

# THE STATE OF ANIMATION

## 2022 REPORT

Sparkol 



# EXECUTIVE SUMMARY

**89% of people asked say animated videos are worth the investment in time and money.**

But why? What is it about animation that makes it so effective and what can you learn from their success? That's what we'll be answering in this report.

From the different objectives animation can support, through to how videos are made and the results they deliver, we delve into exactly how video creators are harnessing animation.

This insight is more important now than ever. In 2022 it's predicted that online videos will make up more than [82%](#) of all consumer internet traffic.

With 25% of users watching an average of [10+ hours](#) of video each day. Which is why animated video isn't just a 'nice to have' - it's what your audiences want and expect.

Regardless of whether you're an educator, a marketer, an agency or a vlogger, animated video helps you connect with your audience in ways images and text just can't.

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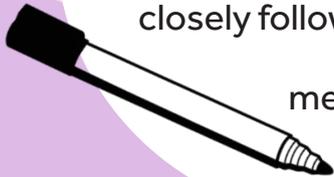


**89%** of people asked say animated videos are worth the investment in time and money.



**91%** of people say they plan to make the same number of videos or more than last year in 2022.

**Whiteboard animation** is still ranked as the most effective type of animation, closely followed by mixed media.



**Video views, social media engagement and in-class engagement** are results that all improved in 2021.

Most **budgets for video creation** are staying the same or growing in 2022.



# FOREWORD

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## Zoe Taylor, Owner and CEO of Sparkol

Our video consumption is growing at an incredible rate. From video only social media platforms like TikTok, to the increasing breadth and depth of educational content on video sites like YouTube, Udemy and Skillshare. Video is transforming the way we learn, make purchasing decisions and ultimately, how we relax and spend leisure time.

To learn more about the new opportunities video, and specifically animated video present, we surveyed our Sparkol customers and community. Analyzing and collating the results in this report, giving us a true picture of how people are harnessing these new video opportunities and most importantly, the results they're achieving.

As a leader in animation and video creation tools and services, we've seen the use cases for video expand enormously. With our customers continuously pushing the boundaries of animation, showing incredible creativity and making video the heart of their business or teachings.

The challenge now is not deciding whether you should invest in video and incorporate animation into your work, but where to start first. No organization can afford to miss out on the benefits of animation, but with so many opportunities, where do you focus energy first?



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“We’re seeing organizations and individuals harnessing the power of video like never before. With so many opportunities, it’s really about deciding where you want to focus your animation potential and how you’ll measure success.”

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Zoe Taylor

# SECTION 1: VIDEO OBJECTIVES AND PLANNING TRENDS

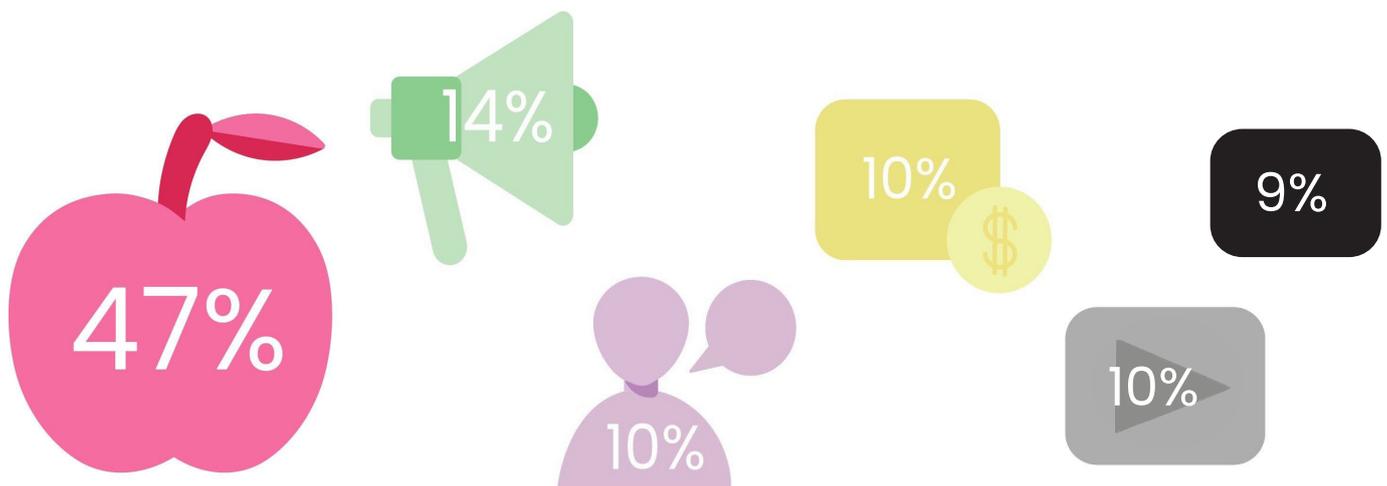
The first questions we asked our community relate to what they use video for, the objectives they're working towards and how they start planning their animations.

This initial insight has allowed us to further analyze the rest of the data according to use cases. For instance, we can identify the metrics those using video to educate track versus the metrics for marketers.

## Q1: What's your main objective for creating animated videos?

Most people turn to animation to help them teach others - it could be in an educational setting like a school or a University, or professional training in a workplace or online. But while it's clear education is the most common use for video,

there are lots of other objectives animation can help people reach. The variety of responses shows the full breadth of areas animation can support including marketing, promotion, vlogging and more.



To educate or train



To promote myself, products or services



To explain and/or communicate updates, change or information



Animated video is one of the offerings I sell



To create content for a YouTube channel or equivalent (vlogs)



Other

# ADVANTAGES OF ANIMATION

## Q2: What do you think is the main advantage of animation over other types of video?

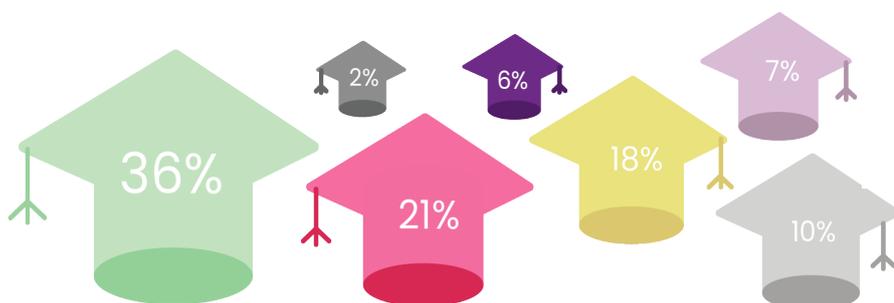
Overwhelmingly, whether you're a YouTuber, marketer or educator, one of the main advantages of animation, if not the biggest advantage is that it makes information easier to understand.

This is key for all objectives because whether you're trying to explain how your product works or how photosynthesis happens, you need to convey your message simply, quickly and clearly.

