



www.melbournedesigns.com.au

☎ Call Us 290-984-753



Melbourne
DESIGNS

**AWARD-WINNING TEAM OF
DESIGNERS AND ANIMATORS;**

**Creating exciting animated experiences
for your business and brands**

COMPANY OVERVIEW

Professionals at Melbourne Designs work with the philosophy of creating the most appealing and simplified animated experiences for your business, that help you communicate to your audience in the most creative fashion. Melbourne Designs is the only place that offers you the most compelling animated video solutions with proven results in terms of expanded clientele and increased revenues.

So every time you are looking for a way to communicate to the masses; whether it is to promote a new business or a new product or service, Melbourne Designs is there to take your ideas forward with unparalleled creativity at extremely competitive prices.

WHY CHOOSE US



Highest Quality
Animations

Fast Turnaround
Times



Expert
Script Writing

Over 2,100
Videos Delivered



OUR EXPERTISE

Over the years we have excelled at animation services and we have loved what we do from day one. With a passionate team of animators, voiceover artists and storyboard artists we are capable of delivering the best animation solution to you!



Whiteboard Animation



Motion Graphic



2D Explainer Videos



Typography



Logo Animation

WHY YOUR BUSINESS **NEEDS VIDEOS**



39% OF PEOPLE SHOP ONLINE ROUGHLY ONCE A MONTH,

WITH 25% SHOPPING ONLINE AT LEAST ONCE A WEEK;
MAKING IT IMPORTANT TO COMMUNICATE WITH YOUR
AUDIENCE DIGITALLY WITHOUT CONTINUOUS EFFORT.



ALMOST 50% OF PEOPLE CITE **"MY PRODUCTS WON'T LOOK THE SAME WHEN THEY ARRIVE"** AS THEIR
BIGGEST CONCERN WHEN SHOPPING ONLINE SO IT IS IMPORTANT
FOR YOU TO EXHIBIT YOUR PRODUCT ONLINE TO RE-CREATE THE
BRICK AND MORTAR EXPERIENCE.



40% OF PEOPLE PREFER

TO LEARN ABOUT PRODUCTS AND
SERVICES BY WATCHING VIDEOS.



69% OF CONSUMERS BELIEVE

A PRODUCT DEMO BEST ASSISTS THEM
WHEN MAKING A PURCHASE DECISION.



MORE THAN 80% OF THE PEOPLE STATE

THAT PRODUCT VIDEOS GIVE THEM MORE
CONFIDENCE WHEN OPTING FOR A PRODUCT OR
SERVICE.

