. Vertical Leap's animation specialists will then take your raw recording and - through storyboards, style frames and sound design - produce an explainer video you and your customers/clients will love.

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Complete flexibility

Vertical Leap's explainer video package can be as flexible as you need. Our process is split into 3 clear stages (script writing, audio recording and animation). If you wanted to handle one or more of the stages, we can work with you to fulfil the stage(s) you are missing. Please contact us to discuss your exact requirements.

SCRIPTWRITING

The pressure's on – you've got just a minute or so for your explainer video to outline and define a product or service. **How do you find the words?**

Luckily, you don't have to. As part of Vertical Leap's explainer video service, we offer expert scriptwriting that can get across the 'whos, whats and whys' to your audience with minimal fuss and with maximum impact.



We'll work with you to develop the right tone-of-voice, the right call-to-action, and most importantly, the right target audience for your video. We write scripts with a persona in mind, so that the words read over the video speak directly to your prospective customers.

Some concepts are dense and can be difficult to demonstrate in just a minute of visuals; that's why the script is just as important. It has to get the point across quickly and yet entertain without running out of steam. It has to tell a compelling story whilst driving home a succinct message effectively. It could be informative, funny, clever, passionate and persuasive – all at once.

The most important objective for your video? To engage. You haven't got long – not a single frame can be wasted; so leave it to us – we'll craft a script that clarifies your concept and connects with your customers.

SCRIPTWRITING



Good vs Bad

Nobody knows your business better than you, but sometimes that's the exact reason you shouldn't write your own script. When you're too close to a product or service, it can be hard to take a step back and explain it without getting overly-technical. Remember, you've to engage, educate and entertain.

Here's what a cloud-computing explainer video script might look like, if written by the cloud provider themselves:

“Our migration, hosting and hybrid solution moves enterprises away from complex computing infrastructures and to a new world of business continuity. We have data centres that offer companies a scalable solution...”

Regardless of how stimulating the visuals are, that script is unlikely to engage a viewer. Instead, it would be more effective to get the point across like this:

“We know how difficult it can be to manage and maintain your IT systems – you've got customers to take care of, after all. So let us do it for you. We build tailored cloud infrastructures that rid you of IT complexities and work to improve your bottom line...”

You've addressed the audience's pain points, assured them that you'll manage the entire process, and spoke to them in a language that can be easily followed.

And that's hopefully what we've done here. Take the pressure off – let Vertical Leap take care of the scriptwriting for your explainer video.

AUDIO CAPTURE

Most people would assume that once you've got your script in place, the hard work is done. It's just a case of recording yourself, reciting it and then passing it over to the animation team.

Sadly, the reality is there are a number of factors that can make your carefully crafted prose seem amateur once laid down as a voice-over.



Selecting a voice-over artist can be a time consuming and often, frustrating process. You can't be sure if what you're being charged is fair or inline with industry standards. You're also left at the mercy of your voice-over artist with regards to the quality of the final recording.

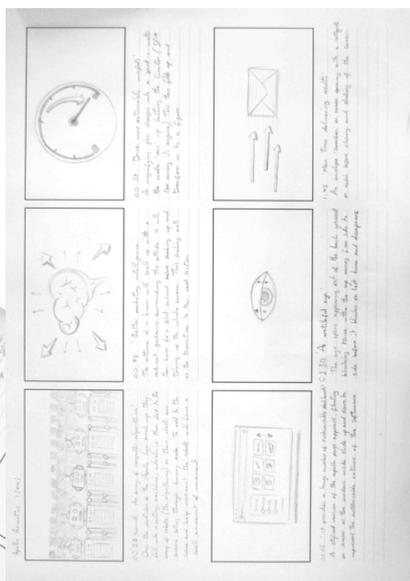
Vertical Leap has a catalogue of voice artists at our disposal, some of which have worked on national radio campaigns, video games and corporate videos. Need an American accent? No problem. How about a regional English twang? Again - no problem. Just let us know your requirements and we'll find the perfect artist for your video.

Once we have your voice-over artist in place, we will ensure that the finished audio file is of the highest audio quality and ready for use in your explainer video. All recordings are made on professional audio capture equipment and then go through post-processing to ensure your final product is faultless.

ANIMATION

The animation process is the 'business end' of your explainer video. With a brilliantly scripted, professionally recorded voice-over already in place - it's now time to provide the visual mastery that will bring your explainer video to life.

In order to create a high value end product, Vertical Leap works through 4 key stages: storyboarding, style frame creation & asset design, motion design and sound design.



Storyboarding

We begin the storyboarding once the voice-over has been produced; this allows us to work to the set time scale and understand the best way to visually represent what is being said.

Think of a storyboard as the actions (what happens in the video) that accompany the script. Storyboards will usually consist of anywhere between 15 – 30 frames dependent on how long the animation is. These frames will depict key scenes and represent around two seconds of animation.

The frames also show the transitions, composition, camera movement and so on, making it easy for you to grasp how the video will look. All frames will include clear and concise annotations to make sure the video is understood as best as possible.

The story board will be provided in both print and video format, the latter allowing you to understand the video's flow in sync with the voice-over.

ANIMATION

Style frame creation and asset design

The style frames will be created alongside the storyboard; these will be 'stills' of the final animation and are there to help you visualise how the finished piece will look.

