

**EXPLORING THE IMPORTANCE OF VIDEO  
MARKETING ON YOUTUBE TO PROMOTE  
SERVICES OF PROJECT M COMPANY**

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# **Exploring the Importance of Video Marketing on YouTube to Promote Services of Project M Company**

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A thesis submitted in fulfillment of requirement for the degree of  
Bachelor of Creative Technology with Honors (Multimedia)

FACULTY OF CREATIVE TECHNOLOGY AND HERITAGE  
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2021

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**Exploring The Importance Of Video Marketing  
On YouTube To Promote Services Of Project M Company**

**ABSTRACT**

The primary purpose of the study was to explore the importance of video marketing on YouTube to promote the services of Project M company. In this research, the researcher is going to focusing on the objectives of the studies which are racing up the visibility of the company and to know the importance of the YouTube platform as a way to promoting the services. Besides that, the research was done based on the objectives of the surveys which including some of the history of YouTube, the role of YouTube in helping the promoting services of the company, and some types of video marketing hat used to promoting the services of the company. Furthermore, qualitative and quantitative ways also used in this study to collect the data from the respondents. Open and closed questions will be used wisely to collected the most real data from the respondent. The respondent that collected is 45 and data was analyzed and written into this chapter. The process of creating the video was shown into this topic too. As conclusion, the objective of the research was archived and the video was created is the motion graphic video explainer as the final product.

Keywords: Video Marketing, Visibility, Type of Video Marketing, YouTube, Project M

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**Meneroka Kepentingan Video Pemasaran  
Di YouTube Untuk Mempromosikan Perkhidmatan Syarikat Project M**

**ABSTRAK**

Tujuan utama kajian ini adalah untuk meneroka kepentingan pemasaran video di YouTube untuk mempromosikan perkhidmatan syarikat Project M. Dalam penyelidikan ini, penyelidik akan memfokuskan pada objektif kajian yang meningkatkan keterlihatan syarikat dan mengetahui pentingnya platform YouTube sebagai cara untuk mempromosikan perkhidmatan. Selain itu, penyelidikan dilakukan berdasarkan objektif tinjauan yang merangkumi beberapa sejarah YouTube, peranan YouTube dalam membantu mempromosikan perkhidmatan syarikat, dan beberapa jenis topik pemasaran video yang digunakan untuk mempromosikan perkhidmatan syarikat. Selanjutnya, kaedah kualitatif dan kuantitatif juga digunakan dalam kajian ini untuk mengumpulkan data daripada responden. Soalan terbuka dan tertutup akan digunakan dengan bijak untuk mengumpulkan data yang paling nyata dari responden. Responden yang dikumpulkan adalah 45 dan data dianalisis dan ditulis ke dalam bab ini. Proses membuat video juga ditunjukkan dalam topik ini. Sebagai kesimpulan, objektif penyelidikan diarkibkan dan video yang dibuat adalah penjelasan video grafik bergerak sebagai produk akhir.

Kata kunci: Video Pemasaran, Keterlihatan, Jenis Video Pemasaran, YouTube, Project M

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## CHAPTER 1

### INTRODUCTION

#### 1.1 BACKGROUND STUDY

The Project M Advertising and Brand Consultancy team is a team with a slogan that calls "MEANT TO BE IMPRESSIVE". "Creative" means something different at every company, but for Project M, it means collaborating with the creative team, consulting with clients, building understanding, structuralizing their core value and help organizations to view their brand differently." said by Project M.

At the same time, they were helping SMEs to image their branding. Project M team is dedicated to helping customers fight their ways to competitive market dominance, doing whatever it takes to help customer's WIN, and push the client's brand to a higher standard.

This company was focusing on this kind of service which is including advertising, branding, website design, photography, videography, and consultation. The member of the team which is including 4 designer, 1 director, 1 marketing consultant, and 2 internship students which are including me. Besides that, the working hours for the company was starting from 10a.m. until 7 pm. The location for the company is 28-A, Jalan Harmonium 23/13, Taman Desa Tebrau, 81800 Johor Bahru, Johor.

For the title that I was focusing, which is about exploring the importance of video marketing on YouTube to promote the service of the company. The video marketing was the main character in this title. It can mean as adding the videos to your content of marketing strategy. It was able to provide more attractive content than before and the amount of the people watching video was increased because that are already designed a kind of video that can to be promoted and shared on social media platform such as YouTube.

At the same time, the YouTube was the main platform that I was focusing. YouTube was known as a entertaining tool and at the same time it also was a essential tools for marketers to promoting their business and products in this platform. When someone sees your brand on YouTube, it also will be more memorable than reading a blog post or seeing a text-based advertisement.

Besides that, promoting the service of the company was the another key point. Due to the reason that, the Project M company was still fresh in creating the videos, they need to let more people to know more about their video services and at the same time to let the customers know the importance of the video marketing in improving their sales.

The problems that occur in this company are lack of advertising and some especially on some of the platform like YouTube, Facebook, Instagram. This is one of the reasons that why the visibility of the company was not been seen by customers. Then another problem was about a bit of management and resources problem of the company which is including lack of resources and workers to doing the job.

