

EXPLAINER  
VIDEOS

Moving  
Pictures

2017

# The State of Explainer Videos



# INTRODUCTION

At its core, animation serves as a link between a creative idea and an engaging execution free from the tethers of real life. And while the technique is broad, when it comes to animation, if you can dream it, you can do it.

**“Animation can explain whatever the mind of man can conceive. This facility makes it the most versatile and explicit means of communication yet devised for quick mass appreciation.”**

**— Walt Disney**

Just as Disney’s first animated feature, 1937’s “Snow White and the Seven Dwarfs,” transported the audience to a lush fantasy world, explainer videos allow unique stories to be told in their most ideal forms. Want to show a character flying? Simple. Want to imagine a space-based civilization? No problem. Want to picture the entire world using your product? It’s done.

Explainer videos possess a truly unique power to engage viewers (and customers). You can speak directly to the needs of your audience without the limitations imposed by live-action filming or static communication. With explainer videos, the only boundary is your imagination.

That’s why so many businesses, nonprofits and other organizations are turning to animation, in the form of explainer videos, to tell their stories.

Working with our in-house data scientist/statistician Michael DeHart, we surveyed decision-makers at 100 businesses and more than 1,000 consumers about the state of explainer videos. Our results prove without a doubt that explainer videos need to be a central part of your next campaign.





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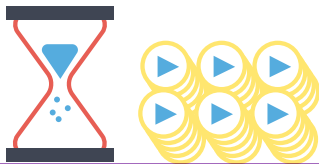


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# VIDEO IS THE FUTURE – AND THE FUTURE IS NOW

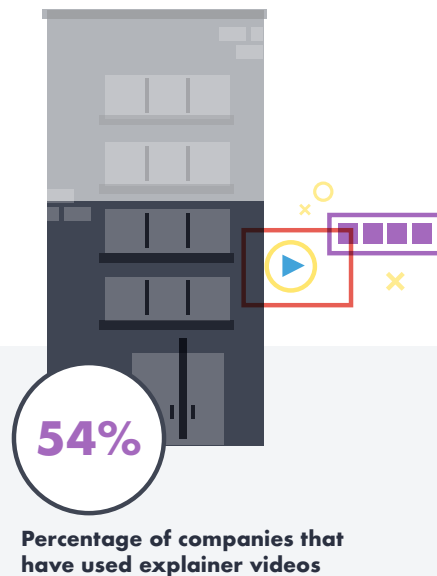
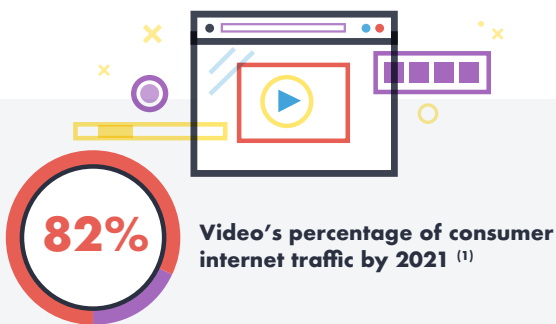
If you sat down right now and watched every video uploaded to YouTube today alone, **you'd be watching for nearly 1,200 years.**



**Every minute, 300 hours of video are uploaded to YouTube, and that is only expected to grow in the future.**

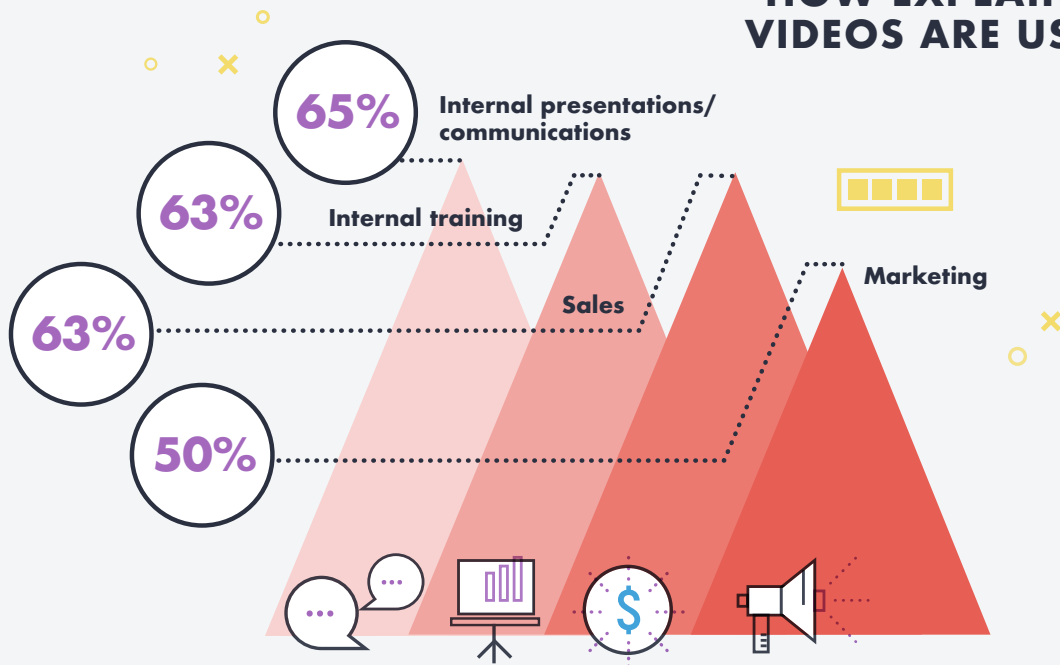
Think about the amount of video you saw today. You probably watched a few news clips or sports highlights on Twitter before work this morning. You liked a friend's gender-reveal video (or claimed you did) on Facebook. Maybe you watched an explainer video for a product you're considering purchasing.

