

EXPLAINER VIDEOS

Short video segments for focused, effective messaging

Explainer videos are quick, engaging video segments that deliver messages effectively. Length usually ranges between 30 seconds to 90 seconds. Ideal to use to help explain a particular product or initiative. Asset is built for, and owned by customer.

INCLUDED

- Script development
- Creation of custom storyboards
- Custom animation of storyboards
- Artwork / stock clips
- Voice over
- Music
- Project management

USEFUL FOR

- Establish authority in your industry
- Bring in new traffic
- Generate leads
- Brand/product promotion
- Long-term engagement

For video distribution, consider packaging with

- Rich media video ad units
- In-article video

**Examples**

[Wealth Management](#)

[Mondelez International](#)

[Kraft Heinz](#)