## 1.2 PROBLEM STATEMENT

The problems that occur in this company are lack of advertising and some customers was don't know about the main service that provided from the company. The company was lack active in social media such as Facebook Pages, Instagram and usually they are used to posting the festival days only. However sometimes they got some of the posting but they did not giving a package details information in their social media pages.



Figure 1.1: Figure shown some of the festival posting that posted by the company

For the website of the company, the figure below was shown that website the website provided by the company but it was complicated and difficult to understand by the audiences. The “Learn More” button that provided in the website was unable to function.

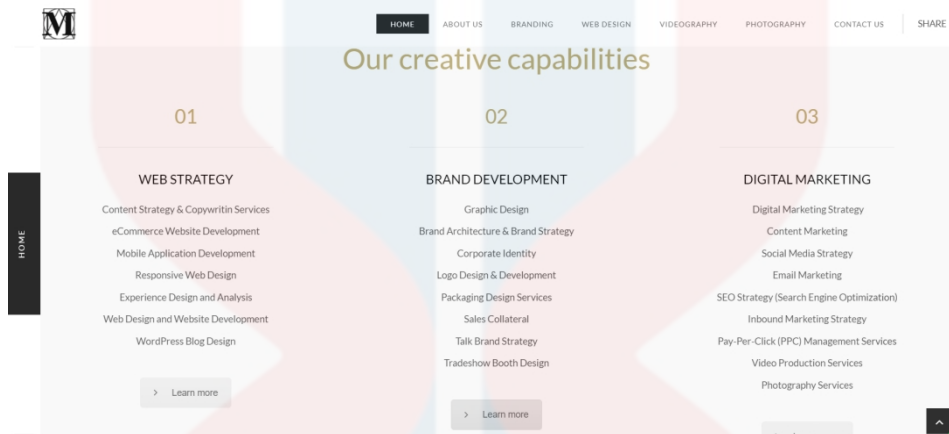


Figure 1.2: Figure shown the web-page of Project M website

For the YouTube channel of the company, that was also lack of viewers and it was lack of focusing to promoting their service to the audiences. If people watching this video, they will only used as the references for their production but will not thinking about using the professional service that provided from the company.

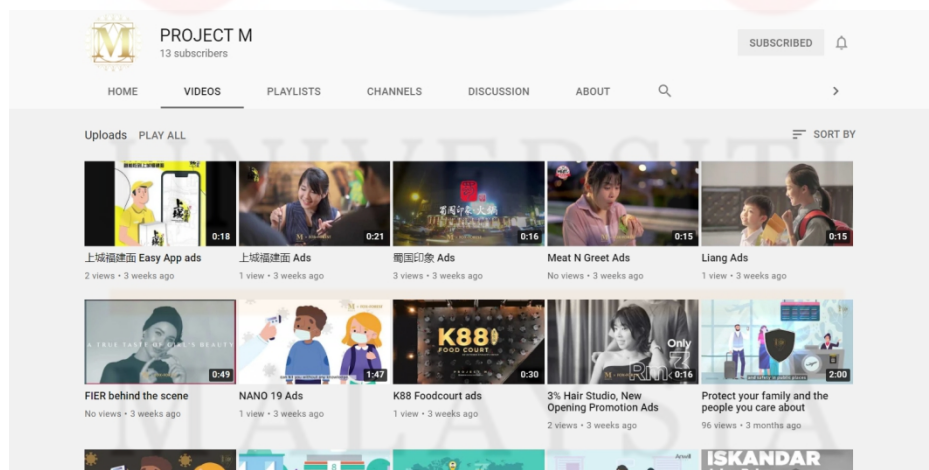


Figure 1.3: The Figure shown the YouTube channel of the company

The another problem statement that I discovered is based on the photo that I had given below, the main editor of the company only have 1 person and most of the workers they have duplicate job and sometimes they need to rush the job in the urgent time. This is one of the reasons why this company still unable to do more work



in promoting their company video service. Based on the conversation, I also know that the video services of the company was lack of shooting resources and they need a corporation with freelancers.



Figure 1.4:

Conversation between the workers that mainly focusing on video editing

Based on the conversation in photo 1, the question that I had been asked is what do you think that our company needs to be improved?

The answer that has been given is on the company side, due to the small scale of the company, the company's hardware and software, such as computer equipment, are not complete and need to be strengthened. The company also lacks additional learning opportunities for employees (such as online classes).

Based on photo 2, In the past few years, what aspects do you think you can improve on video? (It can be said that the previous works/in storyboard layout, video idea brainstorming, or other aspects.

The answer that has been given is in terms of video, the company used to be a branding and graphic company. In the past two years, the company has followed the changes in the times and has focused on video, but the company's photographers lack equipment subsidies and photography talents. They can only look for part-time photographers.

Other than that, I also asked for the scope that he mainly focusing and his answer was his scope of work is mainly editing, but basically the company needs to do something. Sometimes there are some story angles that I want to shoot but without equipment. I'm not professional in writing storyboard layout but only learn from online learning opportunity and just know the basic production.

