

# Awesome Animation! 3

Our annual survey of the best in animated content



November 2018

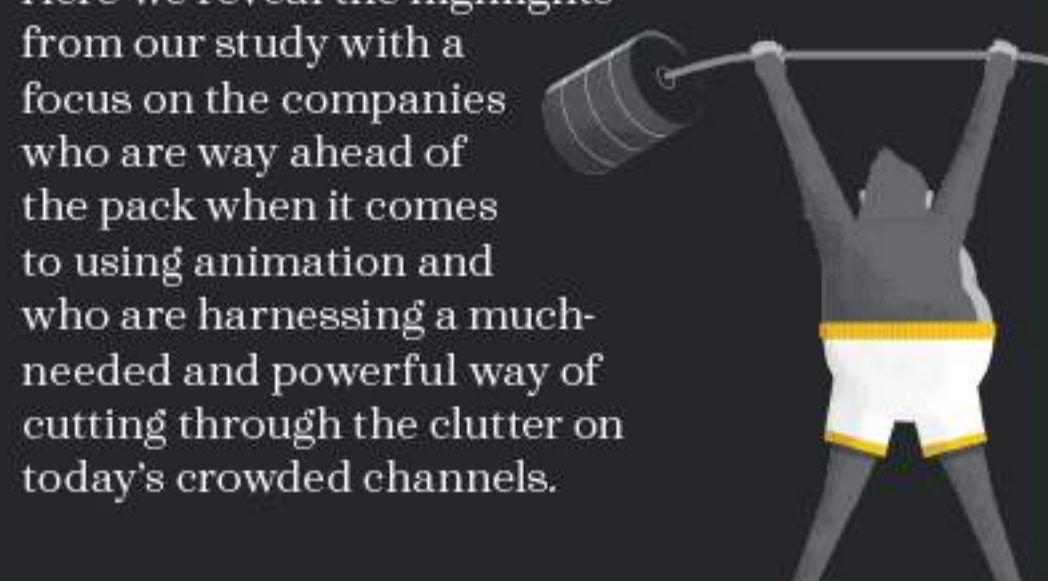


## Hello Hello!

Now in its third year, our one-of-a-kind Awesome Animation survey is back! We've been scouring the digital channels of 300 of the best brands and businesses to find those that are harnessing the power of animation to create stand-out video content.

Our results point towards a continued rise in the use of animation over the last year, and particularly on social channels. However, this rise has been coupled with a number of failings, from generic character design to oft-repeated styles.

Here we reveal the highlights from our study with a focus on the companies who are way ahead of the pack when it comes to using animation and who are harnessing a much-needed and powerful way of cutting through the clutter on today's crowded channels.



### Trends

## 1. Return of isometric

Isometric-style animations have had something of a resurgence in the last year, meaning many brands are commissioning content that is perhaps not as unique as they thought.

Often used to depict cityscapes or 'mini worlds', we've observed many similarly-designed projects across a number of sectors, often for the same subject matter, such as future-thinking or sustainability.

The ubiquity of this style highlights the need for brands to keep an eye on their sector as well as the wider market before commissioning animated work to ensure their content is as unique as possible.



## 2. Stop-motion social



Stop-motion-style animation is by far the dominant form that we've observed across social channels however its use varies from the inspired to the insipid.

From GIFs to longer animations, the use of stop-motion photography can be a way for brands to create something with a more user-generated look that feels less slick and slightly more at home on social channels.

The downside is that it's often poorly produced and with very generic stylings, becoming a somewhat cliched look for brands that are perhaps trying a bit too hard to fit in.

## Overall Top 20

Our overall Top 20 is collated using the best scoring companies from the Consumer Superbrands, Business Superbrands, FTSE100 and Euro50 lists.

1		6	amazon.co.uk	13	Salesforce
2		7	Shell Adobe	14	Rolex Microsoft
3		9	Tetra Pak Apple	16	GlaxoSmithKline JCB Costa
4		11	Clarks	19	Huawei BP
5		12	EE	20	Dropbox



Debuting in 1st place, WeTransfer have produced stand-out work that combines fresh design and fun storytelling.

