BENEFITS OF ANIMATED ADVERTISEMENTS IN TODAY'S WORLD

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by

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ABSTRACT

OF THE THESIS OF

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Title: Benefits of Animated Advertisements in Today's World

There is no doubt that animation is becoming one of the biggest advertising trends and approaches in modern times. No need to wonder why! Simply put, animated advertisement gives us a video that is promotional and entertaining at the same time; leaving the consumer captured by the visuals and animation. With the relevance of animated advertisement in today's world, this thesis aims to provide a comparative overview of animated vs non-animated advertising. The thesis shall study the "Soul Drops" animated commercial starting from scratch, to the procedures carried on until reaching the result.

TABLE OF CONTENTS

ILLUSTRATIONS

ABBREVIATIONS

2 Dimensional: 2D

3 Dimensional: 3D

AD: Advertisement

CGA: Computer Graphics Animation

CGI: Computer Graphics Imagery

Computer Graphics: CG

Non-Fundable Tokens: NFTs

Visual Effects: VFX

CHAPTER 1

INTRODUCTION

1.1. Overview

There is no doubt that videos make a more effective advertising tool than still pictures. That is obvious since videos can easily draw the attention of consumers, making them potential buyers for the advertised product, good and/or service. As a result, video advertisement has been booming in the last years. According to statistics, 86% of the people want to see videos from brands and products (McCormick, 2021). 82% would rather watch a video on social media rather than read or check a post. 64% of consumers buy the product, good and/or service after watching the video advertisement. In general, people enjoy and process visual content 60,000 times faster than text based content; therefore, videos and more specifically animated content grab the attention of viewers in less than 1/10th of a second (Hoque, 2020).

It is established throughout history that animation has played a positive vital role in advertisement. Animation studios, advertising agencies, filmmakers, celebrities, corporations and industries have embraced animation as a capturing mechanism that embodies brands, products and services; while in parallel, hooking the consumer emotionally and rationally (Thompson M. C., 2019). However, today animated cartoons, objects and locations are replacing real-life elements in advertising. As technology has advanced, the unprecedented reliance on animation in advertising has been on the rise (animate2explain , 2017). For instance, in the digital world, animated videos and advertisements have proven to be highly effective.

According to Yuriy Polyashko, the head and CEO of Darvideo Animation Studio, today, audience's patience is limited; therefore, animation has become a part of the audience's daily experience and an important marketing tool that prevents the audience from boredom (Polyashko, 2019). He adds on to state, that scientific discoveries encourage the idea of animated/visual content because "90% of the information transmitted to the brain is completely visual" hence legitimatizing and justifying animation as an advertising and marketing tool. Statistical data provided by Unbouce, show that animated info-graphics and motion graphic videos increase conversion by 20%. According to Animoto, 4 out 5 of the users find animated info-graphics and motion graphic videos more helpful. In addition, studies by Wordstream have shown that marketers who rely on videos – specifically animated and visual content – grow a revenue 49% bigger and faster than those who do not rely on videos.[1] For instance, an animated advertisement may create fictional characters and a virtual world that does not need to always be realistic; thus capturing the viewer's imagination while story telling (animate2explain , 2017). In addition, not everyone is interested in reading pages and texts; however, most people will enjoy and understand an animated video. According to Forbes, 95% of the users understand the topic from animated videos while only 10% of the users understand the topic from texts. Today animated advertisement has become a modern form of advertisement tool; accordingly, in 2021, the reliance on animation in advertising has increased by 40% (Buzzflick, 2021).

There is no doubt that animation is becoming one of the biggest advertising trends and approach. No need to wonder why, simply put, animated advertisement gives

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[1] All the mentioned statistical data has been retrieved from Insivia, which is a strategic growth Consultancy establishment providing services and help in softwares, technologies, marketing, web design and brand design.

us a video that is promotional and entertaining at the same time; that leaves the consumer hooked.

With the relevance of animated advertisement in today's world, this thesis aims to provide an overview of animated advertising – with emphasis on realistic animation rendering – and its effectiveness in today's advertising world.

