20 GREAT Explainer Video Companies
Video marketing is continuously on the rise. Most likely because consumers love watching videos! Not only do they love watching them, 77% of consumers say they’ve been convinced to buy a product or service after watching an explainer video.

So, if you don’t have an explainer video then you risk falling seriously behind in this expanding world of digital marketing. Studies have found that 88% of businesses say that video is now an important part of their marketing strategy – and we agree!

In this eBook, we are going to give you an overview of 20 great explainer video companies that you should definitely consider if you are in the market for a new video to bring more customers to your business.

Let’s get started...
Wyzowl

Yes, believe it or not, we actually consider ourselves to be a great explainer video company!

*Might as well get the shameless self-promotion out of the way first, right?*

But, we’ve got good reason to toot our own horn. Since Wyzowl’s founding in 2011, we’ve made over 1,500 explainer videos for lots of happy clients! That makes us one of the worldwide leaders in our market! We have been lucky enough to work with some great clients in over 40 countries, including big names such as Capital One and Seagate.

At Wyzowl, we specialise in animated explainer videos and all of our graphics are bespoke, meaning we can create a video in any style you want! Everything from the initial idea to the final animated video is made from scratch by our dedicated in-house team.

We’ve worked with everyone* from startups through to Fortune 500 companies because we just love telling stories!

*okay, maybe not everyone... yet.*

Fun Fact:

With over 1,500 videos created, the Wyzowl team have animated over 127,500 seconds of video!!
Epipheo

Explainer video giant, Epipheo, came about almost by accident when co-founder, Jon Collins, made a video questioning the meaning of modern day Christmas. The video, *Advent Conspiracy*, gained viral success, causing Collins to have an epiphany (*get it?*) about using videos to get messages across.

Years later, Epipheo specialises in animated and live action videos, and has created videos for hundreds of clients all over the world, including Facebook and Google!

Epipheo like to take the complicated and make it simple through storytelling. Their strap line is: “We make videos that help people have epiphanies”.

Fun Fact:

In case you didn’t guess already, the brand name Epipheo is a mashup of the words ‘epiphany’ and ‘video’!
Simple Story Videos

Simple Story Videos is a subsidiary brand of web design and development agency, NetGen. Like Epipheo, Simple Story Videos pride themselves in creating storylines that are simple (*I guess the clue is in the name!*) yet strategically thought out.

They specialise in animation and live action, and focus on two areas of video production: product marketing and brand marketing.

Their product marketing package is for companies that want their potential customers to experience their product offering through video; whereas their brand marketing service is more about delivering companies brand values to their desired audience.

Fun Fact:

The company won two Bootstrap Awards in 2013, one for customer service and one for being the fastest growing startup!
Grumo Media specialises in creating animated product demo videos. They exploded in popularity when Ashton Kutcher sent out this tweet praising their work:

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this might be my favorite instructional video ever... http://www.youtube.com/watch?v=eN8nDVGfdZM
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Since then, Grumo Media have made videos for a wide variety of clients including Microsoft and Walmart. But they still have a special passion for startups. Their simplistic animation style, and often hilarious voiceovers, allow them to stand out among other video companies.

**Fun Fact:**
The founder of Grumo Media, Miguel Hernandez, is Spanish, and Grumo means “clump” in Spanish!
Sandwich Video

Sandwich Video make live-action explainer videos and TV commercials, mostly for neat tech products, like airbnb and Push for Pizza.

Sandwich Video is another company that came about almost by accident. Founder, Adam Lisagor, made an explainer video for his own app and when it received a lot of attention, he was approached by tech companies that wanted a similar video for their product. And boom! Sandwich Video was born.

Fun Fact:

If Sandwich Video like your startup idea, they may agree to make you a video in exchange for equity or a revenue share if you don’t yet have the capital to purchase a video!
Demo Duck

According to their website, Demo Duck make handcrafted videos that sell, teach, and train (so they can basically make you a video about anything!). The company has created over 300 explainer videos and specialise in animated, live-action, and screencasts.

For a relatively small company, they have made videos for some pretty big clients, including Dropbox and Crazy Egg. In fact, Crazy Egg founder, Neil Patel, even publicly praised the explainer video they made for him, saying: “Demo Duck’s explainer video helped me drive an extra $21,000 a month in new income.” Read the full case study

Fun Fact:
Their team is made up of just five very talented individuals!
Switch Video is a brand dedicated to making and keeping promises. They claim to be able to explain what you do in 90 seconds or less, and also offer their clients a 60% video engagement guarantee!

The in-house team of scriptwriters, animators, and producers have created over 450 videos for clients from 15 different countries. Although their most popular type of video is whiteboard, they also create animated and motion graphic explainer videos.

Fun Fact:
The company was considered the 16th fastest growing company in Canada in 2011!
Fire Starter Videos

Fire Starter Videos is an explainer video company situated in Hollywood, California. They are the self-proclaimed #1 animated video company in America!

They specialise in animation, but do also make whiteboard videos too. They have created videos for some huge clients, including Volvo and Cisco.