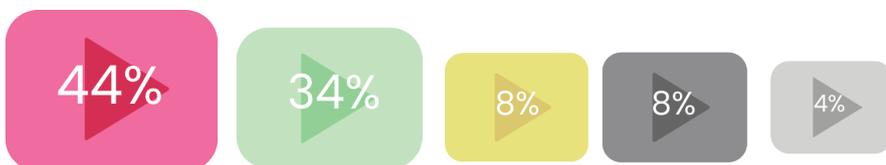
The second biggest advantage was marked as 'it's eye-catching and keeps viewers engaged'. This was especially popular with educators and trainers as we know when presenting potentially complex information, it's easy for your audience to get lost and disengage. But animation boosts audience attention.

- It makes information easier to understand
- It's eye catching and keeps viewers engaged for longer
- I like not having to film myself or others
- It's more memorable and persuasive
- It appeals to audiences of all ages and backgrounds
- Other
- It's cheaper to produce than live action

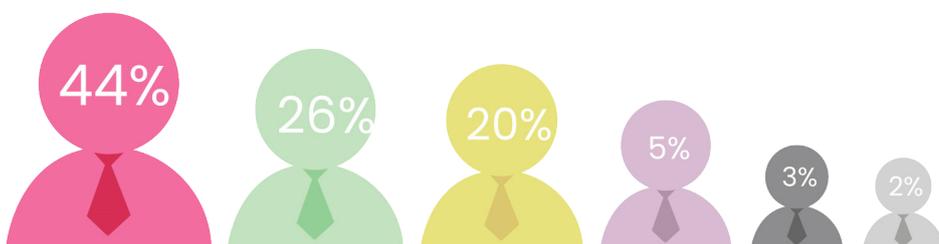
### Educators & trainers



### YouTubers



### Marketers



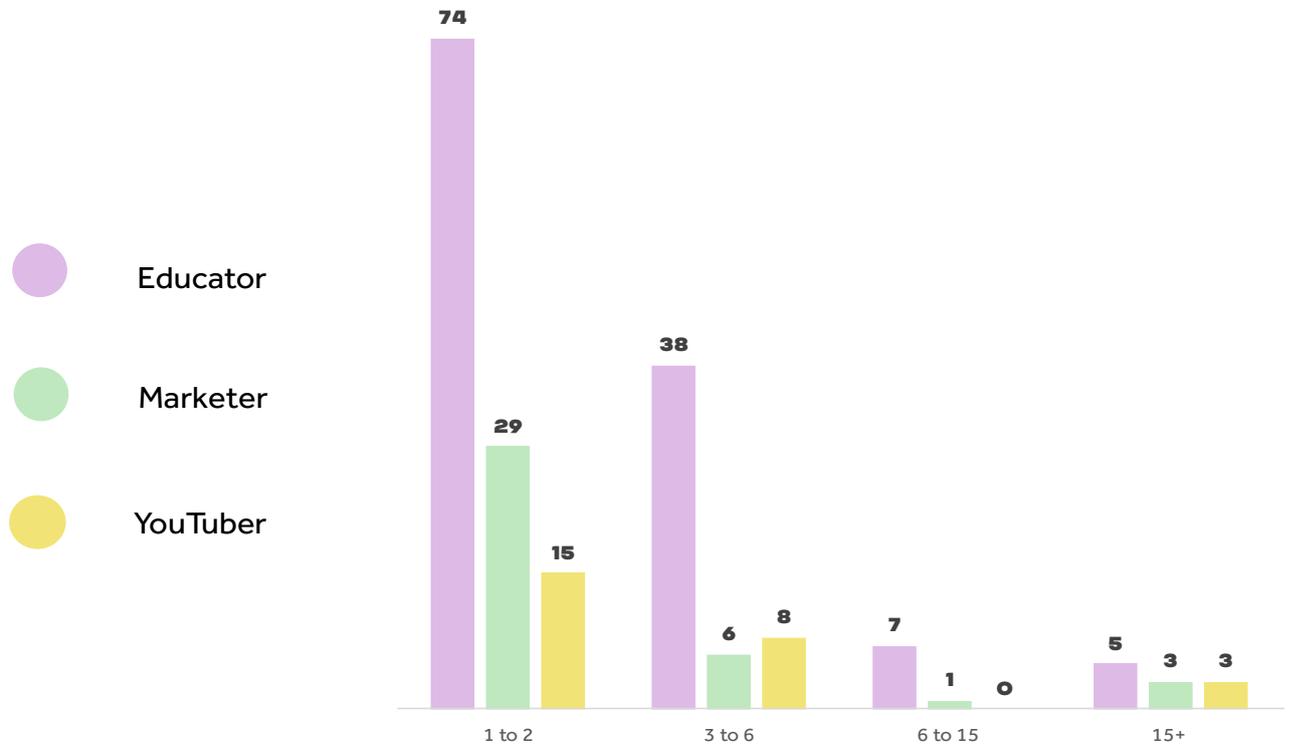
# NUMBER OF ANIMATED VIDEOS CREATED

## Q3: In 2021 on average how many animations did you create per month?

While most people created 1 - 2 videos each month, there are a significant amount of people actually creating 15 or more videos each month.

Perhaps surprisingly this isn't just YouTubers but educators too.

Suggesting that animated video plays a big role in teaching throughout the month.



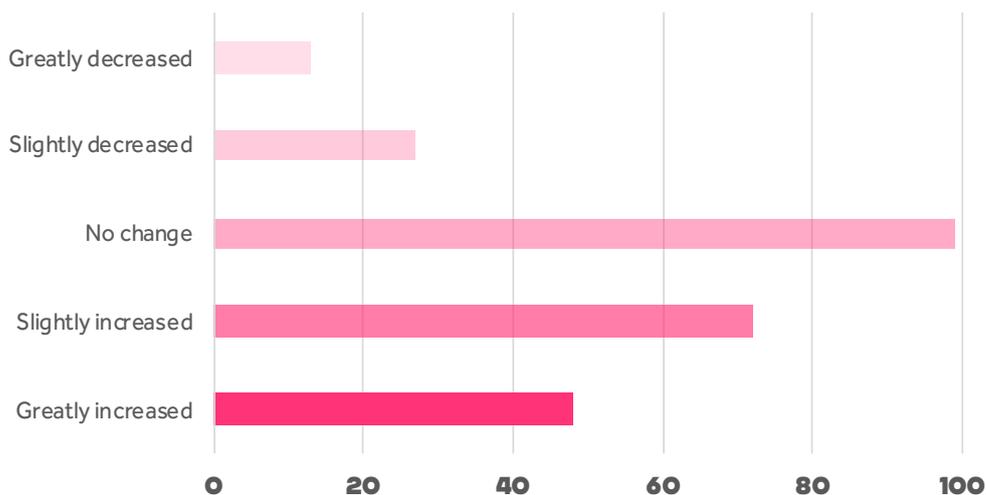
**Nearly 40% of people created 3 or more videos each month in 2021**



## Q4: Has this number increased or decreased since last year?

Here it's clear that the number of videos created has either remained the same (i.e. anywhere from 1-2 per month all the way up to 15+) or it's actually increased.

