



# A Study on the Impact of Animation Style in Advertisement Among Viewers of Social Media Platform. (With Special Reference to Facebook, Instagram and Youtube)

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## Abstract

This study focuses on the viewer engagement and perception are affected by the animation style used in commercials on social media sites like Facebook, Instagram, and YouTube. the study aims to Understanding how various animation styles impact viewer behaviour, attitude, and purchase intent is the goal of the research. To guarantee relevance to the most recent developments in digital marketing, the study concentrates on ads from the year 2020 to 2024. Through an analysis of the effect of animation style on viewer response, this study offers valuable information to marketers looking to maximize their social media platform advertising campaigns.

**Keyword-**Animation, 2D, 3D types, advertisement, social media, YouTube, Facebook, Instagram.

## Introduction

Advertisement plays a very important role for any products popularity. In recent years, the advertisement industry use animation for their ads specially for social media platforms. In this study we focus on You tube, Facebook and Instagram animated advertisements. Animation industry provide a unique and versatile way to engage their viewer via their Advertisement. These advertisements have potential to capture the viewers response, their attention and emotional responses too. This study mainly focusses on how these animation style gave an impact on their viewers via their advertisement. Animation and advertisement linked from the beginning. Internet or social media platforms shows animated advertisements which attract the viewer more. In this research study content analysis method were used were animation advertisements were analysed. Social media platforms have completely transformed advertising techniques in the digital age by offering unparalleled reach and engagement with a wide range of audiences. Therefore, it's important to understand the role that social media platforms play nowadays in advertising, particularly in view of the influence of animation styles in advertisements (Grigoroudis & Yannopoulou et al., 2018). Social media sites like YouTube, Facebook, and Instagram are becoming vital instruments for connecting brands with their target markets, increasing engagement, and fostering brand loyalty. Social media platforms offer advertisers valuable data and analytics that let them accurately assess the success of their ads. Advertisers can improve their campaigns and gain more insight into audience interaction by utilizing metrics like views, likes, shares, and comments. Understanding how different animation styles affect these key performance indicators can help advertisers design more effective and compelling advertising (Hong, W., & Kim, J. 2020).

In this study we use 10-10 advertisements each (YouTube, Facebook,/Instagram) on the basis of our sampling the list of the advertisements are as follow

**Table 1**  
**Advertisement names on various Platforms**

s.no	Youtube	Instagram	facebook
1	Nike's "You Can't Stop Us"	Nike's Animated Stories	Budweiser's "Reunited With Buds":
2	Coca-Cola's "The Letter"	Apple's Product Launches:	Apple's "Privacy on iPhone":

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3	Apple's "The Underdogs"	Disney's Movie Promotions	McDonald's "The Lion King Happy Meal":
4	Cadbury's "This is Our Story" (2021):	Coca-Cola's Festive Campaigns:	Coca-Cola's "Open Like Never Before
5	McDonald's "Inner Child"	Samsung's Galaxy Series:	Disney's "Disney Magic Moments":
6	Google's "A Helpful Home"	Adidas' Animated Shorts:	Amazon Prime Video's "The Boys Season 2.
7	Cadbury's "This is Our Story"	Coca-Cola's Festive Campaigns:	McDonald's
8	Toyota's "Start Your Impossible"	Netflix's Show Trailers:	Lego's "Build Together
9	Samsung's "The Future of Display"	Oreo's Creative Campaigns:	Oreo's "Stay Playful":
10	LEGO's "Rebuild the World"	Lego's Stop-Motion Animations:	Samsung's "Unbox and Discover":

Source- table was self-created by secondary data

**Animation styles** -The various techniques and methods used for creating animated video for promotional reasons are collectively referred to as advertising animation styles. The visual appeal, narrative devices, and overall impact of these styles can differ greatly. Typical animation forms in advertising include the following:<sup>3</sup>

