

NEW EFFECTS MAKE DIGITAL ADVERTISING MORE APPEALING



VFX, known for specializing in visual effects software that is most commonly used for advertisement has recently released something that will have a major impact on the effect of videos and how appealing they are to the consumers. The advertisements will not only be more appealing to consumers, they will also engage the consumers and interact with them as well. VFX will provide high-quality software, as usual, that will allow the advertisement industry to expand with its improved advertisements. This will increase the chances of the consumer actually deciding to purchase the products that are being advertised, according to MarketWatch. The CEO for GenArts, Katherine Hays, has said, "Video usage is expanding across all media and it's growing more difficult for advertisers to meaningfully attract their target audience." She also says, "Advertisers are challenged to make their ads as effective as possible, but it's not always clear which tools enable you to do that. This case study shows that visual effects are a cost-effective and actionable way to significantly increase the appeal and credibility of your brand, and ultimately increase viewer purchase intent by as much as 12%." Advertisements are constantly used in online videos now. A lot of companies are definitely feeling the pressure too. There is a lot of pressure on targeting specific audiences, the audiences that will more than likely give the product a try. GenArts created a study that talked about the need to target and engage specific audiences. GenArts has recently partnered with PixelFish to ensure that advertisements will be of very high quality and that the advertisements will also be appealing to all of the consumers. In fact, GenArts decided to perform a study by using videos for the PUMA company to see how effective the video advertisements were. There were two different versions of the advertisement for the specific PUMA brand sneakers. One of the advertisements featured those special visual effects while the other did not. And, much to their expectations, the video with the special visual effects received a lot more attention and performed much better than the other video. The video with the visual effects actually engaged the viewers and made them literally want to buy the sneakers and give them a try. There was an increase in time spent watching the video along with the amount of people who wanted to buy the product and the chances of the viewers wanting to download a coupon to buy the sneakers. This proves that visual effects do work. The Chief Marketing Officer for PUMA, Antonio Bertone, has said, "Video is an effective way for us to connect with consumers and retail partners globally." He also says, "We use tools like visual effects to promote our brand in everything from above the line advertising to external consumer promotion videos and internal retailer sell-in tools. We've found visual effects to be an effective way to make videos of all types perform better and to help cut through in a cluttered marketplace."

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