After you have been presented with the storyboard and style frames you can offer comments, feedback and a pre-determined set of free amendments.

Once the storyboard and style frames have been agreed, we begin to create all the assets for the final animation. This includes all visual elements, backgrounds and typography.

Motion and sound design

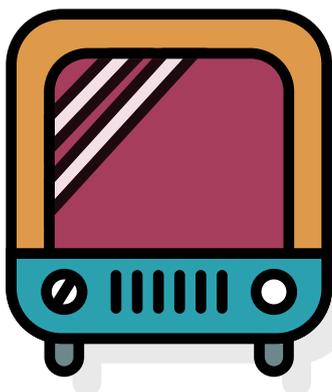
This is where the magic happens. We bring all of the assets to life following the storyboarding and style frames sign off process. Once the video has been completed we will send it over to you and ask for comments and feedback.

Once the animation and voice-over has been given the OK, the final polish is added in the form of complimentary music and SFX (sound effects).

The style of the video can have an impact on the type of music that is included and we can provide options that we believe will be best for the video. We will also add the SFX to help the visuals pop.

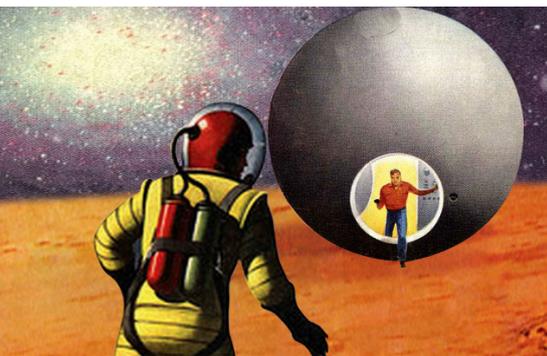
These additions will bring your video to life and elevate it above the other explainer videos out there.

Upon final approval we will provide the completed video in the file type of your choice (although typically this will be either .mov or .mp4).



ABOUT US

We were founded in 2001 by Matthew Hopkins, a Texan with a vision to create an agency with transparency at its core. Having previously been at the sharp end of the industry, he decided that there must be a better way to give clients complete visibility of their campaigns, and so Vertical Leap was born.



A decade of leadership

Digital marketing never stands still and we constantly evolve to stay one step ahead. We have been developing our marketing intelligence platform for more than 10 years to give our clients a competitive advantage. We led the way with our content-driven approach to search in 2009 and once again we are the first of a new generation of digital agencies, combining a traditional marketing agency with software service to give you a powerful force multiplier.

Our specialist teams

We have more than 50 team members, with the majority working in the delivery teams. We believe in the power of specialist teams – which means dedicated teams that only do SEO, PPC, content, social and design.

But we also like ‘T-shaped’ people – which means each expert has a broad knowledge of all channels, but specialises and cultivates deep knowledge in one core discipline. This means the people working for you are excellent at whichever services you are buying.

OUR SERVICES

At the heart of successful digital marketing sits one key element, data. The deeper you mine, the greater your insight, the more intelligent your decisions. That's why we place deep data at the very centre of our services.



SEO

Fix, boost, fill is how we grow your organic visibility. The deep data in Apollo Insights shows us your search footprint across hundreds and thousands of search phrases. We use this information to fix what is broken, boost what needs pushing and fill where there are clear gaps in your content.



PPC

We are a Google-certified Partner agency and all of our specialists are AdWords qualified. They focus purely on managing and increasing the profitability of your campaigns, reducing click-through costs and increasing revenue.



DESIGN

Good design is about form as well as function. We can show you how to improve the performance of your website landing pages, or enhance the whole user experience on your site, across multiple devices.



CONTENT MARKETING

With the marketing intelligence provided by Apollo and the insights provided by our specialist experts, we understand what content connects with your target audience. Our qualified journalists produce high quality, researched content of all types to inform, educate and entertain your target audience.



SOCIAL MEDIA

We deliver both social media management and monitoring. We also create award-winning campaign 'moments' to actively grow audiences, generate awareness and encourage brand engagement.



INTEGRATED SERVICES

We run many integrated digital campaigns where we bring together our specialists into a unified campaign team - harnessing their combined power across multiple marketing channels.

APOLLO

Our service combines specialist experts with our own deep data platform called Apollo Insights.



You get marketing intelligence

A key benefit of Apollo Insights is transparency. Some agencies use tools in the background. With Vertical Leap, you benefit from a transparent view of both the specialist’s work and the data platform that helps us do a good job.

You can see what we’re working on, as we do it, and you can see the information we see – this includes intelligence about how much of your website is performing, how much visibility you are achieving in your universe, how your website is performing against direct competitors.

We get actionable insights

The digital marketing experts in each of our specialist teams dig into the data gathered by Apollo Insights to identify opportunities to grow your visibility and revenue. A full view of your website’s health helps SEO and PPC teams spot opportunities to improve performance. Words and Pages information helps all our teams identify gaps in content, or to discover common queries that can lead to better interactions.

While you can see the information in Apollo Insights, you don’t need to invest time in using that if you don’t want. That’s why you are hiring specialists – but our clients like to know they can see what we see.





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