- a) **2D Animation:** This animation style focuses on creating pictures and animations in two dimensions. It can be as basic as flat designs or as elaborate as detailed images. Because 2D animation is flexible and affordable, it is frequently employed.
- b) **3D Animation:** This type of animation involves the creation of environments and objects in three dimensions. Its realistic modeling and capacity to produce complex, lifelike animations make it a popular choice. Advertisements frequently use 3D animation to highlight products or produce engrossing narratives.
- c) **In stop motion animation,** a scene or real product is captured in separate frames, which are then combined to provide an illusion of movement. This look is unique and tactile, which makes it popular.
- d) **Motion graphics** are a type of visual storytelling that use animated text, shapes, and images to tell a story or convey information. This style is frequently used because it is clear and effective in conveying difficult concepts in an accessible and entertaining.
- e) **Typography Animation:** For creating dynamic and visually appealing designs, text is animated in typography animation. Key messages are frequently highlighted or special visuals are produced using this technique.
- f) **Whiteboard Animation:** This type of animation involves creating drawings in a hand-drawn style on a white background. Because of its simplicity and capacity to convey complex concepts in a form that is easy to understand, this style is frequently used.
- g) **Cutout Animation:** Cutout animation is the process of animating already created images or graphics by cutting them out. The unique and imaginative look of this style makes it popular.<sup>4</sup>

**Animation in advertisement on social platforms**-Animation in advertising is the use of animated content for promoting products, services, or companies on social media sites like Facebook, Instagram, and YouTube. This kind of animation is made specifically for these platforms' unique characteristics and is meant to evoke interest in users who are scrolling through their feeds. (S. S & Nass 2001).

Pre-roll ads are one type of animated advertising on YouTube that appears before a user-selected video. These commercials are usually informative and quick, presenting a story or conveying a message fast through animation. Animation can also be utilized in creator-sponsored content in order to subtly incorporate the brand's message into the film. Instagram Stories and feed postings often include animated advertisements. Interactive components such as polls and swipe-up links can be used by animation in Stories to draw in viewers. Animation can be utilized in feed postings to provide visually striking images that stand out from other information (Webster, J. G. 2014).

Similar to Instagram, Facebook allows for the use of animation in advertising. It may be seen in Stories, feed posts, and sponsored content. With Facebook's targeting features, businesses may target specific demographics with their animated advertising, increasing the efficacy of their campaigns (Stafford & Faber et al., 2015).

All things considered, using animation in social media advertising on sites like Facebook, Instagram, and YouTube is an effective way for gaining people' attention and deliver messages in an eye-catching way. Animation

<sup>3</sup> <https://www.creativehumans.com/blog/types-animation-styles>

<sup>4</sup> <https://www.yansmedia.com/blog/types-of-animation-styles-and-techniques>

effectiveness in advertising connected to numbers of forms- Advertising animation is expected to be a very powerful tool for capturing viewers' attention and making messages stick in their minds. Its efficacy is seen in a variety of forms, each with specific benefits and effects:<sup>5</sup>

**Brand Awareness:** Animated commercials have a big impact on raising brand awareness. According to studies, viewers are more likely to remember animated advertisements than static ones, which improves brand recall (Roberts & Lüttgens., 2016).

**Engagement:** Relative to text or still photos, animation may maintain viewers' attention longer. Animation's dynamic and visually appealing qualities have the power to engage viewers and push them to participate with the advertisement.

**Storytelling:** Through creative storytelling made possible by animation, advertisers may present complex concepts in an approachable and captivating way. In addition to strengthening brand loyalty, this can assist create an emotional connection with the audience.

**Educational Content:** Animation is frequently utilized to provide an understandable and brief description of goods or services. Consumer attention and engagement can rise when consumers understand a brand's value offer through this kind of instructional content (Kothari, P. 2015).

**Entertainment Value:** By entertaining viewers, animated advertisements increase the probability that they will tell others about the material. Increased organic reach and brand exposure could come from this.

**Flexibility:** A variety of ad formats, from short, eye-catching advertisements to longer, more educational videos, may be produced using animation, which is a versatile medium. Because of this flexibility, advertisers are able to adapt their content for various audiences and platforms.

**Cost-Effectiveness:** Although producing high-quality animation can be costly, doing so can ultimately result in a more economical outcome. Animated advertisements are less expensive to produce than live-action ones since they can be readily updated or recycled for several campaigns (Goel, D & Upadhyay 2017).

### Objectives of the study

- To study the most frequently animated style applied in advertisement of 2020 to 2024
- To study the lest frequently animated style applied in advertisement of 2020 to 2024
- To study the influence of animated advertisement on target goal and industry.