### **1.3 RESEARCH QUESTION**

- i. How to improve the visibility video service of the company?
- ii. What is the type of video marketing to promote the service?
- iii. Why video marketing can let more people recognize the company through YouTube?

### **1.4 OBJECTIVE AND AIM OF THE PROJECT**

- i. To increase company's visibility of the video service that provided.
- ii. To identify the type of video marketing that can attract viewers.
- iii. To develop a video marketing through YouTube platform and to let more people recognize the company.

### **1.5 SCOPE AND LIMITATION OF STUDY**

The limitation of the study which is we are focusing on the Project M company that want to make their brand more recognize in community and to know their customer's preferences in video marketing. To do this, researcher already make the scope of the study which is focusing on collect the data which is online questionnaire.

The video marketing is the marketing strategies that can be used for building customer in promoting the brand and products. It not only about the sales but at the same time it was able to encourage the website visits, social media engagement and so forth. The video marketing was able work as a funnel to connect with the

audiences and help to build trust. The trending of consumer's love videos can able to attract new visitors especially humans are visual creators. Therefore, the well planning for the video marketing should be work if the company really want the good results in video marketing.

YouTube was the main platform that I was focusing in this studies. YouTube also can call as user-generated content because it will able to find amazing and creative videos made by people around the world. YouTube also can serve a business platform although through some of the ways such as traditional ways, influencer ways or others.

Besides that, the main of this project in focusing on promoting Project M company video service and the study period to be conducted is for 3 months with Project M company and the main reason that I choosing this company because I would like to learn more about the role of the video in the advertising.

The respondents conducted the study were respondents from the age of 20 to 40 years and the main focusing was adult and the main respondents that researcher focus in this study because they are social media users and YouTube is one of the latest platforms that can not be left out.

## **1.6 SIGNIFICANT OF THE STUDY**

### **1.6.1 COMPANY**

The most important of the case study is toward the company itself which is Project M Advertising and Consultancy Group. YouTube was a really great platform that able to help the company do the most basic things in the business which can help reach new audiences, it also a capable platform that able to help by using the targeting method just like based on the demographics groups such as age, gender, parental status, or household income of the audience you want to reach. The well good system provided by YouTube was able to help the company to do the video re-marketing. At the same time, it able to reach viewers based on their past interactions with your videos such as from YouTube channels.

Based on Daved Chaffey, 2020, 92% of marketers say it's an important part of their marketing strategy. This has grown from 78% in 2015, showing that the importance of video is only growing.



### **1.6.2 COMMUNITY**

Video is an incredibly powerful marketing tool and the video was playing the role in some of the reasons, some of them was looking for entertaining, for relaxing, learn something news, looking for products, service and so forth. The video was able to deliver the message directly with the viewers and the viewer also able to having a most actual ways to know about the products especially while doing the decision to buy somethings from online shop.

### **1.6.3 RESEARCHER**

The third main character of the importance of the study was the researcher. Based on this study, the researcher able to learn more about the importance of video marketing nowadays and YouTube as the most important platform in doing this kind of video marketing. The researcher is also able to know more ways to helping the company in creating the video marketing and to re-targeting the viewers to increase the sales of the video service of the company. At the same time, the skill in creating video marketing will be improved and may have more new ideas to let more people know about the services.

## **1.7 CONCLUSION**

In a conclusion, a survey that doing by the researcher was able to help the company to promote their service by using the more modern ways which are using video marketing. Other than that, this research also able to help more SMEs to know about the importance of video marketing in their business and promote the video service of the company.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

In this topic, the researcher would like to use video to help to promote the video service that available in the company. In this video, researcher would like to make the video more visible in the market through YouTube and some of the research collecting by researcher to know more information about the case.

#### 2.2 DEFINITION AND ELEMENT OF MULTIMEDIA

Multimedia refers to that which uses several media simultaneously in the transmission of information. Multimedia uses computers to present text, audio, video, animation, interactive features, and still images in various ways and combinations made possible through the advancement of technology. (Rabia Jabeen, 2018)

Multimedia can be accessed through computers or electronic devices and integrates the various forms such as combining a website with video, audio, or text images. Digital video editing and production systems, electronic newspapers, and magazines are some of the examples that were using multimedia.(Kamran Sharief ,2020)

The element of the Multimedia simply involved five element which is the text, graphic,audio, animation and video. All of this elements is the most basic elements of the Multimedia and it can playing the role by using more than one medium to express and communicate.

Text is one of the character that used to creating the words, sentences and paragraph. It also using to express somethings and the main intend is used to deliver the message to users. The text which is including alphabet, characters, numbers, symbols or others special character. Besides that, the text that usual used was through some of the contents like in navigation buttons, contents, menus and so forth.

Graphic was presents in the form of two dimension, illustration or can say it presents in form digital and without text.The form of the graphic usually produced in

drawings, paintings and so forth. It will be used to attract the attention of the users, and emphasize the situation. It is able to convey the information in a direct way and it is also capable to make the complex information become more easier.

Animation was used to further and enrich the experiences of the users and it also can be said as it was a series of graphics that create the motion. The animated motion that is used in the content is not only able to attract the attention and it is also able to use to deliver the message in a more interesting way.