1.2. Literature Review

The field of computer animation dates back to the 1940; then when digital computers began to be part of our daily life (Jim, 2020). In early 1960, computer graphics began to be introduced leading to the birth of 2-dimesional (2D) animation in the 1970s. Later in the 1980s, 3-dimenrional animation ($3D$) began to appear, and by mid-1990s, film production were featuring $3D$ animation. These developments together led to the establishment of computer graphics and animation (CGA). Many scholars have discussed the vital role that animation has played in the advertising industry. Patrick Vonderau, a German Professor in Media and Communication Studies at Martin Luther University Halle-Wittenberg, emphasized the important role of animation and computer graphics in advertising and the way goods, products and services are sold (Thompson M. C., 2019). He considers "advertising as having shaped modern media; however, animation shaped advertisement in turn". According to Deepti Goel and Ruchi Upadhyay, Communication Studies professors at the University of Delhi, advertising agencies highly rely on animation in their advertisement technique for it makes the advertisement more appealing and attractive; in addition, animation in ads attracts viewers of all ages (children, teenagers and even adults) (Upadhyay, 2017). Alyssa Maio, a screenwriter from New Jersey, who works as a copywriter at

StudioBinder, defines animation as the method of photographic successive models or drawings in an attempt to create an illusion of movement in a sequence (Maio, 2020). She adds on to state that animation is the simulation of movement through a series of photos. Yasha Vora, graphic designer at the Souled Store, considers animation as a form of art that brings something to life. Similarly to Maio, she defined animation as the "techniques of filming successive drawings or models to create and illusion of movement and motion" (Vora, 2018). In her research, she defined advertising as a form of communication used in an attempt to convince potential customers to purchase the goods, products and/or services they are trying to sell. She adds that with the advancements of mass production and technology, advertising has evolved since the late 19th C and early 20th C. Deepak Kochhar, Indian professor in fine arts, defines advertisement as a method adopted by a company or a brand in order to promote their products or services to the viewers (Kochhar, 2019). If the viewers remember the commercial only then can the advertisement be considered as a success. According to a research in progress by Sameh Al-Natourm, Robert Krider and Andrew Gemino, marketing professors, it is established that since the introduction of animation into the advertisement world in the late 19th C, they have had a positive and captivating effect on consumers', their purchase intentions and their remembrance of the advertisement's content (Sameh Al Natourm, 2013). Accordingly, Jarmo Kuisma, Jaana Simola, Liisa Uusitalo and Anssi Oorni, marketing professors, in their research, also affirmed that animation increases attention and as a result, the viewer's memory will be enhanced (Jarmo Kuisma, 2010). Huntley Baldwin, American advertising expert and artist, emphasized the power of animation in being able to get away with doing things that reality cannot do, for instance, creating a world of fantasy and magic for a product that

makes "puffery palatable" (Thompson M. C., 2019). Baldwin further elaborated the four reasons that animation recommended for commercials. First, it grabs the attention of viewers. Second, animation creates a unique identity for products, good and services. Third, animation facilitates and breaks down complex ideas to simple expressions that can be easily understood by everyone. Finally, it can make an abstract, unrealistic idea come to existence.

1.3. Research Topic

Animated videos have been playing a significant role in the advertising industry. This research aims to shed light on the role and process of realistic animated videos in advertisement.

1.4. Methodology

This thesis aims to present the process and role played by animated realism in advertising. It presents the "Soul Drops" realistically animated advertisement's animation process. The research used qualitative approach to gather required information, using both primary and secondary sources. Primary source included interviews with animators and professionals in the field of animation and advertising. Secondary sources included conference papers, journal articles, reports, online sources, etc.

The research shall be divided into two main sections. The first section is based on a theoretical approach. It shall provide an overview of live action shooting and animated advertisement, dealing specially with realistic animation. It shall state the

benefits of relying on animated advertisement. Finally, it will present the process carried out in the creation of an animated advertisement.

The second section consists of a practical approach. It shall study the "Soul Drops" animated advertisement. This section shall provide a detailed explanation of the methods and procedures used in created the commercial and the practical benefits.

CHAPTER 2

ANIMATION & ADVERTISEMENT

This section shall carry on to present the pros and cons of animated commercials versus life action commercials, in an attempt to further emphasize the importance and practicality of animated commercials in today's world. It is important to note that there is no right or wrong choice of advertisement method. The choice is highly subjective because when determining the more effective advertising approach, the objective of the advertisement and its target audience must be taken into consideration (522 Blog, 2013). However, in order to know which choice is more convenient, it is necessary to comprehensively know the main strengths and weaknesses of both options. In all cases, whether you decide to go with real life advertisement or animated advertisement, one thing is for sure – companies and businesses should include videos in their marketing strategy, for it is a beneficial way to increase user engagement and awareness (Hoque, 2020).

