

# THE 5 WAYS ANIMATION CAN MASSIVELY IMPROVE YOUR CORPORATE COMMUNICATIONS



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# Are you looking to create video content to promote a new service that your business provides?

**Do you want to send a message out to your employees and colleagues that will grab their attention and be informative?**

Even though animation has become increasingly affordable to larger companies over the years, it is still a medium that screams quality when administered and created properly.

Taking a step in a new creative direction can be daunting, especially when it represents your business on a large scale. We have put together this guide so you can find out how you and your business will benefit:



# 1. FAST COMMUNICATION

If you do not clearly and effectively put your information across to your audience, they are likely to switch off and stop watching or reading your content.

This is a disaster for anyone working in communications as you are essentially failing to achieve whatever your goals are.

By creating an animated video you will be appealing to a much higher percentage of the recipients as they will not be daunted by huge amounts of text and the quality will immediately appeal to them (as long as the animation *is* of a high quality).

Through this medium a message can be communicated quickly, meaning that it will not take up much of your audience's time, making them much more likely to sit through the whole thing.

# 2. EFFECTIVELY WRITTEN

Even if you have an animated video you have to be sure that its content matches the goal in mind. There's no sense in having a 5-episode series when you are communicating an internal newsletter.

That is why an effectively written and planned animation can really appeal and speak to its audience in a way that older methods truly can't. Every animation tells a story; whether it is for a new product or a health and safety announcement, if it comes across as an interesting story, people will want to watch and listen.

It's not just more appealing either, an animation makes your message easier to comprehend and digest, by breaking information down into visually distinguishable points.



### 3. INSTANT INTEREST

Even if your content doesn't reach the kind of person it is supposed to, people will always be far more likely to open up a video if it looks interesting. For the people that it is intended it will not seem like a chore watching it and taking in its message if the content is appealing.

By going to an animation company, such as Sliced Bread, to help animate your message you are giving the impression to your audience that you really care about the message, as you have taken the time and money to make high quality content to represent it.

Using animation allows for your content to be outside the realms of reality and also gives the message a very distinct personality, which really helps with the possibility of creating a series of videos that are instantly recognisable.

