As the world is moving into a faced based technology focused society, it is important for a business or production company to stay with the times. Yesterday’s news is already online today, and so it is hard to stay ahead with the trends and developments. Advertising had to change its face and make itself comfortable for the online platform.

These days it is not necessary to spend thousands on the production of commercials and informative videos. Anyone with the right software and a bit of pizzazz can now be the face of a brand. The difference between meritocracy and excellence comes with creativity. Creativity can be achieved when you don’t have too much limitations and when you see a world of possibility.

An amazing possibility these days is creating animated advertisements, enabling you to say what you want, how you want it through a cute, scary or even very human-like character. Animation will save you time and money and will give you the chance to think out of the box. No problems with celebrity bookings, or spending thousands on production costs. If you want your commercial to take in space, well – the sky is your limit.

Let us take a look at some reasons why you should use animation as advertising.

**Save Money**

Contrary to popular belief, it is actually cheaper to create an animation commercial than it would cost to create a live production. If you want your advert to be memorable you would probably need a recognizable face to go with the product. Hiring a celebrity will cost you a lot of money not even talking about the salaries of the entire team. Even casting for your commercial is an expense you can spare by creating your character online.

**Save Time**

Even though the shooting of the commercial will only take a few days that is only the beginning. Post-production takes a lot of time and another set of hands to help with the editing and voice overs, you name it. Instead of struggling to direct your cast, you can choose what your animated character will say, and even how and with what emotions they will say it.

**Dream Big**

You have no limitations when it comes to your commercial. If you want your character to grow twenty arms after taking a sip of your energy drink, you will be able to do that.  Whatever vision you have in mind, can be brought to life through animation. That is the beauty of the creative tools we have today.

**Create a character**

The character that you are creating in your animation film or commercial will be the face of your brand. This character will become recognisable and people will link it with your brand. You don’t have to worry about that actor or actress not being available for your next television commercial, your character creation will be available for you to use until the end of time.

**The World is your oyster**

Not finding the right creation to shoot your advertisement? This will not be a problem with your animation commercial. You can recreate any popular place or setting with technology. Your character can even realistically travel the world.

**Be Timeless**

A lot of companies use trending celebrities for their commercial. The problem with this is when the celebrity’s flame burns out, so does the relevance of your commercial. As a business you would want to create a commercial that is timeless and does not age. If your main ‘baby’ character in your advertisement is all grown up by the time you want to use him or her, then you have to start casting all over again. That is the beauty of animation, if you would want your character older or younger, you can adjust it accordingly.

These are just a few of the reasons why making use of animation for your company’s commercials might be the best option. It all depends on what you are trying to say and what you are trying to sell. By making use of animation characters as your brand’s ambassador you will create a timeless recognizable character that people will link to your products and business. The best of it all is that animation enables you to have some fun, so what are you waiting for – the world awaits your creation.

Creation comes with bravery

When we talk about creation, it’s all about construction & formation of new ideas but most of us are use to be typical & afraid of doing something unusual. Is it all relating to not believe in freedom of expression or to be restricted by our social & cultural values? To be recognized as creator one must have his/her uniqueness & uniqueness comes with the guts of thinking beyond stereotypical. No wonder one who takes an act of creation as a fun actually becomes a responsible of moral values as well seriously & moreover to take care about media ethics happen to be an invisible liability of an originator. Consequently a Person who wants to take a revolutionary step in the world of creation should not be confined but plucky.