

Animated Video Workshop

Present your product, innovation, business model or service with an animated video and convince your clients in only a few minutes.

Purpose

What is the purpose of the animated video?
What is the reason for doing this?

Style

What kind of style best represents the product? Cinematic, realistic, minimalist, stylized?

Distribution

Where will the animated video be used?
Social media, tv, advertising, B2B, B2C?

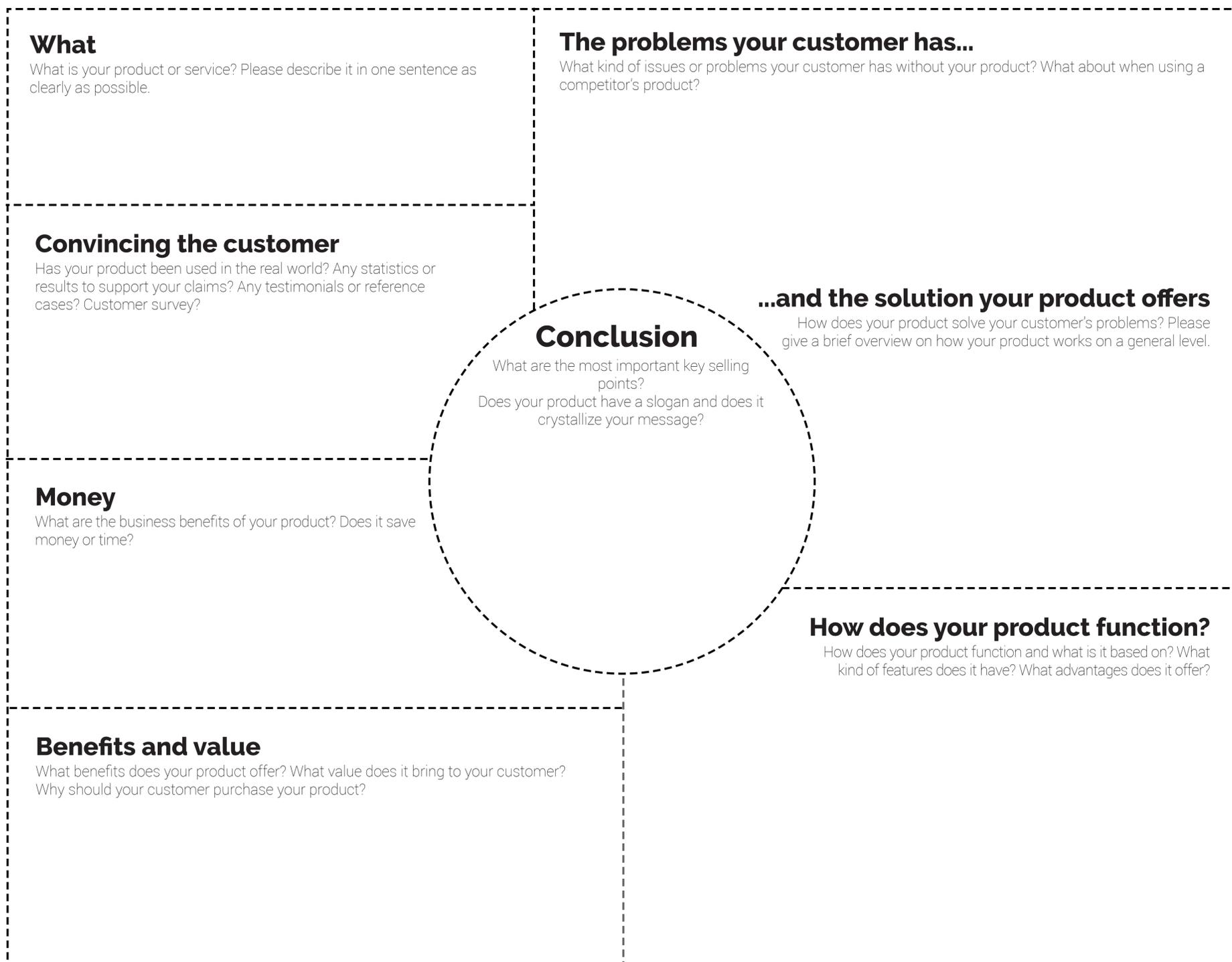
Target audience

What is the target audience? Who are the end users of your product?

Is it necessary to use photographs or video from an actual product?
Screenshots from an application or software?

Narration, music, length of the animated video?

Structure:



What emotions do you want the animated video to evoke?

What do you want your audience to remember about you or your product?

What is the single most important key selling point?