

HOTWOLF EXPLAINER VIDEOS

WHAT?

 An **EXPLAINER VIDEO** is just that; a video which neatly explains your business, product or specific feature in 60-90 seconds.

 With a tight script, impactful visuals and often key messages in text on screen, you can impart lots of information in an engaging way.

 It can be hosted on your website and across your entire digital estate, so could be the first time potential customers interact with your brand.

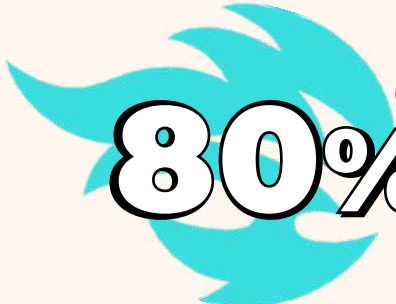


WHY?

✓ Convey potentially complex subject matter in an impactful, **engaging** way.

✓ Done right, it will **elevate** positive perception and trust for your brand.

✓ A **professional**-looking, engaging sales asset to direct people to.

 **80%** Only 20% of website visitors will read a document, but **will watch a video.** (Comprehensive Media)

People stay on websites with video **5.3X** longer. (Digiday)

*Given the importance of first impressions, Explainers are **must-have** assets for any modern business*

HOW?

- We have bags of **experience** in multiple forms of production, from live action to animation and beyond.
- **We'll work with you** to develop a creative approach to suit your brand and your budget.
- Cost **c.£6-12k** (depending on things like animation style, live action vs. licensed footage etc).
- All of our videos are 100% bespoke. **Your brand is unique**; treat it that way.



Scripting
+ designs



Voiceover
recording + usage



Production
Film+edit / animation



Music+Stock
selection + licensing



Exports
video + thumbnails

We're a one-stop shop

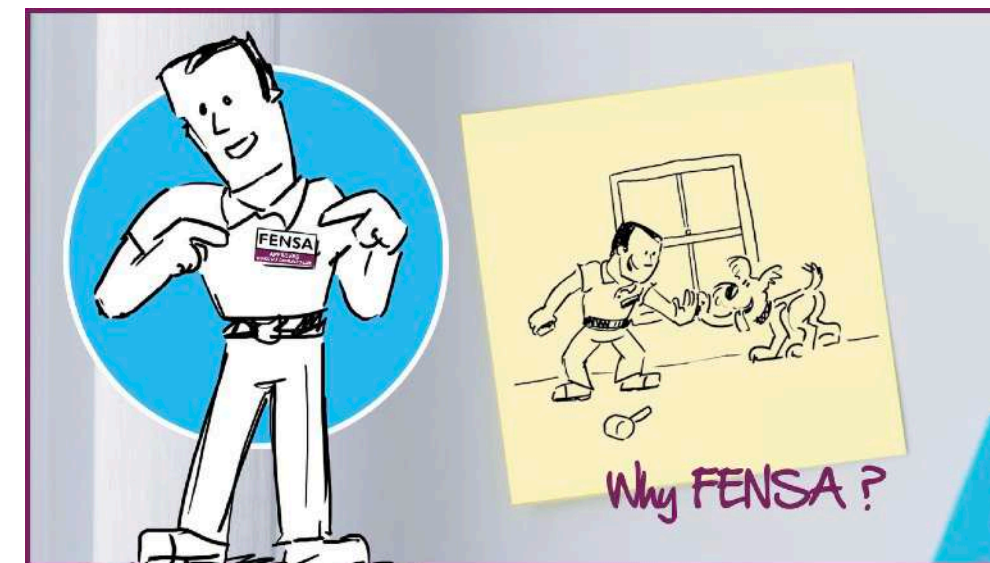
EXAMPLES



Barrel & Stone
B2B introduction
live action + graphics



esure
Information explainer
animation



FENSA
Service explainer
mixed media



CHAGA LIFE
Product intro / promo
licensed footage



King of Shaves
Product explainer
live action + product shoot



Fun88
Service explainer
live action



Sheilas' Wheels
Product explainer
animation



BFRC
B2B sales tool
licensed footage + graphics

Click the thumbnails above to view live examples
or this one for an explainer-explainer!

