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HOW MOTION GRAPHICS AFFECT MARKETING CAMPAIGNS

International Business

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ABSTRACT

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In the 21st century, video marketing is the most engaging content across multiple social media platforms. A large part of videos created include some form of motion graphics as a tool of communication with the viewers. Video marketing has become the most impactful approach to reach customers. The question is whether motion graphics contribute to its success or not?

There are many trends and changes happening right now in the marketing industry to cope with the rise of technologies. Brands are finding new and revolutionize ways in order to elevate their advertising campaigns. The adaption of motion graphics specifically, and videos in general yield remarkable improvements in marketing. The benefit of motion graphics and its impact on the field have attracted the attention of researchers and businesses around the world.

This thesis focuses on the impacts that motion graphics have in transforming the modern video marketing seen nowadays. First, the defines the term “Motion graphics” as it is a vague concept for most of the viewers. Then the thesis continues to illustrate the current impact that motion graphics has on video marketing in the current years, up till 2020 with the latest statistics. Following the structure of the thesis, viewers will have a comprehensive view on the values that motion graphics has on video marketing campaigns. And finally, the two ways that brands use to create videos as well as the best strategy for the most cost efficiency is presented.

The thesis is structured based on four core questions that are asked in the first chapter. They are the foundation for all information found to solve the big theme issue: The impact that motion graphics have on marketing campaign. In conclusion, the four questions will be summed up in detail to have an overview look on the issue.

Keywords Motion graphics, marketing campaign, Return on Investment, revolution, video marketing, implementation.

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1 INTRODUCTION

1.1 Background of the study

In the modern technology-dominated era, advertising has played a crucial part of businesses. As people's lives are more technology dependent, businesses are finding ways to attract customers attention through many forms of advertisements. On all social platforms, video marketing strategies are being implemented on a wide scale and in many forms, one of which is motion graphics advertising videos. This form of advertising is slowly dominating the internet traffic. As video content becomes the number one priority of video marketers, it is crucial for the advertisement to grasp the audience's attention within a couple of early seconds. By using a combination of typography, iconography, illustrations and animation, motion graphic designs are the optimal tools for that.

Almost in every commercial advertisement seen on social media, on the internet, there are some forms of motion graphics within the ads. This illustrates the importance needed for such tools as video marketing is a valued method of promotion and brand awareness. Being one of the strongest marketing tools, businesses who have a strong foundation in the use of video marketing and animation are being sure to incorporate it into their forecasted plan.

1.2 Research questions

- ❖ **Question 1:** What are the reasons why motion graphics are being used in marketing campaigns?
- ❖ **Question 2:** What are the current trends of video marketing and how motion graphics associate with the trend?
- ❖ **Question 3:** What are the benefits of motion graphics?
- ❖ **Question 4:** If motion graphics is that powerful, should companies invest in in-house video departments, or in outsourcing?

The results of the research questions above can explain how motion graphics is revolutionizing marketing campaigns, specifically in advertising.

1.3 Methodology of the research

The quantitative research method would be suitable to implement the research. Quantitative research is defined as the process of gathering and analysing numerical data. It is used to find averages and patterns, make assumptions, test relationships between theories, and generate results (Apuke, O. 2017). Primary data will be generated through company X survey results. Secondary data is an acceptable way to better understand the level of impact of motion graphics on advertising. As this thesis topic is more business concentrated, most data provided must be answered by parties with expertise. The secondary data is used from countries around the world so that the viewers have a better look on the current situation.

1.4 Thesis structure

The thesis is divided into eight chapters which are Introduction, Literature review, The rise of videos in advertising industry, The benefits of motion graphics in marketing campaign, In-house video production vs. outsourced videos, Conclusion, Validity and Reliability, and Limitations and Recommendations.

First of all, the introduction of the thesis will give an overview of the impact that motion graphics have on the world right now as well as laying four foundational questions for the thesis. Next, the literature review chapter explains the concept around motion graphics and answering the first question. The third chapter will demonstrate the state of motion graphics in the industry and answering the second question. The fourth chapter will answer the third question by naming the benefits that motion graphics have. The final question will be answered in chapter five where two viable ways in which brands can produce videos are examined. In the conclusion chapter, the four questions will be summed up to show the results of the findings. After that, the validity and reliability of the thesis will be analysed and, finally, limitations and recommendation will be presented..

2 LITERATURE REVIEW

In this chapter, the fundamental definition corresponding with the research topics will be provided.

2.1 Concept of Motion graphics

2.1.1 Definition of Motion graphics

Motion graphics, as the word explained itself, means Graphics in Movement. It is the implementation of getting design graphics into new mediums by adding the space and time factor to it. The simplest form of definition is that everything that involves creating the illusion of moving, rotation and graphic element is Motion Graphics, and they are usually combined with audio for the use of multimedia projects. Electronic media technology is the most common place for motion graphics to be displayed.

2.1.2 Where motion graphics is seen today

Back in the days, motion graphics were seen mostly in Cinematic studios as it is a crucial aspect in creating movies and series. Since the advance of technology, Motion Graphics has become more accessible and being integrated in almost every business-made video. The number of screens and video content and screens that it is seen nowadays illustrate a perfect match for the growth of the field. Every text and graphics seen moving in any platforms such as internet, television, cinematic movies, mobile apps, video games and many more platforms, is conceived by Motion Designer works.

One of the most crucial elements of survival is the way in which the brain itself detects and evaluates movement. The human bias towards motion has its roots in the essential fight or flight response and is still important nowadays. Simply put, when something moves, the brain hardwired to notice and perceive it as a potential threat, so we pay close attention to it (Kris Konrath, 2017)

Motion graphics are the perfect way for businesses to communicate with the viewers and add depth to the products that they want to sell to the potential buyers. In combination

with music, audio and effective copy, they can convey messages that are clear and understandable. Businesses use them to create advertisements, title sequences for movies, explainers, etc. In short, and to put simply, motion graphics are animation, with text as its major component to share information.

2.1.3 Motion graphics examples

Motion graphics is a term that is often used in business posts and works. It is easy to understand for those that are inside the industry, on the contrary it is not easy to understand the exact meaning and implementation of the word clearly as Motion Graphics itself is a vague word. Especially, when it is compared to words like Animation and Video. The following examples are specific projects that implemented the use of motion graphics in the modern business field.

❖ Motion Graphics in Branding



Figure 1. La Effe Rebrand Video Promotion (Source: NERDO agency)

Broadcast channel LaEffe were looking for a way to rebrand themselves and the goal is to find something to set them apart from other SKY channels. The brand-new design, created by Nerdo Creative Studio, is a mix of high-end art magazine-like styles cherry-picked from the history of graphic design elements, with typography as a strong emphasis.

❖ Motion Graphics in Television title sequence



Figure 2. Main title sequence for HBO's True Detective (Source: HBO Nordic)

The main title sequence for HBO's True Detective is an excellent example of a combination of visuals mixed with restrained typography. The animated bleak landscapes reflect the inner lives of the characters and illustrate and main plot of the series which is a toxic swamp of damaged people. The story is always the most fundamental part of the design (Creative Director, Patrick Clair, 2018)

❖ Motion graphics in Creating awareness



Figure 3. USAID empowering women and girls (Source: USAID international development)

This is an awareness video created by the USAID international development to craft a story on empowering women and girls to act. This piece of video is a combination of

motion graphics with background track and voiceover to share a powerful message. Simple designs are used to illustrate the story in a direct way, while keeping the integrity of the story intact.

❖ Motion graphics in Explaining a concept



Figure 4. ITFT Understanding the blockchain in two minutes (Source: ITFT)

Motion graphics is a great tool for crafting an explainer video. Institute of Technology and Future Trends ITFT in India utilized motion graphics to illustrate their point of view and showcase the blockchain in action. This is an effective way to support a concept as it helps the audiences to visualise it in a way that presentation cannot provide.

❖ Motion graphics in Telling a story



Figure 5. Beautiful World Motion Graphics (Source: Hew Jee Tek, 2015)

The video provides an interesting concept that highlights the different contexts that motion graphics can be used to create an entire music video. The graphic elements themselves tell a separate story that complement the song, which is the same way that other music videos do.

❖ Motion graphics in Sharing a product

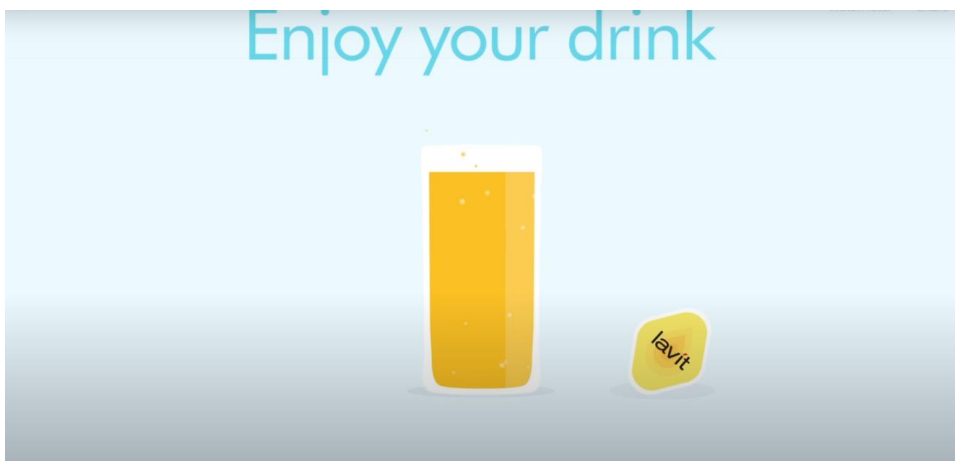


Figure 6. The Lavit system (source: Lavit LLC Arizona, 2015)

Product video is an essential way for businesses to get products to reach their potential buyers. Motion graphics can help create the funny feeling that captures consumers attention to better understanding the benefits that product can offer. Motion graphics are more cost-effective than full animation and it brings the entertaining, engaging feeling such as the Lavit system video did.

2.1.4 The most used tools for crafting motion graphic videos

According to the course the path to Mograph, specifically in the Tool of The Trade article, by School of Motion, the following software does not comprise the entire software used in Motion Graphic Design industry, but they represent the essential application that revolutionize the way in which Motion Graphic designers do their work. These software are implemented widely from Creative Studios to small to medium advertising agencies.

2.1.4.1 Photoshop

If a graphic element is “Photoshopped” it is understood that the graphic element has been retouched or altered by a third-party software. Adobe Photoshop adds more in-depth implementation to photo-editing than that. It is as versatile as creative software can be.

2.1.4.2 Illustrator

Adobe Illustrator is another similar tool, yet entirely opposite in function to Adobe Photoshop. While Photoshop is specifically used to deal with bitmap (pixel-based) editing, Illustrator is a vector editing software. This is especially important when designing logos, shape objects, and vector background that will be incorporated in Motion Graphics workflow.

2.1.4.3 After Effects

The most crucial software for Motion Graphic designers is Adobe After Effects. There is no single program that is more essential and versatile in modern Motion Graphic workflow than this software. After Effects is a 2.5 animation software. This means it allows any animation to virtually be done as long as it does not involve 3D modeling (although there are a few exceptions to this rule). After Effects is the primary software that business used to animate and compose all Motion Graphic ideas once the storyboards and elements in Photoshop and Illustrator are ready.

