

HOW TO CHOOSE THE RIGHT • ANIMATION COMPANY



How to Choose the Right Animation Company for your Explainer Video

So you want to invest in an explainer video?

Awesome.

You're about to create a tool that can and **will** convince people to buy your product.

77% of consumers say they've been convinced to buy a product or service by watching a video

An explainer video is up there as one of the most effective ways to show the world what you do. It's visual, engaging, creative, and comes with a ton of marketing benefits such as building brand awareness and increasing your conversion rates.

Plus, when it comes to animation there are no limits. Want to clear out Times Square without paying thousands of dollars to the State of New York? Easy. Want to get a birds-eye view of the Earth from space without training to become an astronaut? No problem.

If it can be drawn, it can be done.

But partnering up with an animation studio is a whole **different** story. Your video is a reflection of who you are as a brand, so choosing the right company is crucial.

What should you consider when making your choice?

In this ebook, we're about to give you 7 questions that you need to ask yourself when shopping for the right animation company to suit your business....

Contents

1. What kind of animation do you want?

2. Do they fit your budget?

3. Do they have a stellar portfolio?

4. Can they sell the story?

5. Do they have a good rep?

6. Do they have a simple process?

7. Do they offer additional resources?

1.

WHAT KIND OF ANIMATION DO YOU WANT?

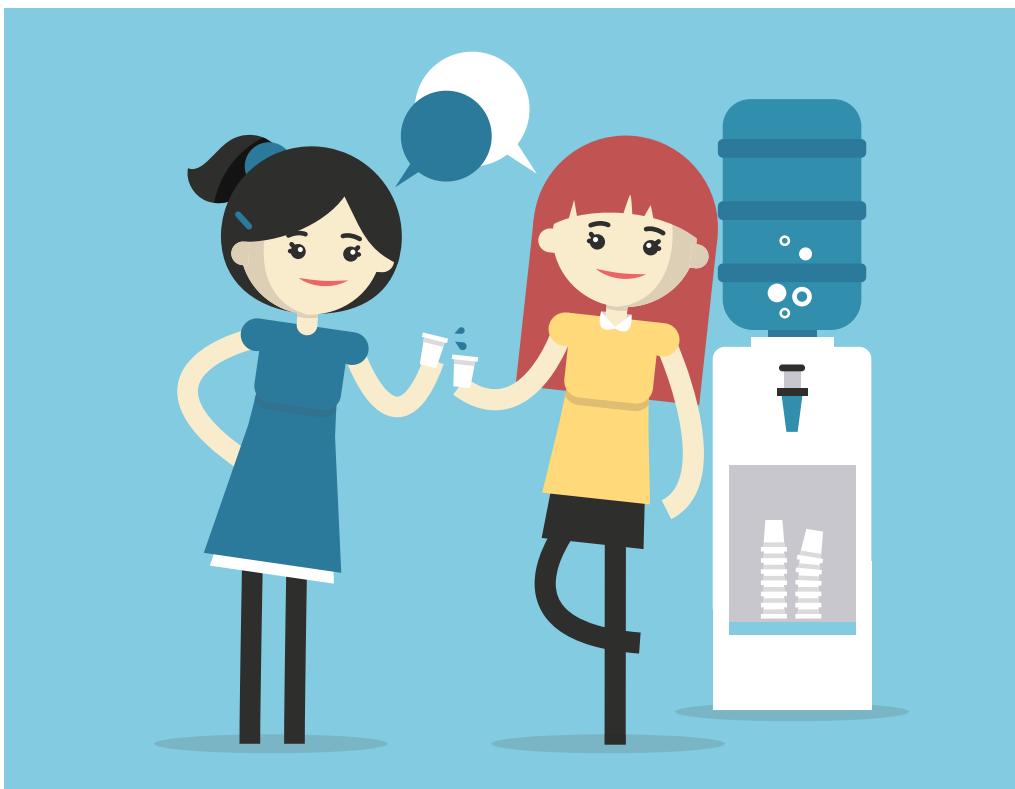
First thing's first, you need to think about what kind of video you want to go for. This is the time to consider the style of graphics that would represent your brand, and the type of animation that you want to see in your video.

So what are the options?

