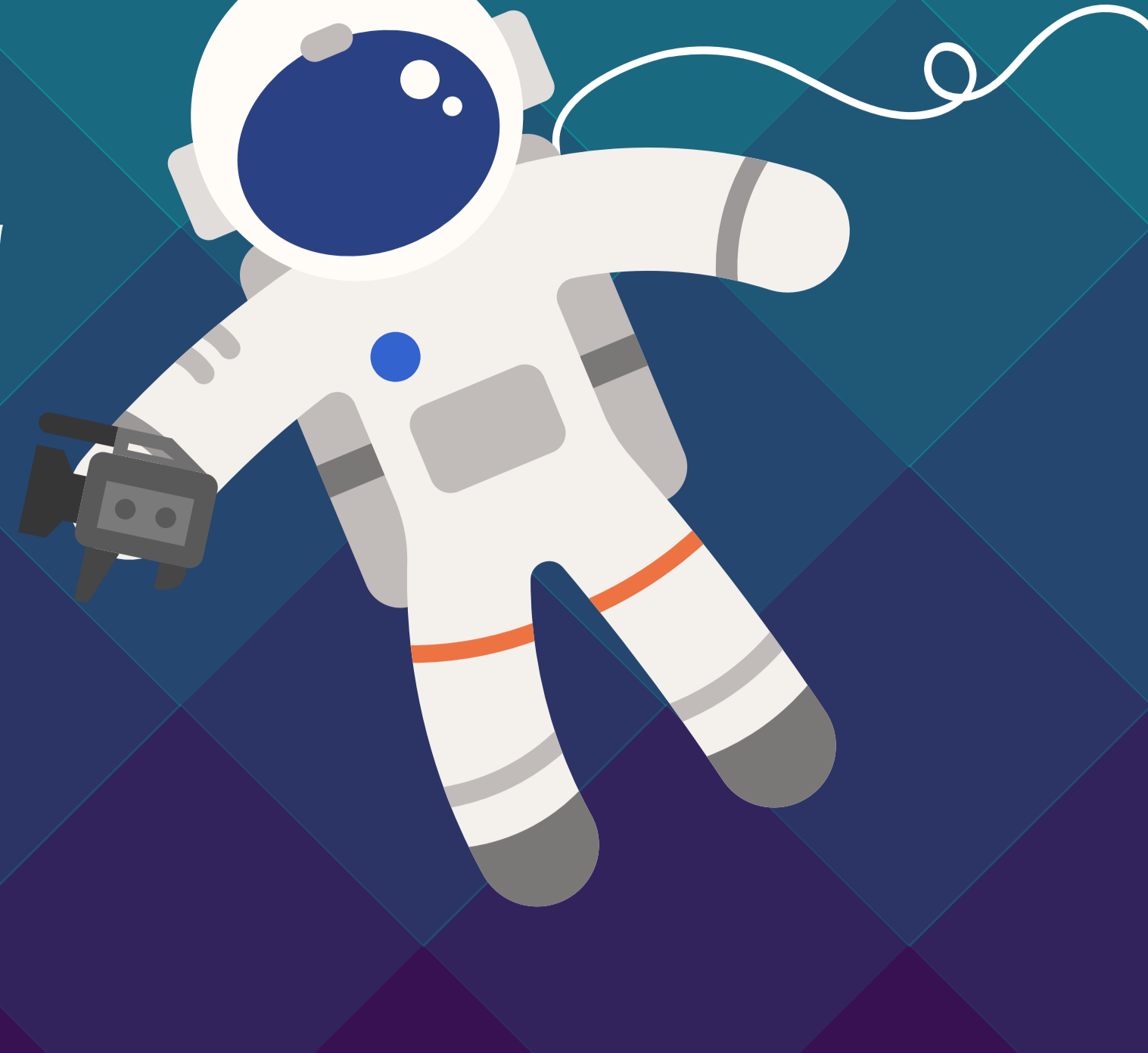


WHAT MAKES A BETTER CORPORATE VIDEO?