2.1.4.4 Premiere Pro

Adobe Premiere Pro is simply a video editing software. The utility and functionality it provided extend far beyond the scope of Motion Design. The main use for the software

as a Motion Designer is to edit their video together and add sound effects, audio and music into their video.

2.2 Differences between motion graphics and animation

2.2.1 Differences in the term used

Motion graphics and animation are not too different from each other, in fact, motion graphics are a type of animation. This can be better understood as animation is an umbrella term for the field of moving imagery, which includes everything from motion graphics, cartoons, stop motion. While on the other hand, motion graphics only concentrate on giving movement to graphic design elements, including 2D, 2.5D and 3D, but the telling story aspect is not as concrete as other types of animation. The reason why the two terms are often mistaken is because the uses of them are often interchangeably.

As said above, any technique that turns static elements or images into moving is animation - whether it is hand-drawn cartoons, anime, CGI, Claymation or motion graphics. These categories of animation are not mutually exclusive since most motion graphics are done with the help of CGI, but theoretically they can be done in hand drawn as well.

As Matt Ellis described the concept in his article: Motion graphics vs. animation: what is the difference, if your video sets graphics elements and uses motion to illustrate a point, it is called motion graphics. In contrast if your video features a human character that goes on an emotional journey, it is more likely to be categorized as animation.

2.2.2 Differences in the way they are used

Content is the separation point between motion graphics and animation (at least in terms of marketing videos). Motion graphics are typically associated with creating motion for abstract objects, text and other graphics design elements. This means they bring a graph, infographic or even web design to life, this is broadly speaking “animation”, but to be more precise, it is a type of animation called motion graphics (Matt Ellis, 2018). On the contrary, animation as an art form that focuses more on the cinematic and storytelling aspects to craft a narrative.

Animation is used for stories. Anyone that has seen Pixar films knows that animation is powerful in the storytelling medium. While motion graphics can bring statistical data to life, animation can bring characters to life with emotional narratives, artistic and creativity expression.

Motion graphics is used to illustrate complex ideas visually. They are considered as visual aids as some ideas (especially big and abstract ones) are sometimes really challenging to be described or explained in words or still images. A couple seconds of motion graphics can help turn problems into transparency.

On the plus side, the visual style of motion graphics appeals to a wide range of viewers as cartoons may be too childish in a formal business setting. But motion graphics, on the contrary, can use that funny and cute aspects and apply it to more mature topics. No matter the industries being said here, the look of motion graphics can make messages more entertaining and engaging.

2.2.3 Why motion graphics over animation

Animation is more expensive while motion graphics are an easy way to be produced. It is a less complex form of animation. Other types of animation such as CGI, hand-drawn, painted artwork, or stop motion are expected to be more of an investment method of production.

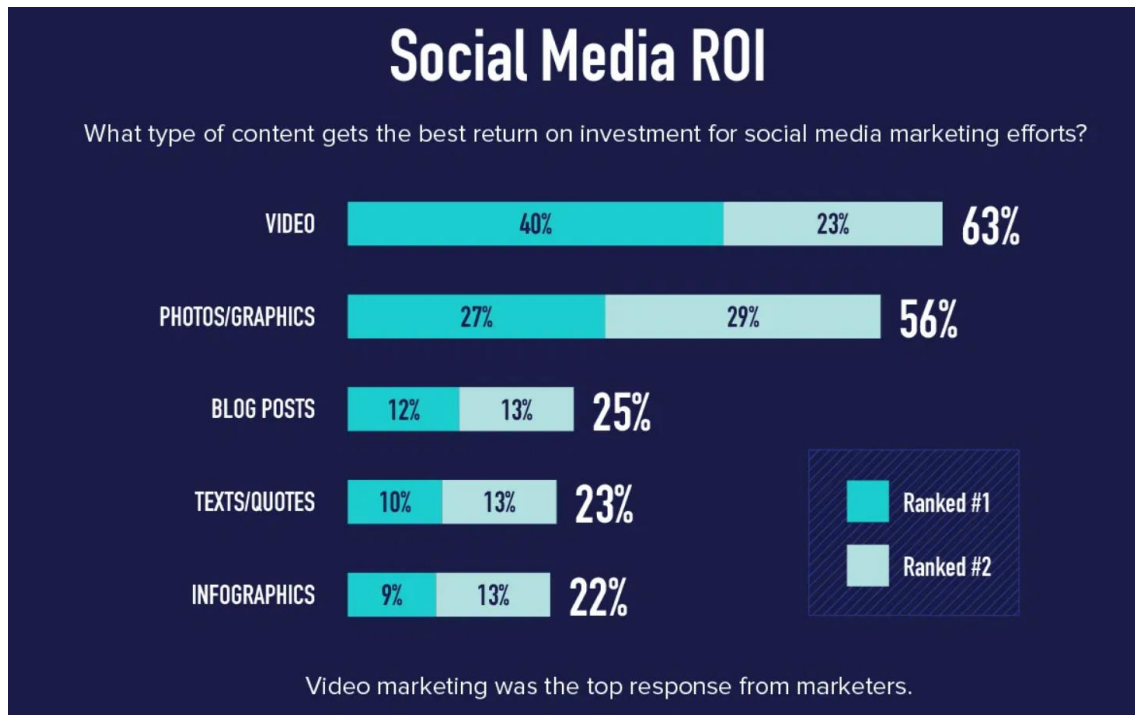


Figure 7 Social media Return on Investments (source: Animoto, 2018)

No matter the types of videos that are chosen, they, in general, yield better traffic, engagement and conversion rates. Video is the rank one preferred type of content from brands as the statistics show that 93% of digital claims that social media videos won them new customers, and more than half of users engaged with brands after watching one of their videos on social media. However, businesses do not want to invest in the wrong type of video. They want the one that best matches with their brand identity and business goals. That is when motion graphics with their business look become useful.

3 THE RISE OF VIDEOS IN ADVERTISING INDUSTRY

Video marketing has risen to a height that has never been seen before. It is not too difficult to understand why video marketing is so popular these days. One major factor is that it is an easy-to-digest format that gives the audience's eyes resting time from everyday overabundance of textual information online (Digital marketing institution, 2019). Therefore, it is reported that people now consume 1 billion hours of Youtube content per day (Darrell Etherington, 2017).

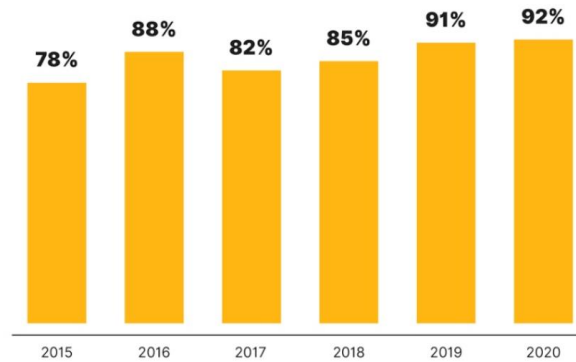
For the video marketers who are working in the industry, they already have a complete understanding of the power of videos as a marketing tool. This is not only since they are interested in making amazing videos, but rather they must learn how to incorporate video into their content in order to remain competitive.

Following this chapter, the factors that make video marketing practices achieve such success would be better explained.

3.1 The importance of video marketing to businesses

As video is continuing to advance in its importance and popularity, this means that it is crucial for video business to stay on top of the latest updates and statistics to develop a strong digital marketing. Video is an immensely effective form of content; the rise of video goes alongside with the rise of social media. And marketers are taking advantage of the situation that video is consumed daily and integrating video as part of their digital marketing campaign to see the best Return on Investment (ROI) results from campaigns.

Is video an important part of your marketing strategy?



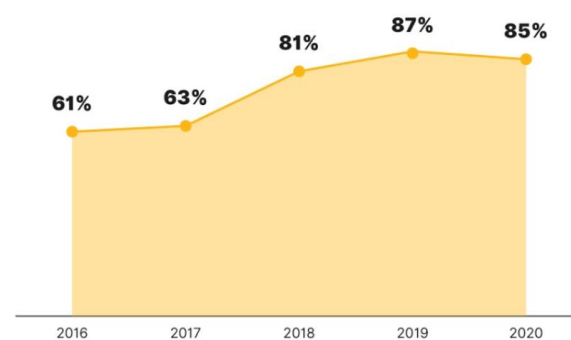
Source: Wyzowl State of Video Marketing Survey 2020



Figure 8 Is video an important part of your marketing strategy (Wyzowl State of Video Marketing Survey, 2020)

According to Wyzowl, in 2020, 92% of marketers claim that video is a crucial aspect of their marketing strategy. The number has been growing from 78% since 2015, this is evidence to show that the essential need of video is only growing through the years.

Does your business use video as a marketing tool?



Source: Wyzowl State of Video Marketing Survey 2020



Figure 9 Does video give you a positive return on investment (Wyzowl State of Video Marketing Survey, 2020)

Astonishingly, 88% of marketers claim that positive ROI has been achieved and it is a 5% increase from last year figure. This is completely opposite to the 33% in 2015 since

the domination of video has spread worldwide. This also illustrates that user sentiment toward videos is much solid now.

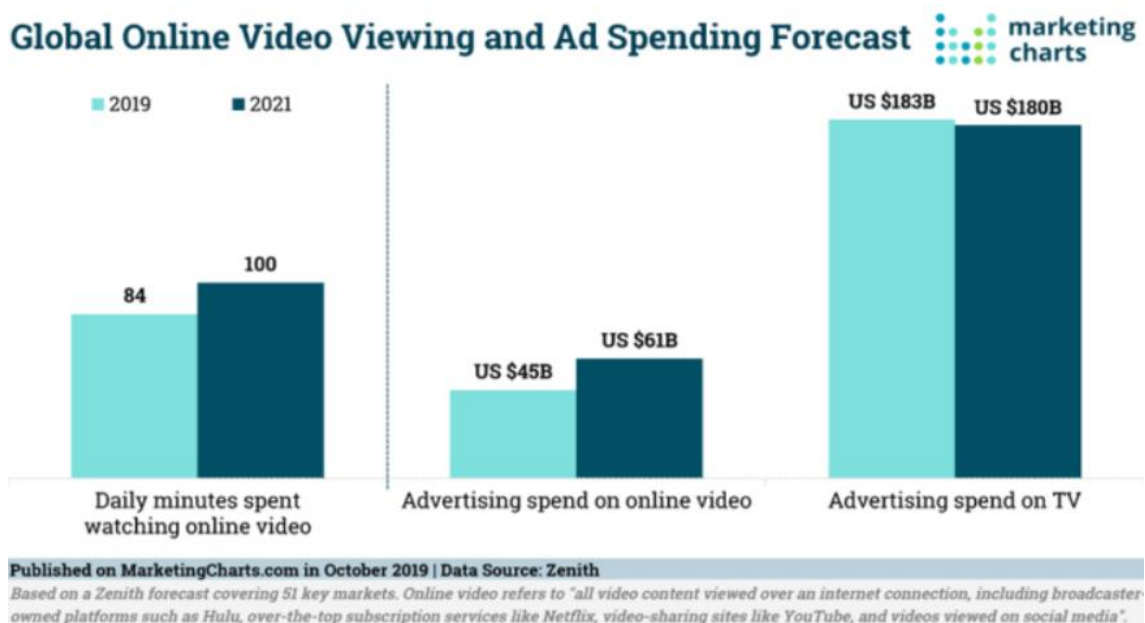


Figure 10 Global Online Video Viewing and Ad Spending Forecast (Zenith, 2019)

As brands are looking for more ways to utilize videos, consumers will spend 100 minutes a day watching online videos in 2021. Jonathan Barnard, Head of Forecasting at Zenith, said of this trend: "The consumption of online video is growing rapidly, and the average person will spend half as much time viewing online video as they spend viewing conventional television this year. This fast-expanding supply of audiences is fueling rapid growth in demand from advertisers, making online video the fastest-growing digital channel by advertising expenditure."

