

The Power of **Cartoon Marketing**

How to create an awesome animated video clip that will get you noticed
and your message heard with zero prior know-how!

The Special Sauce



Learn the Secret Recipe

by **POWTOON**'s
Chief Unicorn - Ilya Spitalnik

The Power of Cartoon Marketing

How to create an awesome animated video clip that will get you noticed and your message heard with zero prior know-how!

INDEX

Book

PART 1 – WHY ARE CARTOONS SO POWERFUL?	3
The Special Sauce	3
Conditioned since Childhood to Love Cartoons	4
Lowering Your Guard	4
Seeing the Bigger Picture	7
The Power of Toon!	8
A Solid “What does/doesn't work” Formula	9
A Few Undeniable Facts	10
How to Create an Awesome Animated Video	15
PART 2 – HOW TO CREATE A COMPELLING SHORT STORY	16
The Secret Recipe	16
From Theory to Practice	20
Five Challenges	21

Bonus Workbook

PART 3 – HOW TO CREATE AN AWESOME ANIMATED VIDEO CLIP: AN EASY 6-STEP PROCESS

Step 1 - Write an awesome Script or Short Story
Step 2 – Storyboard
Step 3 - Voiceover Guide / Background Music
Step 4 - Dividing the Slides
Step 5 - Populate the Slides with Visuals
Step 6 – Timing
A Real Insider Tip

IS THERE A SHORTCUT?

A PERSONAL NOTE FROM THE UNICORN

APPENDIX

Worksheet: Super Easy 5-Step Script Writing Template
Case Study: PowToon’s Script for Startups Table

ALL RIGHTS RESERVED. This book contains material protected under International and Federal Copyright Laws and Treaties. All and any parts of this book that are reproduced or transmitted in any form or by any means, electronically or mechanically, including photocopying, recording, or by any information storage and retrieval system should clearly state details of the author / publisher.

Copyright
© 2013 Ilya Spitalnik www.PowToon.com

Part 1

WHY ARE CARTOONS SO POWERFUL?

The Special Sauce

Have you ever found yourself watching a cartoon where mice talk, elephants fly or penguins build airplanes and say to yourself: "That's ridiculous! Where'd they come up with such nonsense?"

Actually, no! The likelihood is you've never been bothered by how implausible a cartoon was...

Why? It's because something magical happens when you watch a cartoon. Psychologists have a fancy name for it: **"The Suspension of Disbelief"**

It's the special sauce that stops you from asking critical questions such as: Can this actually happen? Is this really possible? Does this make any sense?





Conditioned since Childhood to Love Cartoons

Most of us watched cartoons as children and still - to this day - associate them with childish, non-business, and (more importantly) non-sales related matters.

Basically, we've been conditioned to accept cartoons as a non-threatening form of communication and we absorb their messages in a very different way compared to the jaded "keep your guard up" attitude we typically adopt.

Lowering Your Guard

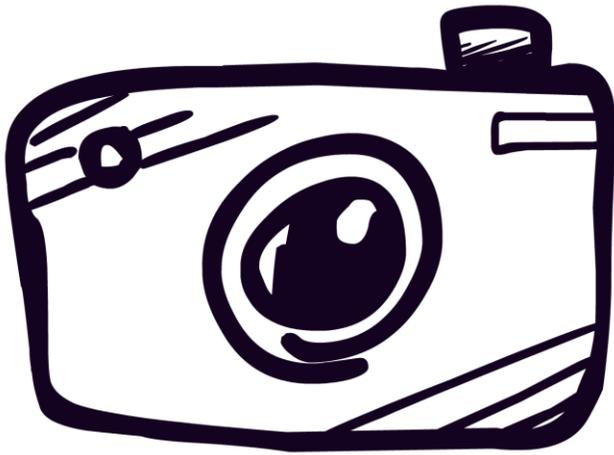
A cartoon encourages you to lower your guard and stop asking grown-up questions like: Do I like this packaging? Am I familiar with this brand? Do I have any prior experience with this vendor?

