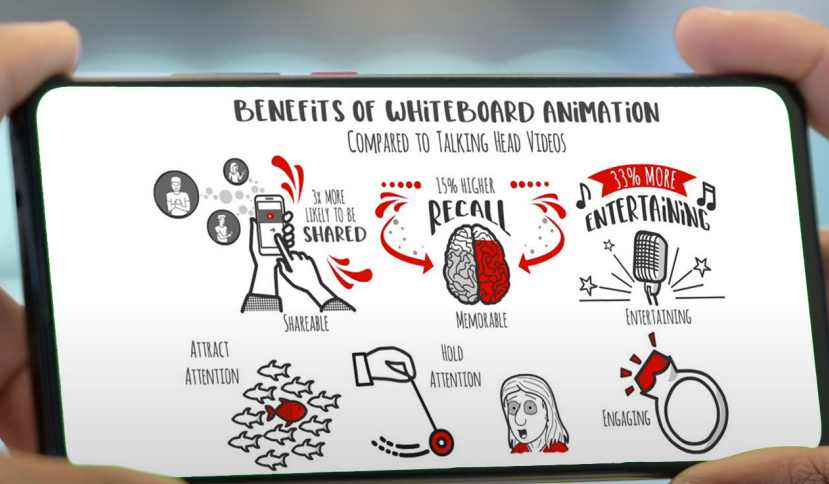


QuickSeries Whiteboard Videos

A Big Draw for Your Audience



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What Is a Whiteboard Video and How Can It Benefit Me?

A whiteboard video is a video that simulates a narrator telling and illustrating a story to a target audience. They are fun, creative ways of keeping your viewers engaged with your topic.

Whiteboard videos are a powerful tool that can connect you to your audience. Minimal and versatile, they get to the point and let you reach your audience in a clear and focused manner:

- Promote products or services to clients.
- Break down complex ideas to educate employees or students.
- Share your company's mission or origin story to potential customers or donors.
- Deliver helpful tips and resources to community members.
- Boost engagement at meetings and training sessions.
- Attract visitors to your website.

What Makes a Video a Smarter Option?

500 million

hours of video are watched on YouTube every day.

By 2025, millennials (some of the heaviest consumers of video content) will make up **75%** of the workforce.

People tend to remember only 20% of what they read versus **80%** of what they see or do.

Employees are **75%** more likely to watch a video than read documents, emails or web articles.





What Makes a QuickSeries Whiteboard Video Stand Out?

Producing an engaging video can be straightforward if the subject matter is approachable and entertaining, but what if your topic is highly technical or scientific, or uses legal jargon? We have worked with clients across all these domains and have the skills to take complicated information and make it easy to understand.

We understand what you need.



Instead of jumping into your script, we take the time to understand some fundamental things about you and your project:

- Who are your viewers?
- What problems are they trying to solve?
- What type of language or visuals will resonate with them?
- What actions do you want them to take after watching your video?

We are skilled storytellers.



Some animation studios are great at illustrating your words – but pretty pictures don't make a good story. It's the stories that create emotion, move viewers to act and boost message retention. Whatever your content is, we will craft it into a high-quality video script that highlights your key ideas.





We are experts in visual communication.



It's easy to present everyday objects visually when they come up in a script, but how do you represent more ambiguous concepts so that viewers will recognize their meaning in a matter of seconds? We have mastered the art of visual communication and know how to translate your ideas into dynamic, easy-to-absorb graphics.

We create custom illustrations.



Many whiteboard animation companies keep their pricing down by taking illustrations from an image bank, rather than creating them for your project.

Here are a few downsides to this approach:

- You may end up with a video that looks unprofessional because it combines different styles of illustration.
- Your illustrations are a mismatch for your message or branding.
- The illustrations aren't formatted for whiteboard animation, which means they won't be drawn out in a way that looks natural.
- You can't include hand-drawn representations of your proprietary products or of your team members.
- You may not be able to reflect the diversity of your organization.

Our illustrations are created from scratch, meaning you can count on a professional-looking video customized specifically for your message/brand. Your video will feature all the illustrations you need to convey your message in a style that is appropriate for whiteboard animation.



We have expertise in a variety of animated styles.



The anticipation created while viewers wait to see what is being drawn increases their engagement. However, if *everything* in a video gets drawn out, it can get boring fast.

QuickSeries knows how to use a variety of animation techniques to preserve the element of surprise and keep viewers' eyes glued to the screen.



We have access to great voiceover talent.



We know how to find exactly the right actor whose voice will resonate with your viewers and fit with your topic, including their:

- Gender
- Accent
- Tone
- Age

We also know how to direct actors to ensure their delivery matches the needs of the video.

We strike the right balance with music and sound.



Adding music lends personality to your video and sound effects make subtle animations stand out. Applying the right finishing touches to your video makes it engaging without being distracting.

We also understand that moderation is key and that being too heavy-handed with sound choices can overpower and distract your viewers from your video's substance.



We steer the entire process.



From the start, we present you with options and recommendations to make sure you see the video through its different stages. You will weigh in on how it's progressing and approve each step. That way, there are no unpleasant surprises at the end.



We deliver an outstanding customer experience.



We have a lot of experience with whiteboard videos and make it a point to up our game with every project we deliver. With a dedication to reliability and consistency, **QuickSeries doesn't just meet your expectations, we exceed them.**

Are you ready to see your message come to life?

Contact an Account Manager today.



1-800-361-4653
info@quickseries.com
quickseries.com