In very few cases did respondents say the number of videos they were creating compared to 2020 had decreased. This trend was also true across all three user types.



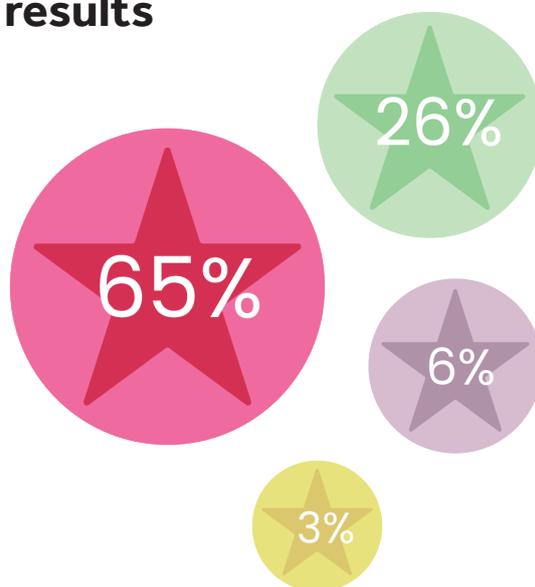
## Q5: Do you plan to create more, less or the same amount of animated videos in 2022?

Plus, that video creation growth is only set to increase throughout 2022. The answers across the board show respondents will be making more animations than ever.

With only 6% of people saying they would create less. Perhaps because they're building on the success of 2021 with more select animations.

- More
- The same amount
- Less
- Other

### All results



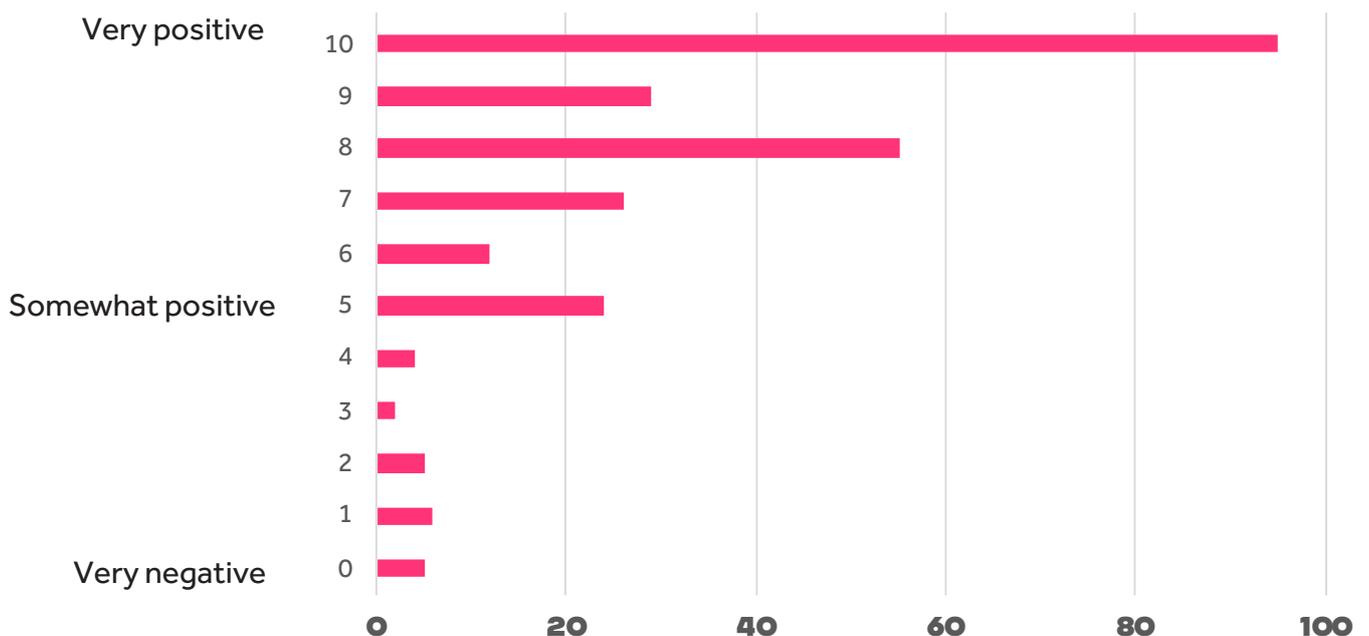
# THE ATTITUDE TO VIDEO IN ORGANIZATIONS

## Q6: What's the attitude to video in your organization?

At even a glance you can see that most of the responses sit with scores of 5 and above. Meaning organizations are generally looking at animation from a neutral or very positive position. Scanning further up we can see that it's not even the case that responses are spread evenly between 8-10.

In fact a large proportion of the answers are 10 - the most positive view of animation on the scale. Which is likely why respondents are looking to create more videos this year. There's great support and encouragement from leaders and colleagues.

### All results



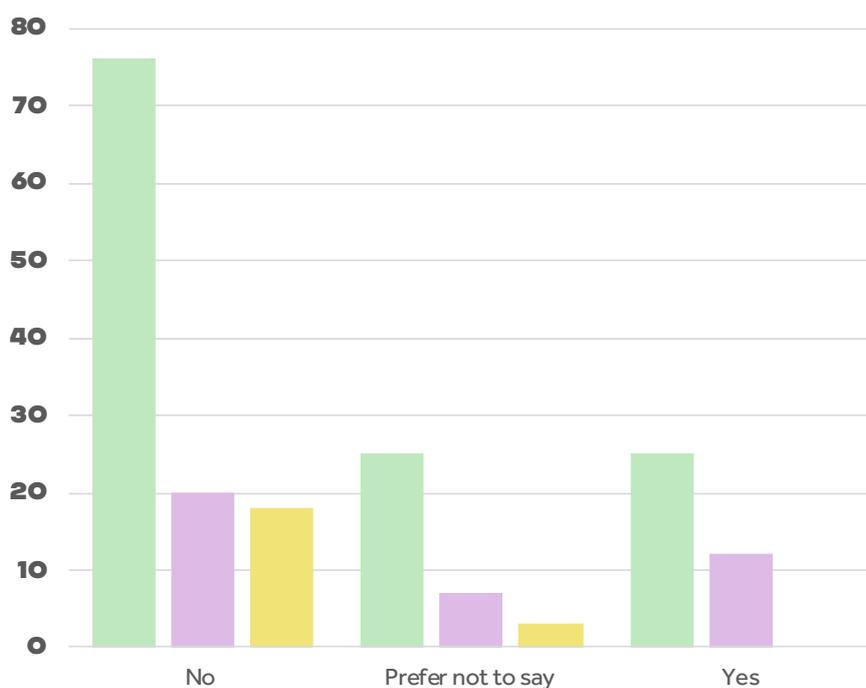
**91% of respondents say attitudes towards video in their organization are positive or very positive**

# VIDEO BUDGETS

## Q7: Do you have a budget for video creation activities and tools?

Considering our respondents are creating so many videos, you might think that they're investing huge amounts of money into making them. But the reality is the majority of respondents have no dedicated budget for video creation.