This is where cartoons become such a powerful marketing tool....

By eliminating the "criticizing" instinct for even just a few moments, we open ourselves to new messages.

To illustrate what I mean, take a look at these next two images. With each, be aware of the first thoughts that cross your mind:

Image 1



My thoughts:

"Oh, a camera - someone's probably taking a picture."

Image 2

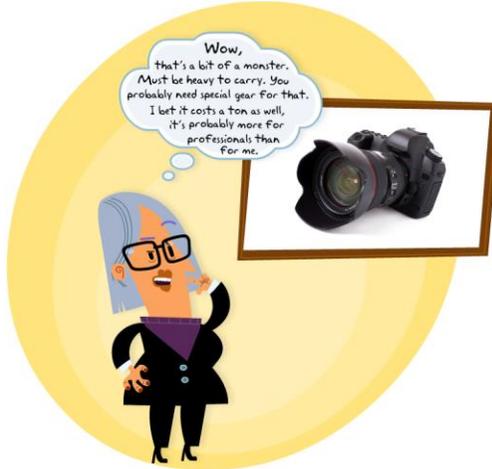


My thoughts:

"Wow, that's a bit of a monster. Must be really heavy. You probably need special gear for that. I bet it costs a ton as well, it's probably intended more for professionals than for me."

Seeing the Bigger Picture

My "grown-up," detail-oriented approach to Image 2 makes it virtually impossible to see any kind of greater message someone may want to convey. I'm too caught up with the details to see the bigger picture (no pun intended).



Using the cartoon format adds a level of abstraction to the message that allows us to ignore petty details and concentrate on the greater message!

The Power of Toon!

Harnessing the power of a cartoon can help you create high-impact messages that speak to prospects in ways virtually no other medium can, because:

1. You're speaking to them via a channel they're conditioned to associate with fun and childhood (and most definitely *not* business and sales) - so their guard is down and they're massively more receptive.
2. The added level of abstraction allows them to focus on the **message** rather than petty details, so they can actually evaluate the real benefit.

If you'd like your audience to take note of what you have to say, there are few better ways than creating a cartoon to convey your message!



A cartoon allows you to present an idea or product in a non-threatening, non-salesy, non-pushy way, because - after all - it's just a cutesy cartoon...

Granted, until recently, this process was prohibitively expensive, costing a minimum of \$1,500 per minute and often reaching \$25,000+ with professional animation studios.

This obstacle inspired me to shape PowToon's vision of creating a tool that makes it affordable for *anyone* to create animated clips for their business or service.

A Solid “What does/doesn't work” Formula

In this short book, I'm here to give you a solid **“What does/doesn't work” formula** for animated video clips (whether for your business or yourself), and provide a simple and incredibly effective recipe that will capture viewers' imagination, engage them, and inspire positive action towards you or your product.

In case the formula seems overly simplistic at first glance, let me emphasize that it is supported by a distilled analysis of **261,254** animated presentations and cartoons, or **PowToons** as we like to call them, which we surveyed to come up with one easy-to-use yet powerful recipe...



A Few Undeniable Facts

Before we start with the formula, let us review a few undeniable facts we've come to understand through empirical evidence and research:

1. STORIES SELL

It's no big secret that stories sell!

Customers don't want to be hit over the head with product features. They want to be sold a vision of how a particular product or service "will benefit me." They want to see themselves reaping rewards... ideally *lots* of them. Thing is, it can be difficult to create a "real life character" to convey a vision because of all the "grown-up" questions we would ask about this person. But it's incredibly easy to achieve a vision using a cartoon! Remember, a cartoon is all about the bigger picture and glossing over the details...



2. JOIN THE CONVERSATION IN THE VIEWER'S HEAD

Every one of us has a conversation going on in our head - ALL THE TIME!

Whenever we see anything, a subliminal debate wages within us, like in the earlier example of the cartoon vs. the real camera. Once you receive any sensory stimulus, your subconscious mind starts discussing it.