According to the chart in Figure 8, online video consumption rate around the world shows no sign of downtrend in the next few years. After the one hour per day mark in 2018 has been surpassed, the forecast press release from Zenith estimates that the time spent viewing online should be increasing considerably in 2019, and it was and will continue in 2020.

The global forecast showed an estimation saying that the average person would be consuming 84 minutes of online video in 2019. This is an increase from an estimation of 67 minutes of average spending time per day in 2018. This rate is not unusual, as according

to Zenith reports that between the year 2013 and 2018 online video viewing has seen an average growth rate of 32% per year.

Interestingly, the online video consumption has been forecasted that it would not reach 84 minutes per day until 2020. This report in figure 8 has predicted that viewing time will reach that statistic in 2018 and that by 2021, the average person will watch 100 minutes per day. In some countries which have already exceeded this amount of consumption, the average person in Sweden and China are expected to watch 103 minutes per day in 2020 (Marketing charts, 2019).

As online video consumption rate is escalating dramatically, so does its association with advertisement spend. After an expected expenditure of 45 billion dollars in 2019, Zenith forecasts online video ad spend to reach 61 billion dollars by 2021. In contrast, ad spend allocated for traditional television is expected to decline from 183 billion dollars in 2019 to 180 billion dollars by 2021. This fast-expanding supply of audiences is fueling rapid growth in demand from advertisers, making online video the fastest-growing digital channel by advertising expenditure (Jonathan Barnard, Head of Forecasting at Zenith, 2019).

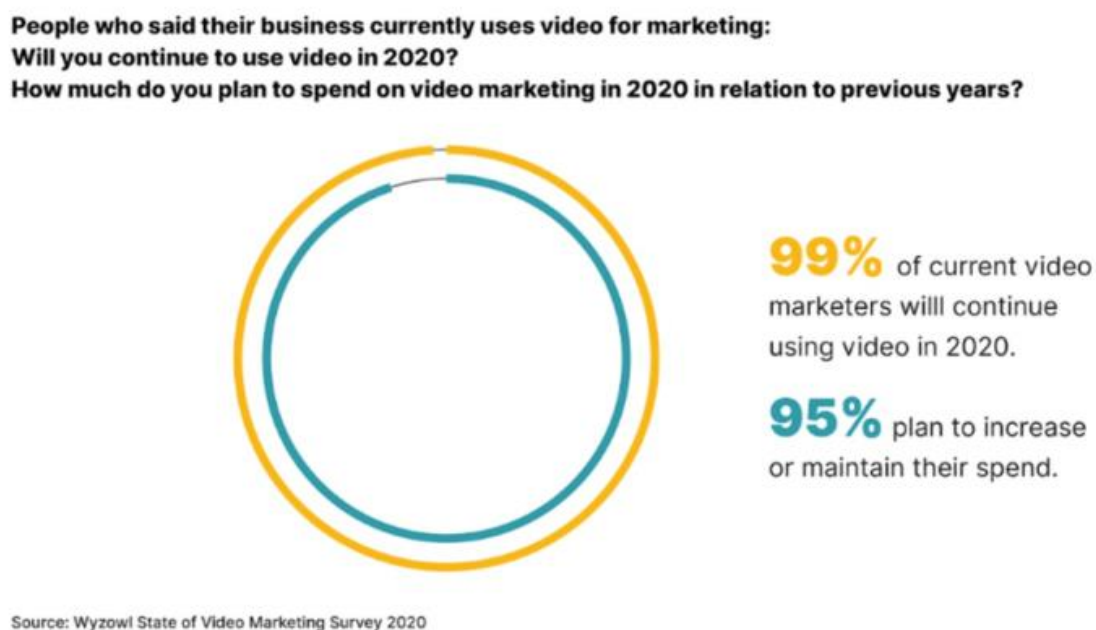


Figure 11 Will you continue to use video in 2020 graph (Wyzowl survey, 2020)

In 2020, 99% of marketers said that video marketing is a crucial part of their marketing strategy. With the Return on Investment (ROI) of online video increasing along with the amount of time that the audiences are spending watching them, it is hardly surprising that 99% of the marketers who are using videos as their tool of advertising will continue to do so in 2020. Furthermore, 95% of the marketers also expected to increase or maintain their current spend on video marketing.

This is also illustrated that there will be a lot more competition to be concerned. In order to stand out from the competition, businesses need to understand consumer expectations around video, as well as the major factors in video marketing trends.

3.2 Consumers expectation and behaviors concerning video advertisements

As well as being an entertainment tool, videos can also form a crucial part in customers buying decisions. However, in order to get the consumers to convert after watching a video, businesses also need to ensure that their expectations are met.

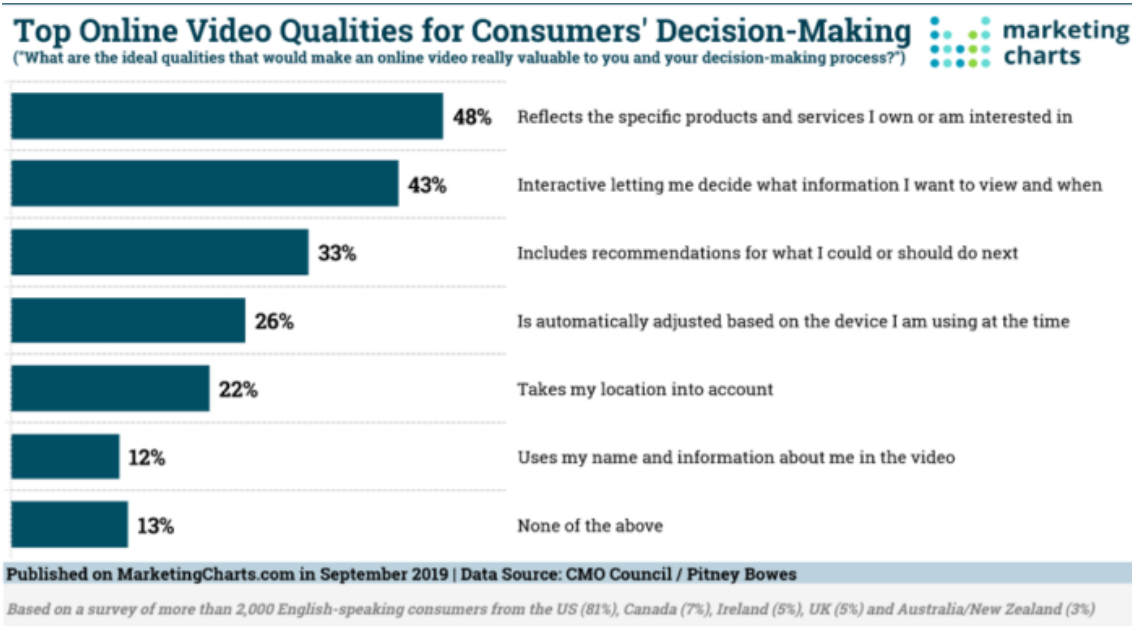


Figure 12 Top online video qualities for consumers' decision-making (CMO Council/Pitney, 2019)

In terms of the qualities that consumers perceive as ideal in order for videos to have a valuable meaning to their decision-making process, 48% want videos to reflect the specific products and services they own or are interested in. Furthermore, 43% want to have interactivity, and they want to have the ability to decide what information is viewed and when they are viewed. This extreme personalization is not sought after, as the following 12% said that they want videos to use their name and information within the content.

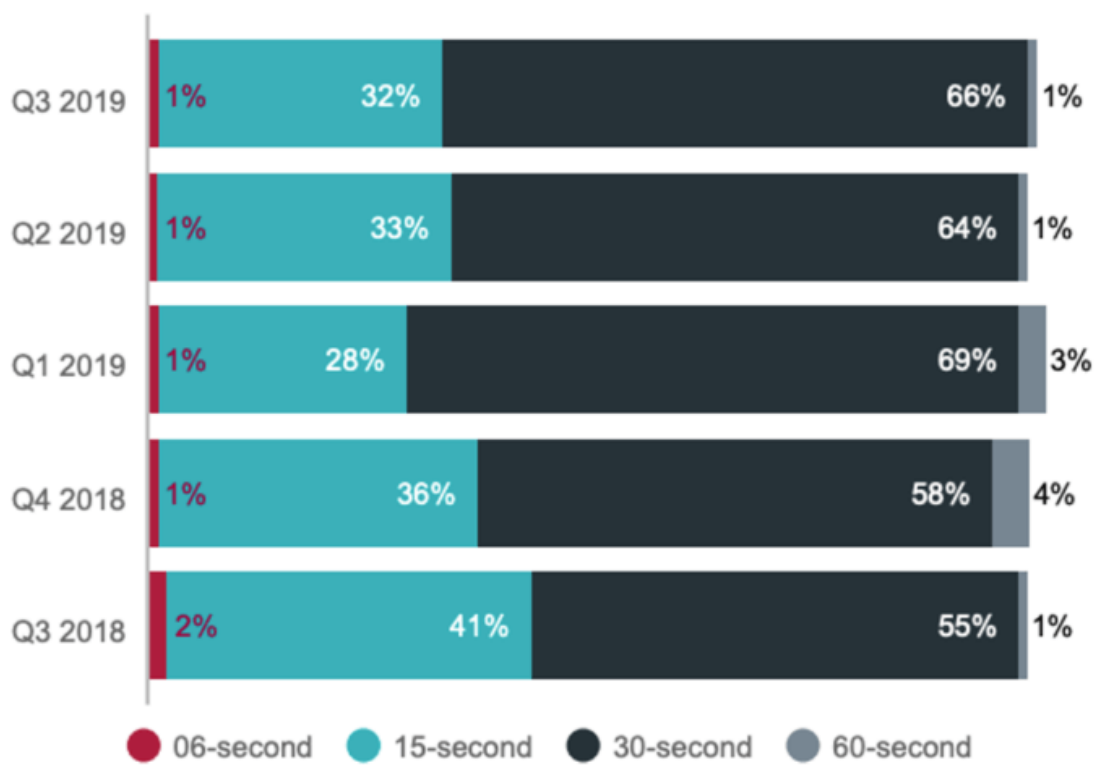


Figure 13 Video advertisements length at the end of 2019 (Smart Insights, 2019)

The common feeling is that consumers' attention spans are getting shorter overtime, however, this is not the case when it comes to video advertising. According to Smart Insights analysis, in quarter 3 (Q3) of 2019, 66% of video advertisements were 30 seconds long, which is an increase from Q3 2018's 55%. This illustrates that longer ads are being viewed as more effective.

1% of video ads in the same period were 6 seconds length, in addition with another being 1% 60-second ads. 15 seconds was the second most popular ad length during this quarter, accumulating for 32% of ads.