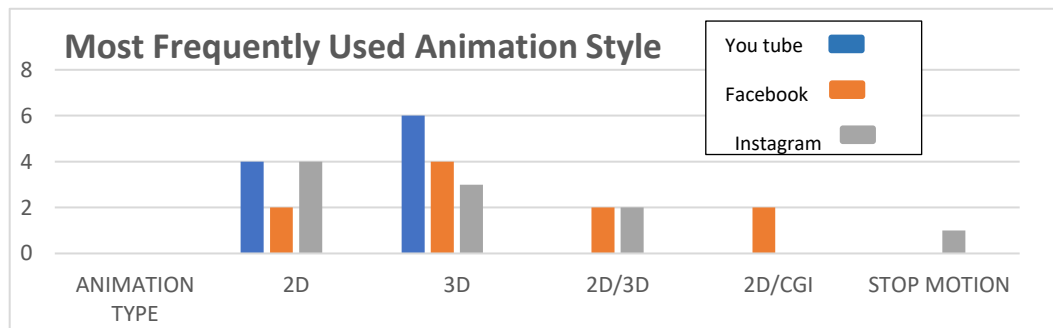
### Methodology

In this study, methodically going over the content of ads using animation to determine how various styles impact viewer engagement, thinking, behaviour, attitude, and intention to buy. For this content analysis method, we collect our data on the basis of simple random sampling form (snow boll sampling).

### Data analysis

In this study we analyse the data as per the objectives-As per our first objective we analyse that most frequently used animation style from 2020 to 2024 in You tube, Face book, Instagram are....

Figure 1



This graph shows that you tube and Facebook provide 3D animation advertisement more as compare to other animation type whereas Instagram provide 2D animation type advertisement more.

<sup>5</sup> <https://innovatemediacom.au/animated-social-media-ads/>

And stop motion is the most least animation style which is used in animation advertisement in YouTube, /Facebook and Instagram. whereas 2D and 3D animation style is more popular and effective than any other style. 2D animation, 3D animation and CGI also used in advertising world for making their adv more realistic and attractive.

The animation and advertising industry work together and make their message more attractive. Animation attract more viewers and they influence the target goal and the industry for making their advertisement more realistic. In this study when we analyse our data the most of the realistic, emotional and unique adv attract the viewer more.

**Figure 2**



On the basis of findings target goal of the animation advertisements and industry type which are mostly seen in you tube are as follow-

**Table 2**

s.no	You tube advertisement	Animation style define	Animation style	Target goal	Industry
1	Nike's "You Can't Stop Us" (2020):	Nike's "You Can't Stop Us" (2020): This advertisement uses a split-screen technique to seamlessly blend footage of different athletes. The animation style is dynamic and fast-paced, emphasizing movement and athleticism.	2D animation	Customer engagement	Exports apparels and accessories
2	Coca-Cola's "The Letter" (2020):	Coca-Cola's "The Letter" (2020): This advertisement features traditional 2D animation with a hand-drawn aesthetic. The animation style is whimsical and nostalgic, evoking a sense of warmth and emotion.	2.5D animation	Customer engagement	Food and beverages
3	Apple's "The Underdogs" (2020)	Apple's "The Underdogs" (2020): This advertisement uses a combination of 3D animation and live-action footage. The animation style is sleek and modern, reflecting Apple's brand image.	3D	Customer engagement	IT industry

4	<b>Cadbury's "This is Our Story" (2021):</b>	<b>Cadbury's "This is Our Story" (2021):</b> This advertisement uses a mix of live-action footage and 2D animation. The animation style is playful and colorful, capturing the joy and sweetness associated with Cadbury's products.	2D	<b>Customer engagement</b>	Food and beverages
5	<b>McDonald's "Inner Child" (2021):</b>	<b>McDonald's "Inner Child" (2021):</b> This advertisement features 3D animation with a stylized, cartoonish look. The animation style is fun and engaging, appealing to a wide audience	3D	<b>Customer engagement</b>	<b>Food and beverages</b>
6	<b>Google's "A Helpful Home" (2022):</b>	<input type="checkbox"/> <b>Google's "A Helpful Home" (2022):</b> This advertisement uses 3D animation to showcase Google's smart home products. The animation style is sleek and futuristic, highlighting the technology's capabilities.	3D	<b>Customer engagement</b>	Home ,business, office ,personal
7	<b>Cadbury's "This is Our Story"</b>		2D	<b>Customer engagement</b>	Food and beverages
8	<b>Toyota's "Start Your Impossible" (2023)</b>	<b>Toyota's "Start Your Impossible" (2023):</b> This advertisement features a mix of live-action footage and 3D animation. The animation style is inspirational and uplifting, emphasizing the theme of overcoming challenges.	3D	<b>Customer engagement</b>	<b>Automotive industry</b>
9	<b>Samsung's "The Future of Display" (2023):</b>	<b>Samsung's "The Future of Display" (2023):</b> This advertisement uses 3D animation to demonstrate Samsung's innovative display technology. The animation style is sleek and high-tech, showcasing the product's advanced features.	3D	<b>Customer engagement</b>	<b>Electronics/gagdes</b>
10	<b>LEGO's "Rebuild the World" (2024):</b>	<b>LEGO's "Rebuild the World" (2024):</b> This advertisement features stop-motion animation with LEGO	2D	<b>Brand awareness</b>	<b>Toy industry</b>