Video is a kind of the technology that is able to capture, process, record, transmit and reconstruct the moving photos. The video is a powerful way that is used to convey the message which is showing the things move. The video is also able to give people an impression such as the video that we always look from the television shows, films and so forth.

Sound is also another way that is able to attract the attention. It is able to combine some of the multimedia to deliver the message, convey the ideas or the emotion to users. It can be used in some of the forms such as music or speech. (Sukhendu Mukherjee, 2018)

### **2.3 DEFINITION OF VIDEO MARKETING**

According to Tomek Duda (2021), Video is a powerful marketing medium that is used fully potential by a lot of brands. Video marketing can allow you to reach a broad spectrum of audiences while being informative and engaging. Video marketing is a kind of video that a brand will use the videos to advertise content, products, or services. It is able to capture the attention of your audience than any other advertising medium.

The people around the world most of 65 percent of us are visual learners. Although you have well-written skills, or the blog posts also have the power to bring in leads too. The videos in your marketing can make a big effort because it can expedite the process and 86% of consumers want to see more videos from businesses in 2021 and you could increase your market share, sales, and brand recognition. Most of the people are using smartphones that make it easy to browse your video content just by one click.

In this fast-paced world, where having a busy lifestyle has become the norm, most people tend to have limited time to spend reading long texts. And this applies to

every age group, in every corner of the world. According to Wyzowl (2021), 96% of Internet users watch explainer videos to learn more about a product or service and at the same time, 85% of consumers want to see more video content from brands in 2021.

Due to it is a primarily sensory, the video is more interesting, engaging, and widely used than other types of content. Most of video content type, such as commentary video, video ads, evaluation, live streaming video recording, product demonstrations, product reviews, tutorials, video presentations, video interview and video blogs, video advertising as a kind of telling a story or preferred way is no longer a good choice, it is mandatory.

The history of video marketing was originally started by Bulova, a watch-selling company. In 1941, Bulova released the first commercial during a Yankees game. Compared to before, videos have exponentially grown more popular, countless videos have gone viral and received a high amount of exposure. As of now, videos have the potential to produce plenty of profits similar to the quote "a picture is worth a thousand words", you could say a video is worth a thousand dollars. (Visualwebz, 2020)

## **2.4 HISTORY OF YOUTUBE**

YouTube is a free video sharing website that makes it easy to watch online videos. You can even create and upload your own videos to share with others. Originally created in 2005, YouTube is now one of the most popular sites on the web, with visitors watching around 6 billion hours of video every month and it's began in early 2005 and has grown rapidly. Every minute, people around the world upload more than 300 hours worth of video footage to YouTube.

The second largest search engine in the world we can say as it was YouTube and the Google was the most largest one in the world. YouTube is using by people and they used to discovering videos relating to some of the topics. The simple ways that provided from YouTube are using by people and they stores videos there and share with others. YouTube videos cover any topic anyone cares to upload a video about. These videos are easy to share via other forms of social media, email and websites and can also be embedded in other websites.

Beside every video on YouTube is a list of 'suggested videos' videos that YouTube's search engine calculates are likely to interest people who watch the video

you are watching. YouTube encourages viewers to express their opinion of videos they watch, to store videos to watch later and to share videos they like. You can make a video publicly available to anyone, or share it privately with selected people.

## **2.5 IMPORTANCE OF VIDEO IN YOUTUBE MARKETING**

Millions of users logged in every day on YouTube, which able to giving your company a good exposure to an Internet platform such as YouTube will not only gain you a local audience and also make your business produce an audience around the world. This will not only help your company be promoted, but also reach out to possible clients, future employees, and potential customers that will ultimately aid your business to grow.

At the same time, to reach a wide audience of users and visitors on YouTube, you should take advantage of the website's search engine optimization capabilities. Inputting the right keywords and tags will not only help your video get viewed by your target audience but can also help generate some organic Internet traffic for your company website.

According to Dillin Code (2019), other than being able to post and watch videos, YouTube's users and visitors have the ability to post comments on videos, which the channel's accounts can respond to on short notice. This comes handy when people ask about the company when they see one of your videos posted online. They can also have a hand in promoting your company by sharing your company's video through various social media sites.

In certain cases, some videos on YouTube generate enough views that turn into a viral video. The attention that been gain for your company will ultimately give your company the best exposure, not only on YouTube, but all over the web and video marketing is the perfect way to capture an audience, specifically on mobile platforms. Videos provide a more engaging way to tell your brand story and connect with your audience. (Ramona Sukhra, 2019)

## **2.6 ROLE OF VIDEO IN PROMOTING SERVICE**

Acoording to Alex Gurevich (2020), YouTube has come a long way since its introduction to the world wide web in 2005. It has an estimated 1.5 billion logged-in users each month and approximately 300 hours of video are uploaded to its servers every minute. It also is an online video hosting service that lets people share their



videos. Businesses and individuals use YouTube to share or find videos, including entertainment, promotions and instructions because it enables people around the world to interact, share and create content through online communities.