3.3 How videos consumption is changing in 2020

According to Think with Google survey and analysis, which was asked on 12,000 people worldwide why they watched what they watched in the last 24 hours, 70% of viewers around the globe say that their content choices are dictated by their mood and that solidifies the fact that our personal role in daily lives is developed by video. People worldwide

increasingly rely on watching video for more than the form of entertainment. Both Millennials and Gen Zers also emphasize other aspects of life for information gathering purposes from gaining in-store advice to developing new skills – and they choose to watch for many new reasons altogether. Even when people are trying to learn about a new brand or product, these age groups prefer video explainers, product demos, or other marketing videos to simply know more about a company online. Each new generation is watching more online videos than the previous one. That is why one in two Millennials and Gen Zers, which translates to 50% of people in both generations, assume that “don’t know how they would get through life” without video.

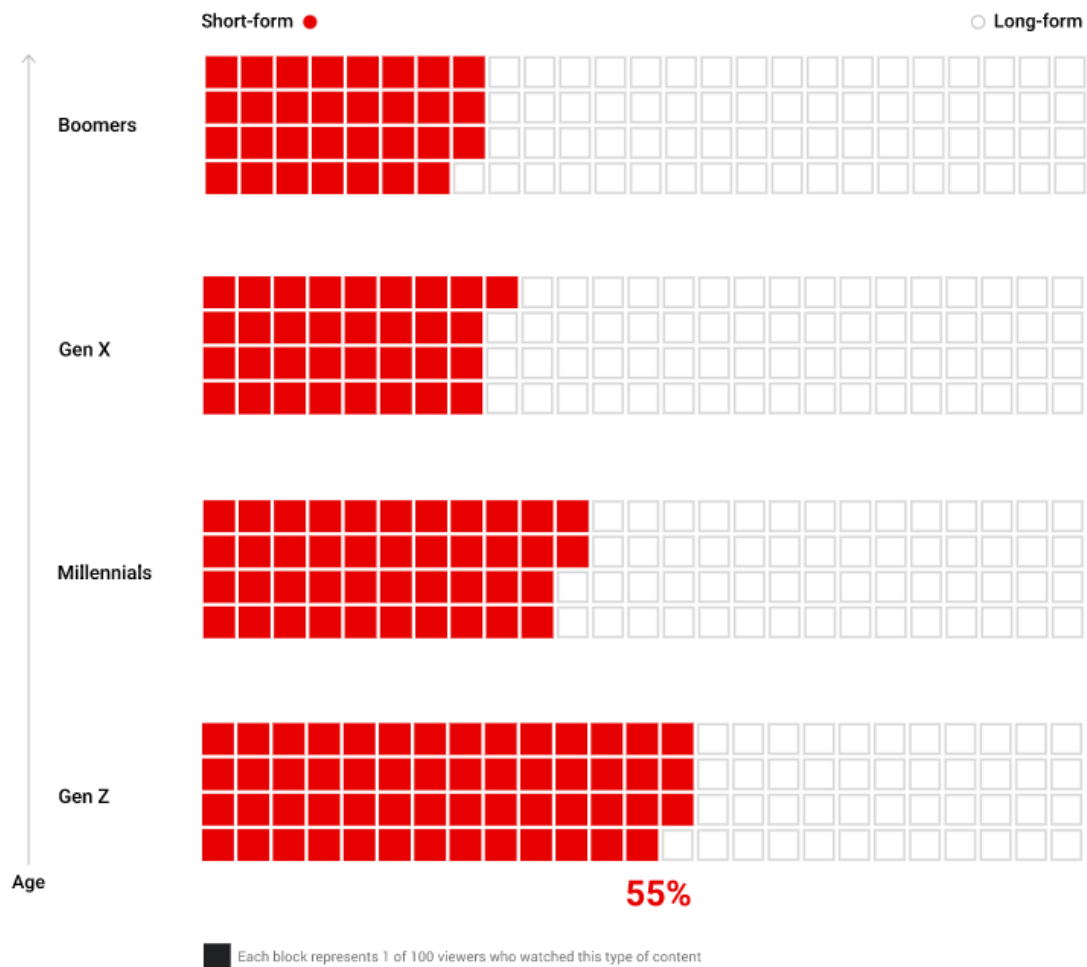


Figure 14 Content length younger generations are watching (source: ThinkWithGoogle, 2020)

Younger generations are more likely to search for short-form content such as webisodes, short video clips and tutorials that are made by professional and amateur content creators. In fact, user-generated content is often short form, Gen Zers and younger viewers are more acceptable to watch both. This illustrates a generational shift as according to the survey.

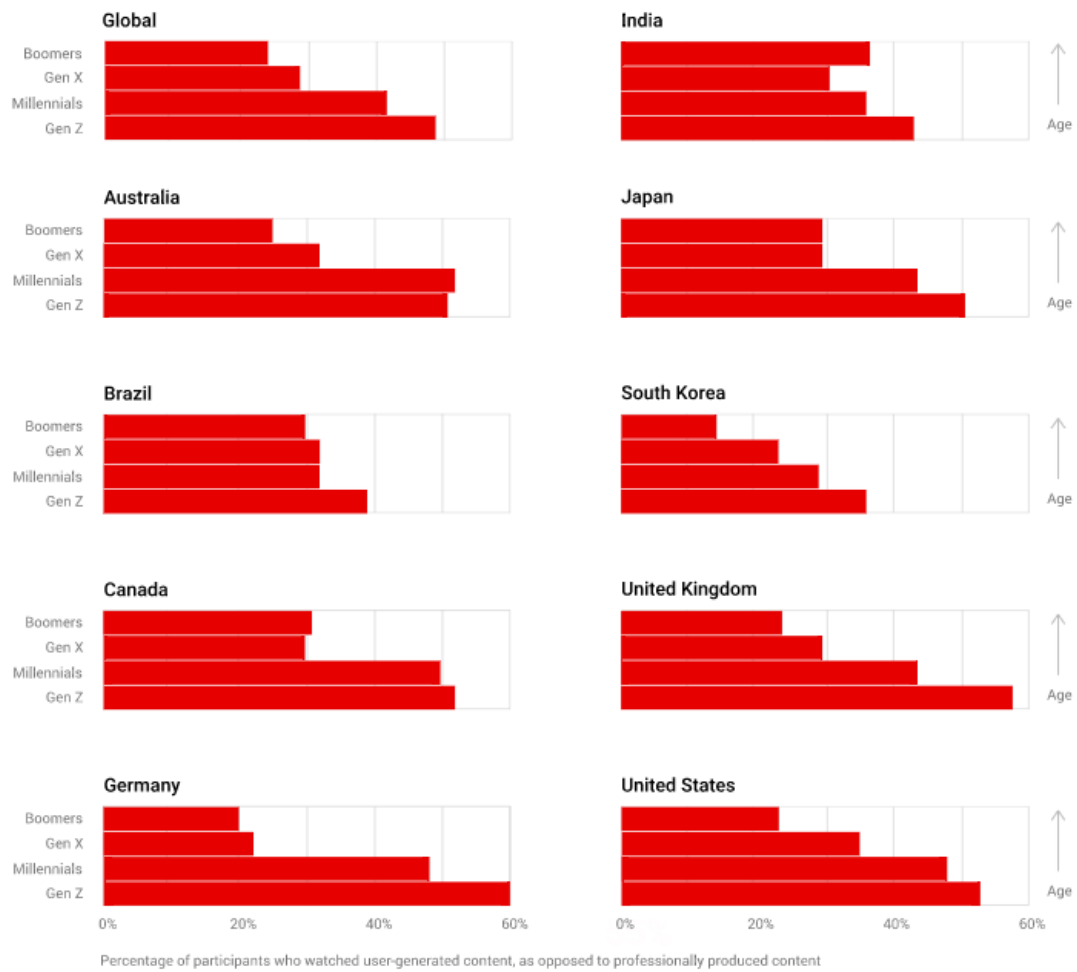


Figure 15 Popularity of Youtube in certain countries (source: ThinkWithGoogle, 2020)

Youtube by far is the most common platform of video consumption. This just shows how noticeable the shift is happening right now when we view the way people watched.

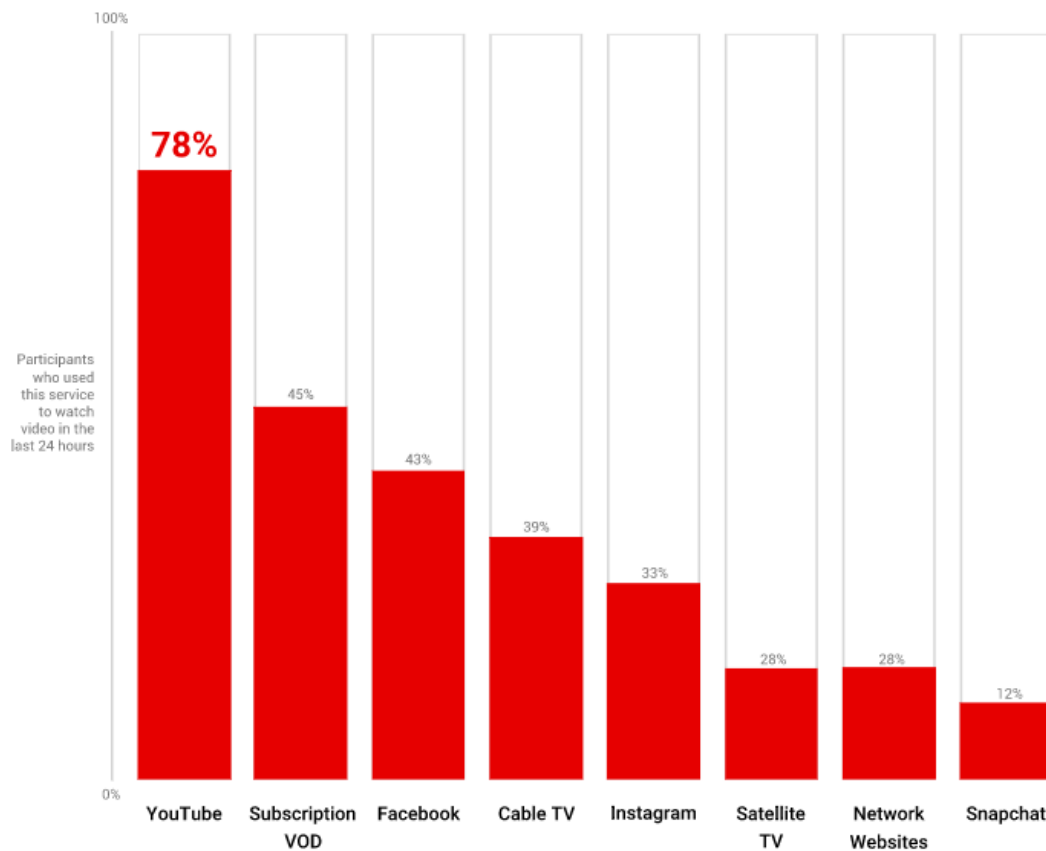


Figure 16 Shift in the usage of medium in Millennials and Gen Z (source: ThinkWithGoogle, 2020)

With Millennials reaching the age of 40 and Gen Z are starting to gain full purchasing power, these two age groups are dominating the portion of audience consuming video content. In the past, Baby boomers and Gen X might have consumed video in the form television or movies to relieve the stress in daily lives. The shift shows that Millennials and Gen X consume video for the same purpose, the instinctive need for relaxing and entertaining content.

