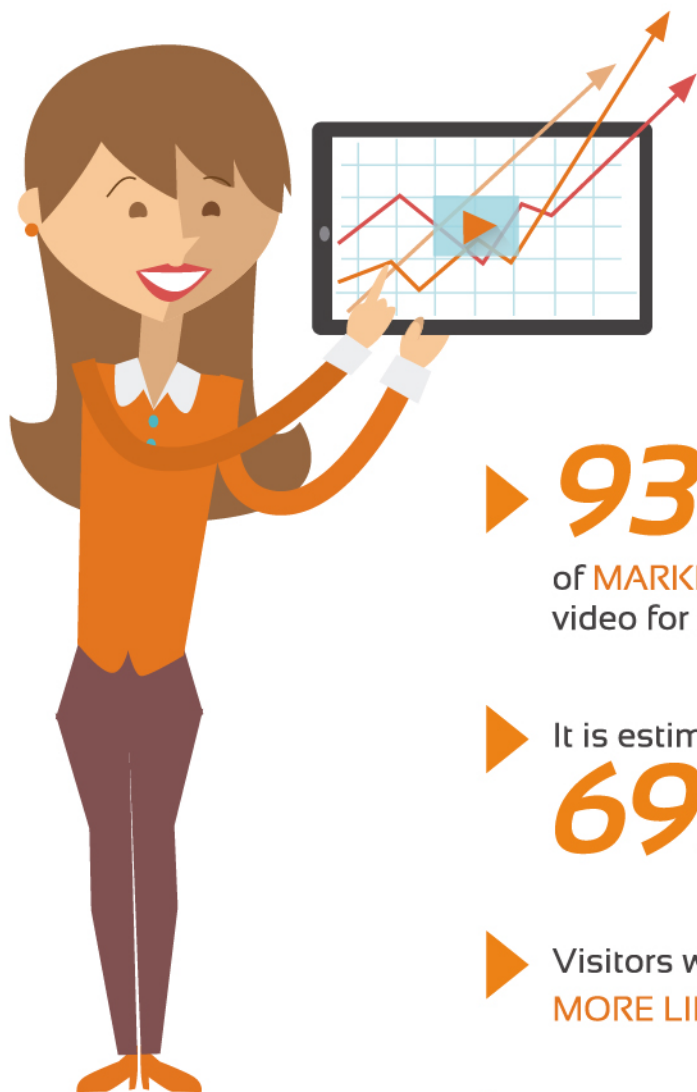




# ***JUSTIFYING THE COSTS OF AN ANIMATED VIDEO***

# THE FACTS

a. Is an online video important to your business?  
**WE THINK SO.** Here's why:



▶ **93%**

of **MARKETING PROFESSIONALS** are using online video for marketing and communications.



It is estimated that **VIDEO TRAFFIC** will comprise

**69%**

of **ALL GLOBAL CONSUMER**  
**INTERNET TRAFFIC** in 2017



Visitors who view product videos are **85%**  
**MORE LIKELY TO BUY** than visitors who do not.



Using an animated video on your homepage can  
**INCREASES YOUR GOOGLE RANKING**  
by up to

**53%**



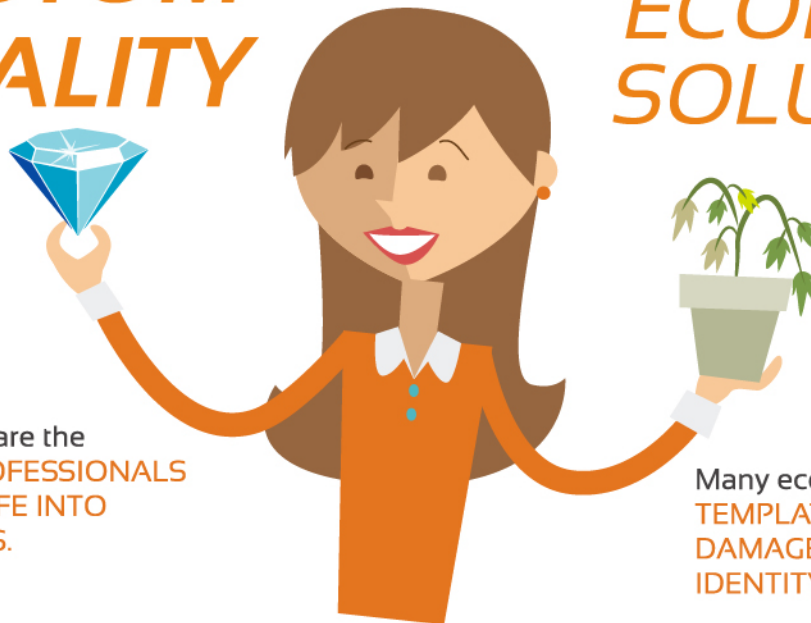
# THE PRICE OF QUALITY

*Why spend thousands of dollars on a video when you could make one for a couple hundred bucks?*

## CUSTOM QUALITY

VS.