YouTube can be a useful marketing channel for businesses because of its popularity and features. Your business could use YouTube to launch or promote products, express your brand's 'personality', monitor feedback, provide customer service and help your customers spread the word about your business.(Jimm Fox ,2020)

Based on Maryam Mohsin (2020), 73% of consumers claim that they have been influenced by a brand's social media presence when making a purchasing decision. This statistic alone shows how videos are getting popular with the passage of time. With video becoming a great influence on consumer decisions, it comes as no surprise that Instagram is on track to become the fastest-growing platform which uses video content to drive purchases.

## **2.7 TYPES OF VIDEO MARKETINGS**

### **2.7.1 PRODUCT REVIEW**

The product review videos usually look more professional but unlike the unboxing, because the owner will make the comparison and make more information about the product. According to Result imagery (2020), this kind of video will show you product through graphic call-outs or models to correctly display your product effectively.

The average user spends 88% more time on a product listing with video, and 1/3 of all online activity is dedicated to watching the video. The amount of time people spend watching and engaging with video is only going in an increase in the years come. (para.3)

Tubular(2011), says that you need to keep your review that was short and straight to the point and better in 3 minutes because people cannot grab their attention in a long time and don't do a complex storyline. At the same time, focus specifically on products itself and the opinion that was given must be honest as well as possible and be balanced. Next, pick out the features which make this product unique and keep your review looks more natural. The last one is to make your editing clean and straight to the point such as comfortable crossfade.



Figure 2.1: Figure shown the example product review video

### 2.7.2 HOW TO VIDEO

“How to” related searches on YouTube grew 70% year over year. In North America alone, viewers watched more than 100 million hours of how-to content since 2015.”(Justin Simon, 2020)

Justin Simon (2020),also said as a kind of video that also was the most popular way to teach viewers, and the goals of this kind of videos can help them accomplish what they set before viewing the video. It also can be said that the how-to video was able to help the viewer to have a new skill or recognized. You also need to start from making the viewers believe in you, and trust in your skills. Doing the central goal for your how-to video, what is the learning outcomes that the viewers will get and the last thing was the video editing.



Figure 2.2: Figure shown the example of the how to video

### 2.7.3 EXPLAINER VIDEO

Explainer videos are short online marketing videos used to explain your company's product or service. These types of videos have become extremely popular some sites boast of conversion rates increasing by as much as 144% after including an explainer video on their website.

80% of customers start deciding on purchase from watching YouTube videos about the product. And they are absolutely right because the explanatory video can perform different tasks depending on what users are looking for and 64% of online buyers decided to purchase after watching a video on social media. (Aram Movsisyan, 2020)

Besides that, the explainer video is a small animated video that focuses on explaining various types of sophisticated problems, business and product/service concepts to others in a simple way. It simplifies the complicated theories and breaks them down into many simple ideas that are easy to digest and the explainer videos allow organizations to convey the message that the viewers want to hear.



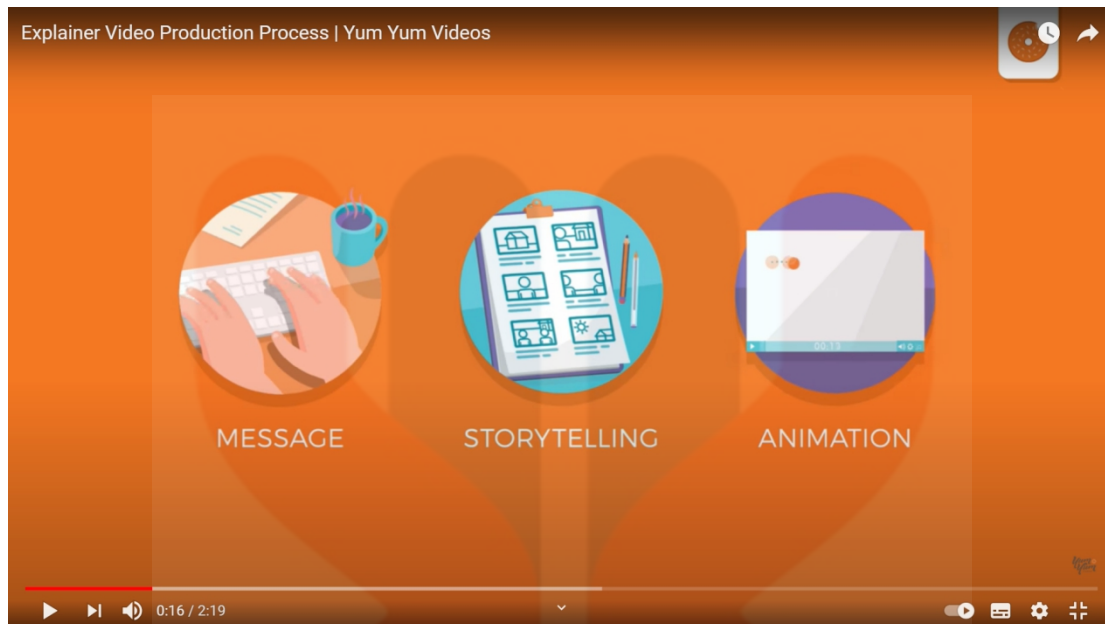


Figure 2.3: Figure shown the example of the explainer video

#### 2.7.4 TESTIMONIAL VIDEO

This type of video shows your client talking about your brand and your product; and about the experience of working with your company. They help a lot when you need to build brand trust, and they'll inform your target audience of how great your product is. It's important to know that over consumers use the internet to find local businesses and when they do that, their primary purpose is to look up what others have to say about the business.