Instead, cost-effective online tools like [VideoScribe](#) are helping people make more videos faster with minimal investment.



- Educator
- Marketer
- YouTuber

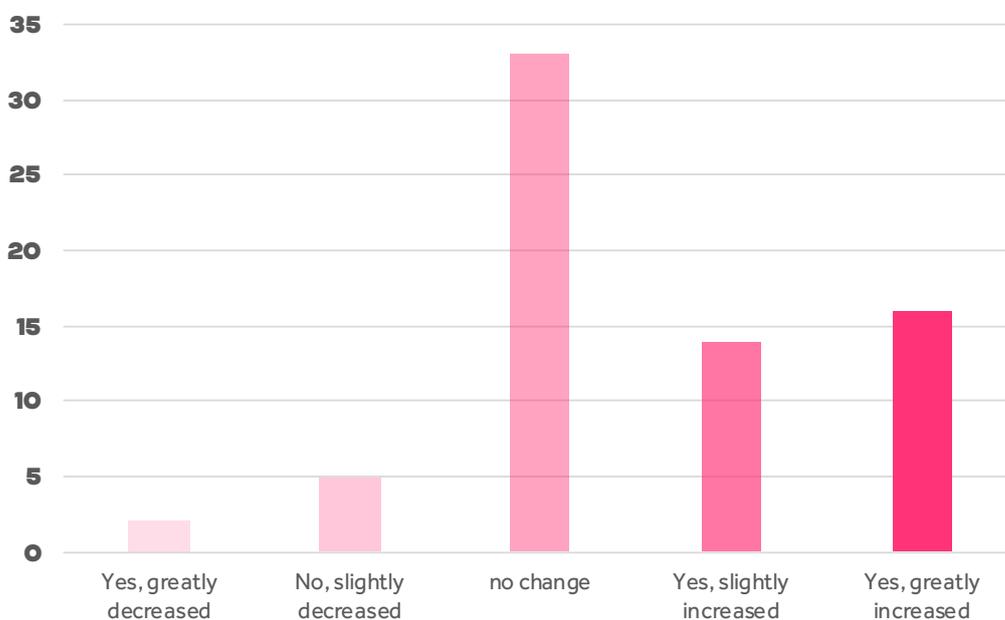
**Cost-effective online tools are helping people create more high-quality videos without huge investment**

## Q8: Has your video budget changed since last year?

However, as with the number of videos being created, it seems video budgets are also on the up. Those who responded, 'Yes' to having a video budget have generally seen either stable budgets or an increase in their available budget. This ties into the results we saw around attitude to video in organizations.

As the view of video is more positive, it's likely more money is being put aside to invest in it further. Whether that's with greater access to technology, dedicated support and resourcing or training.

### All results



**42% of respondents say their video budget has increased since 2020**

# SECTION 2: ANIMATION CREATION PROCESS

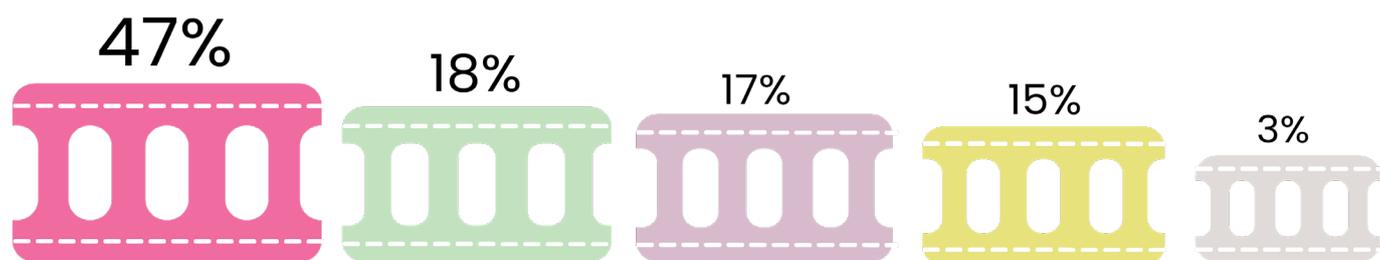
Now we know what objectives video creators have and how their video use has evolved over the last year, it's time to look at how they're creating content.

In this section we delve into the animation tools, techniques and experience our community has. Plus, some awesome tried and tested tips for achieving success with animation!

## Q9: When did you first start creating animated videos?

These results show that almost half of respondents have been creating videos for multiple years, suggesting they've returned to video creation as it's delivering the results they're looking for.

This range of experience also means we have a more rounded set of responses with different perspectives.



- Two or more years ago
- In the last 6 months
- A year ago
- In the last couple of weeks
- No comment



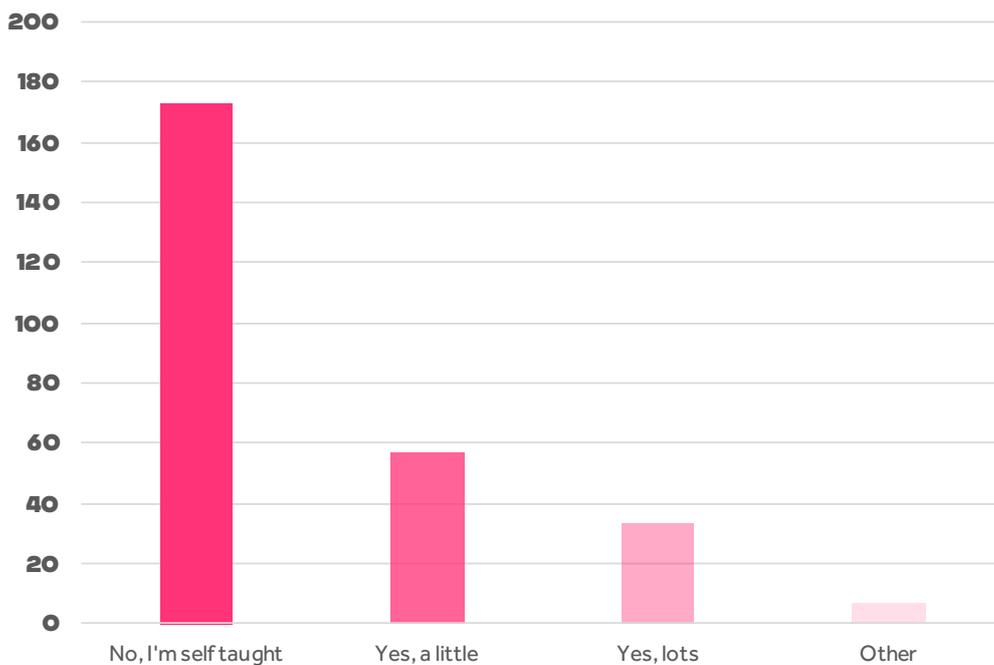
# VIDEO AND ANIMATION EXPERIENCE

## Q10: Have you had any training on video creation or animation?

While some respondents have had some kind of training on video creation and animation, most haven't and have learnt the skills themselves.

