

Bionic

Animated Explainer Videos

Bionic came to us with a simple idea, that their advertising customers shouldn't have to deal with the crummy parts of their jobs. So we worked with them to create these series of explainer videos to encourage them to ditch the bad, and enjoy the good.



The challenge:

Advertising is always seen as a fun and creative job, but unknown to many, those jobs can be filled with reporting and data too. To remind potential customers of why they got into advertising in the first place, Bionic wanted to bring back the fun with a video that easily explained what their product did. Since Bionic considers themselves to think differently than their peers, we wanted to make sure the video mirrored their unique perspective.

Client:

Bionic

Style:

Animated Explainer Videos

The solution:

Animation was perfect for showing, in an abstract way, how reporting tasks can really eat up your day. Things pile up and screens become cluttered, which makes everyone feel flustered and overwhelmed. With this video's slick narration style, it becomes clear how Bionic helps smooth out the day so potential customers can get on with more interesting and creative things.

Learn more about our video partnership and check out our [latest case study](#).



“What started out as one small project, has turned into a series of six (and counting) video projects – both live action and animated. The reason we keep coming back for more is because the Demo Duck team is fantastic to work with. They operate like pros. They’re in firm control of the process and guide us from start to finish. They always add lots of creative ideas. And the end product always surpasses our expectations (although they keep raising the bar for themselves). I highly recommend Demo Duck to anyone looking to create videos.”

Joe Pych
Bionic Ads

Art direction