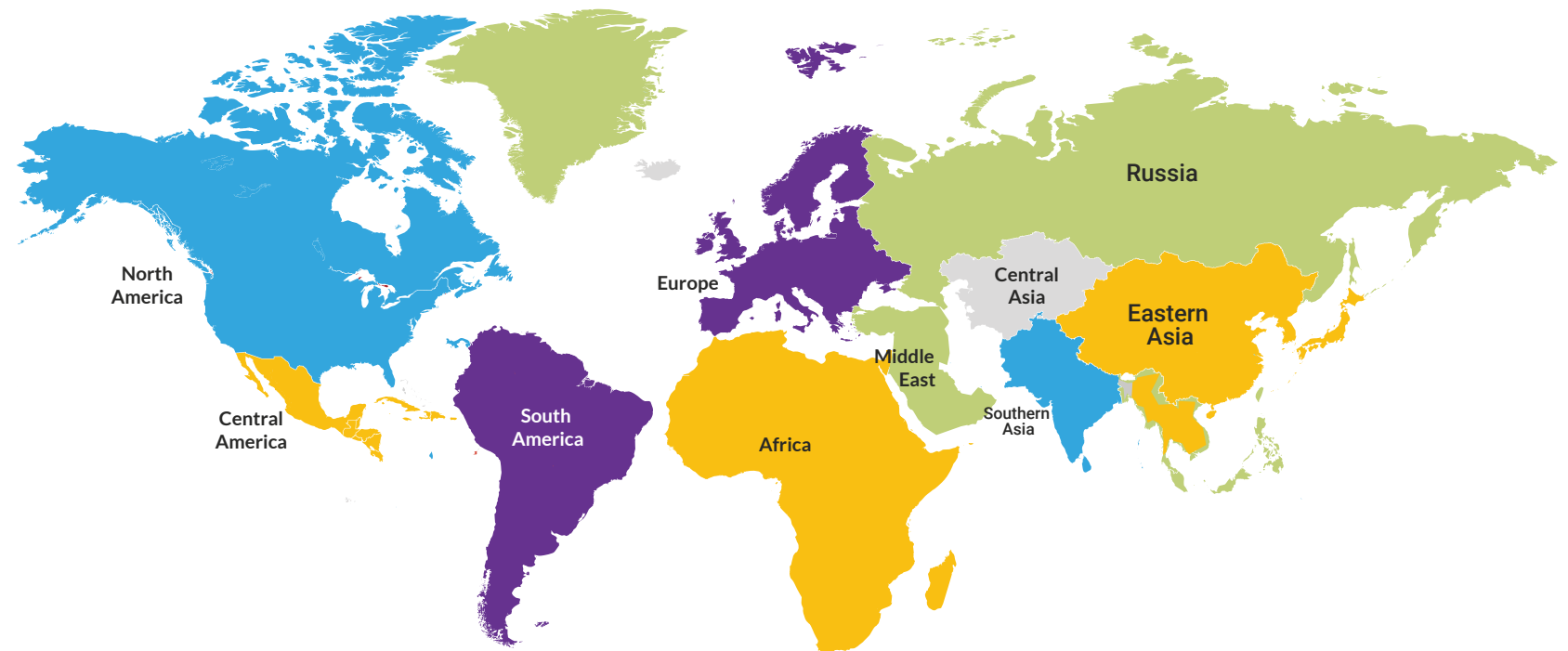
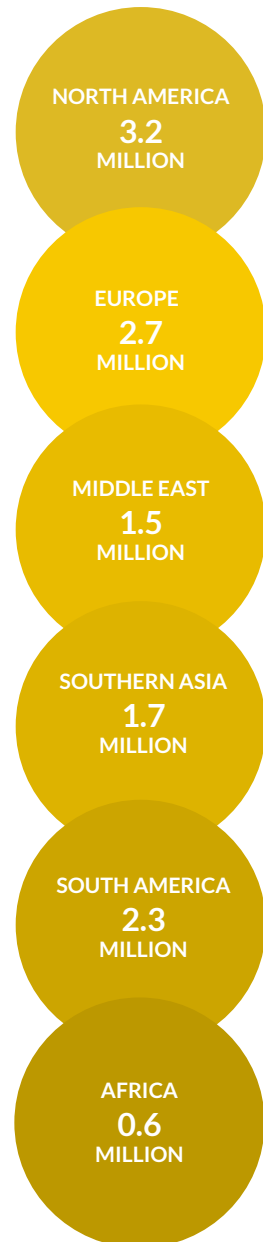
WHY IS VIDEO **MARKETING IMPORTANT?**

From traditional television commercials in the 1960's to today's YouTube, Vine, Snapchat, Vimeo, and even Facebook Live, it's no secret that video has become a staple of our everyday lives. While being convenient and efficient for the consumer, video marketing provides marketers with an attractive, versatile, and extremely shareable medium to reach their audiences. In fact, recent surveys recently found that online video is a 600% more effective marketing tool than print and direct mail combined.

HERE ARE A FEW HIGHLIGHTS:

- ✓ Three in four adults report watching YouTube at home on their mobile devices.
- ✓ Customers watch, on average, 13.2 million video ads per day.
- ✓ Almost four times as many people prefer watching videos on YouTube as on social platforms that are less video-centric;
- ✓ 68% of YouTube users watched YouTube to help make a purchase decision.
- ✓ Videos on Facebook Business Pages increases end user engagement by 33%.
- ✓ Internet videos will account for 79% of global Internet traffic by 2020 – up from 63% in 2015.
- ✓ It estimates the world will reach three trillion internet video minutes per month by 2020, which is five million views of video per month, or about one million video minutes every second.
- ✓ It predicts that video traffic will be 82% of consumer internet traffic by 2020 – up from 68% in 2015.

Our mission is to transform digital advertising for web, mobile and social platforms and make it creative, unique and engaging with the help of our modern technology.



THANK YOU FOR CHOOSING



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IT'S TIME TO WORK

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