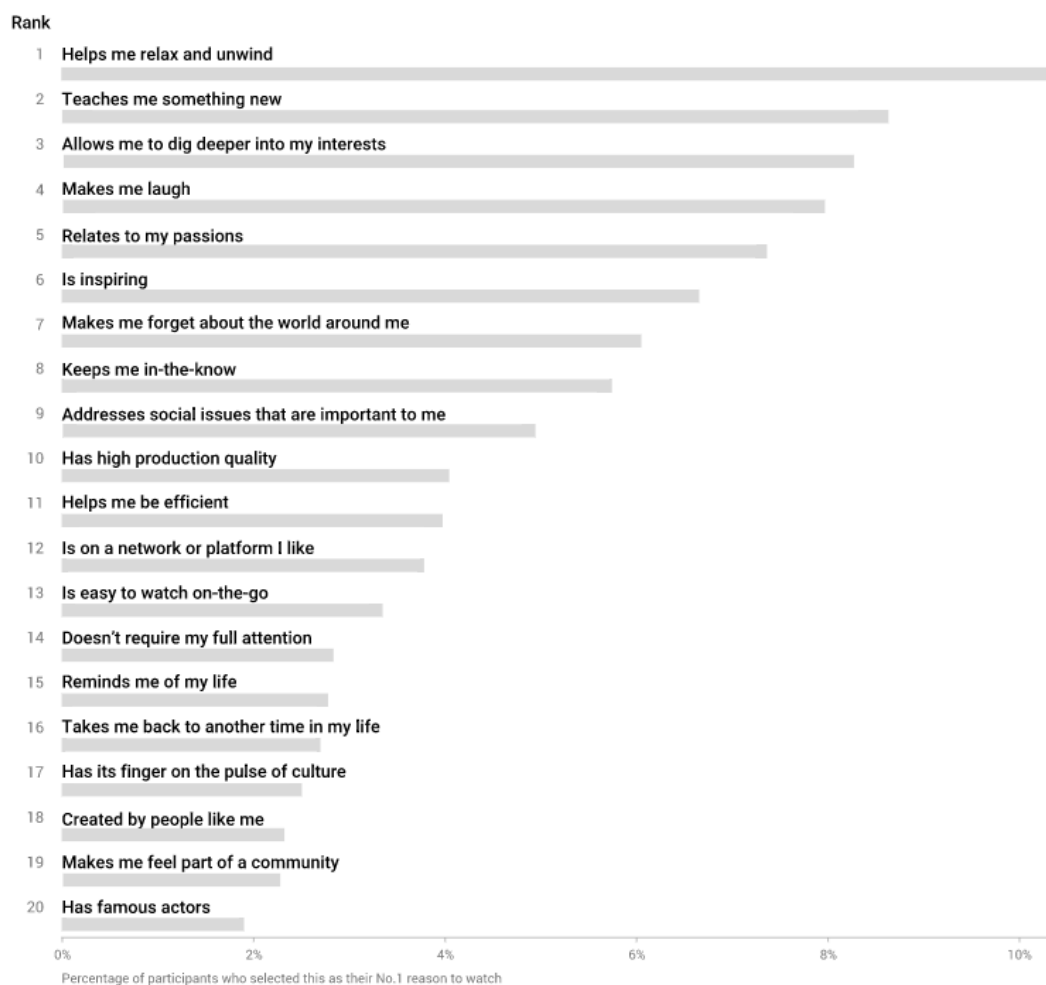


Figure 17 Reasons to watch from a list of 20 (source: ThinkWithGoogle, 2020)

Viewing the graph above, there is some pattern worth noticing. The traditional TV-era markers of quality are becoming less of a priority to viewers than they have been before. This can be observed as the answers “Has high production quality” is ranked 10, “is on a platform I like” is ranked 12 and “has famous actors” is ranked 20. Consumers, especially young viewers are placing more emphasis on content that relates to their own value, passions and personal interest. This is illustrated through the answers “teaches me something new”, “allows me to dig deeper into my interests” and “relates to my passions” ranking respectively 2, 5 and 5. Watching video also contributes to the ability to assist viewers understanding their interest, which is ranked 3, was two times more essential than “has high production quality” and “is on a network or platform I like”, and four times more essential than “has famous actors”.

4 THE BENEFITS OF MOTION GRAPHICS IN MARKETING CAMPAIGN

Despite 92% of content marketers claiming that creating video content is their number one priority (Figure 7) - brands are struggling to make content that is original, effective and compelling (Fourthsourc, 2019). Creating solid video content for the purpose of marketing is challenging. Good video content should cover five of five elements.

- ❖ It should guide the consumers' leads through the buyer journey.
- ❖ It should understand what the consumer needs and give them the most consumable way possible. Videos should also be shareable since they are inherently passive for the audiences.
- ❖ It needs to provide value, whether that video is engaging, useful, funny, inspirational.
- ❖ It needs to have the ability to be distributed easily and effectively. This means that it should be reaching consumers when they spend most of their time.
- ❖ It creates a consistent brand identity. This illustrates that the marketing campaign associated should create a cohesive narrative that tells the audience exactly their business and their value.

This is where motion graphics benefit businesses as they enable brands to consistently hit all five bases in an efficient way that is far more cost-effective than traditional live action video content and more effective overall.

4.1 Cohesive brand identity

Brand awareness associates highly with driving conversions as products cannot reach consumers if the brand is anonymous. With the help of motion graphics, there are no limits to the number of ways that businesses, from small to medium brands to big brands, can incorporate their brand into their content. They can present their messages not only

in script, but also in their choice of music, audio, design, shape, color and even movement in the most powerful way possible.

In an oversaturated marketplace like today, simply being visible does not solely benefit companies. They need to be instantly recognizable, and more importantly, memorable. Good usage of motion graphics present businesses with that level of control.

4.2 Increase brand recall

Due to motion graphics' visual and auditory nature, video content makes it easier for consumers to engage with, and therefore increases the chance of viewers remembering the brand. If the video addresses a top consumer concern and is presented in a funny, entertaining way, the more likely that viewer who watched it will respond to the brand with a positive attitude in the future. Even if they do not necessarily convert right now.

Table 1 Statistics for viewers that “enjoyed” video vs. those who did not (source: Unruly, social Ad Effectiveness, 2012)

Uplift For Viewers That “Enjoyed” Video vs. Those Who Did Not	
<i>Brand Metric</i>	<i>% Uplift</i>
Brand recall	14%
Brand favorability	35
Purchase intent	97
Brand association	139
<i>Source: Unruly, Social Ad Effectiveness, February 2012</i>	

According to a research by Unruly, if the viewers enjoyed the content of the video ads, it increases brand association by 139% and purchase intent by a huge 97%.

As creatively as businesses can be, they also need to keep their video content aligned with their brand identity. This means that content should be associated with the same fonts, brand voice, color preferences to maximize the memorable values.

4.3 Emotionally captivating

As Disney fairytales did an excellent job on captivating the emotion of thousands of children worldwide, motion graphics, as a part of animation, can achieve the same result, but in business settings. This tool can affect brands' emotions in ways that live-action cannot. With the aid of this medium, businesses now have more control over the flow of their storytelling.

4.4 Make complicated topics easy to understand

Most products need space to be explained to their targeted market. However, as audiences' attention spans get shorter, one-page long blog posts, for example, would not be a viable option (The Telegraph, 2017). Businesses need to get viewers' attention as fast as possible. Studies show that human beings can only process imagery that they saw for as little as 13 milliseconds (MIT, 2014). This is where visual communication is a necessity.

Research shows that 65% of video watchers will watch a video almost till the end (Brainspark, 2014) and this is a feature that not all text-based content can do. This illustrated that motion graphics can explain a complicated topic in a way that a marketplace would find it easily to absorb information. Using comprehend movements, color and shapes, motion graphics explainer video, or tutorials or data visualizations can simplify the complex nature of the mechanics of businesses.

4.5 Higher engagement rates

Video content is 10 times more likely to be shared and engaged than blog posts and photos (Content Marketing Institution, Rob Ciampa, 2013). This is interpreted as higher engagement rates are continuously shown by video, and motion graphics are no exception from this as this is the tool that is dominating video marketing. It does not come as a surprise

as 49% of consumers would expect more video content from marketers (Hubspot consumer Behavior Survey, Q1 2016), and businesses are doing their best to keep up with that demand.

4.6 Video plays well on all devices

Nowadays, content is being shifted from desktops and laptops to smartphones for the purpose of consumption. Statistics show that more than 50% of users watch videos by using their smartphones or tablets (Ooyala research, Q2 2016). This highlights the need for websites' responsive design. Businesses would find themselves in a nonoptimal situation as they will be exposed to the risk of losing valuable consumers. One major benefit of video content is that any device can play it, and this then gives businesses the ability to reach their target market with a more user-friendly content.

5 IN-HOUSE VIDEO PRODUCTION VS. OUTSOURCED VIDEOS

The video production process from start till end usually involves the following steps:

- ❖ Writing a video brief
- ❖ Storyboarding and script writing
- ❖ Location scouting
- ❖ Acquiring and maintaining equipment (cameras, lights, mics, and props)
- ❖ Pre-production setup
- ❖ Production (filming)
- ❖ Post-production (editing)
- ❖ Animation, motion graphics, or special effects

These steps are for a big project campaign that involves a lot of parties and a lot of efforts. For small projects that do not include live-action, actors or filming, many steps listed above can be skipped.

Doing production work in-house means a Do-It-Yourself (DIY) option from purchasing video equipment to hiring or assigning internal marketing team members to be the video production team. There are fewer people involved in the process, but they are the company's people. On the contrary, if a company decides to outsource, it means the opposite: Hiring freelancers or, a more common way, a video production agency, to manage video projects for the company. The following chapter will examine the two options of video productions in-depth.

5.1 The advantages of the two options

Both outsourced and in-house video production have their own unique benefits. By building their own video team, brands could accrue talent in-house, draw deep knowledge of the brand, and keep and reuse the purchased equipment. This is most useful in the long run as in-house is almost always cost effective on a per-video basis.

But, in contrast, outsourcing has big advantages too. Brands will have the opportunity to partner with a neutral, outside perspective, lots of experience, and an already-made team. As Video Producer Mathew King from ApplyBoard described in his Video Island Podcast, “External video agencies have the benefit of a larger, often more well-rounded team that has produced a lot of videos. They know what they are doing, and it means they are often better at estimating timelines and budgets.” Furthermore, agencies specializing in the field often acquire specialist equipment and a full suite of hardware and software that many brands do not own as it is unnecessary. For instance, one \$50000 RED Digital Cinema camera rig which can cost more than double Videyard’s entire in-house equipment budget - said Blake Smith, Creative Director at Vidyard. And if the agencies have the same video editing software that brands use in-house, with their expertise, they might know how to utilize it better as they will have post-production specialists on staff.

5.2 The disadvantages of the two options

Both ways have their downsides as well. If brands go with their own team, they will have to carefully assess whether they are assembling the right people with the right skills to get the job done on schedule. It is not optimal to miss the timeline plus added expenses for unforeseen revisions because the team does not have experience doing the job before.

In contrast, if they choose to outsource, they will have to rely on the fact that another party can handle the production process better, and that the hired agency can bring the company’s ideas to reality. It is common for agencies to get busy and brands’ projects will be competing for their time. Furthermore, there is cost. Agencies that dedicate equipment and people come with a higher price on a per-video basis. Brands are not allowed to keep anything except for the video.