# ANIMATION VS. LIVE ACTION



## WHICH SOLUTION IS BETTER SUITED FOR YOUR CORPORATION:

an intense, well-thought-out animated video or a more personable, quick-to-make live-action video?

[Read the Animation vs. Live Action blog](#)

## ANIMATION PROS

### COMPREHENSIBLE & TRENDY



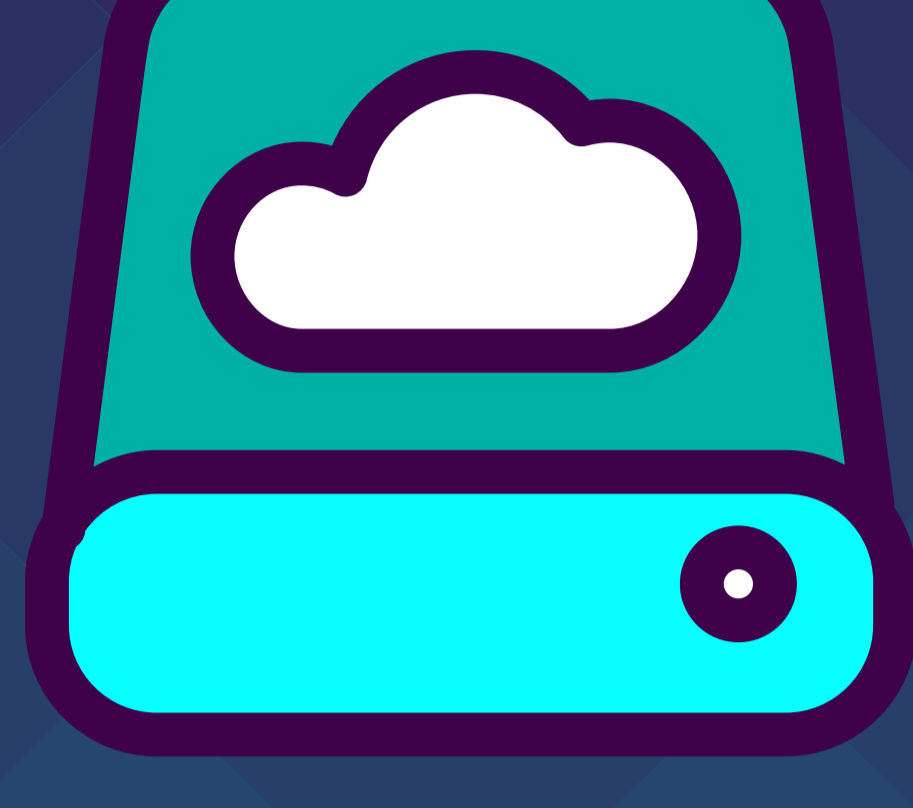
Animated videos are able to easily explain complicated ideas in a timely and engaging manner.

For example, companies selling cloud-based products greatly benefit from having animated videos to explain what they're offering in a fun and entertaining way.

Plus, animated videos all have their own unique style.



### EASILY CONVEY ABSTRACT IDEAS



As stated above, products that are intangible are more easily described with an animated video.

For example, products like DropBox, Google Docs or Google Drive will typically have a video describing how people can access all their files from their "cloud" folder on any device.

### EASY TO ALTER

Though Animation can be complex and time-consuming, you can come back to it at any time to make desired or necessary changes. Even if it's 6 months down the line.

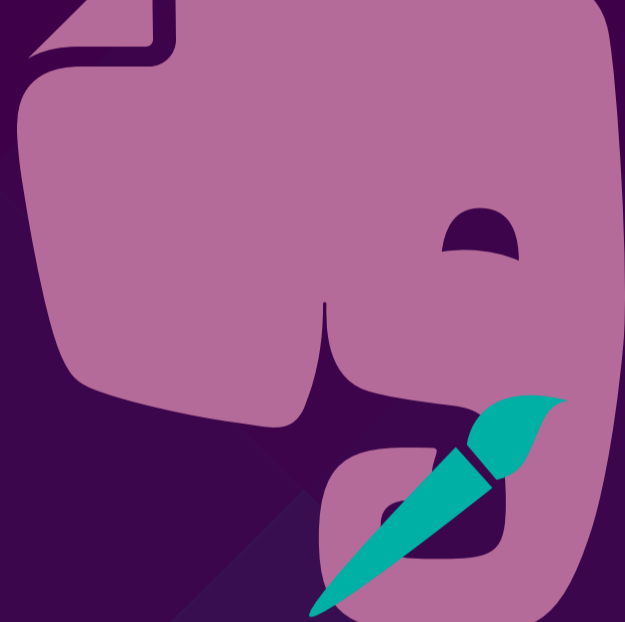
With Animation, you just boot up the program used to design it and make changes, while the process of reshooting live-action video could be a (costly) nightmare.