This just shows that you definitely don't need to have a background in video to create great animations. It really is easy to pick up yourself.

### All results



**64% of video creators are self-taught with no formal training in animation or video**

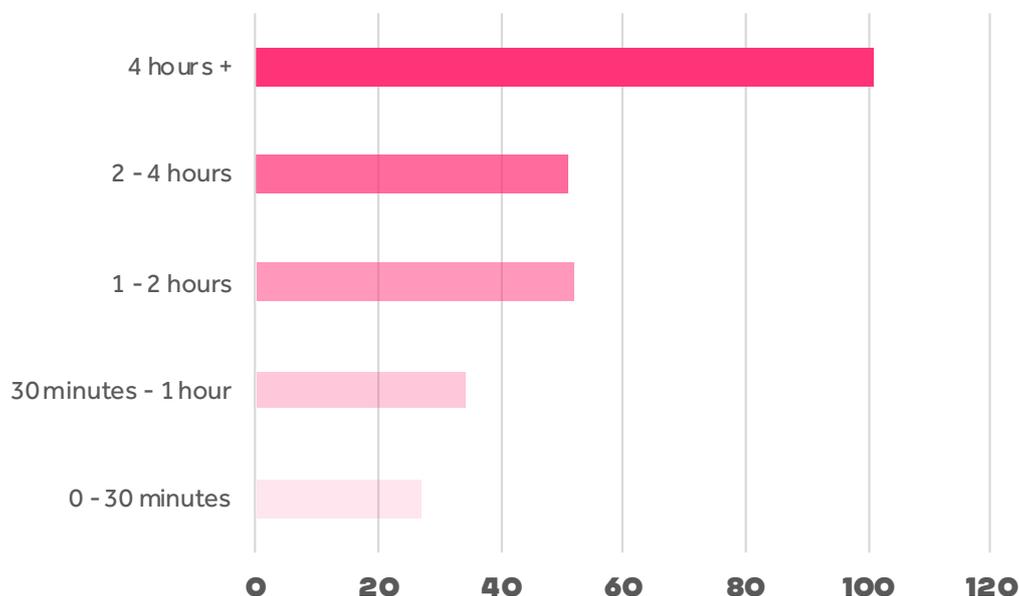
# TIME TAKEN TO CREATE VIDEOS

## Q11: On average how long does it take you to create an animated video?

Here the trends lean towards respondents taking over four hours to create an animation. But this perhaps isn't surprising when we look at the range of tools people are using to create their videos. From recording voice-overs to adding extra effects, it's easy for one high quality video to take a little longer to produce.

And as we'll see further on in the report, the time invested definitely pays off.

### All results

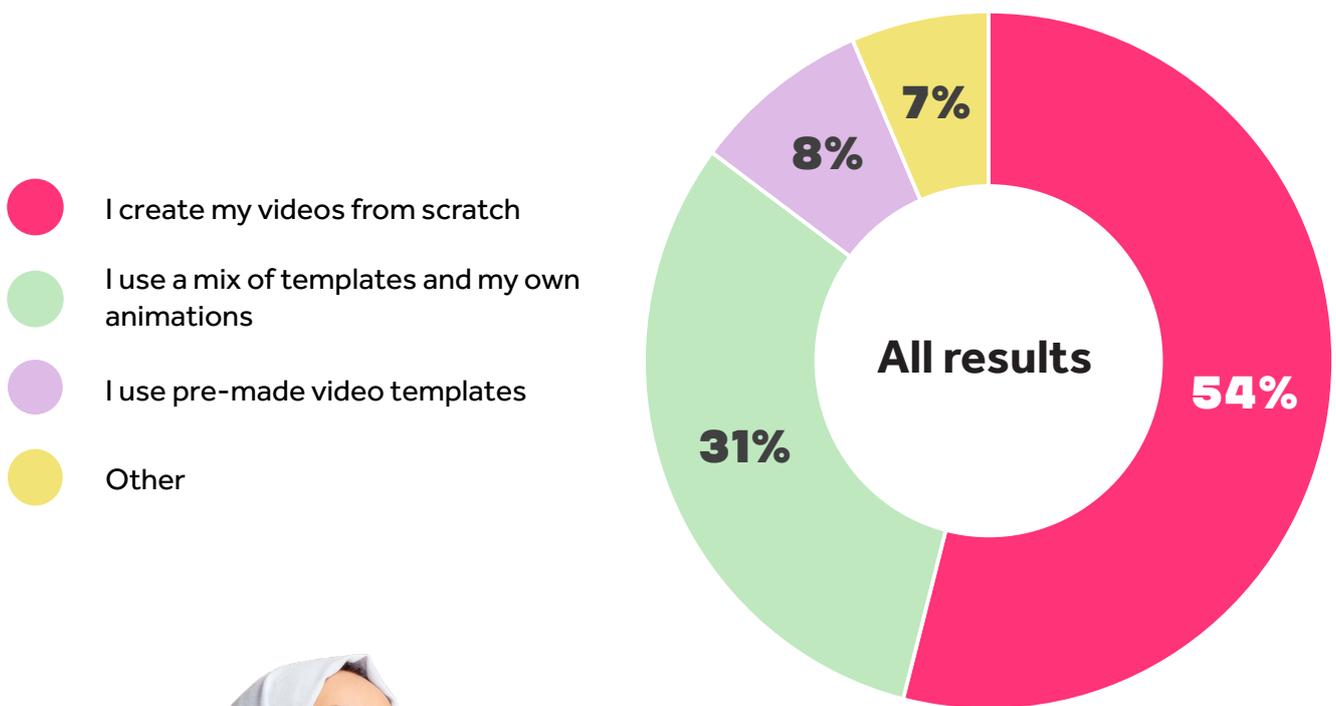


# PROCESS FOR CREATING ANIMATIONS

## Q12: Do you use a premade template, start from scratch or a mix?

Over half of respondents create their videos from scratch themselves showing just how easy it is to get started on your own.

While just under 40% use a template in some way which is a great way to speed up the video creation process and create a polished video.