## Top level findings

**↑86%**  
of companies surveyed using animation, up from 56%

**→25%**  
of companies using animation managed to score 60/100 or above

**1/2**  
Still a tale of two halves

**Stop ↑ Motion**  
Huge jump in use

**2D**  
infographics & character animation still the dominant styles however use of 3D on the rise

**8/10**  
Tech and Internet services dominate overall top 10



## The naughty list

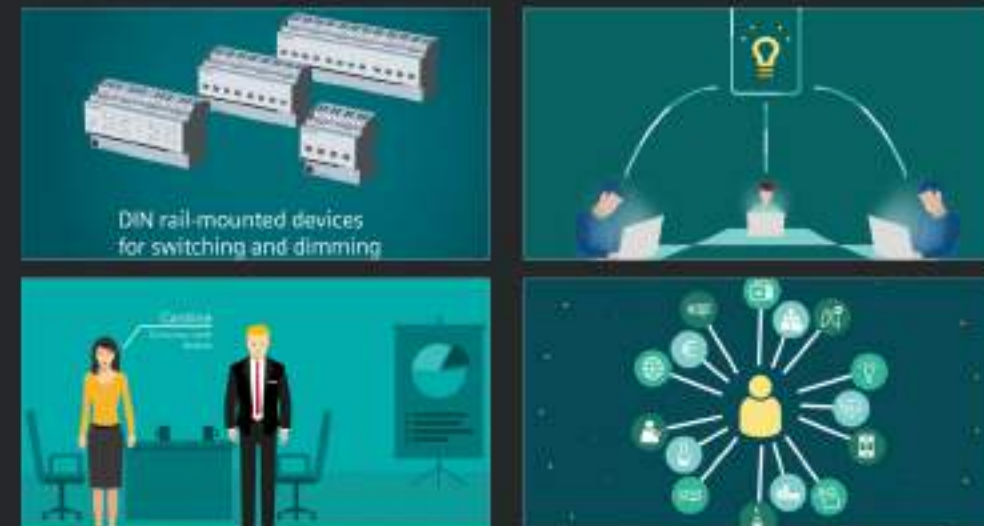
### 1. Zombie characters

Our previous surveys highlighted that many of the animations viewed suffered from lazy design, relying on a series of oft-repeated symbols or icons and simplistic 'toilet door' characters.

This year, the use of toilet door characters has morphed into the use of advanced but strangely similar character sets across a variety of sectors. With cheap-looking, zombie-like movement and often faceless, highly generic design, we believe these 'characters' add little to the animations in which they are used.

### 2. Brand bland

We've observed that a lot of good animation work is being hampered by being stuck within a limited brand colour palette.



This means many brands are producing animation that, regardless of the subject matter, all looks the same on their channels and social feeds. Far from the desired brand consistency being sought, it simply creates a wall of brand blandness that also hampers communication.

## Top performing sectors

Our top 50 sector list is dominated by tech and internet companies. Although Financial Services are the next largest sector overall, none of the companies rank above 38th place by overall score. Although lower down the list in terms of number of companies featured, both the Energy and Products sectors rank highly in our top 20.

### Top 50

#### Sectors

1	Tech 	7
2	Internet Services	6
3	Financial Services	6
4	Energy	4
5	Products	4
6	Industry	3
7	Pharma	3
8	Telecomms	3
9	Electronics	3
10	Restaurants	2
11	Retail	2
12	Automotive	2
13	Professional Services	1
14	Travel	1
15	Mining	1
16	Aerospace	1

■ = Number of companies

## Best film

1		
2		
3		
4		

5	WeTransfer
6	Facebook
7	Stop Speak Support
8	BP
9	Phillips
10	Microsoft

### Serial performers


We'd love to chat about how we can support you in using animation to grab and keep your audience's attention. We're happy to be a sounding board or to give a fresh perspective on your current approach.

If this sounds interesting, or if there's anything specific you'd like help with, do give us a call on 0207 833 6460, or email [jeremy@gorillagorilla.com](mailto:jeremy@gorillagorilla.com)

We've collected together our top 10 best films and other key examples into a handy album online:  
[vimeo.com/album/5503290](https://vimeo.com/album/5503290)  
Password: AA2018



326 City Road,  
London EC1V 2PT  
+44 (0)20 7833 6460  
[www.gorillagorilla.com](http://www.gorillagorilla.com)