2D/3D Motion Graphics

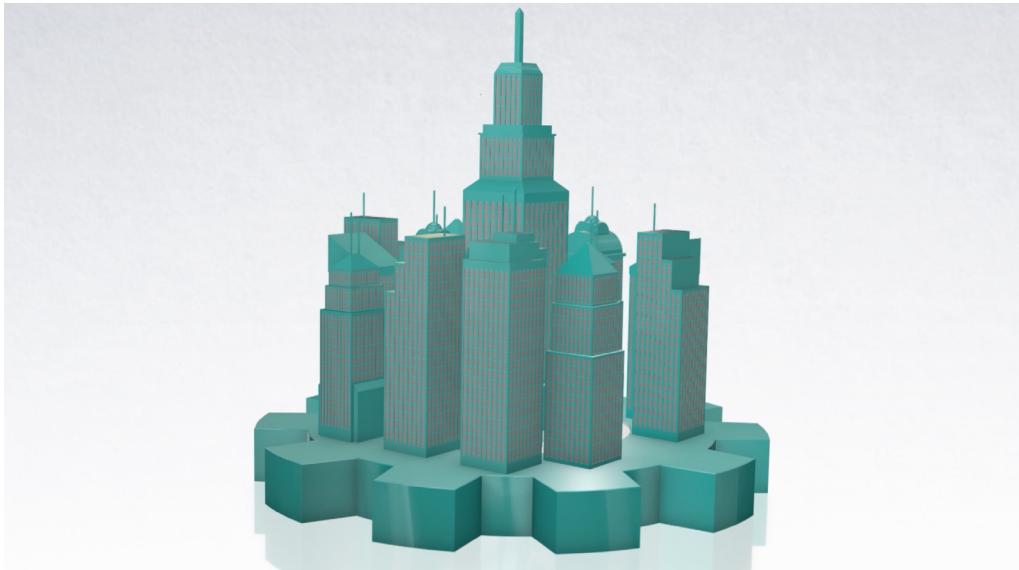
2D is a very popular option for businesses as it's both time and cost effective. But better than that, it uses bespoke graphics drawn from scratch to tell the story so you can create a video that's completely unique to your brand.

2D graphics are flat (like this example from Magfinder below) and can only be viewed from one angle.



[Click here to watch the full video](#)

3D is little more time-consuming to do as the visuals are more realistic looking and can be viewed from all angles (like this one from Syntegra below).



[Click here to watch the full video](#)

So for example, a 3D visual can almost be treated as a physical object and the camera can move around it, whereas if you want to show a different angle using 2D graphics then you would need to draw every angle.

Companies offering 2D/3D animation:

- **Wyzowl**
- **Epipheo**
- **Simple Story Videos**
- **Grumo Media**
- **Sandwich Video**

Or click [here](#) to check out the 20 greatest explainer video companies.

Whiteboard

A whiteboard animation is as the name suggests, animation that's been created on a whiteboard! Typically it holds attention longer than most as you get to watch a person draw out the entire storyboard throughout the video.



Click [here](#) to watch a whiteboard animation from Hydroshield below.

Companies offering Whiteboard animation:

- [Sketcha](#)
- [Ydraw](#)
- [Videoscribe](#)
- [Whiteboardanimation.com](#)

Stop Motion

Stop motion is the process of taking several photographs of objects or people, and putting them together so that they are moving. To be able to pull it off, the animator needs to film the video frame by frame, meaning it's very time-consuming and expensive to produce.

Click [here](#) to watch this stop motion example from Clay Kids below.



Companies offering Stop Motion animation:

- **Picturesmith**
- **Claynation**
- **Loose Moose**

Chapter roundup:

- Which animation style do you prefer?
- Which type of visuals would you like to see in your video?
- Which style would reflect your brand the most?

2. DO THEY FIT YOUR BUDGET?

No matter how big your company is, budget is something that will need to be considered when shopping around. A quality animated explainer video can cost anywhere between \$2k to \$50k, so once you know what you can afford to spend, you'll get a better idea of the range of companies that can be considered.

That's not to say that a startup has to settle for a low-quality product, nor does it mean that a Fortune 500 company has to work with the Pixar of animated video companies.

Quite the opposite...

There are plenty of video companies that offer good quality animation for a great price, so it all depends on whether the company you choose can offer what you need for your business.

It's also worth remembering that when you approach a company for a quote, it may not be the price you end up paying. Some companies may charge you more depending on how many hours are spent, the type of graphics/animation you want to use, or the amount of amends that you have. This could mean you end up spending a lot more than you were initially quoted for, so it's worth finding an explainer video company that offers one fixed price.