85% of consumers look for reviews online before they buy a product, so the best move you can make is to take advantage of this fact and start the conversation yourself.

The testimonial video will impacting their sales, reputation and popularity of the sales was due to the customer's review. This is why it's important for businesses to take online reviews seriously and use positive testimonials to build brand image and gain customer loyalty. One of the best ways to do this is through the use of testimonial videos and the businesses with testimonial videos can have a higher chance of winning over consumers than businesses with no video presence.(Dann Albright, 2018)



Figure 2.4: Figure shown the example of the testimonial video

#### 2.7.5 DEMO VIDEO

A product demonstration video illustrates how your product works by showing it in action. Demo videos are a compelling way to communicate your product's value to prospective customers. It also is a short educational video about a product. It is a simple to the point video that shows the use case of a specific product. (Kara Swanson ,2019)

A good demo video is a practical overview through a consumer's perspective. This means, highlighting the features of a product that will be most useful to an average customer. And, a basic how-to demonstration for the slightly tricky features. Since, the idea is to make your product or service more approachable, keep it simple.



Figure 2.5: Figure shown the example of the demo video

## 2.8 CONCLUSION

In a conclusion, researchers are already able to know more info about the survey that was doing just now from a researcher. Video marketing is the most important thing in helping to promote the service of the company. The more interesting ways to deliver the message in YouTube able to make the recognition of the company improved.

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## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 INTRODUCTION

In this chapter, researcher will explain about the ways that used to collected the data to reach the main objective of the survey. All of this data that collected will be do into a easier ways and easy to understand.

#### 3.2 METHODOLOGY

According to Dan Little (2014), The methodology can say as a way that was used in some of the studies by applying some of the theory analysis and systematic analysis. It was included with analysis of the body with the theoretical ways and also contains some of the principles associated with a branch of knowledge. It can say as a method that always is used and talk about the way that doing investigate. This kind of method was proved the case by using data collection and calculating. It also can say as a way to know how to proceed with ideas and guidelines given and lastly gathering and validating the knowledge.

The methodology also contains 2 types of data such as primary and secondary. The primary data can roughly be explained as the original data collected through the first-hand by the researcher. This type of data is using surveys, interviews, and direct observations, questionnaires, document reviews, and so on. (Hox, 2005)

The secondary data was easier to retrieve and reuse by another researcher for another researcher. This kind of data has the consideration of the usefulness to answer the questions in other similar research. Keywords are one of the ways to search for sources of information on the internet. Secondary data are mostly internet, journals, articles, reports, or other similar resources. (Hox, 2005)

In this survey, quantitative research was playing a role especially in systematically investigate by using some of the ways such as gathering the data by using the sampling methods like one to one interviews, case study research.

### 3.2.1 RESEARCH METHOD

In this case study, researcher will use some of the ways in collecting the data to reach the objectives of this study. Researcher will use the ways that listed below to make sure that the case study will get the most effective data.