5.3 When to use each option

Table 2 Situations where one method is better than the other (Source: Vidyard, 2019)

In-House Production	Outsourced Production
Company culture videos	Brand films
Social media videos	Homepage videos
Product explainer videos	Advertisement videos
Nurture videos	High-profile product explainer videos
Informal customer testimonials	Customer testimonials for the website
Educational videos for customers	Animated, whiteboard, or stop-motion videos
FAQ explainer videos	
Internal communications	

Having the company internal video team tackle the project when they need someone who knows the brand the most, knows about the product, knows the people inside and out. It is also great if the company needs to get videos published as fast as possible so that they can evaluate how the viewers will respond.

On the contrary, hiring outside experts is the method to use when a company is looking to produce a set number of videos and want high-quality production for the entire process. It also works well on a tight timeline and the internal team is already busy with other projects.

5.4 The best strategy

With benefits and drawbacks for each approach, the best video production strategy recommended, according to Vidyard, is to do a combination of both. This means that brands should build their team in-house and have external agencies do the jobs that their team does not have the resources or experience to execute.

According to Vidyard 2019 video in Business Benchmark Report, most companies, up to 73% either utilize only in-house production or use a mix of internal and external resources. And the remaining 27% use exclusive external resources.

6 RESEARCH METHODOLOGY

The term research is defined as the academic procedure in the search for knowledge. It can also be explained as the systematic search process for relevant information on a given topic. According to Oxford, it is defined that ‘research is a careful investigation or inquiry, specially through search for new facts in any branch of knowledge’ (Albert S.H, Edward V.G, H Wakefield; 1952).

This chapter will discuss the methodology of the research topic which consists of inclusive data collection.

6.1 Research methodology

The quantitative research are the methods used for researching. The quantitative method is the measurement of amount or quantity. It is the method that emphasizes on the statistical, numerical, or mathematical of data collected. The quantitative method focuses on polls, questionnaires, and surveys.

In this research thesis, the author implemented the quantitative method during the research stage to get an insight to the industry. The aim of the survey is to understand how motion graphics have an impact on marketing campaigns, which has been conducted on company X. The quantitative method allows the author to gather data from large cluster of respondents including the employees of company X and others who have experience in marketing industry of the case company. The survey will accumulate real statistics and figures expressing the level of insight among the respondents concerning the topic. In this circumstance, quantitative method is appropriate in this research.

6.2 Data collection

Data collection is the process of evaluating and congregating relevant results which were answered by target respondents (Pritha, 2020). The accumulated data will directly affect the research analysis. This method consists of primary data and secondary data. The execution process of gathering these data used for the theoretical and empirical research will be further explained.

6.2.1 Primary data

Primary data for this research was obtained through a survey created via Google Form, a digital tool that allow the user to create survey to be used in their own purpose. The survey will classify the position of targeted respondents base on their profession who are working in company X, imply the level of impact that motion graphics has on their campaigns, the future of motion graphics and the application of it.

The survey is sent to employees' e-mails via internal invitation letters. The purpose of sending the survey via internal email is to avoid email being spammed. The survey is valid within a week starting from the sending day. The content of the survey, the invitation letter and the approval and confirmation letter will be attached in **Appendix 1**, **Appendix 2** and **Appendix 3**.

6.2.2 Secondary data

Thorough understanding and fundamental knowledge form creditable sources and references has been gained for secondary data. They consist of two types of category. The first type is academic books and educational articles. The second type is internet publications which include online articles, online survey, online courses, and reports.

7 EMPIRICAL ANALYSIS

The empirical research of the thesis is conducted based on the data of the survey from the employees in company X. The data collected from survey are measured by Google form's result analytical.

7.1 Company X Overview

Company X is a consulting agency specialize in Big Data service provider. Their main focuses are, Social Media Marketing, Digital Consulting, Public Relations, Branding services. The company head office is located at Brussels, Belgium and was founded in the year 2003. Around 20 to 49 people are currently working at company X. Their clients are companies that need aid with social media reaches, digital consulting and brand awareness. These clients ranging from big brands too small to medium enterprises.

Most of their social media marketing campaigns that they have done for their clients involve around motion designs. Company X's employees has a vast experience in the industry.

7.2 Respondents background information

The personal data of the respondents including their names, ages, genders, and email addresses were excluded from the survey for anonymous purpose as requested. As the topic of the research focuses on the affect of motion design on the industry, only aspect that involve the topic will be reveal. After 1 week of delivering the survey, there were 23 respondents which accounts for nearly 50% people working in company X.

7.3 Survey results analysis

First question of the survey (Appendix 1) was asked to classify the respondents into two categories: people who are working as employees in company X and people who are working as freelancers or undergoing internship in the case company.

Are you an employee of the company?

23 responses

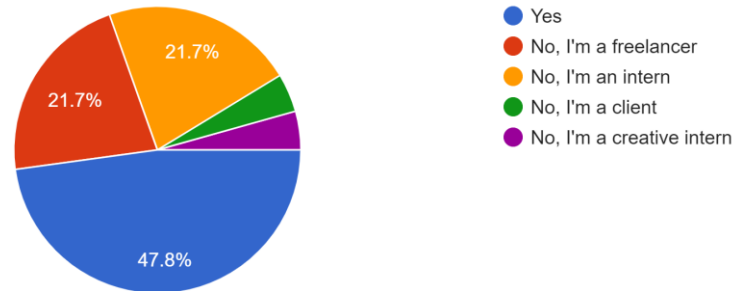


Figure 18 Are you an employee of the company? (Question 1 results)

Figure 18 above illustrates people working for company X in which 47.8% of the people working as employees of the company, most of them have more than 7 years working for the company. 21.7% working as freelancer such as project coordinators and creative assistances. 21.7% of people undergoing project coordinator internship. 4.3% states that they are the company client's representative. And lastly, 4.3% claims to be a creative intern.

What is your role in the company?

23 responses

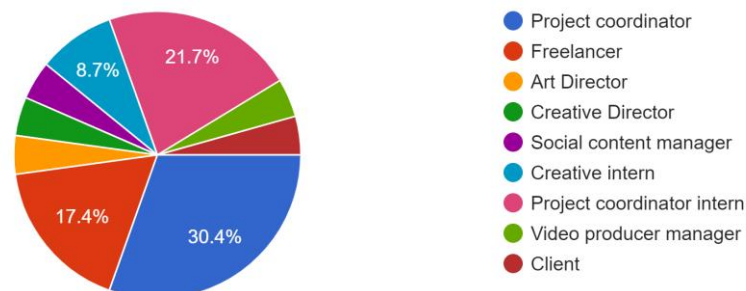


Figure 19 What is your sole in the company? (Question 2 results)

Within the 23 answers, there were 7 people, which accounted for 30.4% (Figure 19), working as project coordinators. 17.4% working with company X as assistance freelancers. 1 respondent working as Art Director, 1 respondent working as Creative Director, 1

respondent working as Social Content Manager and 1 video producer manager which accounted for 4.3% respectively. 8.7% undertaking creative internship. 21.7% undergoing project coordinators internship. 4.3% is a representative from one of the company X's client.

Advertising videos with animation an important part in customers' advertising campaigns
23 responses

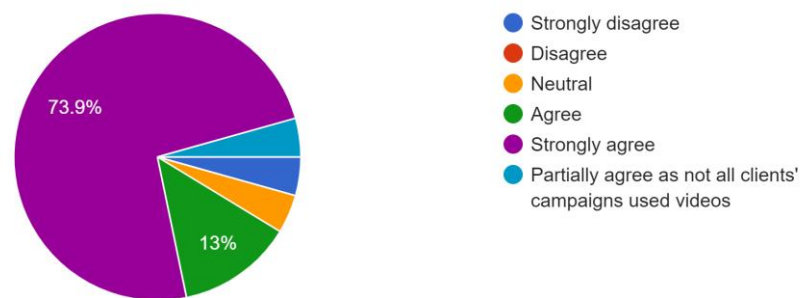


Figure 20 Advertising videos with animation an important part in customers' advertising campaigns? (Question 3 results)

73.9% of respondents strongly agree with the fact that the integration of motion design is crucial in marketing campaigns. 4.3% strongly disagree with the assumption, while 0% disagree. 4.3% has neutral opinion. 13% agree and 4.3% partially agree and the reason behind that is not all clients' campaigns use videos in their marketing strategy.

Which areas of advertising does motion graphics often used in?

23 responses

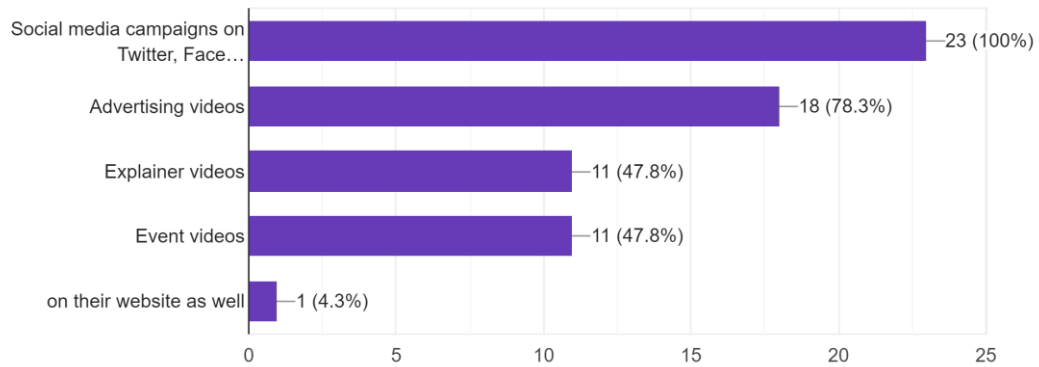


Figure 21 which areas of advertising does motion graphics often used in? (Question 5 results)

As social media nowadays is a powerful tool to market products and services, this explains why 100% of respondents agree that these are the platforms that social media campaigns utilise the most. 78.3% is advertising videos. Explainer videos and event videos account for 46.8% respectively. Only 1 answer which account for 4.3% answer on website.

Will motion graphics continue to be used in 2021?

23 responses

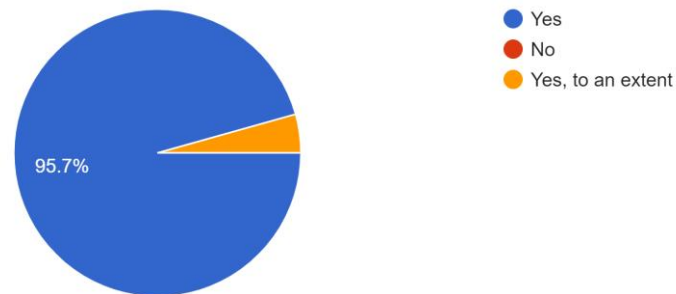


Figure 22 Will motion graphics continue to be used in 2021? (Question 6 results)

Considering the necessity of motion design in videos, and videos is an important part of marketing campaigns. There were 0% respondents giving no to the question, 95.7% answer yes and 1 respondent answer Yes, to an extent (4.3%). This is understandable as in **Figure 20** has given, in some marketing campaigns, videos will not be the focus.

How do customers feel about the used of motion graphics and animation in their products or services?