Therefore, in creating any story, we should aim to tap into that conversation going on in our prospects' head.

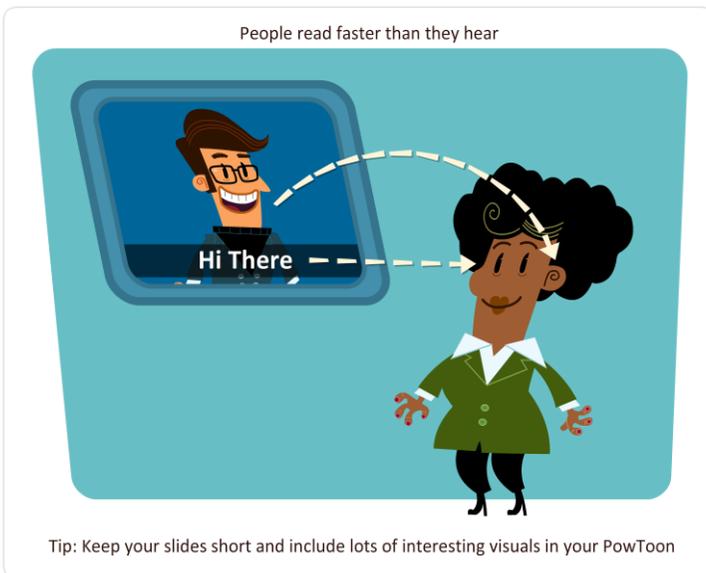
Not only that, but we must **establish a dialogue** with prospects to make them pay attention. I'll illustrate this principle further as we create our story.

3. IMAGES VS TEXT

Want viewers to pay attention with the logical part of the brain? Use speech. But if you want them to use the emotional faculty...use images! And if you want to fully engage viewers, **coordinate images and speech with music** to get the full impact of the logical and emotional sides.

Recognize that too much text in a presentation can be distracting. The human brain can process 275 words per minute in written form, and it can only hear 150 words per minute. This means that putting a lot of on-screen text can cause a mental disconnect.

Instead, “season” your cartoon with short phrases or words to emphasize emotional triggers. This can be a very powerful way of making your viewers pay attention at key moments in your presentation.



[Video Tip: More tips on how to use IMAGES in your animated video](#)

[Video Tip: More tips on how to use TEXT in your animated video](#)

4. BEST LENGTH FOR AN ANIMATED VIDEO CLIP

The average attention span of the Facebook generation is 90 seconds. This is the time you have to get your message across—and the first 7 seconds are the most crucial! That's when you have to convince viewers to actually continue watching.

Our research indicates...

Best cartoon length: 63-92 seconds

Critical start: 7-10 seconds

How many words should your script have?

Clip Length	Number of Words
30 seconds	85
60 seconds	160
90 seconds	230

So the maximum optimal length for an animated video is around 90 seconds, and you should aim to get viewers' attention - hook them - within the first 7 seconds. (As this is when they decide whether to continue listening or not).



5. SHORT - SHORTER - SHORTEST

It isn't easy to write a compelling short story. So it's okay to start out with a longer presentation, and then cutting it down. Draft your story, then read it through and edit out the non-essentials. Then read it through again, and cut it down some more, then rinse and repeat, until it is really, really short! (You can always add things back later).



The motto in writing your script is: short - shorter - shortest! This way, you can crystallize the essence of what you want to say and avoid losing viewers because you're too long-winded. An additional benefit is that it forces you to be very clear about what you want to convey.

How to Create an Awesome Animated Video

To create a short, punchy animated video, we need two things:

1. Create a compelling short story about the product or service—this serves as our animation script.
2. Turn this story into an awesome animated video clip using PowToon!

In Part 2 of this book, I'll lead you step-by-step through the creative process of drafting a simple, powerful script.

Then, in Part 3, I'll guide you through the actual animated video creation using the PowToon software.

