

SlickText

Animated Explainer Video

Finding it hard to get your Big Idea noticed in this busy, noisy world? Well, the answer to a successful marketing campaign is actually right under your nose...



The challenge:

Getting people's attention is hard and traditional marketing channels can be competitive and hard to measure. SlickText needed a video to help educate not only marketers, but schools, restaurants, local groups, and more about how SMS marketing can meet audiences where they currently spend their time — on their phones — and show how easy it is to get started.

The solution:

Needing to illustrate how a “Big Idea” can go ignored in the complex world of today's advertising, the video opens with a busy Times Square sequence showing where people's eyes actually are, down at their phones. With the addition of flowing animations, the video was able to showcase to viewers how SlickText can easily fit into their marketing mix. Plus, with the use of characters, we were able to humanize the message by connecting the idea that there is always a person on the other end of a text.

Client:
SlickText

Style:
2D Animation

Length:
1:31