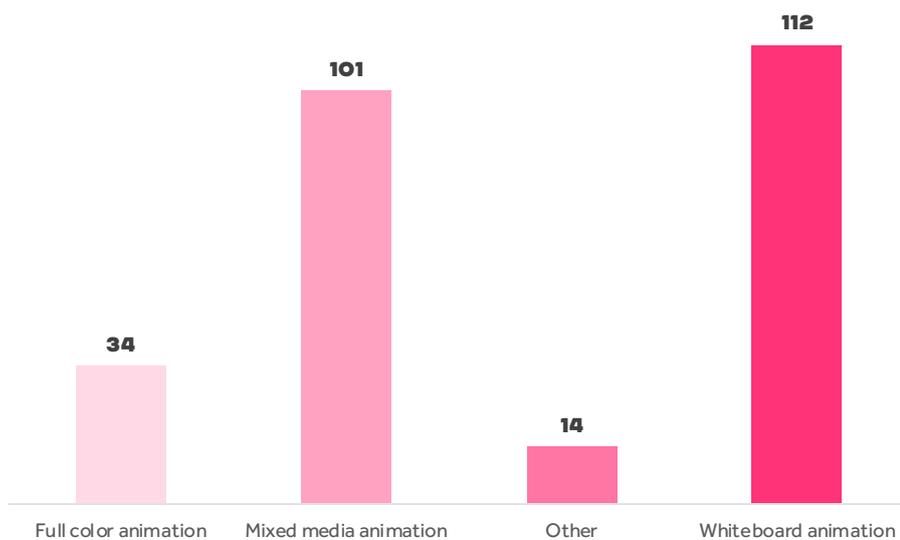
# ANIMATION STYLES FOR SUCCESS

## Q13: What style of animation do you find most effective?

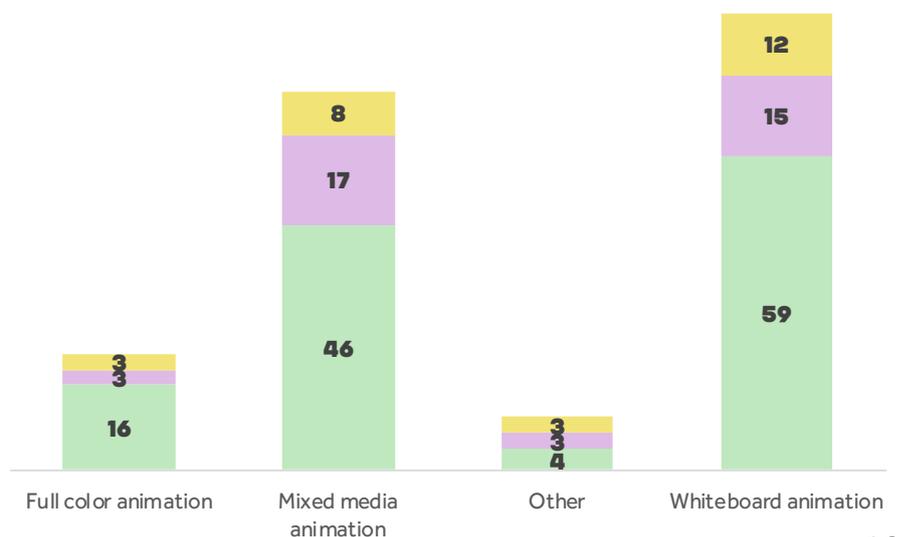
Interestingly, whiteboard animation still stands out as being the style of animation people turn to for effective videos.

This is closely followed by mixed media animation which we've seen more of in recent years, particularly the combination of talking heads footage and overlaid animations.

### All results



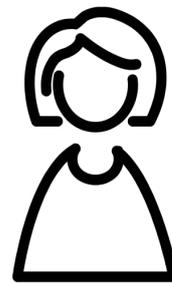
Over 40% of people said whiteboard animation is the most effective style of animation for their videos



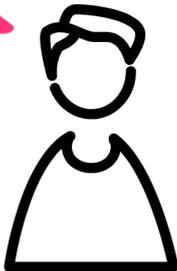
# ANIMATORS' TIPS FOR EFFECTIVE VIDEOS

## Q14: What's your top tip for creating effective animated videos?

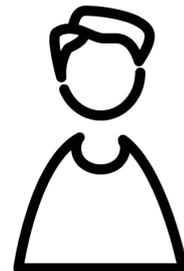
"Start by creating short videos with just one message per animation. Then create more videos if needed."



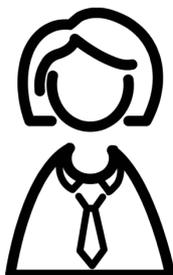
"Planning, planning, planning, then pivot when needed. A well-planned script & storyboard makes creating the video so much easier, but have the flexibility to adapt when something within the video doesn't go as planned."



"Use an image for every 5 words."



"Make it appeal to your intended audience and do not bombard it with unnecessary details."



"Don't limit your video to whiteboard animations only, integration with live video and morphing are useful tools. Mixing animation with video interviews, originally shot video and photos is a staple for us."



From quick practical advice to strategic guidance, our community shared a whole host of tried and tested tips for animation success. Here are just a selection of the wise words we recieved.

# SECTION 3: SHARING AND REPORTING ON YOUR ANIMATIONS

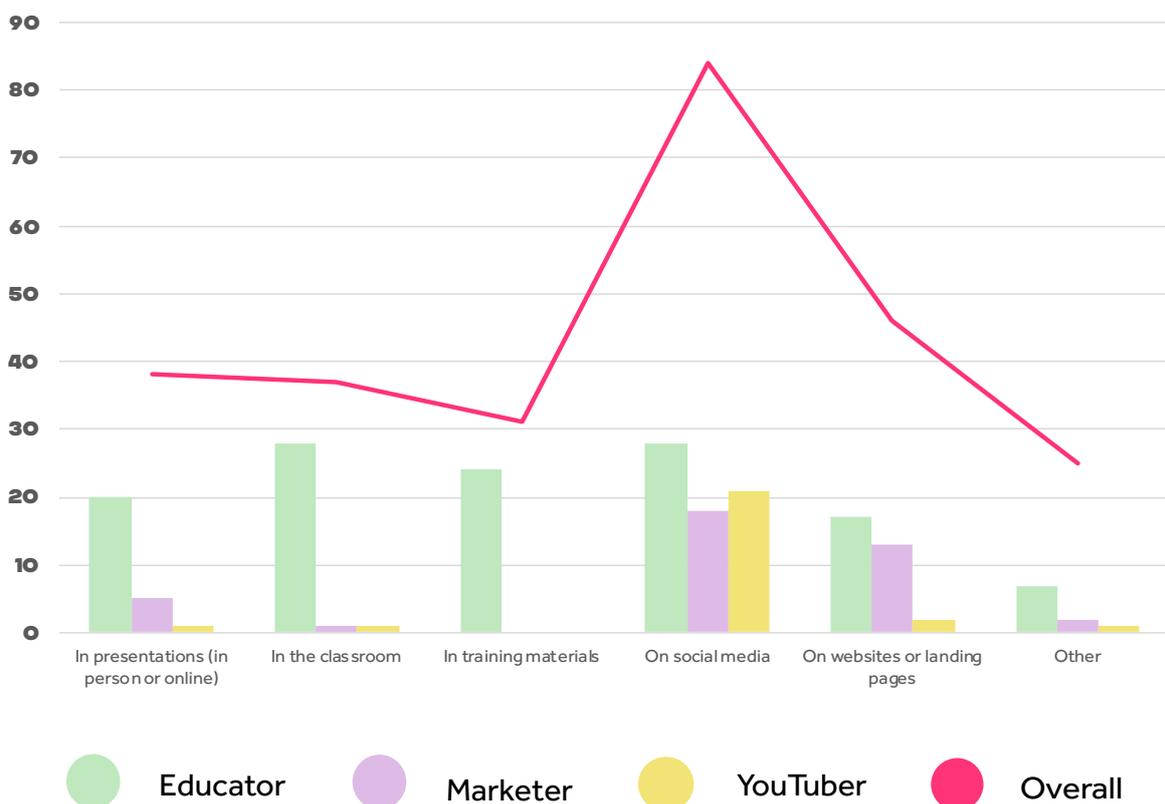
Our final section is all about measuring success. After all, we've seen throughout this report that not only does a lot of time and energy go into making videos, but there's a key objective behind them.