PART 2

HOW TO CREATE A COMPELLING SHORT STORY

THE SECRET RECIPE

Captivate - Engage - Call to Action

Your objective is to create a story that leads viewers through the following 3 stages:

Stage 1: CAPTURE VIEWERS' ATTENTION

Stage 2: ENGAGE THEM LONG ENOUGH TO HEAR YOU OUT

Stage 3: INSPIRE POSITIVE ACTION TOWARDS YOU, YOUR BRAND or YOUR PRODUCT

Let's start creating a compelling story by asking three questions:

1. How do I capture viewers' attention in only 7 seconds?
2. How do I engage viewers so they'll want to hear us out?
3. How do I make them take action right here and now?

To make sure we're on the same page, let's clarify where your viewers will encounter your video: On the web? At a tradeshow? In your shop? Actually, it doesn't really matter! What matters is what they're thinking as they view your material. You have to enter the conversation in their heads...

Question 1

How do I capture the viewers' attention in only 7 seconds?



The first question viewers will be asking is: "Is this vendor talking to me? Is this content directed at me?"

So your first objective is to grab the viewers' attention and convince them that you're talking to them.

How do you do that?

Well, there are several ways. You can...

- shock them
- upset them
- make them laugh
- gross them out
- say something they really care about
- etc...

One of the more effective methods (and, incidentally, one that helps you qualify this person as a potential customer) is stating a problem that they're currently struggling with...i.e. a subject they really care about.

This will make them look up and pay attention!

You know your service or product best, and you know what problem(s) it solves. So state the biggest problem or frustration in order to snag viewers and make it clear that you're specifically addressing them.

[Video Tip: More tips to grab your viewer's attention](#)

Question 2

How do I engage viewers so they'll want to hear me out?

Here's a bit of sales psychology: as soon as a person crosses the initial 7 second marker and makes the decision to listen, you've bought yourself a further 30 seconds of attention. This is when you must convince them that you have something relevant to them, either by revealing a solution or by dazzling them with your knowledge of the problem.

Gary Halbert, the legendary copywriter, once said that if you can describe a customer's problem better than he can describe it himself, he'll immediately accept you as an authority and hang onto your every word.

Question 3

How do I make them take action right there and then?

At this stage, the viewer will realize that:

- You are specifically addressing them
- You actually have something relevant to say and
- There could be benefits to following your advice

Now you need to present the solution and focus on the benefits—after all, the viewer needs a vision of how this product or service will profit them. As we established earlier, a cartoon is the perfect medium to convey a vision as opposed to a detailed “grown-up” picture.

The viewer needs a vision of how this product or service will profit them.



A cartoon is the perfect medium to convey a vision as opposed to a detailed “grown-up” picture.

Once you’ve given the viewer a vision of how they can use your product or service to their benefit, you must **clarify the action you want them to take**. This is referred to as the Call-To-Action.

This may seem simplistic, but you’d be surprised how many people overlook this critical element! The easiest way to achieve this is by just stating what viewers should do next: click this button, search Wikipedia, take out your credit card, etc...

[Video Tip: More tips on how to structure your call-to-action](#)

FROM THEORY TO PRACTICE

Let's turn the above theory into action using a script I wrote to promote PowToon to startup companies.

The principles are 100% transferable to any other business, and you can follow the steps to create a script for your product or service using the same guidelines.

Our evaluation of the script should be structured as a conversation between you and the viewer's subconscious:



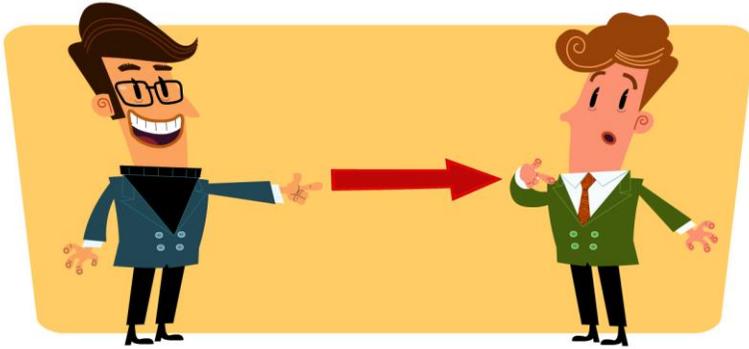
To illustrate what I mean, this icon will be used to represent my voice



and this icon will represent the conversation in the viewer's head.

