



7 Most Effective Video Styles A Complete Guide

▶ CHOOSING THE RIGHT VIDEO STYLE

For brand managers or entrepreneurs who are diving into video marketing, it's crucial to know the different styles of video and when you should use them.

Why? There are good reasons why you wouldn't eat mithai for breakfast, or drink a hot cup of coffee to quench your thirst. It doesn't mean you will stop being a huge coffee geek, or that you can't appreciate a nice, juicy gulab jamun when appropriate. It just means that different foods fulfill different appetites.

The same thing happens with your video content! If you're using the wrong video style to convey your message, you could get out of tune with your audience.



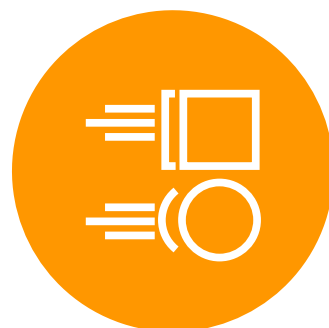
▶ 7 MOST EFFECTIVE VIDEO STYLES



Live Action Videos



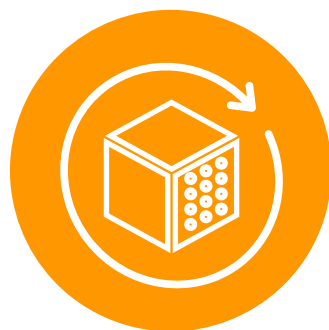
2D Character Animation



Motion Graphics Animation



Whiteboard Animation



3D Animation



Typography



Slideshow Videos

▶ LIVE ACTION VIDEOS

Live action video is a recording of people & places. It's about real people and real locations, rather than creating things digitally. Live action videos can showcase a charismatic spokesperson or highlight the people in your office or your office or factory itself. These videos can be funny or informative, entertaining or educational.



▶ **LIVE ACTION**
EXAMPLES, COST FACTORS & BALLPARK COSTS



Cost factors: **No. of days of shoot, Location, No. of crew & Equipment, Duration of the video**

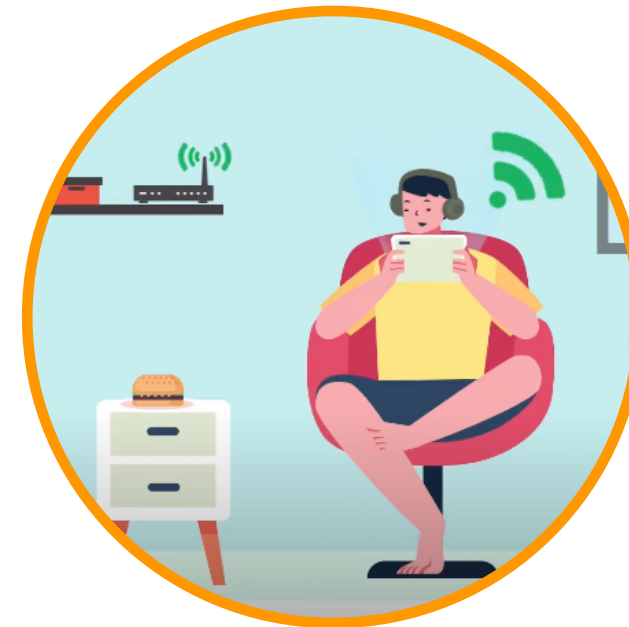
Cost - Starting INR 70,000 + INR 10,000 for Voiceover*

▶ 2D CHARACTER ANIMATION

It is one of the most popular and broadly implemented explainer video type in use today. Both characters and scenes are created in a two-dimensional space, using perspective to give the illusion of depth. This style is great for depicting something that can't be found in the real world. The 2D animation video style is highly versatile, allowing for insane customisation that, when done right, leads to an emotion-evoking piece that can appeal directly to its intended audience.