Video is rapidly becoming the most popular means of communicating information, marketing ideas and selling products around the world. **It's estimated that by 2021, video will account for more than 80 percent of all internet traffic.** And explainer videos are among the most effective approaches.

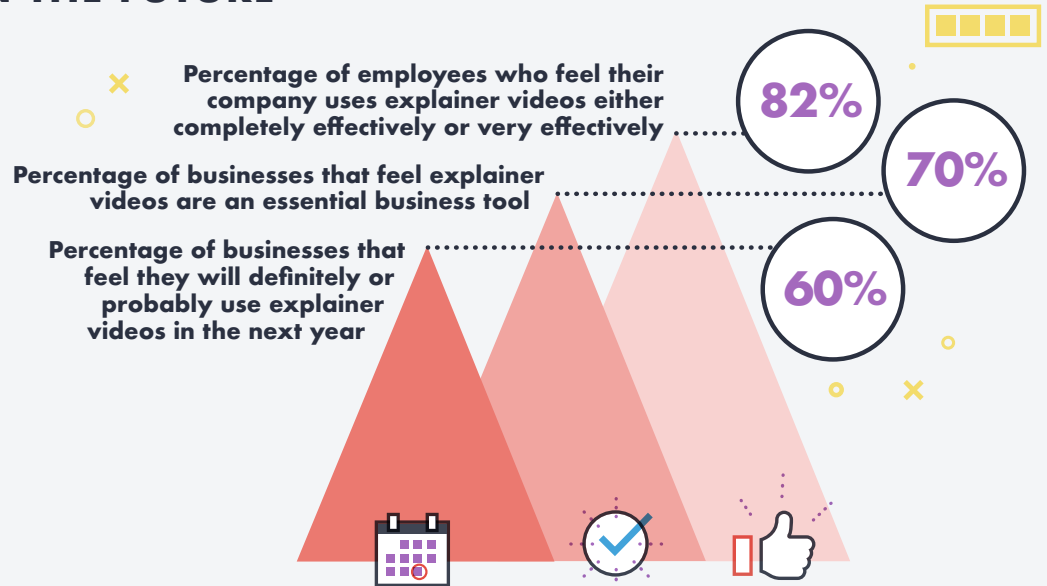




## HOW EXPLAINER VIDEOS ARE USED



## EXPLAINER VIDEO USE IN THE FUTURE



# EXPLAINER VIDEOS ARE THE PREMIER WAY TO LEARN NEW INFORMATION

The combination of hearing narration along with seeing visuals that reinforce or further explain information positions explainer videos to lead the way in making information and messaging sticky.

