



Explainer Videos

Our Explainer Videos, explained.

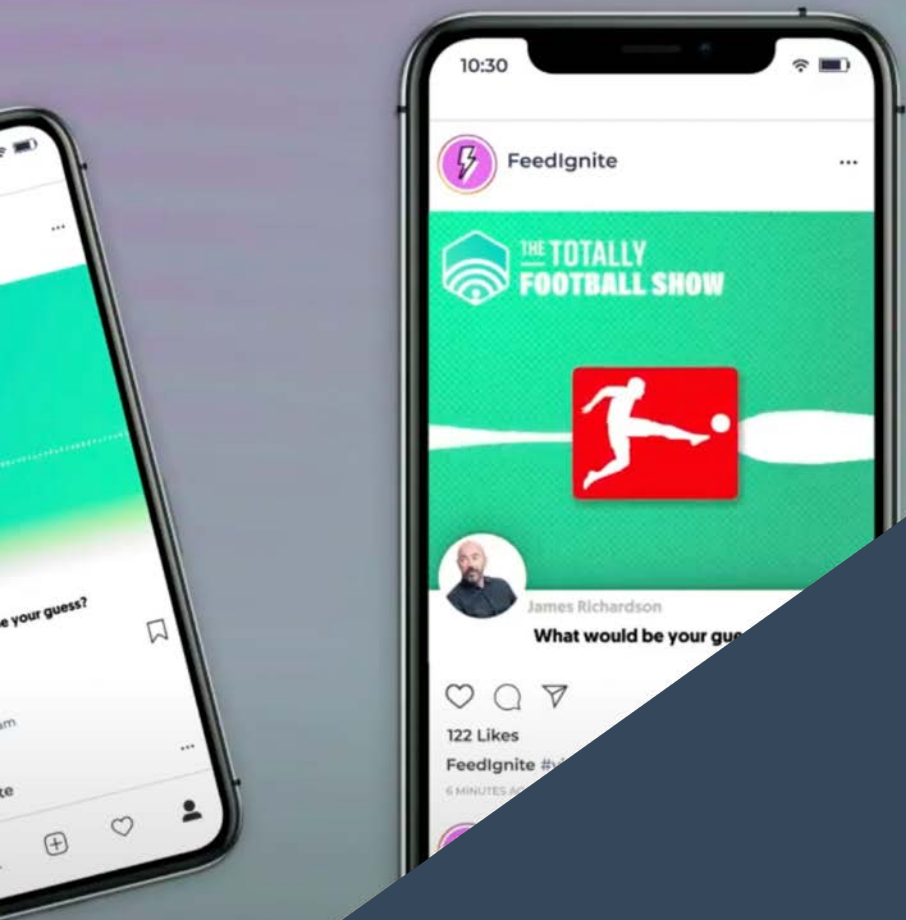


About us

We are a team of Digital & Audio Content Creators based in Norwich, UK.

We specialise in creating engaging Explainer Videos for brands and organisations of all sizes.





Why Explainer Videos?

In 2020, Explainer Videos are essential for organisations looking to engage their audience in an informative, memorable and engaging way.

The key to a solid Explainer Video is keeping it short and engaging, while still conveying the right information. No matter what you're explaining, an Explainer Video should leave your viewers with a clear understanding of what you do and a desire to take the next step.

What are some characteristics of a great explainer video?

- ✓ Two minutes or less
- ✓ Clear and concise
- ✓ Conversational tone
- ✓ A focus on benefits not features
- ✓ Specific call-to-action

Our Process

Our tried and tested process is simple and effective.