		bricks. The animation style is creative and playful, reflecting the imagination and possibilities associated with LEGO toys.			
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On the basis of findings target goal of the animation advertisements and industry type which are mostly seen in Instagram are as follow-

**Table 3**

<b>s.no</b>	<b>Instagram advertisement</b>	<b>Animation style</b>	<b>Animation style</b>	<b>Target goal</b>	<b>Industry</b>
1	<b>Nike's Animated Stories</b>	<b>Nike's Animated Stories (Instagram):</b> Nike's animated stories on Instagram likely use a combination of motion graphics, 2D animation, and possibly some 3D animation to create dynamic and engaging content that showcases their products and promotions.	2D& 3D both	Customer engagement	Sports apparel and assessors
2	<b>Apple's Product Launches:</b>	<b>Apple's Product Launches (YouTube):</b> Apple's product launch videos on YouTube typically feature a mix of live-action footage and 3D animation to showcase their products in a sleek and modern style that aligns with the brand's image.	3D	Customer engagement	<b>Technology and IT industry</b>
3	<b>Disney's Movie Promotions</b>	<b>Disney's Movie Promotions (Instagram):</b> Disney's animated advertisements on Instagram for movie promotions likely use a combination of 2D and 3D animation to create captivating and magical visuals that appeal to audiences of all ages.	2D and 3D both	Customer engagement	Entertainment
4	<b>Coca-Cola's Festive Campaigns:</b>	<b>Coca-Cola's Festive Campaigns (Instagram):</b> Coca-Cola's festive campaigns on Instagram may use a mix of live-action footage and 2D animation to create heartwarming and cheerful content that captures the spirit of the holiday season.	2D	Customer engagement	<b>Food and beverages</b>
5	<b>Samsung's Galaxy Series:</b>	<b>Samsung's Galaxy Series (Instagram):</b> Samsung's advertisements for the Galaxy series on Instagram likely use 3D animation and motion graphics to showcase the features and design of	3D	Customer engagement	<b>IT and technology</b>

		their smartphones in a visually appealing and innovative way.			
6	<b>Adidas' Animated Shorts:</b>	<b>Adidas' Animated Shorts (Instagram):</b> Adidas' animated shorts on Instagram probably use a combination of 2D animation and motion graphics to showcase their sports apparel and footwear in a dynamic and energetic style.	<b>2D</b>	Customer engagement	<b>Sports and apparel and accessories</b>
7	<b>McDonald's</b>		<b>3D</b>	Customer engagement	<b>food</b>
8	<b>Netflix's Show Trailers:</b>	<b>Netflix's Show Trailers (Instagram):</b> Netflix's show trailers on Instagram may use a mix of live-action footage and 2D animation to create intriguing and captivating visuals that tease the content of their shows and movies.	<b>2D</b>	Customer engagement	<b>Entertainment</b>
9	<b>Oreo's Creative Campaigns:</b>	<b>Oreo's Creative Campaigns (Instagram):</b> Oreo's creative campaigns on Instagram likely use 2D animation and motion graphics to create fun and playful content that highlights the brand's creativity and uniqueness.	<b>2D</b>	Customer engagement	<b>Food and beverages</b>
10	<b>Lego's Stop-Motion Animations:</b>	<b>Lego's Stop-Motion Animations (Instagram):</b> Lego's stop-motion animations on Instagram use physical Lego bricks to create animated sequences, giving the content a handmade and nostalgic feel that resonates with fans of the brand.	<b>Stop motion animation</b>	Brand awareness	<b>Home, office, business and personal</b>