Chapter roundup:

- **How much budget can you allocate to your video?**
- **Does the company work to a fixed price?**
- **What type of animation do you need?**

3.

DO THEY HAVE A STELLAR PORTFOLIO?

If you want to end up with a professional product, then you need to make sure that the company you're working with has plenty of experience.

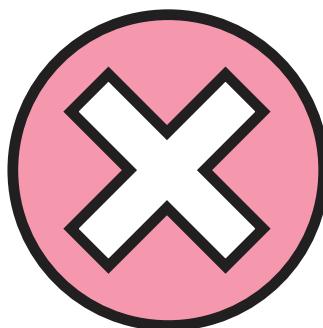
Taking a look at their portfolio or showreel is a great place to start. It's likely that they'll reserve their website for their very best work, so head on over to their YouTube channel to get a full flavour of what they can do.

If you're not an expert at animation then it might be hard to know what to look for when checking out their portfolio, so here's a drill down...

Top tip:

Don't be afraid to approach companies to find out how many videos they've done, and if they can show you examples of videos that are similar to your industry.





Signs of a bad video:

- Limited movement
- Too much voiceover
- Stiff characters
- Awkward transitions
- Poorly drawn graphics



Signs of a good video:

- Seamless transitions
- Timely sound effects
- Well-paced animation and voiceover
- Engaging story
- Good music
- Slick look and feel

Chapter roundup:

- How many videos have they created?
- Do they have suitable experience to do the work?
- Have they created a video within your industry before?
- Do the animation and graphics impress you?
- Are they creative enough?

4. CAN THEY SELL THE STORY?

Experience isn't the only thing that's important. A company could have made thousands of videos, but if they don't leave you feeling inspired and ready to buy the product then this may not be the company for you.

The key to an effective explainer video is all in the story, but what does a good story look like?

As with any great tale, it needs to start by setting the scene with the protagonist. In the world of marketing, this would be the problems faced by your customer. The middle of the story will then introduce the hero - which in this case is your brand - and then the video will go on to show how the hero can solve all of the problems introduced at the beginning.



Take a look at this as the perfect example.



Not only does it cover the problem/solution method above, but it's a fairly simple video that offers enough benefits that the viewer can relate to, a fun voiceover that makes the video stand out, and an optimal length that's long enough to tell the story, but short enough to keep the viewer engaged throughout.

Chapter roundup:

- Do the company videos leave you feeling inspired?
- Do they excel at storytelling?
- Do you understand the product of each video that you watch?
- Does it make you want to buy?

5.
DO THEY
HAVE A
GOOD
REP?

A company's reputation can have a huge influence on whether you choose to work with them, and thanks to the freedom of the web, it's one thing that can't be sugarcoated.

Does the video company have testimonials? A quick Google search will be able to tell you what their previous customers think of their service, and if you're struggling to find any then you may want to reconsider.

The image shows a Google search result for 'Wyzowl'. At the top left is the Wyzowl logo (a yellow circle with a white owl icon). To its right is a small map with a red location pin. Below the logo is a 'See photos' button. To the right of the map is a photograph of a brick building with several cars parked in front. Below the photo is a 'See outside' button. The business name 'Wyzowl' is displayed in large, bold, black letters. Underneath it, the rating '5.0 ★★★★★ 46 Google reviews' is shown, along with the category 'Video Editing Service'. To the right of the rating are 'Website' and 'Directions' buttons. Below this section, the address 'Address: 143-149 Bispham Rd, Southport PR9 7BL', phone number 'Phone: 0845 075 4040', and hours 'Hours: Open today · 8am–6pm ▾' are listed. There is also a 'Suggest an edit' link. The 'Reviews' section follows, featuring three review snippets with user icons (blue circles with letters D, P, and P) and their respective comments. At the bottom of the reviews section is a 'View all Google reviews' link. The entire search result is presented on a white background with a thin gray border.

Disclosure: This is a Google search for our brand Wyzowl.

But don't just stop there. What is their social presence like? This is a good place to get a feel for the brand's personality and whether or not you share the same values. Plus, if a customer raves about a brand on social media then you know you're onto a good thing.

A quick search for the company name on social will bring up mentions of their brand, both good and bad.