▶ 2D ANIMATION WITH CHARACTERS



Cost factors: **Duration of the video, Graphics**

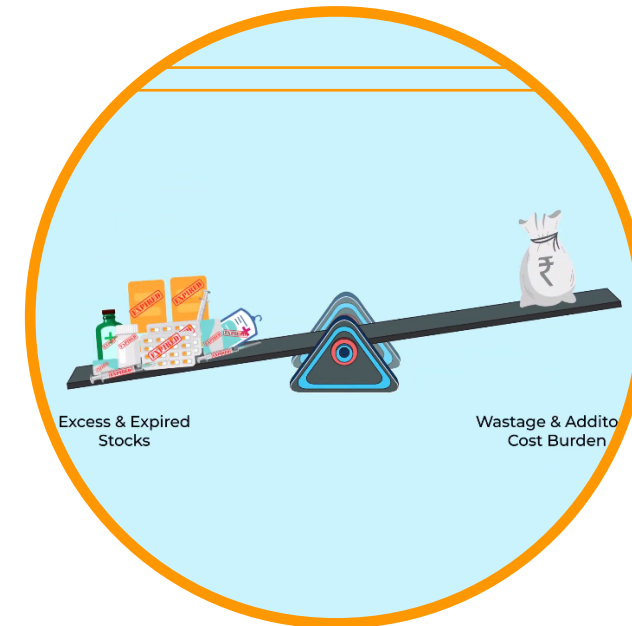
Cost - **Starting INR 78,000 for 60 Secs + INR 10,000 for Voiceover***

▶ **MOTION GRAPHICS**

Similar to 2D character animation, motion graphic animations are primarily characterised by being engaging and straightforward. It's an ideal style for companies trying to showcase complex products or services - like in the tech industry - as the style works wonders at visually synthesising huge amounts of information, quickly and effectively.



▶ MOTION GRAPHICS ANIMATION



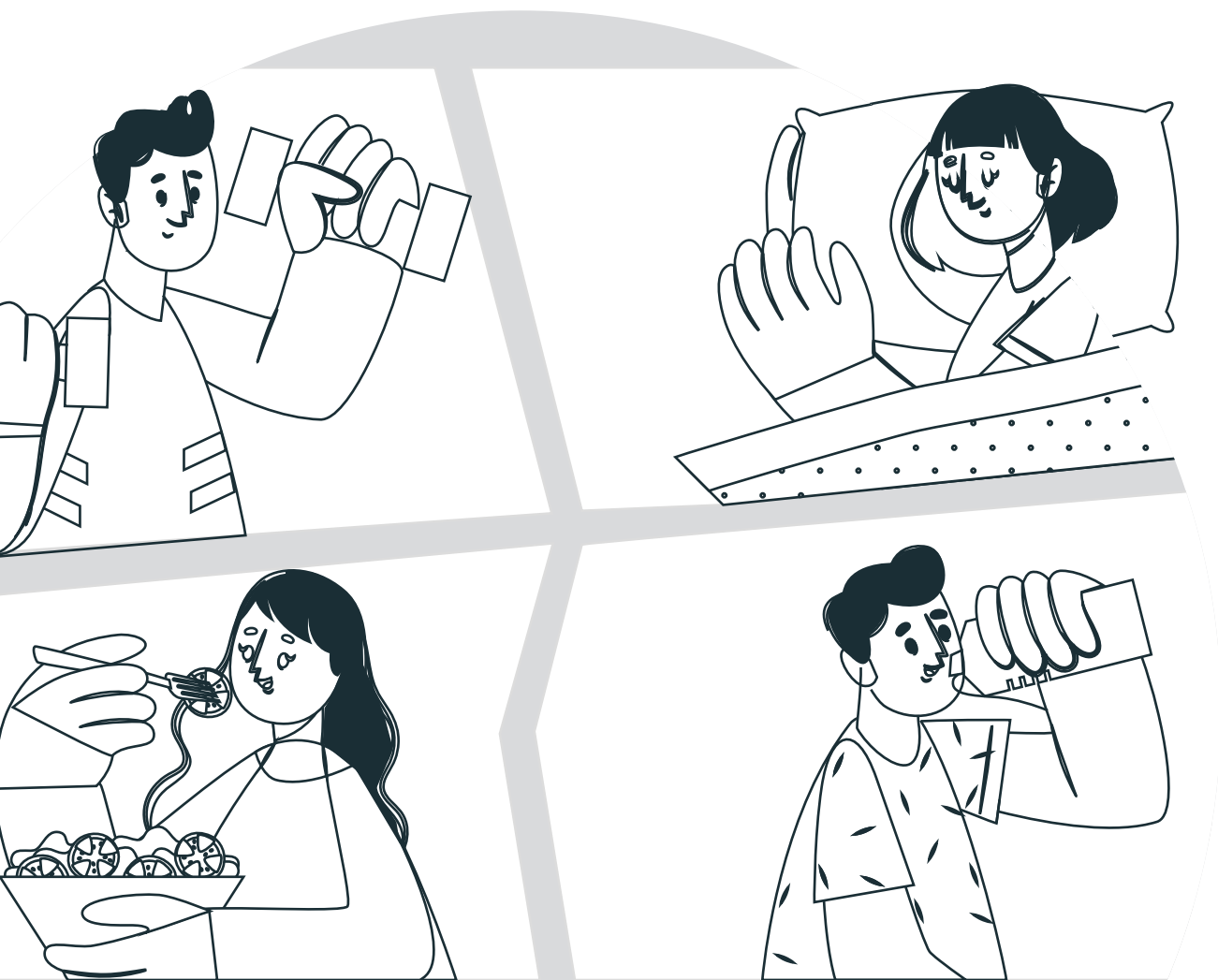
Cost factors: **Duration of the video, Complexity**

