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# Our **Animated Videos** help in reaching your business goals

People are watching **explainer videos** every minute, let one of them be yours.

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## What is an **Explainer**?

An **explainer** is a rapid-fire source to attract tons of customers, generate great leads and accumulate healthy sales. It involves all kinds of **how-to videos**, **logo reveals**, **promotional videos**, **2D Animation**, **3D Animation** or any other **Animated Video Ads**. **Explainer Videos** are basically designed to define your company, product or service to your target market quickly in a few minutes.

The mass market is more directed towards watching rather reading something. Therefore, we believe that **animated video production** has a wide scope in boosting a business' performance. An **explainer** is powerful enough to humanize your brand, promote your business, distinguish your identity and educate your customers in just a few minutes and more attractive manner. You can use it for multiple purposes and in multiple departments including Sales and Marketing, HR, PR/CSR or even R&D.

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## Pros of **Animated Video Ads**

- Clear and concise brand message
  - Customer engagement with conversational tone
  - Immediate conversion via Call-to-Action
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## Process

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### 1. BRIEFING

To create and deliver desired **video** or **animation**, we go through the company and brand knowledge in-depth. It involves briefing and consultation sessions where we carefully listen to your goals and requirements, your target audience and the core brand message. The **video length**, **animation software**, **explainer video content** and techniques along with deadlines will also be discussed.

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- Data collection
  - Target audience analysis
  - Plotting goals of **Video production** and project
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## 2. **SCRIPTWRITING**

The data gathered during briefing sessions is jotted to form a script for further conceptualization, **illustration** and finally **animation**. The brand message along with target audience's preferences and interests are combined to form a story that captures their attention. The step also involves forming a captivating script for **voice over** if needed.

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- Brief analysis of requirements
  - Conceptualization
  - **Scripting** captivating brand message
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## 3. **STORYBOARDING**

**Storyboarding** involves **character sketches**, designing frame styles and **illustrating** the story to define how the final project might look like. It helps the client to understand and imagine the **animation** or **explainer video** well before the project is actually created.

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- **Character or story sketching**
  - Frame Style and Designing
  - Designing **visual concept** and **video templates**
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## 4. **ANIMATION AND SOUND SYNC**

The final and most fascinating part of the project involving the major art of animating; 2D animation and 3D animation, illustrating, motion graphics, after effects, vfx, voice over, voice synchronization, sound effects, music mixing, and logo reveals to create a mind-boggling final piece of explainer or video ads.

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- Animating
  - Recording Voice over
  - Voice Sync and Sound Sync
  - Adding Sound effects and Video effects
  - Music Mixing
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## VOILA! THE DELIVERY OF FINAL PROJECT

The complete order will be revealed and delivered to you with 100% commercial rights to share, transfer, and use your explainer ad wherever you want.

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## About Us

OktoMedia is a leading animated video production company with well-rounded functioning in all kinds of promotional video production from illustration to animation and explainers. Our qualified team includes professional animators, creative scriptwriters and one-of-a-kind illustrators who work on all advanced software, Photoshop, Vfx and Illustrators to produce distinguishing work of art that meets our clients' goals and lets them reap long-term profits and benefits. We will let you put your vague thoughts into meaningful concepts, stories and movies.

Why Choose Us?

- Premium Vector Graphics
  - Affordable Prices
  - Quality Control
  - Royalty free music tracks, sounding and animation
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LET'S SHAKE HANDS

You have an idea? We can humanize it!

Just fill out the form below to get in touch with us.

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Specify your requirements for the project in a few words including the type of the video, target audience or any other tiny details.

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Tapping on the Submit button, you agree to our terms and privacy policy.

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Still got queries? Let FAQs help you out. For further assistance, write to us at [hello@oktomediamedia.com](mailto:hello@oktomediamedia.com)

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