



New Wellington Animated Logos For Videos Service

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WELLINGTON, NZ 17th Apr 2018: Movie studios and TV channels all know a thing or two about promoting their film trailers and TV shows. They use animated, energetic logo treatments to introduce and to end the promotional trailer. These logo treatments add drama, and add excitement, grabbing the attention of the viewer and drawing them in to watch more of the promotion. They also look expensive. Now, a new service introduced by GIG Internet Marketing makes exciting logo reveals, and introductions available to any small- or medium-sized business.

The animated logos for videos service from Wellington-based GIG Internet Marketing division, Online Videos, offers a range of over 200 different intros, outros, and other logo animations. They include energised effects, adding a logo to various mock-ups like a t-shirt, or sci-fi animations. Another style that adds appeal to video viewers are known as 'Live reveals'. These are various situations which move away to reveal the logo of the company. For example, a person painting at an easel could move out to show the logo.

GIG owner, Andrew Haddleton said, 'Businesses find it increasingly difficult to stand out from their competitors. One easy way is to edit an animated logo treatment to the beginning of their videos. Companies can choose a style that reflects their business or culture. For example, a gym might want a highly energised logo animation whereas, an accountant might want something a bit more restrained. This new service offers

very affordable animation options that previously were only available to companies with big budgets, or expensive video editors.?

He went on to say that there are three big advantages of using animated logo intros and outros. The first is that an intro logo video adds consistent branding which viewers will come to recognise over time. Having the same outro at the end of each video means that companies can add a call-to-action, or CTA, to encourage viewers to take the next step. The third advantage is that the video can show the contact details to the viewer. The CTA and the contact details are things that most companies fail to add which reduces the value of their marketing videos.

With the rapid increase in online video volume, companies want to stand out from their competitors. A clearly visible logo intro gives them that opportunity. For more information on Wellington animated logos for videos for business, contact Andrew at Online Videos.

About:

GIG Internet Marketing works with businesses that want to grow. Over 25 years marketing experience in B2B, and B2C, plus 19 years marketing online. Online video marketing for whiteboard, animated explainer, branding, and ecommerce videos.

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Online Videos

We provide a range of simple online videos, animated cartoons, hand-drawn whiteboard, image-based, moving text, Facebook video ads, testimonials, reputation video, plus animated branding logos, and outros.

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