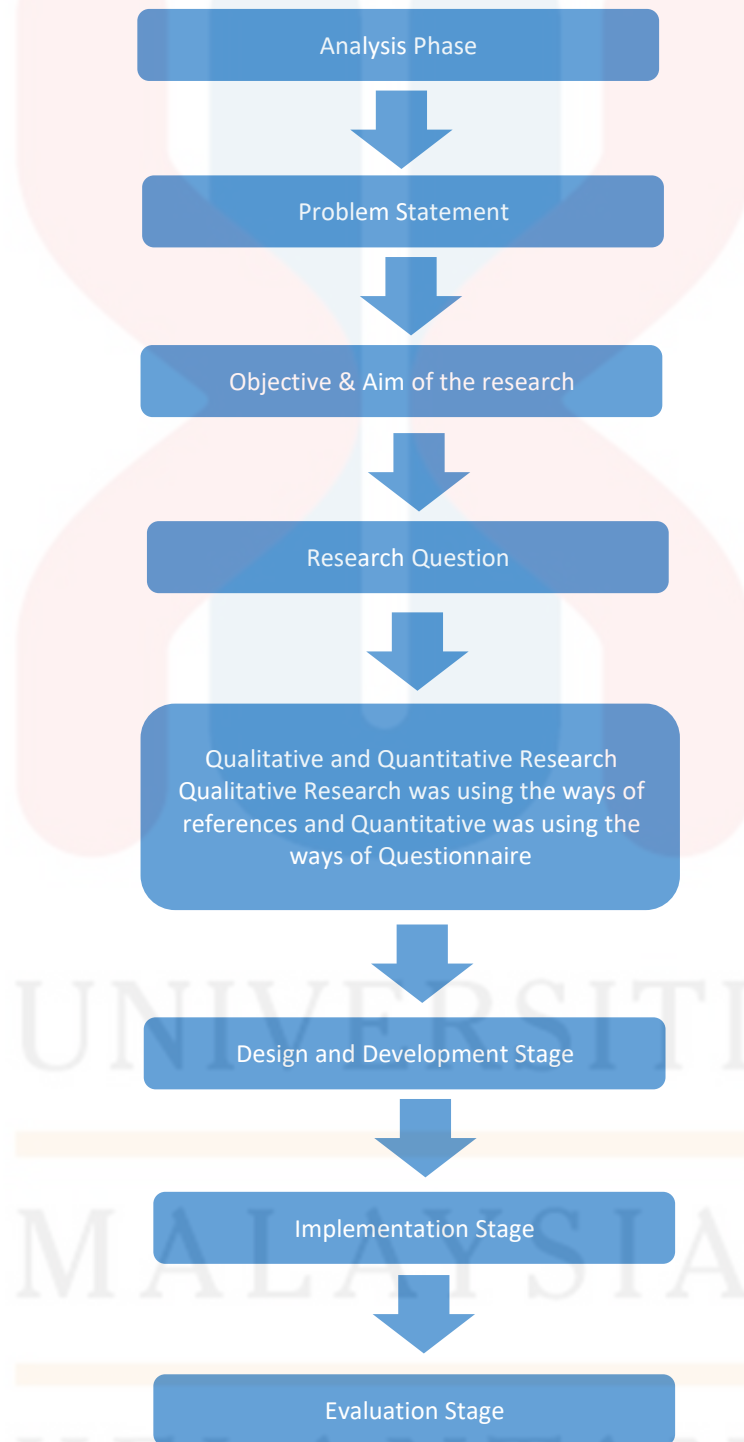


Table 3.1: The table shown the ways of research will be used in the case study

### **3.2.2 RESEARCH DESIGN**

In this case study, the most of the method that I was used is qualitative and quantitative research at the same time. The research design that been chosen was based on the situation of the case study

#### **i. QUALITATIVE RESEARCH**

Qualitative research was using to collecting and analyzing non-numerical data to understand concepts, opinions, or experiences. By gather in-depth insights into a problem or generate new ideas for research and to gain an understanding of underlying reasons, opinions, and motivations. (Pritha Bdhandari ,2020)

Qualitative methods have been used to reveal, for example, potential problems in implementing a proposed trial of elective single embryo transfer, where small-group discussions enabled staff to explain their own resistance, leading to an amended approach. (K. Hammarberg ,2016)

#### **ii. QUANTITATIVE RESEARCH**

In this survey, quantitative research was playing a role especially in systematically investigate by using some of the ways such as gathering the data by using the sampling methods like online surveys and questionnaires.

Survey research is the most fundamental tool for all quantitative research methodologies and studies. Survey used to ask questions to a sample of respondents, using various types such as online polls, online surveys, paper questionnaires, web-intercepts surveys, etc. Every small and big organization intends to understand what their customers think about their products and services, how well are new features faring in the market and other such details.

By using the survey research, it was able to help have a specific audience especially using the cross-sectional surveys which intends to collect the data from the sample on the selected target population. This survey usually is popular in SMEs, retail because there have multiple choices that can be analyzed and compared. (Adi Bhat, 2020)



### 3.3 PARTICIPANT

#### 3.3.1 INCLUSION CRITERIA

- i. Age group between 20-40
- ii. Malaysian

#### 3.3.2 EXCLUSION CRITERIA

- i. Age below 20-40
- ii. Non Malaysian

#### 3.3.3 SAMPLE SIZE

- i. The respondent that view this video.
- ii. Workers and customer can involved in this study
- iii. 45 respondent will be collected data in this survey.

#### 3.3.4 SAMPLING LOCATION

- I. The service that provided from company.

#### 3.3.5 SAMPLING ELEMENTS

- i. Targeted viewers that watching this video

#### 3.3.6 PROCEDURE COLLECTION AND ANALYSIS DATA

Collection data will do and focusing on the online form ways which is Google Form.

All data that been collected will be category into:

- i. Demography
- ii. Percentage of respondent know the efficiency of video explainer
- iii. Percentage of respondent that response about effectiveness of video explainer in convey the message of the service to audience.
- iv. Suggestion column

### 3.4 RESEARCH INSTRUMENT

In this research instrument, survey will use questionnaire to collect the data which is Google Form. The part that will be do is including 3 parts which is Part A, B, and C.

Part A will totally say about the basic demography of the respondent which is including age, gender and ethnic.

For Part B, researcher will doing the more specific question about the video. This part will know about the efficiency of motion graphic video explainer such as the flow of the video, the illustration of the video, sound effect of the video, background music of the video, explanation of the video and the duration of the video.

For Part C, the selection will be given from strongly agree until strongly disagree based on the question that been given.