Source - self design table on the basis of analysed data

On the basis of findings target goal of the animation advertisements and industry type which are mostly seen in Facebook are as follow-

**Table 4**

s.no	Facebook advertisement	Animation style define	Animation style	Target goal	Industry
1	<b>Budweiser's "Reunited With Buds":</b>	<b>Budweiser's "Reunited With Buds":</b> Likely a combination of traditional 2D animation and computer-generated imagery (CGI), with a focus on realistic character movements and expressions.	2D and CGI	Brand awareness / customer engagement	Food and beverages

2	<b>Apple's "Privacy on iPhone":</b>	<b>Apple's "Privacy on iPhone":</b> Apple tends to use sleek, modern, and minimalist animation styles. This ad likely features clean, smooth 2D or 3D animation to convey its message effectively.	<b>2D&amp; 3D both</b>	<b>Customer engagement</b>	<b>IT and technology</b>
3	<b>McDonald's "The Lion King Happy Meal":</b>	<b>McDonald's "The Lion King Happy Meal":</b> This ad probably uses a colorful and playful animation style, possibly inspired by the animation from Disney's "The Lion King" movie, to appeal to children and families.	<b>2D and CGI</b>	<b>Brand awareness</b>	<b>Food and beverages</b>
4	<b>Coca-Cola's "Open Like Never Before</b>	<b>Coca-Cola's "Open Like Never Before":</b> Likely a mix of live-action footage and 2D or 3D animation to create a visually appealing and emotionally resonant ad.	<b>2D&amp; 3D</b>	<b>Costumer engagement</b>	<b>Food and beverages</b>
5	<b>Disney's "Disney Magic Moments":</b>	<b>Disney's "Disney Magic Moments":</b> Disney often uses high-quality 3D animation to bring its characters and stories to life. This ad likely features the same style to evoke a sense of nostalgia and wonder.	<b>3D</b>	<b>Costumer engagement</b>	<b>Entertainment</b>
6	<b>Amazon Prime Video's "The Boys Season 2.</b>	<b>Amazon Prime Video's "The Boys Season 2":</b> This ad may use a dark and gritty animation style, fitting the tone of the TV series "The Boys," which is known for its mature themes and content.	<b>3D</b>	<b>Costumer engagement</b>	<b>Entertainment</b>
8	<b>Lego's "Build Together</b>	<b>Lego's "Build Together":</b> Lego often uses stop-motion animation in its ads to showcase the building process and creativity associated with its products.	<b>2D</b>		
9	<b>Oreo's "Stay Playful":</b>	<b>Oreo's "Stay Playful":</b> Oreo ads often feature whimsical and playful animation styles, likely using bright colors and fun characters to appeal to a wide audience.	<b>2D</b>	<b>Customer engagement</b>	<b>Food and beverages</b>



10	<b>Samsung's "Unbox and Discover":</b>	<b>Samsung's "Unbox and Discover":</b> Samsung's ads often feature sleek and modern 3D animation to highlight the features and design of its products.	<b>3d</b>	<b>Customer engagement/ brand awareness</b>	<b>IT and technology</b>
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Source - self design table on the basis of analysed data

## Conclusion

Significant information about how different animation methods affect viewer engagement, perception, and behaviour is provided by a study on the effects of animation-style commercials on social media platforms including Facebook, Instagram, and YouTube. These platforms have shown that animated ads are quite successful at drawing in viewers, encouraging interaction, and influencing purchase intent between 2020 and 2024.

Based on our research, Instagram prefers 2D animation, although YouTube and Facebook are the main places where 3D animation is utilized. Across all three platforms, stop motion animation is the least common style, despite its distinct and tactile appeal. The versatility, aesthetic appeal, and captivating capacity of 2D and 3D animations to communicate complicated ideas are the main reasons for their success.

The study highlights the significance of animation in advertising, especially on social media. With understanding of the effects of various animation styles, advertisers can improve their campaigns to get more involved and influence consumer behaviour more effectively. The results offer valuable information to marketers who want to use animation to improve their social media advertising tactics, which will lead to more engaging and successful campaigns.

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