



Airhead Animation's creative skills reach global clients

Business Profile

Airhead Animation help business owners and marketing professionals explain their business, products and services to their target customers by turning their business information into simple animated stories that people will watch.

Ideal for use at events and on websites, their animated videos help people understand how the products or services work and demonstrate the true value the business provides.

Industry

Digital Design

Geography

Based in Highbridge, Somerset
Clients in Europe, the Americas and South East Asia

Benefits

- Superfast broadband
- Flexible, cost-effective business environment
- Global communication and video conferencing facilities

Results

- Content upload efficiency
- Increased output from dedicated office facility
- Opportunity to grow the business

A graduate industrial designer with 30 years of experience in business, Sam assists companies to become visually rich and realise the full potential of online video for training and marketing purposes. Clients include well known high street retailers and international brands that have used Airhead's expertise to help explain their customer journey to store staff and key global stakeholders.

Sam Finlay, Head of Scribbling, said: *"We work with ambitious businesses to create effective animated videos that entice, enrich, enlighten, engage, entertain and ultimately reward other people for taking the time to watch them. Animation is most effective when used to convey dry or complex information where it is not only more cost effective than filmed video but also 15% more memorable than text or images alone."*

The Challenge

Sam explained: *"Our company brings a mix of visually creative skills together from a wide range of backgrounds and degrees of experience. A number of us have many years of experience in visual communications from design for print or manufacture to film production while others are more recently trained in digital and animation skills. Every bespoke animation we undertake is executed in stages in an open and discursive manner to ensure that clients end up with the animation they wanted for the price that was agreed. Our goal is to exceed client's expectations in every respect."*

Airhead Animation has embraced the challenges presented by the rapidly changing dynamics of global communications, software advances, new technologies and social media as the dominant influences in the development of a modern marketing strategy.



The Solution

The Highbridge Enterprise Centre provides hot desk facilities and meeting rooms with superfast broadband connection enabling Airhead Animation to upload video to their clients at high speed. During this time, Sam recognised the superb value for money the office spaces at the Centre presented and became a tenant.

The Results

The company delivered over 30 animations in 2015 and is looking to increase their output by 50% in 2016. Sam is looking to achieve this by adding an apprentice animator to his team and increase the number of freelance illustrators on their database.

Sam continued: *"The Enterprise Centre helped me service the needs of my global clients as I was able to upload content to clients in Hong Kong in a matter of seconds. With so many of the tools we now use being 'in the cloud', the superfast broadband is essential and the dedicated office means I can focus on the business throughout my working day. The hot desks provide me with the flexibility and opportunity to grow the business by using this space for sub-contractors or a junior role – someone who I can train, develop and supervise."*