2.1. Live Action vs Animated Advertisements

Broadly speaking, there are two types of media content: live action or animated. Live action advertisements can be simply defined as "an advertisement that involves real-life footage of people, animals, thins and settings". Whereas, animated advertisement are those that involve "using and manipulating drawn figures to appear as if moving" (YumYum, 2020). According to Fable Studio, an advertising and marketing agency located in Bristol, the choice of live action or animated content is highly driven by the targeted audience; however, reliance on animation has been a highly requested

method for capturing the interest and attention of the viewer. Chang-Hyun Jin classified animation to include the following categories: CGI animation, silhouette animation, cartoon animation, film animation, clay animation, puppet animation, drawn animation and realistic animation (Jin, 2011). He emphasizes that new techniques such as 3D objects have allowed the reproduction of animation – specifically realistic animation. Their usage has become more and more common in the TV commercials and advertisement industry not only because of their realistic visuals but also due to the reduced cost and production time. In addition, when relying on animation to complete their commercial ideas, the goal of many commercial companies is to attain and create elements of realism. In other words, making the animation look as realistic as possible. Today, with the advancement of computer-generated imagery (CGI), animators have become more and more able to master realistic rendering, thus making commercial companies reconsider the traditional idea of live action shooting to market their product.

According to Kristin C. Au, senior product designer at Slack, due to the significant advancements of CGI, animation is able to generate new high level of realism by using 3D techniques, thus making the animation and the storyboard more relatable and engaging with the audience (Au, 2014). Similarly, Fortunate Tatenda Mauyakufa and Anup Pradhan, professors at the University of Johannesburg, have discussed the growing reliance on animation in advertising and films (Pradhan, 2018). They discuss in their article that this shift is made possible because now actors can be replaced with animated (realistic and non-realistic) cartoons. It has also become hard to distinguish artificial sceneries from real ones. They add on to highlight the proven ability of animation to create and enhance realistic characters, sounds, objects and

environments. As a result of its flexibility and non-limitation, the audience is more interested in animated content.

From the above mentioned, it is evident that realistic animation has positively accepted and welcomed by the advertising industry worldwide.

2.2. The Benefits of Animation in Advertisements

For starters, animated advertisements are more cost effective. For instance, if a production house were to film an advertisement of a certain product or service, it would have a higher cost and budget. Mainly because a production company works through a crew. Although the benefits of teamwork is that encompasses and unites diverse ideas; however, budget wise, it might act as breaker. The company will have to pay the production house for every hired person within the crew i.e. light operator, cameraman, director of photography, retoucher, editor, set, make-up, and much more… Thus, the Company ends up paying for every employee hired to perform his specific task; as well as paying for the rented equipment for X days or weeks of shooting. However, by contrast, animated advertisements cost less for the whole tasks may be limited to a fewer number of people and sometime may be limited only on person which we might refer to as the "one man show". The "one man show" is someone who can take up all the tasks by himself, usually this term is associated with the animator. He may act as the director of photography (DOP), camera operator, videographer, lighting man, editor and producer all in one. In creating the commercial, the animator will rely on 2D and/or 3D animation softwares.[2] Not to belittle the work, since animation also requires a long and well thought of process which includes creating a storyboard, and a lot of time and

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[2] Depends on what is requested. In general, when dealing with realistic advertisements 3D softwares are used.

patience dedicated to design the space and product models. Moreover it is crucial to have expertise in software animation for perfecting that real life render. On contrast, if the commercial company were to rely on the live-action shooting, then the process would require a longer procedure and a production team. Therefore, the benefits of animated advertisement is that it may be limited to the "one man show" resulting in reduced costs for the Company.

Another convenience of animated commercials is that it does not require searching, recreating and/or renting the desired location or set. In animated ads, nothing is shot in location. All aspects of a real life live shooting is mimicked in a way that can go unnoticed, depending on how realistic the render comes out. However, in a real life shoot, it is required to either find or rent a perfect location or to recreate a desired location. The advancements of CGI enable the animator to create the requested location; therefore, there is no need to search for the perfect location to shoot the commercial. In addition, animation gives the animator and the company to be creative and unlimited in the creation of the desired location or set. This freedom and creativity, achieved through animation, is not limited to locations, it is stretched out to encompass products, characters, environments, moods and many more. Therefore, starting with a 3D polygon the animation is later transformed into a realistic product. The beauty of CGI is that it has advanced to a level where it can create animations which can make the audience question whether that product it is a physically real product or a 3D model. In general, the realistic visual is achieved by using the proper shadows, lighting, texturing, and camera movement in the 3D model. Therefore, photorealistic computer animation is capable of attaining the most creative ideas shown in an unusual environment. Animators are able to create worlds and environments that are rather unattainable to be

accessed by a live action camera crew. As a result, animation might be a requested method for advertising by many companies.