Fun Fact:

Fire Starter Videos draw all of their storyboards by hand before digitising them!
Flikli is an animated explainer video company that can create videos in a variety of pre-determined styles, including cartoon, vintage, and sketch.

Flikli has its own cloud-based Project Center where your video project will be managed from start to finish. And, if you’re in a hurry for your video, their Express Package can ensure you get your video in as little as 2 weeks!

Fun Fact:

Flikli also offer an editing service for home videos, such as weddings and graduations!
My Promo Videos creates explainer videos in three simple steps: They listen to your story, tell your story to the world, and engage your customers!

Based in India, the in-house creative team specialise in creating animated videos. My Promo Videos has services aimed at startups, enterprises, and organisations.

Fun Fact:
They have two adorable office dogs: Aero and Link!
11. Explainify

Explainify makes short, animated explainer videos. But to them, it’s not just about “explaining” a product or brand. They’re dedicated to awakening a brand’s best story.

They’ve worked with some huge clients, like GE and Coca Cola, but also some startup brands. Similar to Sandwich Video, Explainify will consider working with startups that don’t yet have the budget for a video, but only if they are “seriously disruptive, rock-your-socks-off awesome, early-stage startups” (in their own words).

Fun Fact:
Co-founders, Eric Hinson and Krista Hinson are also husband and wife!
Wow Makers is an Indian-based digital media studio. In their own words they “break down complicated and boring ideas, extract the juice and convert it into short, sweet, and shareable explainer videos”.

This process must really WOW their clients as they have worked with some big names, including Microsoft and Blackberry.

The explainer video styles they offer can be split into four categories: 2D animated, 3D animated, whiteboard animations, and live action.

Fun Fact:
They are based from a location in India known as Startup Village!
Cub Studio

Co-founded by design industry veterans, Fraser Davidson and Ben Skinner, Cub Studio is a London-based animation studio specialising in branded content.

The award-winning studio creates fun and colourful animations with humour at their core. They have made explainer videos for some giant brands, such as Facebook and Dropbox.

Fun Fact:
The studio won a BAFTA for their work on the animated comedic sketches in series one of The Revolution will be Televised.
Commoncraft


Common Craft differs from the other explainer video companies in this eBook because their videos and visuals are ready-made. Clients can choose from up to 79 explainer videos and 2,291 cut-outs to help them explain...well whatever it is they want to explain!

Fun Fact:
The company mascot is a Poodle/Bernese Mountain Dog named Mix “Maybe” you can follow her on Twitter: @maybelefever
Scorch London

Scorch London is “where ideas burn bright.” Get it?

Bright?

Scorch?!

The company is a creative advertising agency that also produces explainer videos. They create virtually any style of video and have made over 1,000 videos in the past decade.

Their list of clients is impressive! Subway, 7up, Mazda, Audible, Honda, Hilton, and Citroen are just a few of the clients they have worked with!

Fun Fact:

On their team page, you can see Team Scorch doing a variety of wonderful and wacky stuff! Check it out, here.
Breakfast of Champions

**BOFC** stands for Breakfast of Champions! - An animation, motion design, and video production studio in London.

The company create personality driven videos in a variety of different styles, from animated, to broadcast, to viral! They have worked for some very notable clients, including Mazda and 02.

**Fun Fact:**

The company’s name is taken from the 1973 novel of the same name by Kurt Vonnegut.
Media Whale

Media Whale is an animated explainer video company that has made over 100 explainer videos for companies large and small. Their simple yet energetic videos aim to increase revenue for their clients.

The main focus of the Media Whale team is to turn complex ideas into engaging videos that create a call to action for viewers.

Fun Fact:
Founders, Blake and Brock Gratton are identical twin brothers!
18.

Yum Yum Videos

Founded in 2010, Yum Yum Videos has three secret ingredients that make it a great explainer video company: Great Stories, an Emotional Bond, and Big Results!

They’ve made animated videos for clients in more than 30 different countries and in 15 different languages. Their clients include worldwide household names, like Heinz and American Express.

Fun Fact:

Although they are based in Buenos Aires, they work with creatives all over the world!
Video Explainers is a company that is passionate about promoting people, concepts, businesses, and organisations. The team of creatives work on all animation styles, ranging from whiteboard videos, all the way to stop motion.

The company, established in 2010, has made some great videos for clients such as LinkedIn and Johnson & Johnson.

Fun Fact:
Video Explainers is growing fast. Since the company’s inception they have created 500 videos, and almost 400 of those were created in the last year alone!
Studio Tale is yet another great explainer video company based in India. Founded in 2015, the small team of 3 specialise in creating animated explainer videos in turnaround times as short as 4 weeks!

Fun Fact:
As well as creating explainer videos, the company also designs UI/UX for apps!
Final Thoughts

Choosing the right explainer video company can be difficult. But the good news is, there are loads of great companies out there to choose from! All you need to do is decide on the style that is right for your product, service, or brand.

Here at Wyzowl, we’ve made so many explainer videos for so many different brands – it’s lucky we love what we do!

So, if you need any advice on the video creation process or just want to talk a little further about what you’ve read in this eBook, please get in touch.

We’d love to tell your story.