

Corporate Explainer Videos

How it all Gets Done

Explainer videos are a terrific way to give a snapshot of your company in a way that's both engaging and meaningful. Adding a product video on your landing page can increase conversions by 80%!*
Here's what goes into making a corporate video:

1. Getting Started:



- Establish goals/message of video
- Gather background info
- Hold kickoff call with video agency

2. Messaging:

- Video agency outlines initial script
- After approval, agency drafts script
- Expect two rounds and a polish



3. Visual Concept:

- Agency creates graphics in compliance with brand guidelines
- Style board options presented
- After selection, full storyboards developed



4. Audio Elements:

- Voice Over (VO) talent auditioned and chosen
- VO recorded
- Music bed and sound effects (SFX) options considered



5. Production:

- Animation commences
- Video and audio editing finalized
- Completed project delivered as per brand specs



* <https://www.dreamgrow.com/8-reasons-why-your-business-should-use-video-marketing/>

Want to create an explainer video for your products or services?
Contact Brainstorm Studio today.



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