23 responses

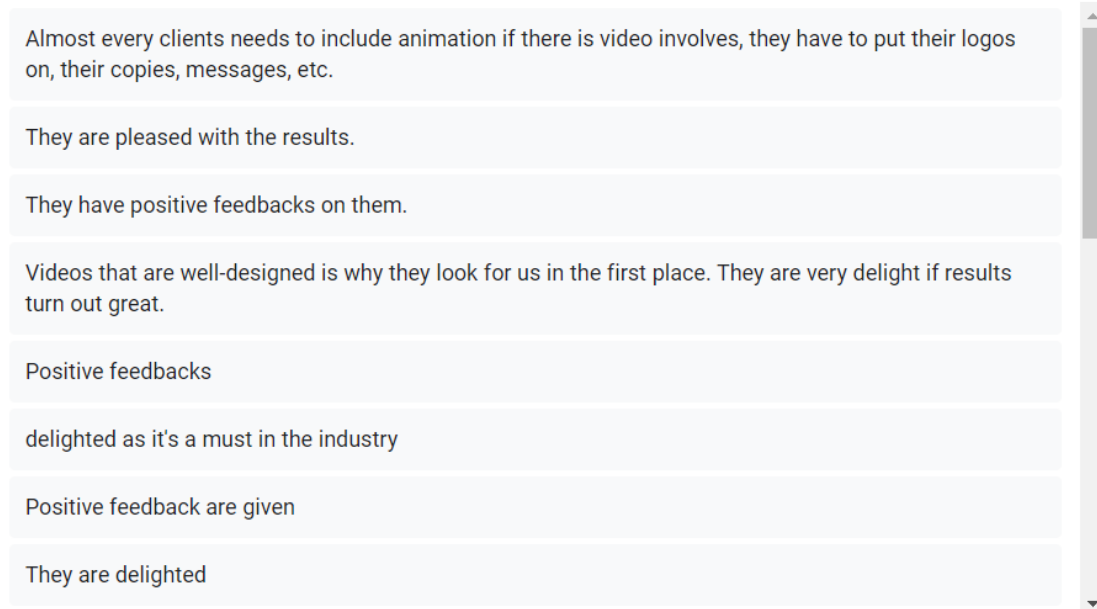


Figure 23 How do customers feel about the use of motion graphics and animation in their products or services? (Question 7 results, first half)

How do customers feel about the used of motion graphics and animation in their products or services?

23 responses

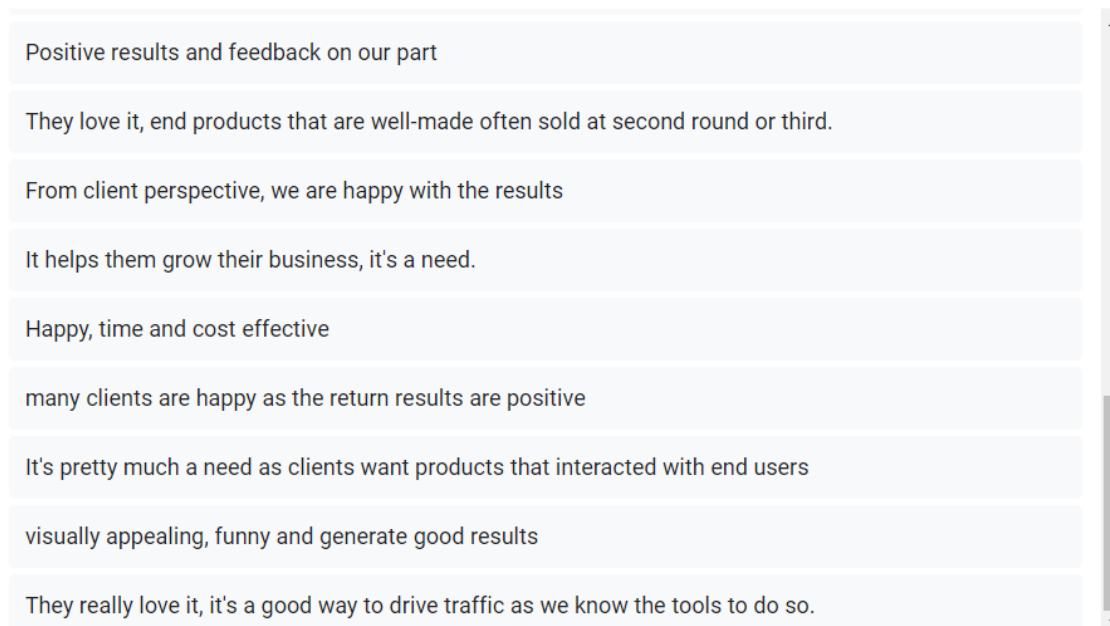


Figure 24 How do customers feel about the use of motion graphics and animation in their products or services? (Question 7 results, second half)

Question 7 was asked to have an insight on how company X's clients respond on the use of motion graphics and animation in their products or services videos. Overall, there were 3 main answers. First, positive feedbacks are reflected as the clients are happy with the given results shown in company X' reports. Second, including motion graphics and animation in videos is a must as this is being utilised by other competitors in the market, without this they will lose their competitive edge. And finally, this is a cost and time effective way to achieve positive results.

What is the benefits of including motion graphics in customers' products or services?

23 responses

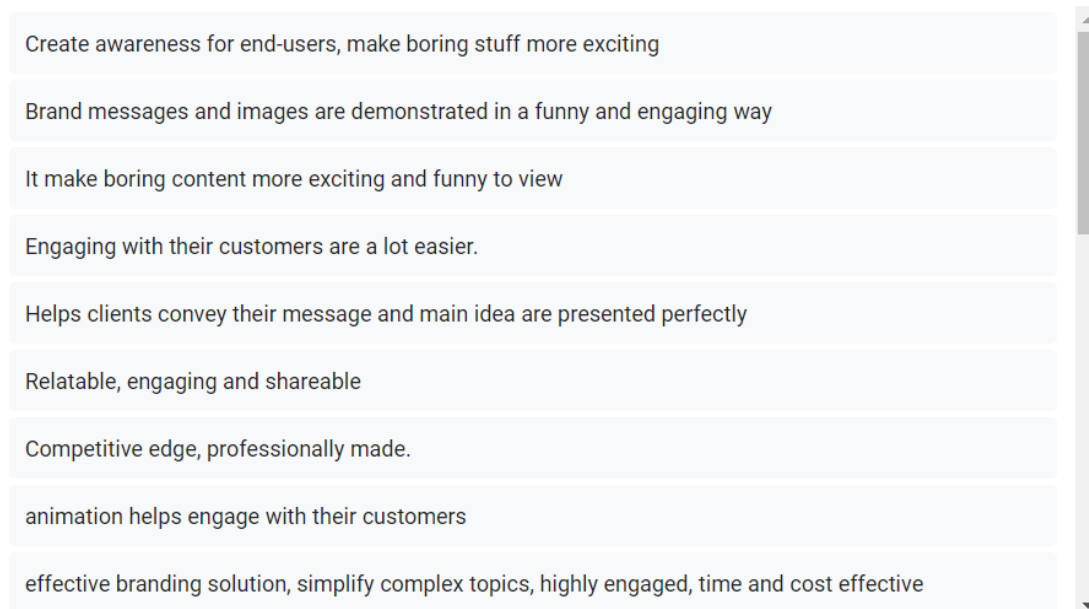


Figure 25 What is the benefits of including motion graphics in customers' products or services? (Question 8 results, first half)

What is the benefits of including motion graphics in customers' products or services?

23 responses

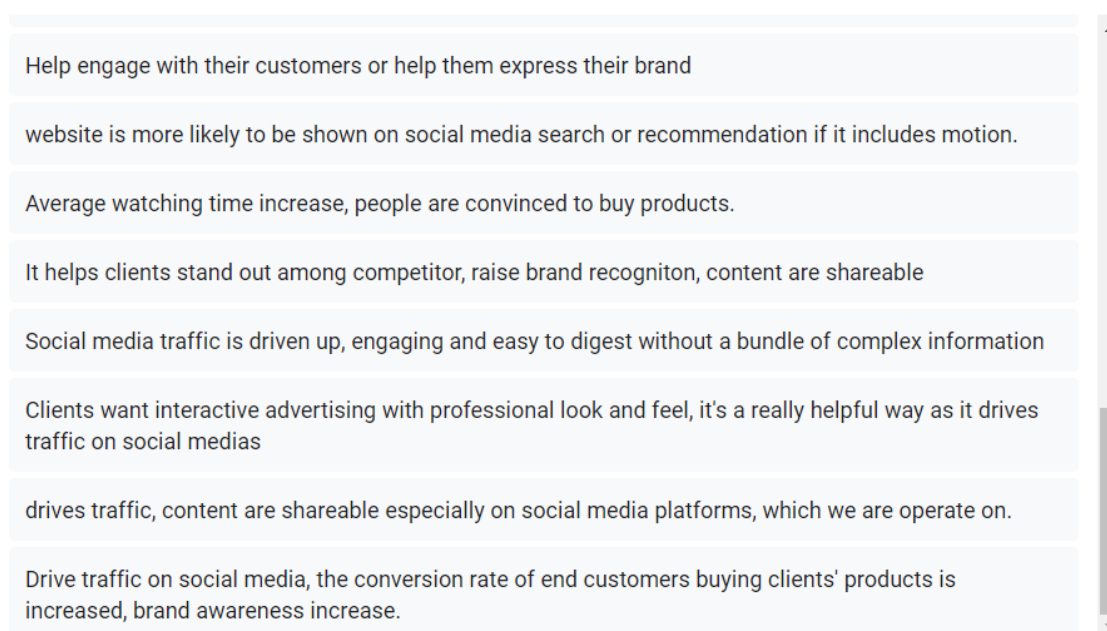


Figure 26 What is the benefits of including motion graphics in customers' products or services? (Question 8 results, second half)

There are a lot of benefits that customer has a positive thought on, which summarize to main reasons. First, it creates customer awareness for their end-users by engaging to a funny and memorable way. Second, it helps make boring concept more exciting and relatable. Third, it is professionally made with parties that have experiences. Fourth, utilising social medias means real-time feedback and sharable content that drives traffic which further leads to brand awareness. Fifth, conversion rate is high as people are convinced to buy and try products or services. Sixth, competitive edge helps clients compete with other competitors on the market.

How does the company plan to used video advertising in 2021?

23 responses

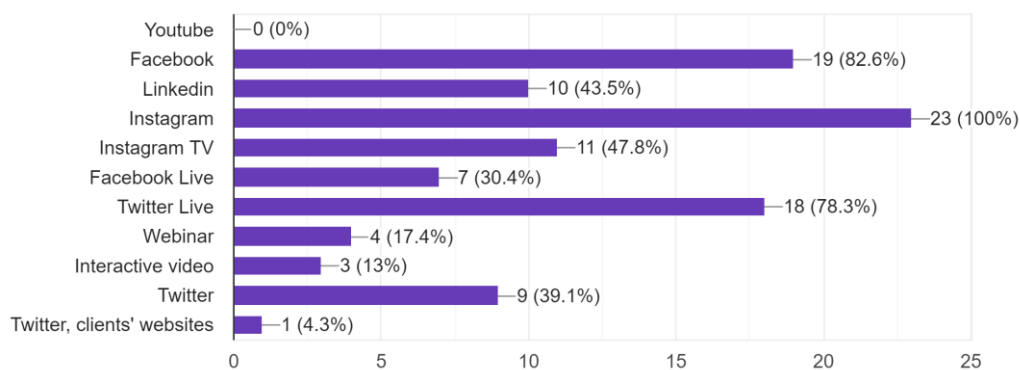


Figure 27 How does the company plan to use video advertising in 2021? (Question 9 results)

Instagram is the top 1 social media platform to be used in 2021 with 100% respondents strongly agree. Facebook accounts for 82.6%. Twitter Live account for 78.3%. Instagram TV is chosen by 47.8% of respondents, follow closely after is LinkedIn with 43.5% answers. Twitter accounts for 39.1% and Twitter, clients' websites account for 4.3%. Webinar and Interactive video accumulate respectively 17.4% and 13%. Youtube surprisingly has 0% chosen. The reason behind this is that company X is not specialize in operating on Youtube.