## ANIMATION CON

### SLOWER, BUT CUSTOMIZABLE

The production time associated with Animation is typically longer than live action video, but that's not always the case, nor is it always a bad thing.



- Animation often takes longer to complete than a live action video of a similar time, length, and ambition.
- Live sets are easier to create from the ground up than an animated world on computer software.
- The word "impossible" does not exist in Animation, you can get exactly what you want... even if it's pink elephants.

## LIVE ACTION PROS

### PERSONABLE

Live action video is a great solution for building trust in your brand. If you want to give the impression that your company is comprised of humans, then live action video might just be the right path for your corporation.

Live action is great for people whose businesses revolve around personal, human interaction or have a physical location with a reputation to uphold. For example, hotel services.



### SHOWS HOW IT WORKS IN REAL LIFE



Live action is also great to help viewers visualize the process of how your product works in real-life detail.



For example, can you accurately replicate how to perform CPR in an animation video? You'd be better off with a live video for something like that.

### TYPICALLY FASTER, PHYSICALLY LIMITED

Remember when we discussed that animation can be time-consuming? Well, with Live Action it's the exact opposite - as long as everything goes according to plan!

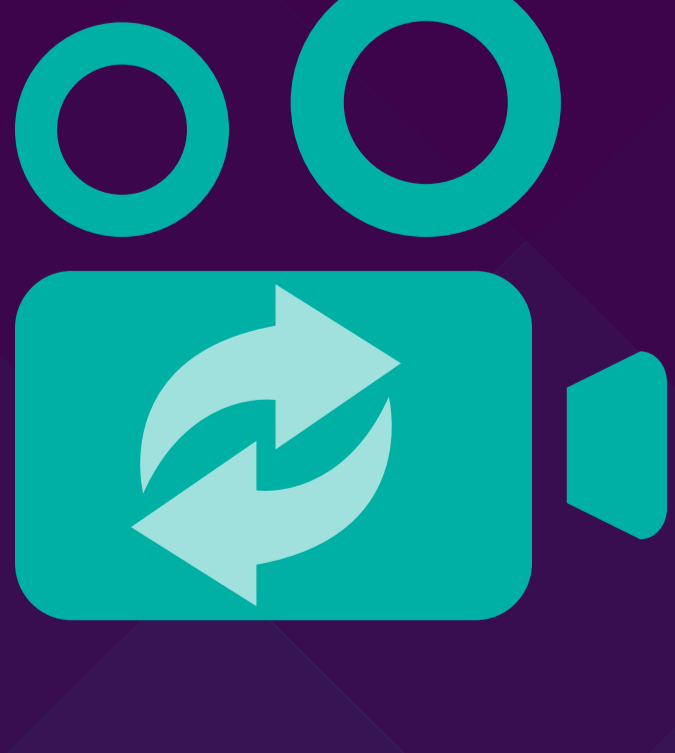
If everything is well-organized and the cameras are rolling, a live-action commercial can be shot and edited in just a few days.



## LIVE-ACTION CON

### DIFFICULT TO ALTER

If you organize and shoot your whole video in a few days, take down the set and go home just to realize you want to change something, you relive the process of the initial preparation.



- If you're a startup that's constantly in flux and need to be able to make changes and updates often, then Animation is likely a better fit for you.
- Between location, regathering actors, makeup, set design and more, Live Action can easily become a costly process.



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