Cost - **Starting INR 72,000 for 60 Secs + INR 10,000 for Voiceover***

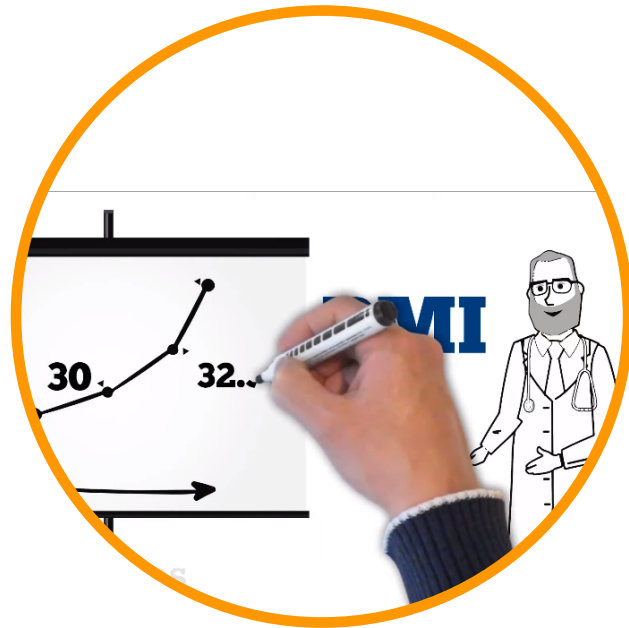
▶ WHITEBOARD ANIMATION

One of the most used explainer video type for B2C and B2B, the whiteboard style provides the perfect platform to delve deeper into a product, service, or process' details. It consists of simulating black-line graphics being drawn on a white background, illustrating the concepts or ideas in play.

The popularity of these types of videos lies in their effectiveness, as the dynamic graphics and animations do a great job of delivering complex messages while keeping the audience engaged.



▶ WHITEBOARD ANIMATION



Cost factors: **Duration of the video, Graphics**

Cost - Starting INR 50,000 for 60 Secs + INR 10,000 for Voiceover*

▶ 3D ANIMATION

Out of the many different types of animation styles, 3D stands out for delivering a state-of-the-art, high-quality finish. Its unique aesthetic feel makes it easier for some audiences to get immersed in what's being shown, as action can rotate around or zoom into the graphics for narrative emphasis. However, the 3D video style is sparsely used for commercial purposes, as producing 3D animations can be quite expensive, and difficult to get the desired result. Add to that the longer production times - as any change or adjustment requires more time to implement - and 3D might not be the best choice when time or budget is a concern.