In addition, animation is without any doubt highly formalistic and flexible in nature when compared to real-life shooting. Creating a neat and soft look comes with great flexibility in animation. One of many is that by nature, demonstrating abstracts and complicated ideas in real world is harder as compared to digital ones. In CGI, where no sense of the real world plays in, manipulating and tweaking the colors to the extremism of reality is possible. This will provide the company with a fine and refined version of its product thus playing a big role in advertisement through grabbing the consumer's visual and sensational attention. This is not considered cheating nor manipulating the audience, but rather presenting to the buyer an idealistic representation of the product, in contrast to real life shooting that may contain some imperfections that even the postproduction might not be able to eliminate. Thus, this clean refined touch in live shooting is not guaranteed. It is widely known that the goal of advertisements is to sell a certain product, good or service; this can be achieved through emphasize on beautification and avoiding imperfections in the product and its setting. In addition, generally, humans seek perfection, and would want to invest in something that is very close to perfection. Thus, animated advertisements can control and achieve this level of perfectionism to make the service, product or good more purchasable.

Another point that may be taken into account is lighting. Natural lighting cannot always be precise and intricate in making all details of the product visible, clear, and sharp. The production crew will be at the mercy of the live situation of light and time if the shoot was to be held outdoors and not in an indoor studio. As a result, production houses very often rely on artificial studio lighting, which is great, but costly. Therefore,

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as mentioned earlier, due to the freedom and advancements available with CGI, animators can create the perfect lighting without relying and waiting on external factors (such as weather, studio light…).

As many know, post production is a huge process in any filmmaking or advertising project. One of the most breaker cons is that Live-action video shooting has X amount of hours/days, therefore, what is shot is shot and cannot be changed. Therefore, if after the final steps the company wanted to make any change, it would be nearly impossible to redo the process of filming all over again cause it would cost her the double. This leads to often uncertainty in the time & cost of live action film. However, it is important to note that live action shootings definitely have many benefits. First off, it is undoubtedly true that a real life camera can capture true and real emotions and human feel. Thus, showing effectively the purpose of the ad. Technically speaking, a real life camera immediately gives a result that contains a shallow depth of field, sun, and reflections, which directly help in creating the atmospheric effect of the ad.

To sum up, various elements of realism must be found. This includes detailed product design, movement, light, natural color palette and fluid movement. Softwares used such as ty flo simulation for 3d s max to create hyperrealism in 3d models. The animation in advertisement is meticulously fluid, detailed and lively. The movement and flow of the liquid looks genuine and moves realistically. As mentioned above, built in tools that enhance the creation of this sense of realism of live shooting is the animated camera. Animated camera movements are created by the animator by moving the camera on screen and creating keyframes, stop point to end point. Animators adopt real life camera techniques and hand held movement that resemble a real life video

shoot such as tilts, pans, close-ups, and more. Plenty of aspects are thought off first by a company before coming to creating a video advertisement for its product. Therefore, due to the afore mentioned pros and cons, the choice between animation or live action video comes as a top choice for Companies investing in advertisements.

2.3. The Animation Procedures in Advertising

There are mainly three phases in creating a live-action advertisement (Johnston, 2019). The timeline consists first of pre-production, second, production and finally, the post-production phase. The pre-production phase can be described as the creative step. Accordingly, this step consists of scripting, graphic designing, hiring actors/interviewers, finding locations/logistics, scheduling/time-management, determining the shooting list and choosing the crew. The production phase can be described as the live shooting days. Accordingly, all that was agreed upon on in the pre-production will be recreated and acted out in front of the camera. In other words, capturing all the visual assets of the advertisement. Once the shooting is complete, we move on to the finale phase, the post-production phase. This phase contains several finalizing steps such as: footage processing, footage editing, revision of editorial work, voice-overs, color grading, motion graphics, and sound checks. In general, these three phases are attributed with live-action commercials.

