EXPLAINER VIDEOS

BOOST YOUR SALES VISUALLY

What are Explainer Videos?
Use the power of video to explain your concept in an easy to understand storyline. Our explainer videos are short, to the point and get the message across and everyone on the same page.

What are the Benefits?
- Visually appealing
- Reaches a wider audience
- More interactive than printed content
V/O: The amount of data we produce daily in the world is massive.  
Action: The world is turning and around it appears red dots that represent data.  

V/O: If we gathered all the data from the beginning of time until the year 2000...  
Action: A timeline comes in from the left hand side of the screen and the red data dots fall into place between "the beginning of time until the 2000 mark.  

V/O: ...it still does not equal the amount of data we generate currently in just 1 day.  
Action: The timeline moves further along where more and more red dots (DATA) appears.  

V/O: Globally we produce 2,8 quintillion bytes of data per day.  
Action: The world is replaced by “2,8 quintillion” and more red dots keep falling into place from the top.  

V/O: That’s a lot of zeros!  
Action: “Quintillion” is replaced with it’s zeros and moves rapidly of screen. More data dots gets added to the exciting pile - also faster than before.  

V/O: Data has become the currency of the world as we know it.  
Action: A red dot appears and changes into coins that fall onto other “coins” (3 at first to create Data icon). More coins is added to the top. Fade to light blue.  

V/O: Our Company needs data and information as essentially as we need oxygen to survive...  
Action: New frame with a tree that give off oxygen. The oxygen from the tree floats through the windows into a building full of employees going about their business.  

V/O: as without it...  
Action: Tree is cut down and oxygen disappears. As the oxygen becomes less – the people in the building starts fading...
Action: Opening scene: forklift drives (with Bob inside) onto ramp. Jay’s hand’s beckoning for the forklift to come forward and stop. Video title on the boxes.

Action: Jay by the Africa map pointing to the Africa Map and talking. The text box pops in place.

Action: Jay by the Africa map pointing to the Africa Map and talking. Text box appears and the team cheers.

Action: Mustafa walking to Ada. Ada is busy working. Text box appears and Ada looks up.

Action: Ada wipes his head. Text box appears and they decide to make a call to Sylvain.

Action: Ada makes a call with Mustafa leaning in. Ada asks Sylvain a question.

Action: Sylvain responds with text box.

Action: Text box: “Well guys, let’s share our stories!”. Sylvain talks through the report in the following scenes.
V/O: At Bizmod Creative, we understand that you need someone who gets your business...
Action: Meeting with Bizmod Cre8tive and main client. On “your business” a speech bubble pops-up with icon.

V/O: …can deliver with quick turnaround times...
Action: Same scene - on “quick turnaround” new speech bubble with icon.

V/O: …at a cost that suits your budget.
Action: Same scene - on “budget” CLIENT asks with a speech bubble. Bizmod team replies with a thumbs up (yes).

V/O: Since we operate in the project world, we’re no strangers to your typical communication needs.
Action: Main client explains what he wants to say. As he speaks - the icons pops-up on screen and moves off to the right.

V/O: Together we translate your concept...
Action: New scene – the icons (brief) all moves into the door of a “Creative Factory”.

V/O: …and visualise it in a pragmatic way so it makes business sense, speaks your language...
Action: New Scene (Inside the Factory). Icons is added on to of a conveyor belt, which starts moving starts moving.

V/O: …and looks beautiful.
Action: The icons moves into the box at the end. The switch is flipped (light shows green) and there is lights in the background as the machine works.

V/O: ...so your audience will understand what you mean.
Action: Cut to scene with the new presentation. Main client is happy and at the end of the scene everybody is smiling and a “thumbs up” icon appears above them indicating that they “get” it now.