## ECONOMIC SOLUTIONS

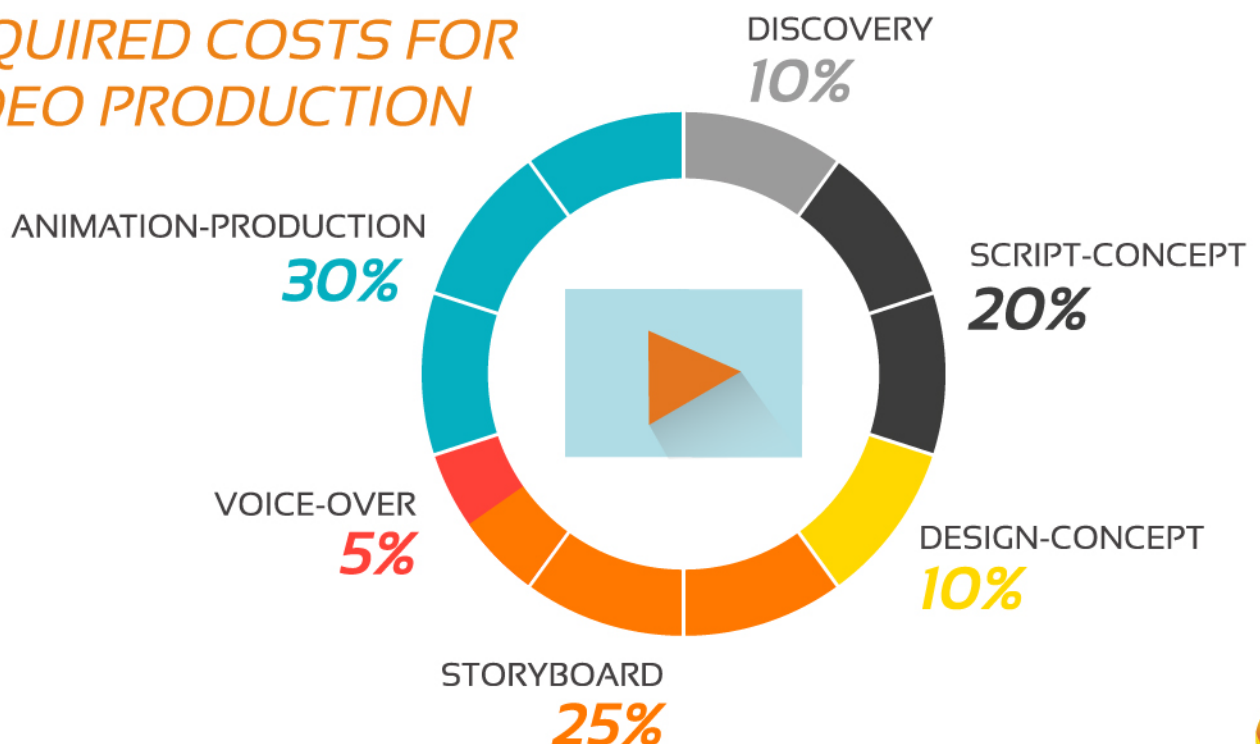


Custom solutions are the **PRODUCT OF PROFESSIONALS WHO BREATHE LIFE INTO THEIR CREATIONS.**

Many economic solutions utilize **TEMPLATES**, which can ultimately **DAMAGE BRAND EQUITY AND IDENTITY**

Economic solutions come from the artificial intelligence **OF A MACHINE.**

## REQUIRED COSTS FOR VIDEO PRODUCTION



# THE BENEFITS OF ANIMATION

a. There are a number of different video formats to choose from. Here are the **TOP FIVE REASONS** why **ANIMATION** will work for your company:

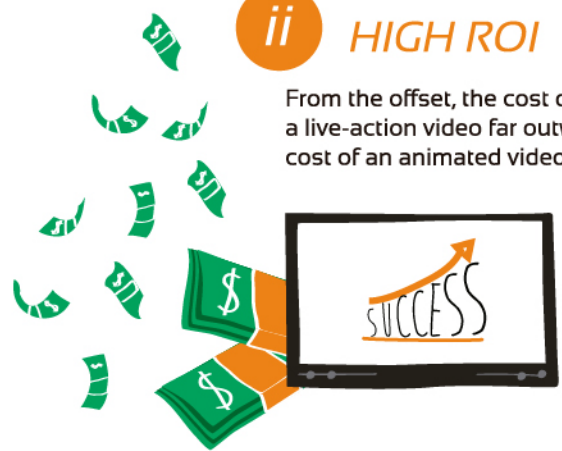
## i DEFY THE LAWS OF PHYSICS

With animation, there is no restraint on time, size, or space.