The procedures might differ a bit when dealing with animated commercials (SmartInsight , 2013). For instance, the first step consists of the animator(s) duty to understand the required project. Meaning, understanding the steps to be taken, the budget available, the time of delivery, the brand image, the target audience, and the purpose of the Company in this specific advertisement. Next, comes the brainstorming

phase, in which the ideas are displayed, the characters/objects are presented, the environment determined, the mood is set and the script is finalized. Then, the animator(s) shall create the storyboard. The storyboard is the visual representation of the advertisement in form of a draft/scratch to be considered as the building blocks of in the following step, which is the animatic. The animatic step is the creation of a moving storyboard while adding all recordings (voice-overs, audios, sound effects…) in order to determine the pacing and timeline of the advertisement. The next step is the asset creation, also known as modeling, in which all characters, products, goods, locations and the advertisement as a whole comes to existence. Afterwards comes the animation step in which all these non-movable creations come to life. The animator will work on key frames, camera movement, lighting, shadows and polishing. Once the final animation is complete, the animator(s) will render and composite the whole animation. Thus, having transformed the storyboard from a scratch drawing to a visually animated advertisement. The final step is sound and final output. Here we make the last touches to the animated video by fixing sounds and making necessary color corrections. Once completed the advertisement is ready to be shared with the audience.

It is important to note that, in the advertisement procedures and after reaching the final result, many amendments tend to happen. Even sometimes after 6 months or a year, a company might want to change an information or a color. In case a malfunction happens in the end result and the company wished to make amendments, it will be too costly and nearly impossible to amend in live action, since re shooting a live action video would take a lengthy process from start cause it has already been done. On the bright side, altering assets in an animated ad is not a problem at all. While animation can be intricate and time-consuming, it also enables you to make changes to your video

at any time, which is virtually impossible with live action (without expending lots of time, money and energy).

Therefore, the visuals and digital models in an animated advertisements have to be constructed from the scratch, unlike in live action video where the product already exists. Thus, the beauty of animated advertisement is that there is no such word as 'impossible', whereas, live action advertisements are restrained by what is physically possible.

CHAPTER 3

PROCESS AND EFFECTS ON VIEWERS

As established in Chapter 2, the animation procedure in creating an animated video can be summed up as follows: 1) creation of a moving storyboard; 2) modeling; 3) animation; 4) render and composite; 5) sound, and color corrections. This Chapter shall provide a sample of Soul Drops' realistic animation ads in order to show the step-by-step animation procedures that have been followed by the creators and the benefit of relying on animation rather than live action shooting. It shall proceed to provide an assessment of the effect of animated ads on the consumer.

3.1. The Process of Creating the Soul Drops Ad

This first advertisement is a 3D animated commercial of a cosmetic product (serum) with a photorealistic forest and 3D nature environment created by "Third Dimension Studios" under the supervision of Arthur Whitehead, computer graphics (CG) and visual effects (VFX) supervisor, in 2020 for the client "Soul Drops". The software that were used in the creation of this ad where Cinema 4D, Octane Render and Adobe After Effects.

Cinema 4D is one of the software choices that enables the creation of 3D modeling, animation, simulation, and rendering. Figures 1, 2, 3 & 4 are still images from the final ad.

Figure 1

Figure 2

Figure 3

Figure 4

Arthur Whitehead recorded the process of creating this ad. He stated that the client wished to advertise their bottles in a jungle environment and natural ambiance since it would be a reflection of their natural and organic products. In order to create the requested environment, the first step of the animation process was to integrate assets