Challenge #1

Convince the viewer you're talking to him



Tip: Be direct, don't try to cover all the bases. Say outright who you're speaking to. If your viewer considers himself among this group, then he'll listen up; if not, then your product isn't directed at him anyway.

STEP 1 - ESTABLISH THAT YOU ARE TALKING TO "ME"

The viewer must be convinced that he's actually the one you're speaking to. In my case I am speaking to an entrepreneur who is trying to get his Startup off the ground:



PowToon for Startups Script: So you've got this amazing idea that's going to make you the next Bill Gates...



Conversation in viewer's head: Yeah, you know what, I do have an awesome idea that I'm trying to get off the ground. I'll give you 30 seconds to convince me that you have something that could work for me.

We now have the viewer's attention and he's given us a shot at convincing him...



Now the conversation in his head moves on:
Why should I listen to you as opposed to any of the hundred or thousand others vying for my attention?

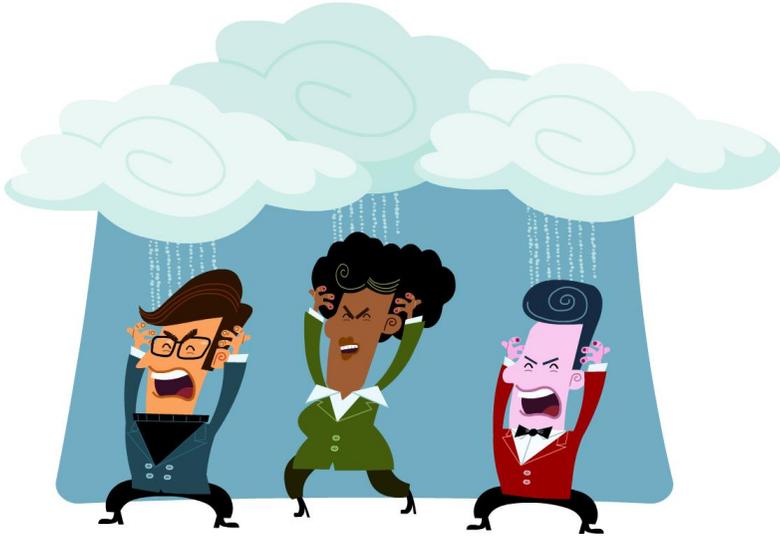
To convince him that we offer something relevant, we need to either demonstrate that we have a great deal of experience in the subject matter or show a clear benefit of the product or service.

Example:

- A nutrition expert "Isn't it tough to stick to your diet when you see all these delicious things around you?"
- A laundry service "Your washing machine takes ages and is noisy..."
- A heartburn medication "Couldn't sleep again last night because of heartburn?"

Challenge #2

Fuel viewers' interest



Tip: Start your story with a common problem among your target group.

STEP 2 – POINT OUT THE PROBLEM



PowToon for Startups Script: But every investor you pitch to fails to understand why your Big Idea is so unique. You try to explain all the important details, but their eyes just glaze over.



Conversation in viewer's head: Well, I have to explain my product somehow, and I have a pretty compelling story...what do you want me to do?

Challenge #3

Convince the viewer that you have something relevant to say



Tip: Indicate that you have a solution to the aforementioned problem or that you have some special expertise.

STEP 3 - INDICATE THAT YOU HAVE A SOLUTION OR THAT YOU UNDERSTAND THE PROBLEM REALLY WELL



PowToon for Startups Script: Here's the thing: The instant you start talking to an investor or customer, their inner stopwatch starts ticking... And you've got 90 seconds max before they completely write you off! Is there some magic way around this mental roadblock?