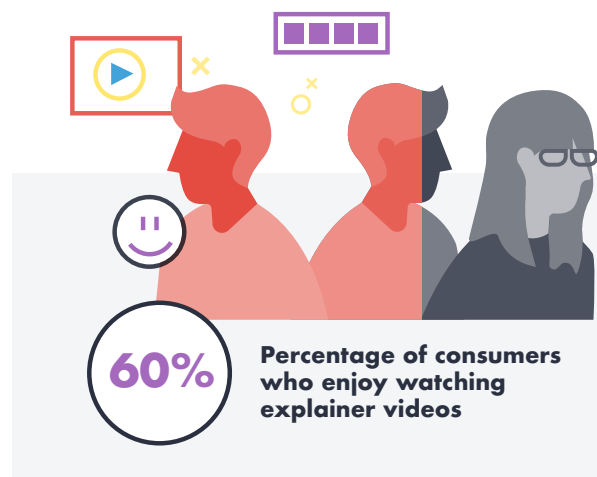
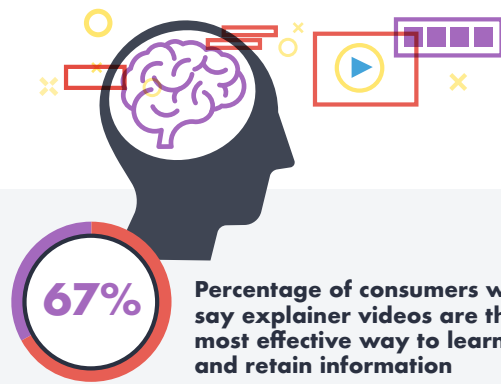
**The consumers we surveyed said explainer videos were the single best way to learn and retain information.**

And it shouldn't be a surprise. Think back to the classroom. A few of us learn well just by reading. Even more of us learn well by reading and hearing information reinforced by a speaker. **And still more of us learn well by reading, hearing and seeing a process or event illustrated.**

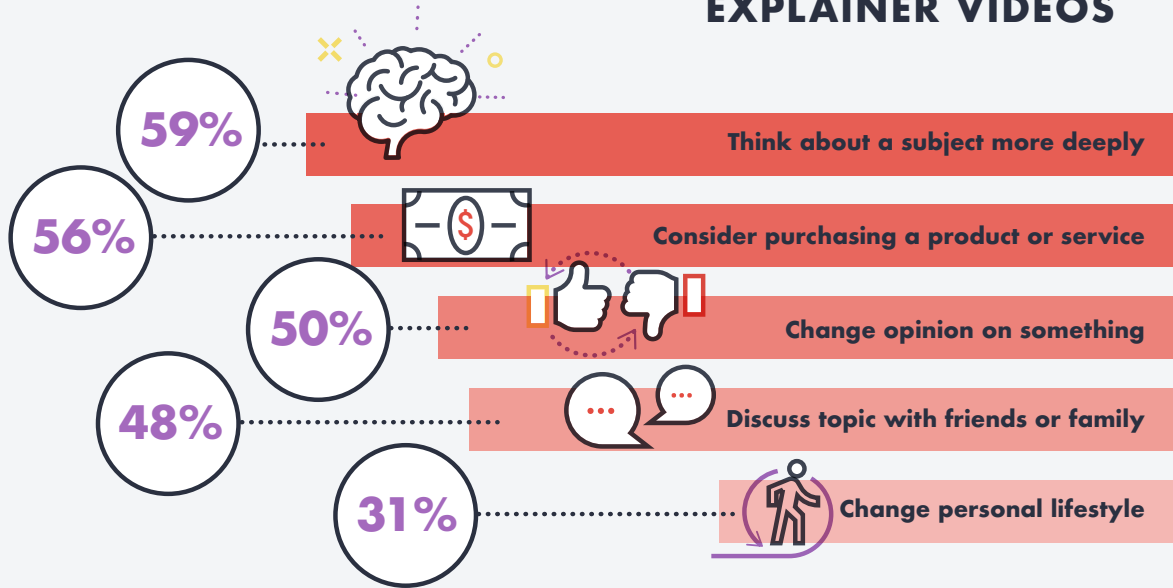


That's exactly what explainer videos do. Free from the limitations of live-action, explainer videos can depict any possible event you can imagine, creating the most perfect version of a story. And consumers respond strongly to explainer videos, telling us that, among other reactions, explainer videos made them think