and elements that were retrieved from the two websites "quixel" and "hdrihaven". The second step was modeling the product as seen in figure 5. Following the modelling, the texture and material were added as seen in figure 6.
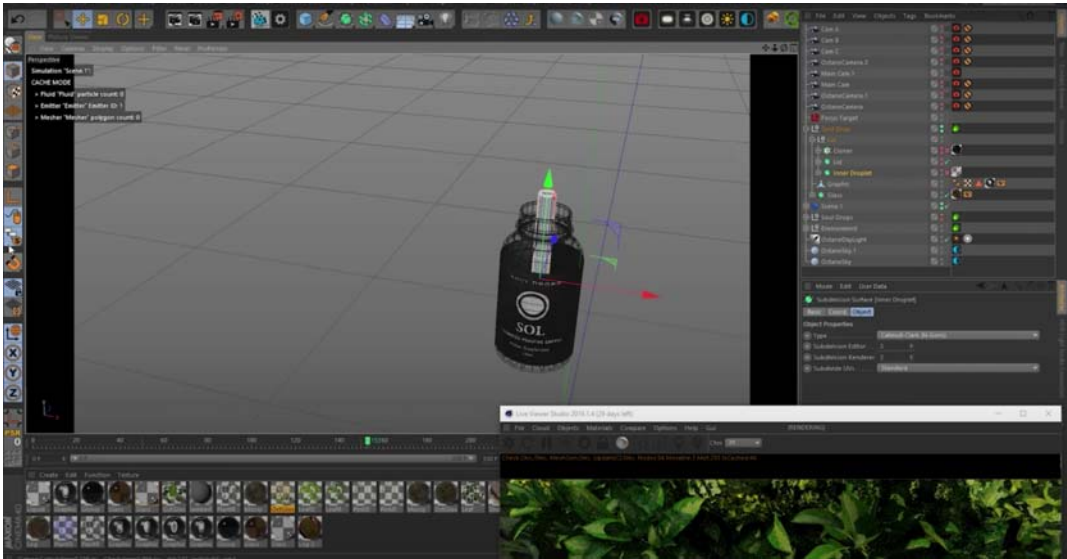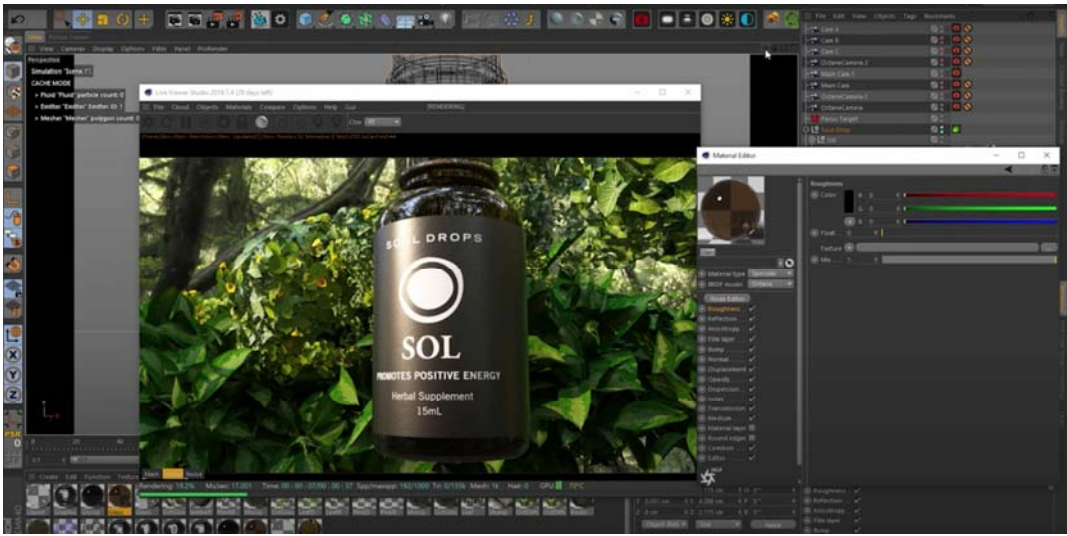

Figure 5

Figure 6

Realflow was used in Cinema 4D for creating the liquid simulation that we see being poured into the bottle. For that he used an emitter and added a rotate motion to make it flow naturally rather than one straight streamline of liquid. He also tackled the K volume tool to control any particle that is going past that path.
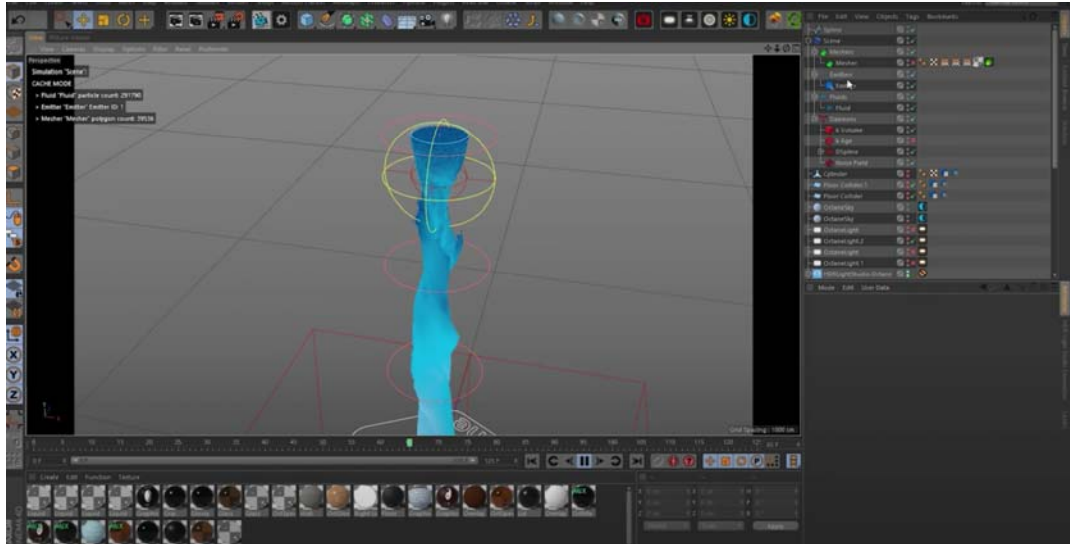