Which platforms found as most effective?

23 responses

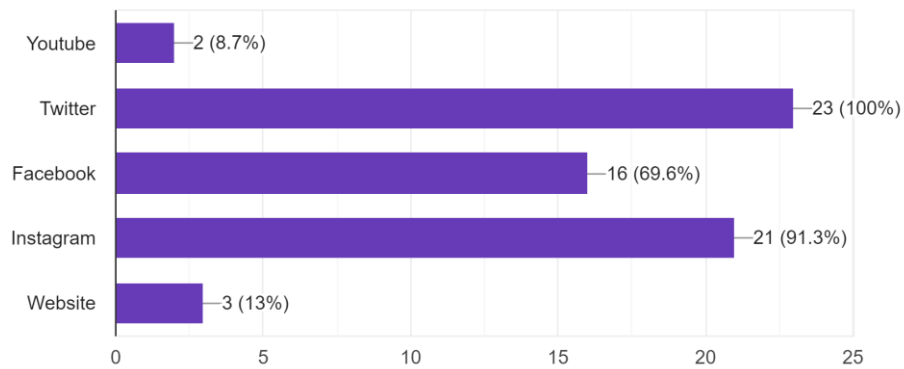


Figure 28 Which platforms found as most effective? (Question 10 results)

Contrast to the results shown in **Figure 27** Youtube is 8.7% opinion on the most effective social media platform. Further investigation shown that the expansion of company X to utilise Youtube in 2021 is possible. Another surprising fact is that Twitter accounts for 100% considering the low percentage in **Figure 27**. Instagram accounts for 91.3%, Facebook account for 69.6% and Website accounts for 13%.

Does including motion design work in video gives a positive Return on Investment?

23 responses

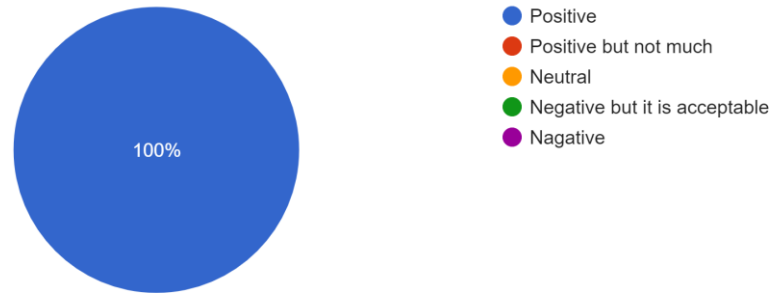


Figure 29 Does including motion design work in video gives a positive Return on Investment? (Question 11 results)

This question confirms the necessity of motion design future in marketing campaigns with 100% respondents given positive results and agree that the Return on Investment (ROI) is positive.

8 CONCLUSION

The summary of the thesis and the answers to the four main research questions will be addressed. The learning outcomes is a crucial part of the bachelor's thesis in which the author can set a further stage for a variety of new research in line with the topic Motion Graphics. The topic of this thesis focusses on the impacts that Motion Graphics have on the revolution of marketing campaigns. To consolidate the theoretical section of the thesis, the quantitative method was used as information gathering was carried out by collecting secondary data. The author set the target to answer four of the questions asked in the beginning of the research and they will be further sum up in this chapter.

❖ **Question 1:** Reasons why motion graphics are being used in marketing campaigns?

As the consumers' attention spans are getting shorter overtime, marketers are opted to find better solutions to grasp viewers' attention within milliseconds. Blogposts, infographics with condense information in the form of words are not suitable approach to tackle the problem. Furthermore, research also points out that 65% of video watchers will watch a video almost till the end. Those are the condition for marketers to prioritize videos as the number one form of marketing campaigns.

Another factor is that videos can come in many forms and have different price with different benefits. Motion graphics have been proven to have the most advantages in a business setting and have the most cost-efficiency value. It is viable from big brands to small to medium enterprises. No matter the business field, motion graphics can be applied to every marketing campaigns as it depends on the storytelling and design aspects to grasp viewers' attention. This is viable due to viewers are now more aware of the content they consume nowadays. Easy-to-digest format that gives audience's eyes resting time from overabundance of textual information online, funny and engaging content is what attract potential customers.

❖ **Question 2:** What are the current trends of video marketing and how motion graphics associate with the trend?

With Millennials reaching the age of 40 and Gen Z are beginning to gain full purchasing power, these two age groups are dominating the portion of video consumption content. On top of this, younger generation are more likely to search for short form of content to match with their entertainment desire. The most used media are shifting from desktops and laptops to smartphone, and brands are adopting the changes.

As well as being an entertainment tool, videos also need to be an engaging approach to convert into buying decisions. Motion Graphics serve the right purpose and thus 99% of current video marketers, according to Wyzowl survey, will continue using video in the following time.

❖ **Question 3:** What are the benefits of motion graphics?

The advantages of motion graphics fall under six categories: cohesive brand identity, increase brand recall, emotionally captivating, make complicated topics easy to understand, higher engagement rates, and video plays well on all devices.

❖ **Question 4:** If motion graphics is that powerful, should companies invest in in-house video departments, or outsourcing?

The best strategy and most common is a combination of both approaches. Having an internal team that creates videos where they understand the brand the most, understand the product, knows the people inside and out. In contrast, hiring external experts to handle difficult problems or using resources that is not available in internal team.

9 VALIDITY AND RELIABILITY

Quantitative research frequently implements “Validity” and “Reliability” to accurately measure the standard of the research. Validity illustrates the precision of the measure in the duration of effectiveness, while reliability concentrates on the consistency of the measure. The validity approach must be authentic by having information obtained from trustworthy articles, books, and organizations (Roberta & Alison, 2015). It is the duty of the author to maintain a decent level of validity and reliability of the statistics collected during quantitative research.

In this thesis, the information gathered consists of primary research and secondary research. In depth analysis on survey from agency in the field were made. Books were used in the form of theoretically research. Every statistical data is gathered using sources with high validation as they are information from research institution and company online articles in the field. On the contrary, as information must be provided accurately, there are time different dated in 2019 and not up to date 2020. This is posed as a challenge to the author to have a clear comparison focus only in 2020 to understand the whole situation. Besides that, the author applied a wide range of references and appropriate research method to conduct an accurate analysis and produce a genuine result to the viewer.

10 LIMITATIONS AND RECOMMENDATIONS

This following chapter will present the limitations during the research process. In addition, recommendation will be provided based upon the result of the research.

10.1 Limitations

The academic knowledge of Motion Graphics of the author was restricted to business major as the background of the author is international business. The design aspect of the research could have been better examined to demonstrate a better view of the research.

Furthermore, due to the everchanging nature of trends and technology, the results of the research will not stay the same over time. Information in this research will be applicable till the end of 2020. In addition, the Corona Pandemic may have affected the consumption rate of videos on social media due to lockdown being occurred. This means data may be fluctuated due to the unfortunate situation. Data is not provided to illustrates whether this is the case as, so far, there have not been a single valid article discussing about the topic.

10.2 Recommendations

Overall, the research only conveys the surface data collecting from primary and secondary research. This means that if the research is conducted by other individual who has accessed to internal company data, the topic would be better explained.

Furthermore, as mentioned above, results of the research will change during the upcoming years and Corona pandemic might have an impact on video consumption rates. If the research is conducted again, new statistics should be analyzed and can be compared with the given statistics in this thesis.

11 ACKNOWLEDGEMENT

In this chapter, I would like to show my sincere thankfulness for the people and organization that gave me ideas and inspiration during the research process.

Firstly, I would love to express my gratitude to Vaasa University of Applied Sciences for three and a half memorable academic years. Studying international business offered me practical knowledge to accomplish my bachelor's thesis. Due to the fact that the curriculum demands completion of both thesis research and internship, I had the opportunity to find an internship as a video production intern, familiarize myself with the field and come up with the thesis idea related to that. Now I have a profound knowledge as a Motion Designer while also having an in-depth knowledge of International Business.

Secondly, I would love to honor my friends and colleagues in the mentioned internship who help me constructed my idea for the thesis. Especially Daniel Bartual and Antonin, who have been my supervisors for the four-month-long internship that I had.

Finally, I would love to honor my family and classmates who are always encourage me physically and mentally to get the research done.

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13 APPENDICES

APPENDICE 1 – QUANTITATIVE METHOD (SURVEY)

Motion graphics in advertising industry

*Required

Are you an employee of the company? *

Yes

No, I'm a freelancer

Other: _____

What is your role in the company? *

Project coordinator

Freelancer

Art Director

Creative Director

Social content manager

Creative intern

Project coordinator intern

Video producer manager

Other: _____

Advertising videos with animation an important part in customers' advertising campaigns *

Strongly disagree

Disagree

Neutral

Agree

- Strongly agree
- Other: _____

Which areas of advertising does motion graphics often used in? *

- Social media campaigns on Twitter, Facebook, Instagram, etc.
- Advertising videos
- Explainer videos
- Event videos
- Other: _____

Will motion graphics continue to be used in 2021?

- Yes
- No
- Other: _____

How do customers feel about the used of motion graphics and animation in their products or services? *

Your answer _____

What is the benefits of including motion graphics in customers' products or services?

Your answer _____

How does the company plan to used video advertising in 2021? *

- Youtube

- Instagram TV
- Facebook Live
- Twitter Live
- Webinar
- Interactive video
- Other: _____

Which platforms found as most effective? *

- Youtube
- Twitter
- Facebook
- Instagram
- Website

Does including motion design work in video gives a positive Return on Investment? *

- Positive
- Positive but not much
- Neutral
- Negative but it is acceptable
- Negative
- Other: _____

Submit

APPENDICE 2 – INVITATION LETTER

Dear employees of Company X

I'm Bui Minh Nhat, the fourth-year student at Vaasa University of Applied Sciences. I'm underworking on a survey analyzing the impacts of Motion Design on marketing campaigns of your company. The survey serves as part of the author's bachelor thesis project which mainly focuses on marketing industry and motion design in videos. The survey's target audience is respondents who are working in company X that already have experiences and relevant knowledge in the field of motion designs.

As requested, the name of the company and personal information of personnels in the company will be kept confidential.

I would be glad and appreciated that you could complete this brief questionnaire that includes these 10 questions. This survey should only take about 3-5 minutes of your time. And all your answers will be stored confidential as well. If there are people who are also involved in this field, please feel free to forward the questionnaire to them as well.

Thank you for your participation!

The link to the survey is attached below!

Best regards,
Bui Minh Nhat

APPENDICE 3 – APPROVAL AND ACCEPTANCE LETTER

Hi Nhat

It's Daniel Bartual from the Creative department. Thank you for your survey and thank you for keeping the information confidential as requested.

Concerning the approval of the research topic, as the company in the field, your research is detailed and accurate enough to explain the current situation of motion design on marketing campaigns today. It will be a great source for our company to take advantage of and learn more insights to improve in 2021.

Unfortunately, information and statistics of 2020 from our company cannot be exported and given to you for research purposes. So I hope the participation of us in your survey is enough information for you to carry out the thesis.

Take good care of yourself and have a great day!

Best regards,