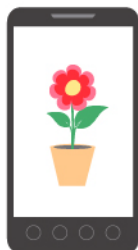
## ii HIGH ROI

From the offset, the cost of producing a live-action video far outweighs the cost of an animated video.



## iii PROVEN ENGAGEMENT RATES

Virgin Atlantic made headlines with a new "unconventional" inflight safety video that proved to be more engaging than any other format.



## iv REINFORCED BRAND IMAGE

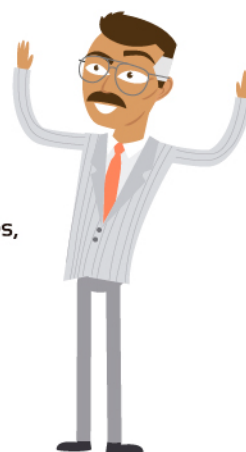
Subliminally insert snippets of your corporate identify across the entire production.



## v

## EXUDE PROFESSIONALISM & UNIQUENESS

Thanks to handheld video cameras and smartphones, anyone can produce a live video. An animation is a work of art and is immediately set apart from the competition.



# IV.

## THE BOTTOM LINE: THE NUMBERS

a. The core purpose of an online video is ultimately related to **THE BOTTOM LINE**. We put together a scenario based on real client results and assigned a financial value to various metrics as follows:

### PAGE VIEW



1 PAGE VIEW = \$0.15

### ENGAGEMENT RATE

Multiply page views by engagement rate



X



### DISTRIBUTION CHANNELS

Multiply page views by Click Through Rate (CTR)



X



### NEW LEADS



1 NEW LEAD = \$0.30

### NEW SALES

Multiply new leads by product price



X



### EMPLOYEE PRODUCTIVITY

Calculate percentage of reduced support time and multiply by employee hourly rate





# THE BOTTOM LINE: THE SCENARIO

a. Our scenario involves a company who required **TWO 90-SECOND** motion graphic videos for an **INVESTMENT OF \$16,000**.

b. Each of these videos are used to **TARGET TWO DIFFERENT AUDIENCES** to break down a complicated product into a story that is easy to understand for new and existing customers.

► **THE INVESTMENT**  
Two 90 second videos



► **PAGE VIEWS**



**115,000**  
PAGE VIEWS

► **ENGAGEMENT RATE**



**88%**

► **DISTRIBUTION CHANNEL**  
(Email campaign)



**6,000**  
RECIPIENTS

► **CLICK THROUGH RATE (CTR)**



**60%**

► **NEW LEADS**



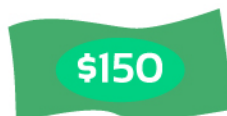
**5,930**

► **NEW SALES**



**415**

► **PRODUCT PRICE (MONTHLY)**



**\$150**

► **EMPLOYEE PRODUCTIVITY**



**15% REDUCTION**  
IN TIME SPENT

► **EMPLOYEE HOURLY RATE**



**\$12**



# THE BOTTOM LINE: THE CALCULATION

Page Views & Engagement:  $115,000 \times \$0.132 = \$15,180$

Email campaign:  $3,600 \times \$0.15 = \$540$

Generated Leads:  $5,930 \times \$0.30 = \$1,779$

Increased Productivity:  $\$480 - 15\% = \$264$

---

Overall Value Subtotal:  $\$17,763$

Overall Sales:  $\$124,500$

---

**GRAND TOTAL:  $\$142,263$**



VII.

## THE BOTTOM LINE: **THE RETURN**

*After an initial investment of \$16,000, this estimated ROI scenario,  
which is based on real client results,  
had an **OVERALL RETURN OF \$126,263***

NEARLY **8** TIMES  
THE ORIGINAL INVESTMENT!





# VIII.

## CONSULT WITH US

a. **STILL HAVE QUESTIONS?** Our dedicated staff is happy to answer any questions or concerns you may have.



b. Contact us at

[www.REVOLUTION-PRODUCTIONS.com](http://www.REVOLUTION-PRODUCTIONS.com)

or +1 (512) 910 8312 in the USA

or +44 (0) 808 189 3278 in Europe.