Figure 7

After adding the liquid simulation to the designated bottle, he added and adjusted the camera movements by animating them scene by scene. As we see in the closing scene

of the ad (figure 4), the bottled was duplicated three times to present the four different

products promoted in the ad.

Figure 8

All the scenes were rendered on Octane Render in 8K resolution.

Finally yet importantly, comes the postproduction step. This step includes

compositing, polishing and finalizing the last look and feel of the ad. Optical flares were

added to emphasize the realistic sunlight glare and effect and particles were added for
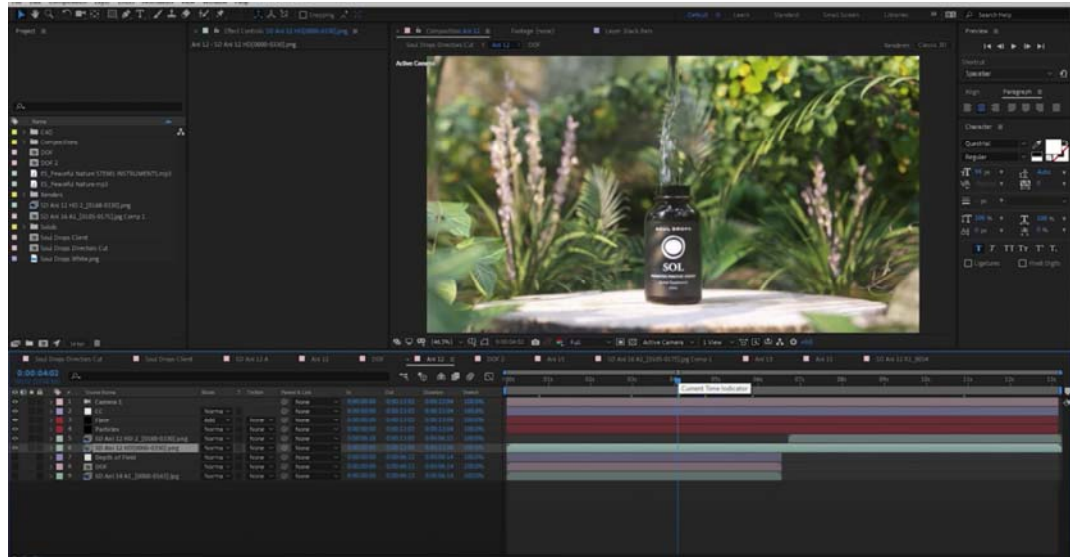
an overall airy motion.

Figure 9

3.2. Analysis (benefit of animated ad)

Of course shooting a live action ad for this product would have been possible;

however, since the client requested an animated ad there was more flexibility in

achieving the client's desired idea for the ad. The first benefit was regarding the

appearance of the product by making it more attractive and dynamic while enhancing its

perceived value. Also, it made the product have a more cutting edge and look like art.

Moreover, since it is an object that does not have a difficult mechanism and is easily

used, shooting it in real life could have potentially been boring. Animation gave a

potential boring system a visual boost through exciting graphics and animation by

giving liveliness and motion to a still object; which is something that can never be

achieved through live shots.

Animation allowed to zoom into a microscopic detail of a component take for

example the created water drop, which was shown sliding from leaf and then dropping

into a hole. The reliance on animation allowed the client to create the exact ambiance

and environment that they wish to attribute with their product. In this case, it was the

glowing, jungle, nature like environment.

Finally, animation allowed the client to make adjustments and requests while

solely interacting with the animation agency. Thus, consuming time and limiting the ad

team and crew.