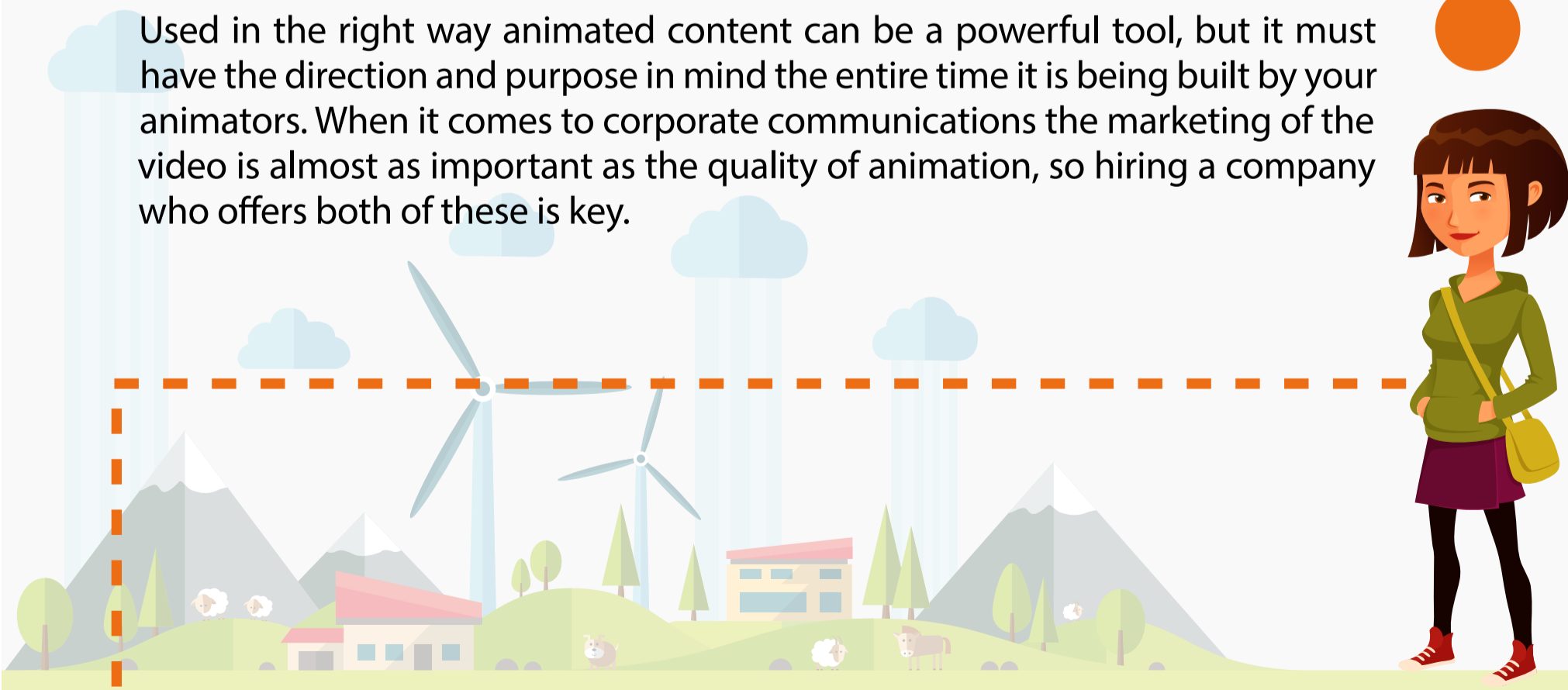
### 4. VERSATILE COMMUNICATIONS

One of the greatest things about using animation in your corporate communications is the ability to use it over and over again, to convey as many different messages as you want.

At a high quality animation company, such as Sliced Bread, there is also the option to use the animation in more than one way. We can create apps, games and any other animation that will best get your message across. These can be used multiple times as we create the assets for you, giving you significant value for money.

This is a great way to be flexible in where and how you choose to communicate with your intended audience. But to get maximum impact from your content you must make sure that the project is planned and implemented correctly.

Used in the right way animated content can be a powerful tool, but it must have the direction and purpose in mind the entire time it is being built by your animators. When it comes to corporate communications the marketing of the video is almost as important as the quality of animation, so hiring a company who offers both of these is key.





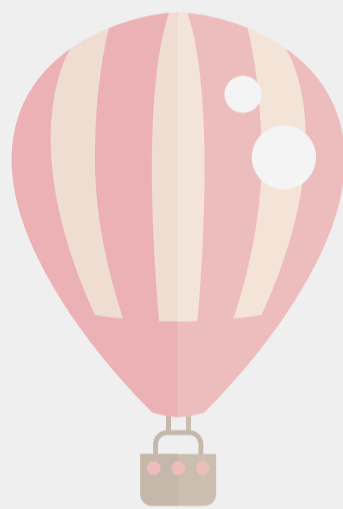
## 5. A LASTING IMPRESSION

Some of the most memorable characters of all time are ones that have been animated. This is because imaginative and clever animation has a much deeper effect on the viewer than live action or text ever can.

Psychology can back this up, as it is the right hand side of the brain that generates feeling and emotion, and the left which turns thoughts into images. Animation appeals to both sides of the brain, meaning that people who are naturally more one than the other will still get the same thing out of it.

Thinking about that within corporate communications you should really be able to see the value in animation. If you are trying to promote a new product or service, or even communicate within your company, your message will be much more warmly received than if you merely sent out live-action videos or text dumps.

As your audience will be more likely to consume the content, as outlined earlier, the fact that it will leave a lasting impression on them means your message is much more likely to have the desired effect on them.



These are just 5 of the areas that we have seen corporate communications improve in when going with animation.

At Sliced Bread we have seen businesses benefit in these 5 ways with our own eyes and have helped them do so. One of the reasons we help businesses in these ways is because we truly have their best interests in mind and combine our extremely high skill with animation with our expertise in marketing.

We hope that you have found this useful and are now ready to incorporate animation in your corporate communications. If you are, give a member of our team a ring on 0207 148 0526 to discuss your options now.

Thanks for reading,

**The Sliced Bread team**

## Get in touch



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*“Ever since paintings were etched in red ochre on cave walls, we have had a natural human interest in animated storytelling. It’s probably the earliest example of an explainer animation on ‘How to hunt’? It is known as narrative power – ultimately, our love of stories. It generates emotion, context, and these paintings filled our ancestors with anticipation and fear – the life and death of situation!*

*Humans simply aren’t moved to action by ‘data dumps,’ dense PowerPoint slides, or spreadsheets packed with figures. People are moved by emotion. The best way to emotionally connect other people to our agenda begins with ‘Once upon a time... (Peter Guber, author of Tell to Win)’*

