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ROI OF MOTION GRAPHIC CONTENT

Motion graphics combine elements of animation, short-form text, voiceover, music, and sound design to bring your message to your audience. They often serve as the primary piece of content within a larger visual campaign, allowing viewers to watch your brand’s story unfold on screen, guiding your audience to some key idea or conclusion.

Increase conversions by **80% on average**

Help businesses grow their revenue **49% faster**

These digital videos can be incorporated into all strategic marketing initiatives, but it’s important to work with concepts that speak clearly to your audience while maintaining your brand’s identity.
DISSECTING THE 3 TYPES OF MOTION GRAPHICS

While there is no limit to the diversity of creative direction for motion graphics, most generally fall within 3 primary categories:

- **Explainer**: A motion graphic used to explain something, whether it be a process, product, or concept.

- **Promotional**: A motion graphic used to promote something, such as a product, initiative, or service.

- **Emotive**: A motion graphic used to motivate to action, or elicit a specific emotional response from the audience.
**EXPLAINER**

**Typical target audience:**
B2B, decision makers, budget controllers

**How it can impact an audience:**

- Provide clarity on complicated internal or consumer-facing processes
- Walk viewers through a “how to” of using a product or service
- Enumerate the benefits or specific details of an event, product, service, etc.
PROMOTIONAL

How it can impact an audience:

- Promote a brand or service
- Influence purchase decisions
- Generate excitement for an upcoming launch or event

Typical target audience:
Niche segments of consumers, both B2C and B2B, and the general public
EMOTIVE

Typical target audience:
General public, legislators, voters

How it can impact an audience:
- Stir emotions and drive to an action
- Generate awareness for a sensitive issue
- Inspire to share with their social networks
THE RIGHT MOTION GRAPHIC FOR YOU

To select the right category of motion graphic for your initiative, you need to consider 3 key questions:

What is your goal? Who is your audience? What do you want your audience to do?

The key to deciding on the correct motion graphic type for your initiative is to consider how your goals align with your audience every step of the way. With every creative choice you make, always consider your goal, audience, and intended outcome. Every creative decision must address those 3 key questions.
The following case studies showcase some examples of how brands employ the 3 types of motion graphics to further their goals.

1. **A History of Vaccines**
   - This Explainer motion graphic explores the history of vaccines, explains how they function, and examines the anti-vaccine movement.

2. **MyConsultQ**
   - This Promotional motion graphic promotes the MyConsultQ platform while generating excitement for the gig economy in healthcare.

3. **Find the Founder in You**
   - This Emotive motion graphic challenges young entrepreneurs to dream big and create the future they want to see.
A WORD TO THE WISE

While there are 3 main categories of motion graphic, that doesn’t mean that every video fits under a single umbrella. There is no one-size-fits-all solution — indeed, exploring the intersections of these categories can yield exciting results.

Success requires an intimate understanding of your brand/product/cause, as well as your audience.

How can you speak most clearly to the people who matter most?
Killer Infographics is a Seattle-based visual communication agency whose end-to-end service includes ideation and content in tandem with the creation of visual campaigns, infographics, motion graphics, interactive designs, and multimedia experiences that seek out new frontiers of visual narrative. Since it was founded in 2010, Killer has spearheaded the use of visual communication on an international scale and across platforms towards a common goal to delight, inspire, and connect with any audience in the most visually stimulating and engaging ways possible.