So we asked respondents about the metrics they track and how these indicators have changed over the last year. Leading to our ultimate question... is animated video worth the investment? Read on to see the verdict!

## Q15: Where do you share your videos?

Again, it's clear that as video is such a flexible tool, it's effective in lots of different settings. But what's interesting is that across the board, the most common place to share animations is social media. This is likely due to the reasons we saw at the start of this report.

Animation is more eye-catching than other forms of content, it keeps viewers hooked for longer and it's great for explaining complex information. All of those qualities are key for success on social media where attention spans are short and competition for views is high.

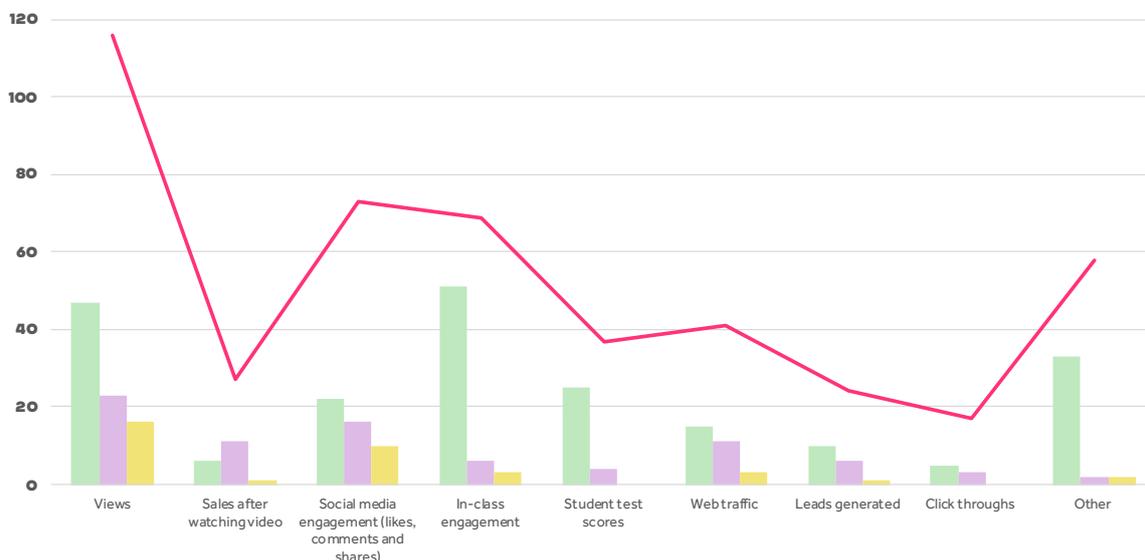


# METRICS TO MEASURE THE EFFECTIVENESS OF ANIMATED VIDEO

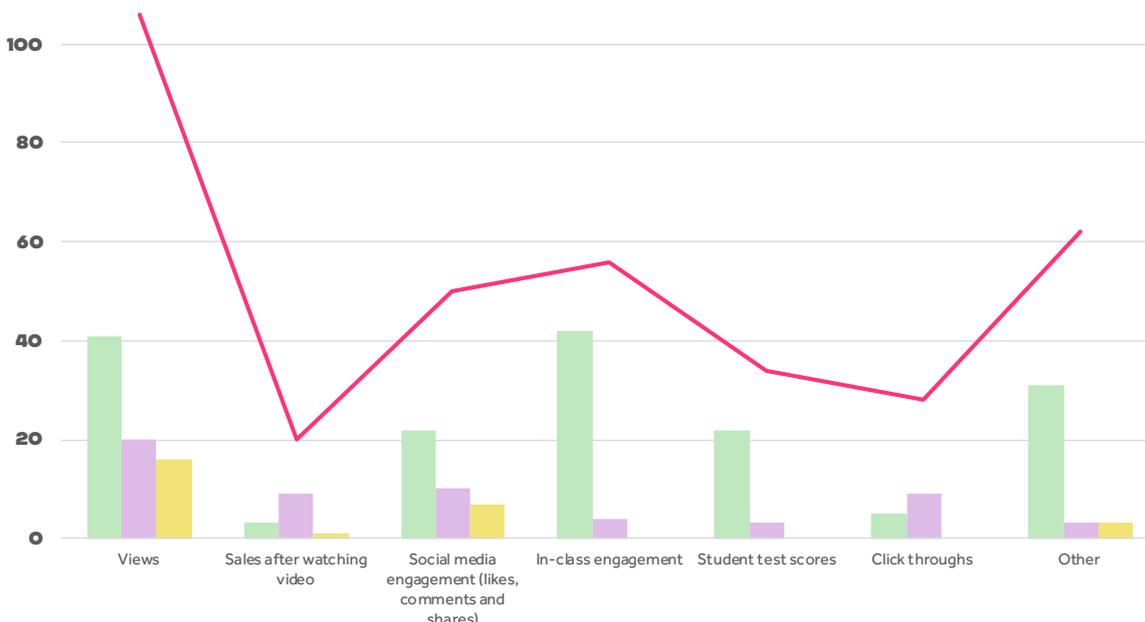
The first thing we see is that the trend in responses for both questions is almost identical. This means that generally the metrics respondents are tracking have all seen improved results since last year.

It's also key to note the variety of metrics tracked which range from more traditional marketing measures like web traffic and sales to education focused reporting like student test scores.