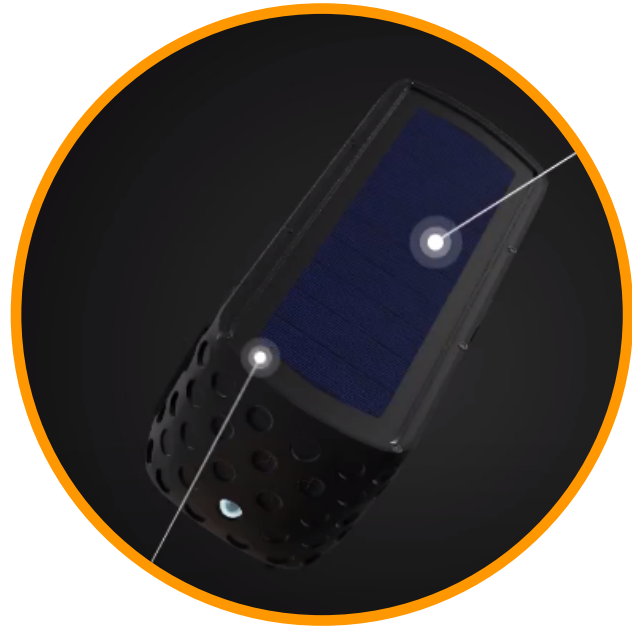
▶ 3D ANIMATION WITH CHARACTERS



Cost factors: **Duration of the video, Graphics, Characters**

Cost - **Starting INR 2,40,000 for 60 Secs + INR 10,000 for Voiceover***

▶ 3D ANIMATION WITHOUT CHARACTERS



Cost factors: **Duration of the video, Graphics**

Cost - Starting INR 1,50,000 for 60 Secs + INR 10,000 for Voiceover*

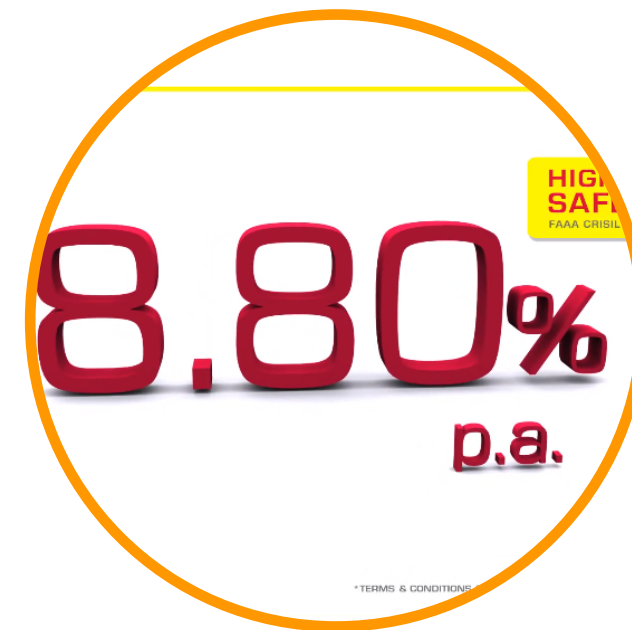
▶ **TYPOGRAPHY**

Moving text or kinetic typography is an animation technique that blends movement and words to express ideas. Some people respond to visuals, and some respond to the written word. Kinetic typography is a great way to grab the attention of both!

Seeing words in motion can even evoke sensations of sound and weight. For instance, large, thick, vibrating words can seem loud and heavy, while small, thin, flowing words can seem soft and effortless.



▶ KINETIC TYPOGRAPHY



Cost factors: **Content, Duration of the video**

Cost - Starting INR 40,000 for 60 Secs + INR 10,000 for Voiceover*

▶ **PHOTO MONTAGES OR SLIDESHOW VIDEOS**

Photo montages or slideshows combine photos with music and voiceover to tell a story and usually conjure up deep emotions. These are great to recap events, especially milestones like anniversaries, weddings, and birthdays.



▶ **SLIDESHOW**
REFERENCE



Cost factors: **Duration of the video**

Cost - Starting INR 40,000 for 60 Secs + INR 10,000 for Voiceover*

TO KNOW MORE

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