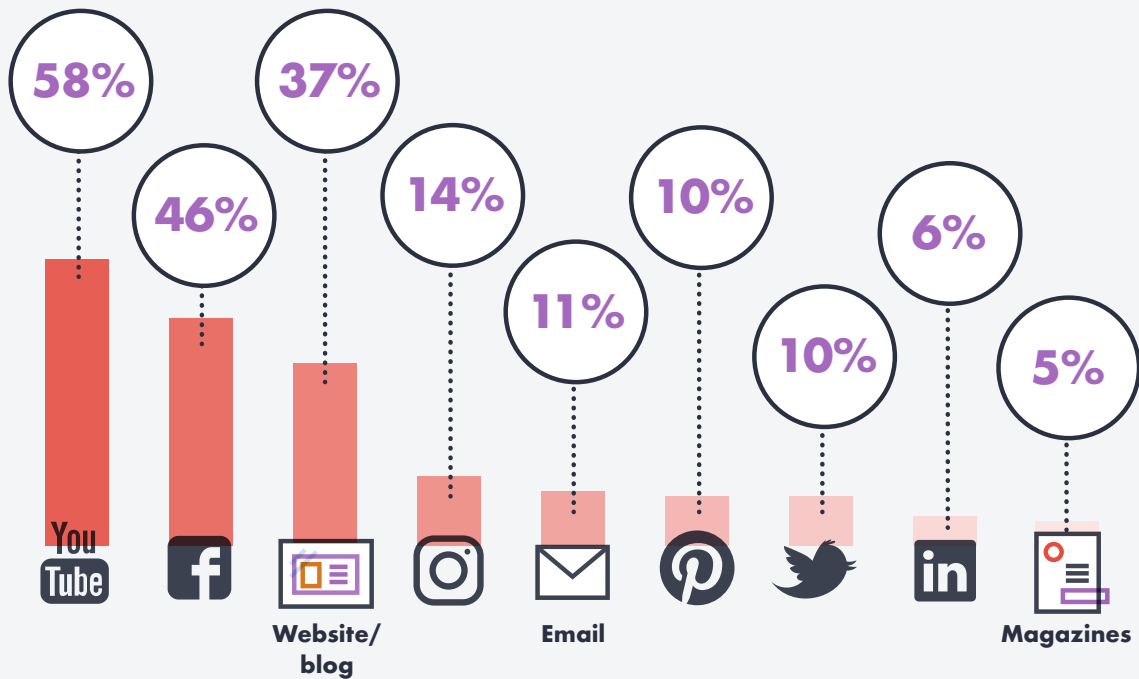
deeply about a subject (59%), consider purchasing a product or service (56%) or even change a previously held opinion (50%). To our surprise, **nearly a third of consumers told us explainer videos could even make them consider changing their lifestyle.**



## BEHAVIOR INFLUENCED BY EXPLAINER VIDEOS



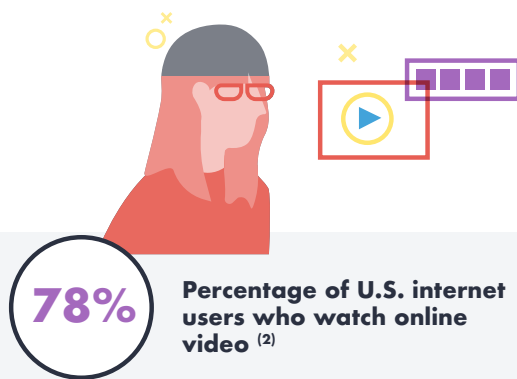
## COMMON PLACES TO VIEW EXPLAINER VIDEOS



# EXPLAINER VIDEOS MIGHT NEED A LITTLE EXPLAINING

While a majority of viewing consumers (54%) respond well to explainer videos, there still is a prominent lack of awareness of the term. But among those who were familiar with the term, almost no respondents had a negative reaction to explainer videos, which means we already know that most people and businesses will like explainer videos – they just haven't seen them yet.

Almost no respondents had a negative reaction to explainer videos



Video is a staggeringly popular medium; more than three-quarters (78%) of the U.S. internet audience watches online video. And we know they're effective – landing pages that include video have an 80% higher conversion rate.

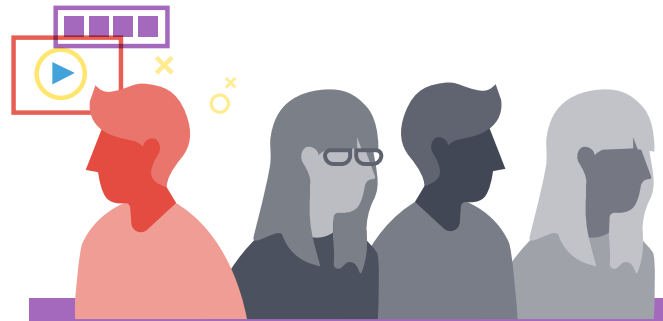
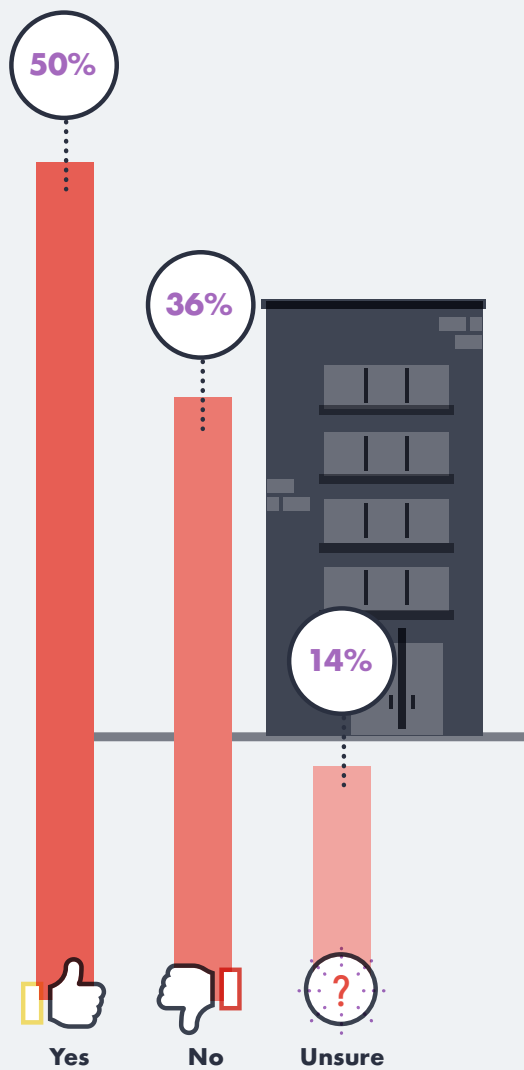
But once people see explainer videos, they are convinced. Among businesses that used explainer videos in the past year, 82% found them to be effective tools to communicate a company's values and message. Explainer videos provide a message people love – we just have to get them through the door.