## Q16: How do you measure the success of your videos?



## Q17: Which of your measures have seen an improvement in results since last year?

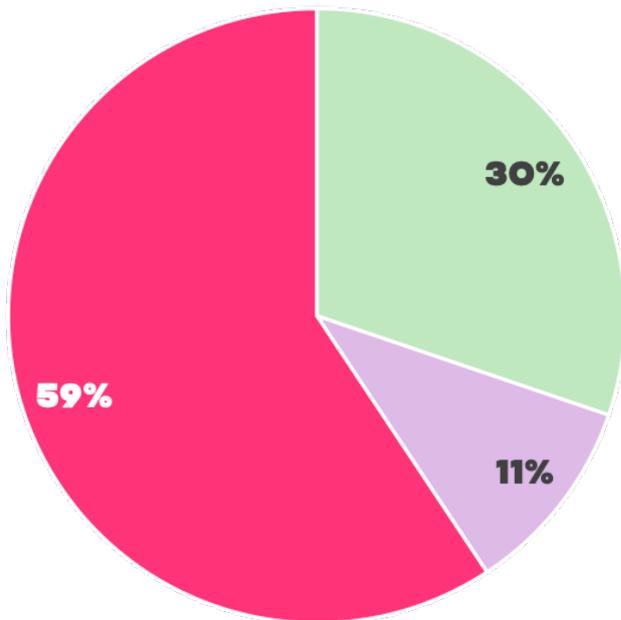


# THE VALUE OF ANIMATED VIDEO

## Q18: Overall, do you find animated video worth the investment in time and money?

Overwhelmingly respondents said that animated video is absolutely worth the time and money. Even those who say video is highly effective if not essential make up nearly 90%.

Only 11% of people would say it doesn't justify the investment but we have to question whether they have the right measurements in place when the results are otherwise so positive.



-  Yes, absolutely
-  It is effective but not essential
-  The return doesn't justify the investment

**90% of respondents say animation is highly effective or even essential to their work**

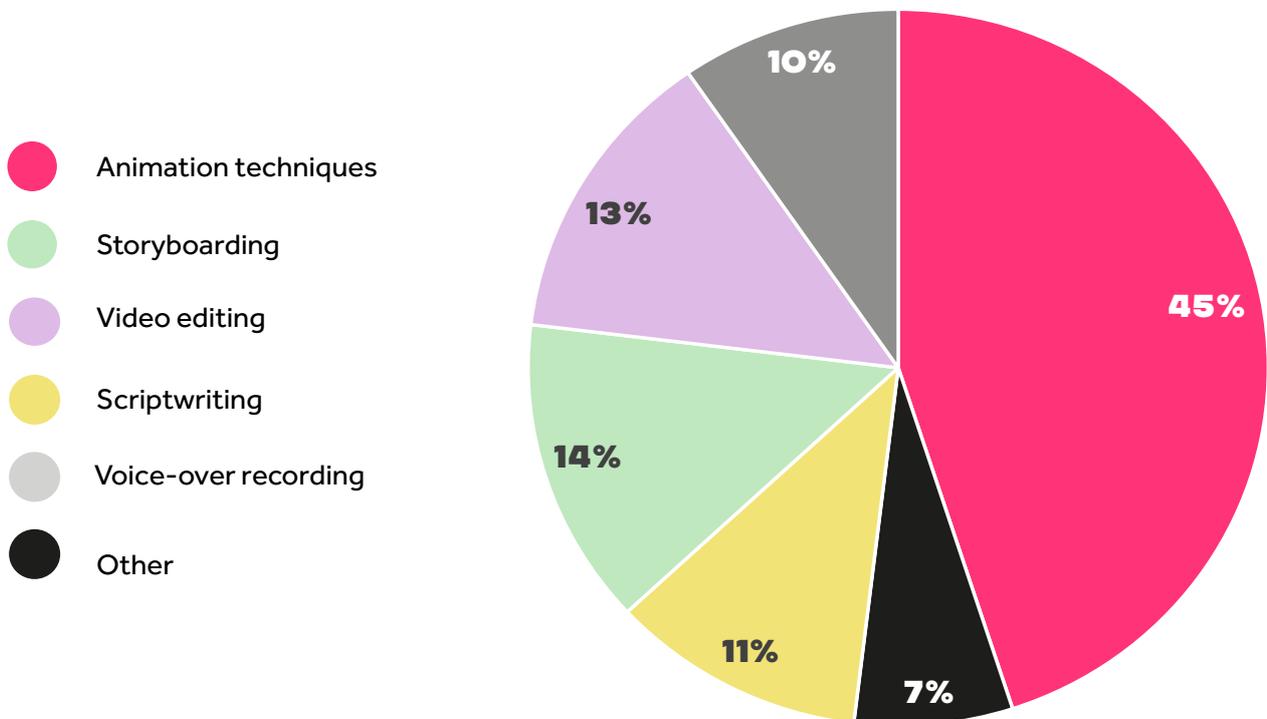


# FURTHER DEVELOPMENT OF VIDEO SKILLS

## Q19: What video skills are you looking to improve?

Although there are a range of skills respondents are keen to learn more about, it's clear animation techniques is a particular focus.

This really highlights just how important the visuals are that people want to invest more time improving their animation skills.



**Further development of animation skills, storyboarding ability and video editing are priorities in 2022**

# CONCLUSIONS

## Superhero qualities

Animation's biggest strengths are that it makes information easier to understand and keeps viewers engaged for longer. Which is why the question you should be asking in 2022 is not should we create more video content, but where can we use video next?

Whether it's helping customers use your products and services or explaining exam protocol to students, video can help you deliver your message more effectively.



## Time to invest

Attitudes towards video in organizations are changing. Animation isn't just a 'nice to have' anymore - the results speak for themselves. Now video is prioritized and dedicated video budgets are starting to grow.

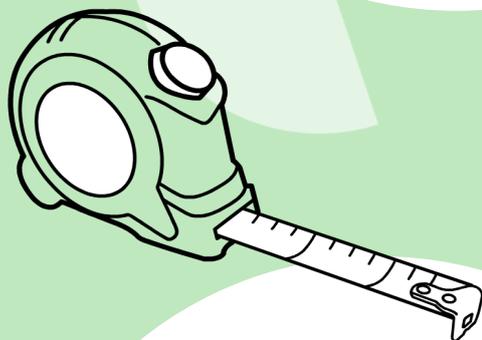
If you don't already have resources set aside for video, it might be something to focus on in 2022.



## Measuring success

The key to improving your animations is listening to your results. As we saw, there are lots of different metrics you can monitor to understand how your videos are performing. But first, you have to decide what metrics are important to you and your objectives.

As our respondents found, you'll likely see improved results for social media engagement, views and in-class engagement. But there's potential for so much more! Measurement helps you iterate and improve.



# ACKNOWLEDGEMENTS

Thank you to everyone who took the time to complete this survey and share their thoughts with us. The data is based on 270 responses from our Sparkol community.

# ABOUT SPARKOL

We make distraction impossible. With easy to use, affordable video software, professional animation services and workshops that transform the way you communicate.