Conversation in viewer's head: What? They write me off after just 90 seconds? Surely you're exaggerating!

We've now created curiosity...

Challenge #4

Show the benefits of using your product or service



Tip: State the benefits of your solution—because that's what your customer is paying for! He ain't paying for the pretty packaging...

STEP 4 - PRESENT YOUR SOLUTION AND ITS BENEFITS



PowToon for Startups Script: You better believe there is! Because you're watching it right now! It's called a PowToon--a simple, super engaging way to keep investors' and customers' attention throughout your entire pitch.

PowToons translate your pitches into dynamic short animations that easily connect with your audience, showing them exactly why your business deserves their attention--and their money!

And if they want further proof that you're a savvy business owner, just let them know you created an incredible video pitch for 2% of the cost it would've run you to outsource to a professional animator or studio.



Conversation in viewer's head: Sounds like this could offer me something valuable. What do you want me to do now?

Challenge #5

Get the viewer to take a step in your direction



Tip: Don't underestimate the power of telling someone what to do. Don't be ambiguous and don't give too many options – ideally only one call to action.

STEP 5: INDICATE WHICH ACTION YOU WANT THE VIEWER TO TAKE



PowToon for Startups Script: So sign up today and bring out the awesomeness in your business!



Conversation in viewer's head: Better check this out! This might be just the thing I need to convey my message in a better way.

We've now told the viewer what he should do. Whether he'll follow-through is up to him and depends on how compelling the pitch was, but at least he heard us out...

This concludes our script!

We now have the raw material to create our animated clip. You can review the entire script in table-form in the Appendix to the Bonus Workbook.

Super Easy 5-Step Script Writing Recipe – Case Study: PowToon for Startups

Challenge	Step	PowToon for Startups Script	Conversation in Viewer's Head	Visuals
Grab viewer's attention and convince him that you are talking to him	STEP 1: ESTABLISH THAT YOU ARE TALKING TO "ME"	So you've got this amazing idea that's going to make you the next Bill Gates... 15 Words	Yeah, you know what, I do have an awesome idea that I'm trying to get off the ground. I'll give you 30 seconds to convince me that you have something that could work for me.	Guy scratching his chin thinking – then he has an idea and becomes happy.
Fuel viewer's interest	STEP 2: POINT OUT THE PROBLEM	But every investor you pitch fails to understand why your Big Idea is so unique. You try to explain all the important details, but their eyes just glaze over. 30 Words	Well, I have to explain my product somehow, and I have a pretty compelling story...what do you want me to do?	Whiteboard with flow chart and Guy explaining. Investor getting bored.
Convince the viewer that you have something relevant to say	STEP 3: INDICATE THAT YOU HAVE A SOLUTION OR THAT YOU UNDERSTAND THE PROBLEM REALLY WELL	Here's the thing: The instant you start talking to an investor or customer, their inner stopwatch starts ticking... And you've got 90 seconds max before they completely write you off! Is there some magic way around this mental road block? 39 Words	What? They write me off after just 90 seconds? Surely you're exaggerating!	Stopwatch ticking while Guy is talking. Guy gets punched after 90 seconds. Guy is dejected.
Show the benefits of using your product or service	STEP 4: PRESENT YOUR SOLUTION AND ITS BENEFITS	You better believe there is! Because you're watching it right now! It's called a PowToon-- a simple, super engaging way to keep investors' and customers' attention	Sounds like this could offer me something valuable. What do you want me to do now?	Guy is surprised. Zoom out to reveal that Guy is part of a



The **Bonus Workbook** contains Part 3 of The Power of Cartoon Marketing, where we develop this script into an awesome animated video.

In Part 3, I use the PowToon software for the purpose of creating my animated video, but please feel free to use any animation software that you feel comfortable with, the principles are 100% transferable.

You'll see the finished product (including voiceover) at the end.



(See what I did there?! Call to Action!)