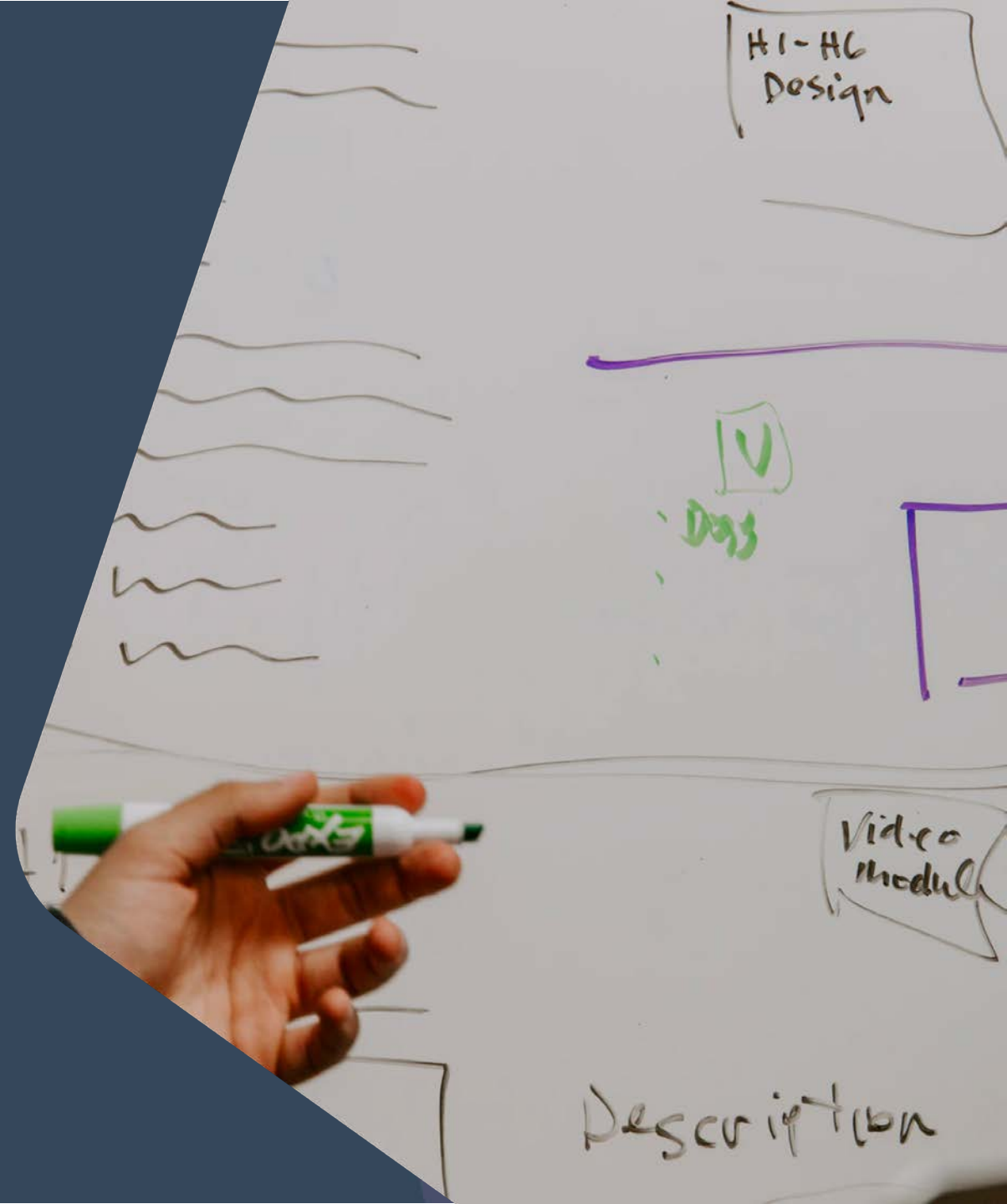
We will walk you through each step of our process, so you're involved and have control every step of the way. You will understand how we work and what type of explainer video you need to boost your sales and brand awareness.





Discovery

We will host a Discovery call with you to discuss what you would like to achieve with your Explainer Video, giving you an opportunity to discuss your core message and goals.





Concept & Script

After our Discovery call, our team will create a series of concepts for the Explainer Video.

Once you have chosen a concept, our copywriters will create a Script to make sure the video will deliver your key messages.





Voice Over

If you have opted to use a Voice Over, we will present you with a wide range of professional Voice Over artists who are ready to begin narrating your video.

Our professional Voice Over artists have many years experience in narrating commercials and Explainer Videos so you can be confident you'll get a high-quality result.

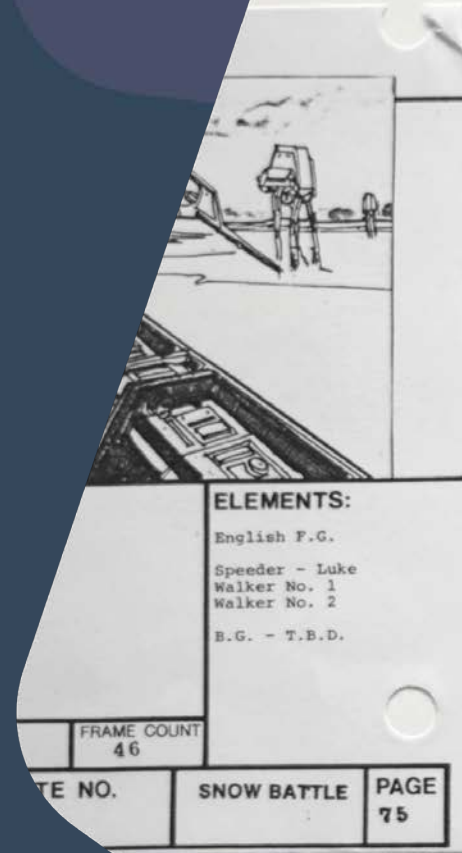




Storyboarding

After you have selected the Concept and approved the Script, we will formulate the Storyboard. The Storyboard acts as the foundation for the Explainer Video.

Each frame in the Storyboard is discussed with you so you can see what you will get, no surprises!





Animation

After approving the Storyboard and using your existing branding, we will begin designing.

When complete, we will format and export your Explainer Video ready for you to publish on your website.

In addition, we format and export your Explainer Video in the required formats for all Social Networks - we will ensure that we have squeezed the most out of your content.





Thank you!

For more information, email sales@feedignite.com

