



Smart Ways to Use Animation in Ecommerce Product Videos

These days it seems like everyone is shopping and selling online. That means more brands are looking for ways to stand out online. Video is a useful tool, and animated video might be the secret sauce your brand has been looking for. Animated ecommerce product videos can help your brand stand out, be seen, and engage audiences.

Now you might be thinking, "Consumers want to see our product. We can't just rely on animation to make a sale." But who says that animation can't show your product?

With modern CGI modeling, lighting and rendering techniques, your packaging can be reproduced in photo-realistic detail. Furniture can be easily recreated (did you know that [75% of the Ikea catalog](#) is created with CGI?) as can many electronic and other durable goods.

"Oftentimes creating a CAD file is part of the manufacturing process, so we can take the client's existing assets and be assured the model is accurate," says IdeaRocket Creative Director William Gadea.

Of course, selling your product isn't just about showing it. Emotions and storytelling play a huge role in the consumer experience, and if there's one thing animation excels at it's telling stories with emotional resonance. Besides, animation can sometimes help show off your product more dynamically than live-action could manage.

Here's a closer look at how animation can turn your e-commerce product videos into awareness lifters and lead generators.

E-commerce Is Growing

Shoppers have been trending toward online shopping for years, even before the global pandemic locked down in-person stores. In 2023, [ecommerce accounted for 19% of worldwide sales](#). And that number is expected to keep growing year-over-year.

Depending on who you ask, somewhere between 22% and [41% of global sales](#) are expected to come from ecommerce by 2027. These numbers reflect greater opportunity for online sellers. At the same time, they also indicate greater competition



Crush Your Sales Pitch With a Killer Sales Presentation Video

Today's buyers are knowledgeable, prepared, and motivated. They demand solutions, and they want them quickly. That's why a sales presentation video is a must have tool for any sales team. It can set the stage for success by delivering your sales pitch in a short, clear, and engaging way.

We've helped hundreds of clients make explainer and sales presentation videos, and we've learned a thing or two along the way. Here's how to make and use a video that will help you or your sales team crush their sales pitch so you can reach your sales goals.

[Let me see](#) 



Competition.

From social media to product pages, brands engaging in eCommerce will need to find ways to stand out in this ever more crowded space. As creators of both animated and live action videos, we believe that animation can be a powerful part of any eCommerce product video.

Why Animation Works for E-commerce Product Videos

Of course consumers want to see your product before they buy it. A product listing that only showed illustrations is likely to make consumers suspicious. But animated video is more than a still image. It's an immersive experience that can tell a story and evoke emotion.

Animated video works for eCommerce product videos because it is:

- More powerful than the written word
- Accessible across languages and abilities
- Entertaining and visually stimulating
- Emotionally engaging

Animated video can also take consumers behind the scenes, giving them insight into your materials or production process without the expense of turning your manufacturing facility into a movie set. Take viewers around the world or into imaginal and aspirational spaces with animation.

Examples of Great Animated E-commerce Product Videos

The Spice Hunter - "A World of Flavor"



This animated video we made for Spice Hunter takes viewers around the world, giving them a sensory experience of sights and sounds that evoke the flavor of the product. Although this effect would be possible with live-action, it would be expensive to do. Including visuals of the product in the beginning and end shots ensures that customers will recognize the brand when they see it. In between, animation creates a full sensory experience with the help of a custom soundtrack that utilizes string instruments from different parts of the world.

Patagonia - "Better Sweater"



This ad from Patagonia uses 2D animation to help viewers visualize the impact of recycling millions of plastic bottles to make clothes. The minimalist but dynamic animation keeps viewers engaged, while the brand delivers its environmental message. It also shows viewers what the product is made of without getting lost in the details of the production process.

M&M's - "They're Back"



Authenticity Vs. Production Quality, What Wins?

Authenticity is one of those buzzwords that gets thrown around without a lot of context, especially when you're talking about making videos for social media.

Some interpret it as permission to release raw, unscripted, or low-budget videos. But authentic doesn't have to mean low quality. On the flip side, high video production quality doesn't have to mean you've abandoned authenticity.

You can create videos that authentically represent your brand while maintaining quality standards. It shouldn't be a case of authenticity versus quality. Instead, think about how you can combine the two to create truly impactful marketing videos.

Show me how 



How Much Does An Explainer Video Cost? Price Vs. Value

Explainer video cost varies widely depending on several factors. The length, style, and studio all impact your final price point. If you're working with a production studio, an explainer video can cost between \$4,000 and \$25,000 per minute.

When setting your budget, value is just as important as cost. Paying bargain-basement prices might net some uninspiring results. Whereas working with a professional studio will probably cost more up front, but your video is more likely to pay for itself in the long run.

We'll explain why video is worth investing in. Then we'll explore the elements that can impact explainer video cost and show you how to balance your video budget for maximum return on investment.

Tell me about it 



Animation clearly works for M&M. The brand has been featuring animated candy characters in its commercials for decades. By the 90s, these characters had upgraded to 3D animation. Personifying their candy lets M&M create a strong personality for their brand. They've used the characters to convey ideas about inclusivity and belonging in ways that are both engaging and fun.

PlaneAire "Share the Air"



This ecommerce product video we created for PlaneAire shows off the product and its ingredients, plus gives consumers a simple step-by-step guide to using it. Recording a video like this one in an airport and on an airplane, would have been costly. Animation made it more affordable and conveyed the essential information well.

Google - "Introducing the Pixel 4"



Google used motion graphics to announce their Pixel 4 phone. The simple, bold graphics fit the brand. They turn a product that is essentially a rectangle with no moving parts into a dynamic element. This particular cut-down of the video is just :15 seconds long, making it perfect for a YouTube pre-roll ad or product page video.

Lego - "Rebuild the World"



Finally, this mind expanding video from Lego's rebuild the world campaign features larger-than life and animated versions of its products. The mix of animation and live action allows viewers to step into the world of Lego with all its zany logic and creative play. This video tells a story that viewers want to watch again-and-again.

WE MAKE ANIMATED VIDEO FOR BUSINESSES

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Succeeding with Animated Video



A great explainer video has personality. In fact, one of our favorite explainer videos looks like it was made by a kid.

Customers, prospects, and employees prefer animation, and companies know that animated video improves comprehension, retention, and engagement in viewers.

Download our eBook, *Succeeding with Animated Video*, and take the first step to making animated video work for you.

[Download Now](#)

Animate Your Next E-commerce Product Video

We're not claiming that animation is the right choice for every brand, but we do think brands should at least consider what animation can do. Animation is engaging, immersive, emotional, and just plain fun. And when consumers feel emotionally engaged with your brand, they're more likely to hit the buy button.

Explore how animation can transform your next e-commerce product video. Contact the animation experts at IdeaRocket for [2d animation](#), [3d animation](#), [whiteboard](#), [motion graphics](#), [mixed media animation](#) and even [live action videos](#).

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