WHAT IS INVOLVED IN MAKING A

90 SECOND CHARACTER EXPLAINER ANIMATION?

Communication is crucial, regardless of whether your audience is your workforce, or your customers. Good character animation allows your video to connect more effectively with your target audience, creating an emotional impact that stays with them long after - meaning that there is a higher retention of your message.

At Sliced Bread we have reputable experience in delivering effective 2D and 3D character animation pieces, and proven knowledge of how video and animation campaigns can drive viewer engagement. We know that the animation process can seem quite complicated, so we have broken it down below.

DILEMMAS

RETURN ON YOUR INVESTMENT

Worried about not getting a return on investment in this area.

AUDIENCE ENGAGEMENT

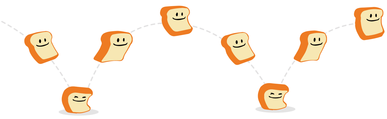
Struggling to engage with your target audience

EXPLAINING YOUR PRODUCT

Frustrated with trying to explain your product or service in its simplest form.

ANIMATION CAN HELP!

It gets your points across in an engaging and interesting way, it explains your processes with precision, and it speaks to your audience easily in a way they will understand. Let's get going - the Sliced Bread way!



IDEA

Together, we explore what your business is all about, your proposition, and your objectives.

SCRIPT

We then create a captivating story with your message, and decide on the tone of voice.

DESIGN/CHARACTERS

We create the look and feel depending on your target audience, and produce unique designs if your story features characters.

STORYBOARD

This will illustrate the visual flow of your story, scene by scene, from script to screen.

ASSET PREPARATION

Upon approval of the storyboard we create all the necessary assets to bring your story to life!

VOICE RECORD

We source voice options, and record a professional studio voice-over. This will serve as the base for the timing of your day animation.

RENDERING/POST PRODUCTION

A final edit to bring all scenes together, followed by encoding into all your required formats - it's ready to go live!

ANIMATION

Within only a few days your story will spring to life and become real!

READY TO GO!

Now get your message out there by uploading it to all your media channels! Want to know more? Then get in touch!

SL/CED
BREAD
AN/MAT/ON

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