3.3. The Effect of Animated ads on the Consumer

The biggest proof that animated ads have a high effect and influence on

consumers is the widespread of animated ads in today's advertisement world. In New

York, the increasingly immergence of huge 3D animated billboard ads received high

praise from the public for their captivating and realistic visuals (Weaver, 2022). One

common example is the 3D ad, represented in figure 10, which portrays a decorated

hand throwing away 100$ bills that fly out towards the viewer. The 3D ad creators

"Blunt Action" stated that there has been an increase in demand for 3D realistic types of

animation and they are the future of the advertisement industry. The co-founder of

"Blunt Action" Ethan Jakab said that "these eye-catching 3D billboards are quickly

becoming very popular because people are enjoying the realistic illusion; thus making

them stop and look twice" (Holtz, 2022). The ad also received great reviews from

people all throughout social media platform such as twitter, Instagram and tiktok. The

majority of comments praised the realistic flow of the 100$ bills towards the crowd.

They also enjoyed the engaging visualize that made them watch the ad repeatedly.

Moreover, some stated that the fact that the ad was animated yet looked so real made

the ad even more appealing and attractive.

Figure 10

Another realistic 3D that captured the attention of viewers is the cat ad in Japan.

In Shinjuku, a high tech billboard of 3 floors of height, introduced a new realistic 3D ad

of a huge 3D calico cat, presented in figure 11. The cat wakes up at 7 am and then goes

to sleep in the evening before turning off the screen at 1 am (Imada, 2021). MicroAd

Digital Signage and Yunika Vision developed this ad in an attempt to show the future

possibilities of 3D advertisement (Hidrėlėy, 2021). Just like the previous 3D ad, this

cute 3D cat went viral all over the internet; viewers provided very positive feedback and

comments. According to Takayuki Ohkawa, the representative of one of the firms who

created this billboard, stated that the main reason behind creating this ad was the very

dark environment that covered the city due to the pandemic, this cat was an attempt to

revive and lighten up the city. Their attempt was highly applaused and their goas was

achieved. Ryoko Kikuchi, a pedestrian, stated that as she was coming back home from the movies, the huge cat that was laying down licking its paws and meowing was too cute and made her heart melt. A lot of people felt the same way this was expressed through several social media platforms twitter, tiktok, youtube and Instagram. Most comments were people expressing their fascination of this unusual realistic sight in the streets of Japan. Others commented that they were captivated by the interactive nature of this ad, were they felt that the cat gives off the impression that it is interacting with the people. According to Mr. Shimoda who works in marketing, the impact was more powerful than anticipated, many people gather before the billboard and hang around waiting to record multiple movements and actions of the cat (NYT, 2021).

Figure 11

Moreover, Non-Fungible Tokens (NFTs) are also an example of the great demand of viewers and consumers to be part of today's animated world. NFTs have become synonyms with digital art (Thompson J. , 2022). At first most NFTs were digital images that were sold for millions of dollars; however, with time NFTs evolved to include music and videos . Currently, animated videos have been booming in the NFT community. An example of the consumers and viewers interest in the animated

world is the "Bored Ape Yacht Club" project. This project first started with 2D images

of a bored ape character, which changes certain elements for different images (e.g.

mouth, hat, glasses, color…). This Bored Ape NFT, shown in figure 12, was sold for

3.14 million USD (Thapa, 2022).

Figure 12

     After the great success of the project, the developers noticed that there became a

large interest in 3D NFTs. Thus, they created a new NFT collection of 5000 unique 3D

Bored Ape NFTs. These apes can become characters in games, they are coded and

animated in a manner where they can move and perform certain tasks. This collection

also sparked a high demand and is categorized as one of the most famous NFT projects today.

Figure 13

It is important to note that the Bored Ape project is one of many other projects. The large demand and investment in the digital world and animation is a proof of the change of dynamics in the world. It cannot be argued that digitalization and animation have become an integral part of our daily life and it will be the future of the world.

CHAPTER 4

CONCLUSION

3D animation is an effective marketing strategy to enhance the presentation of a product or service. In today's world, modern companies are integrating animated ads in their digital marketing strategies to guarantee high sales for their products or services. Animation is without any doubt highly formalistic and flexible in nature when compared to real-life shooting. Creating a neat and soft look comes with great flexibility in animation. One of many is that by nature, demonstrating abstracts and complicated ideas in real world is harder as compared to digital ones. Animation will allow companies to beautify the product and service they intend to sell. Although the visuals and digital models in an animated advertisement have to be constructed from scratch, unlike in live action video where the product already exists; this allows the client to freely express his requests due to the flexibility nature of animated work. Thus, leaving no room for the word 'impossible', unlike, live action ads that are restricted with what is physically possible.

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