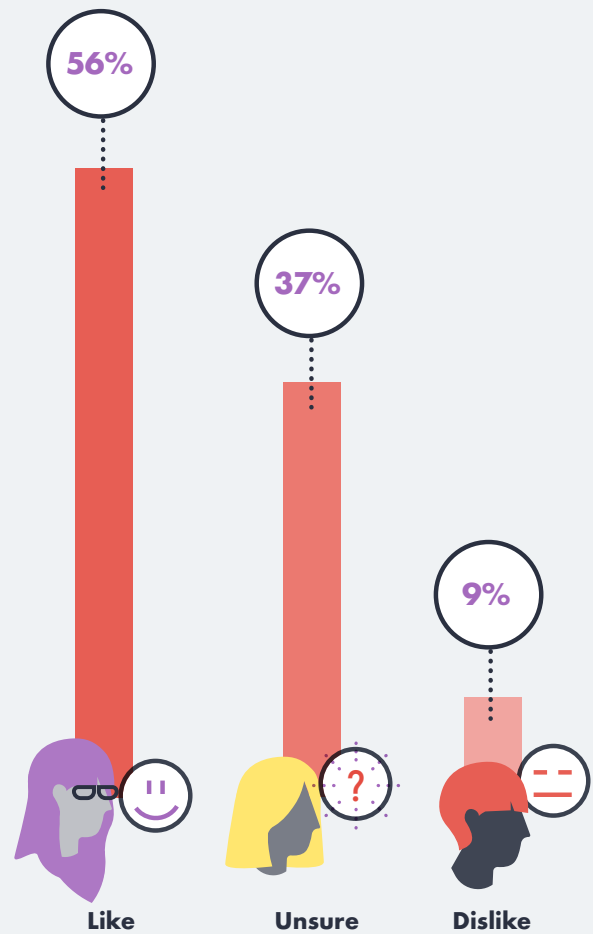
OVER 1 IN 3 business workers aren't familiar with explainer videos.

### FAMILIARITY WITH EXPLAINER VIDEOS (BUSINESS)



Only 25% of consumers know about explainer videos.


### CONSUMER FEELINGS ABOUT EXPLAINER VIDEOS





# CONCLUSION

Explainer videos not only captivate the human imagination, they trigger the part of the brain that helps viewers absorb information. They entertain and educate. They inform and convince. And they do it without the real-world limitations of casting or filming. Explainer videos create audience engagement and impact surpassing almost any other form of communication.



**Contact us today to learn more about how we can help unleash your imagination.**

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## About the survey

Surveys conducted online. 1,009 U.S. consumers (15-minute survey); 100 U.S. businesses (12-minute survey). All results reported at the 95% confidence level.

This report was created by Lauren Carter, Michael DeHart, Jennifer Gaskin and Laura Golben.

## Additional sources

<sup>1</sup> [https://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/complete-white-paper-c11-481360.html#\\_Toc484813971](https://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/complete-white-paper-c11-481360.html#_Toc484813971)

<sup>2</sup> <https://www.statista.com/statistics/272835/share-of-internet-users-who-watch-online-videos/>

<sup>3</sup> <https://unbounce.com/landing-page-articles/the-benefits-of-using-video-on-landing-pages/>