



Videos that taste different...

Elevate your brand with fully customized
animated video content.



How we make our videos

Discover our creative and unique
video production process.

01

The Brief & Kick-off Call

We'll ask you first to fill out some info about your company and product. Then, we'll set up an online meeting to get to know your brand and specific needs for the video. At this stage, we focus on sharing ideas and coming up with the general storyline and art direction for the piece.

[DOWNLOAD THE BRIEF](#)





02

The Script

We craft a script that delivers the right message in a clear and compelling way based on your target audience and marketing goals.

[SCRIPT EXAMPLE](#)

03

The Storyboard + Style Frames

We craft the storyboard (which is similar to a comic book) that will showcase the main actions that will take place in the video. Style frames (art design of the character and some scenes) are also created so you can see how the explainer video will play out.

[STORYBOARD EXAMPLE](#)

[STYLE FRAME EXAMPLE](#)





04

The Illustrations

We come up with all the graphic assets and deliver it in a PDF format so you can see how the story is visually developing.

GRAPHIC ASSETS EXAMPLE

05

The Animation

Here is where we bring the characters and graphic assets to life. We then proceed to add some background music and sound effects to make it perfect.

[WATCH VIDEO EXAMPLE](#)



Ready to start your video?

Let's partner together to create "out-of-the-box" animated explainer videos that convey an idea, educate or promote your brand and values.

We want to help you succeed.



www.orangevideos.in

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