Chapter roundup:

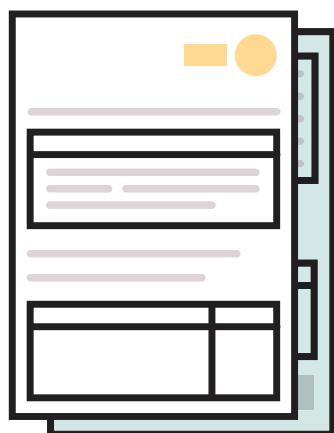
- **Do they have testimonials on their site?**
- **Do they have reviews anywhere else on the web?**
- **What is their social presence like?**
- **Can you find any complaints across social media?**

6.

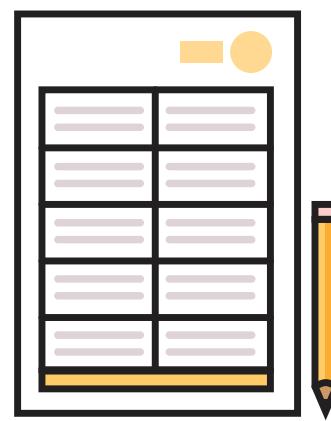
**DO THEY
HAVE A
SIMPLE
PROCESS?**

Whether you want to be involved every step of the way, or you want to leave it up to the experts, the one thing that you need to make sure is that their process is simple, clear and that it works for you.

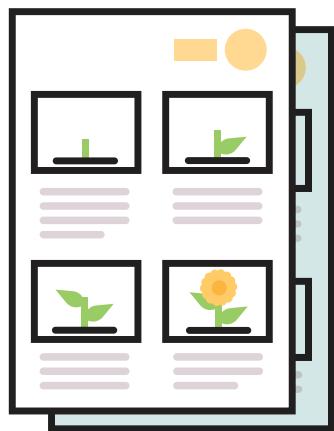
As you begin to work with the animation company, you'll find that they will typically split up the process into four key stages:



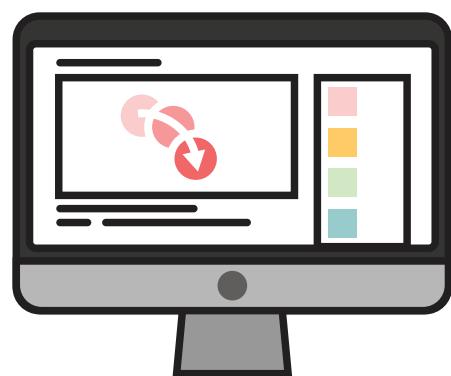
1. BRIEF



2. SCRIPT



3. STORYBOARD



4. ANIMATION

Depending on the company you choose will depend on whether you work with a team of people, or just one person throughout the creation process. There isn't one better way to work here, so long as communication between you and the company is made consistent throughout.

Do you need to work to a timescale?

Something else to consider is timescales. It may be that you have a deadline to achieve, perhaps you're looking for investment, or you're waiting to add the video to your homepage?

The video creation stage can take anything from a few weeks to several months, so it's crucial that you find out if the company offers fixed turnaround times helping you to know exactly when it is that you'll receive the end product.

Chapter roundup:

- **Do they offer good communication?**
- **Do they offer fixed turnaround times?**
- **Do they offer unlimited revisions?**
- **Does their process work for you and your business?**

7.
DO THEY
OFFER
ADDITIONAL
RESOURCES?

If you're new to video marketing then you may be wondering how to get the most out of your explainer video.

What hosting options are available to you? Where should you put your video? How do you promote it? These are all key questions that the animation company should be able to answer.

Take a look to see if they offer various resources to help you out.

Do they have a blog? Do they create useful ebooks that you can learn from? Do they provide other resources that will help you after you've purchased your video?

The sign of a great animation studio is one that provides plenty of resources to answer all of these questions, and help you with any future video marketing activities.

Chapter roundup:

- **What resources do they have?**
- **What is their blog like, do you learn anything from their content?**
- **Do they offer anything after the sale?**
- **Could you see yourself working with them again?**

Over to you!

So those are our top questions to consider when searching around for an animated explainer video company. This biggest takeaway here is that the company you choose needs to make your life easier, and really gets to know your end goal for your video.

Creating an explainer video is an exciting venture for any business, so pick a company that makes you feel inspired, that offers a great service, and one with a process that will work for you.





wyzowl