- i. Did you agree that the motion graphic is more interesting than reading an article?
- ii. Did you feel that motion graphic video is suitable for promoting the service ?
- iii. After you looking for the video, did you agree that it able to memorized the main key point?
- iv. If you are the owner of the business, did you feel that this kind of video able to increase the visibility of the service?
- v. If you are the owner of the business, will you want to used the explainer video to present your service or products?

Suggestion column will be given and the respondent can give some feedback based on some of the question.

- i. What is your opinion towards this video?
- ii. Is this video will attract you to using this kind of service?

### 3.5 REFERENCE QUESTIONNAIRE

A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. A questionnaire is a very convenient way of collecting information from a large number of people within a period of time. There is a variety of questionnaire types that can be used. Whichever way survey questionnaires are used and for whatever purpose, the same design rules should apply in their construction to ensure that they are appropriate for the intended use and provide reliable and valid data. The opened question and closed question are used to collected the answer from the respondent.

Closed questions structure the answer by only allowing responses which fit into pre-decided categories. The category can be restricted to as few as two options like



Yes or No, Female or Male. Closed questions can also provide ordinal data. This often involves using a continuous rating scale to measure the strength of attitudes or emotions.

Open questions allow people to express what they think in their own words. Open-ended questions enable the respondent to answer in as much detail as they like in their own words. The open-ended questions are free-form survey questions that allow respondents to answer in open text format so that they can answer based on their complete knowledge, feeling, and understanding. It means that the response to this question is not limited to a set of options and the responses to these questions can be used to attain detailed and descriptive information on a topic.

This research technique depends heavily on open and subjective questions and answers on a given topic of discussion with room for further probing by the researcher, based on the answer given by the respondent and closed-ended questions are used to gather qualitative data from respondents.

### **3.6 CONCLUSION**

Based on the questionnaire that framed, researcher able to know the data from the questionnaire which is including percentage or quantity of the research. This way able to help researcher to get the idea to creating final product.

## CHAPTER 4

### RESEARCH DEVELOPMENT

#### 4.1 INTRODUCTION

In this topic, researcher will discuss about the results that gain from the data analysis based on the questionnaire that been given. The question is doing by the researcher to support the survey. Besides that, the process about the final product will be shown into this topic too. The process will starting from the analysis, research, brainstorming and finally doing the final product.

#### 4.2 DATA ANALYSIS

Following the process collect data, among 45 respondent already answering the question. By following the process, the data that gained will be listed in this topic based on the answer that given by the respondent. The questionnaire contains three sections which is demographic data, efficiency of motion graphic video explainer, effectiveness of video explainer in convey the message of service to the audiences, suggestion column will be given.

For the results of the research, the chart was showing the demography details which is answered by the respondent. The data was collected is included Gender, Age and the Race of the respondent.

i. Section A: Demography

1. Gender  
45 responses

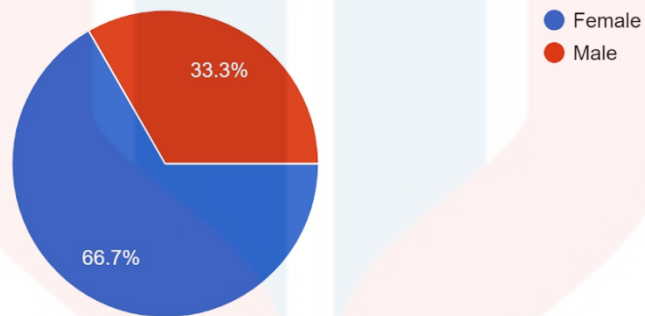


Figure 4.1: Figure shown the demography data of gender

2. Age  
45 responses

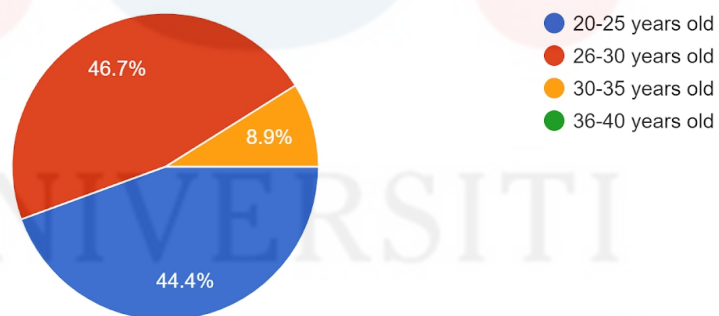


Figure4.2: Figure shown the demography data of age

### 3.Race

45 responses

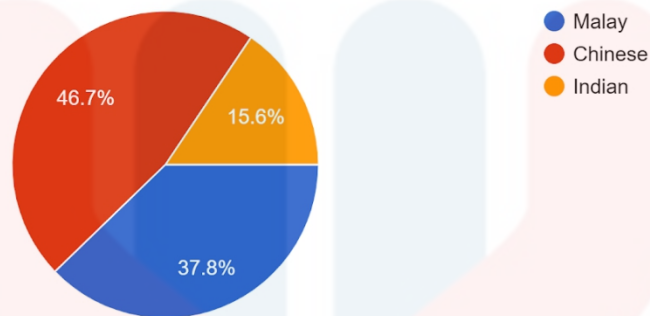


Figure 4.3: Figure shown the demography data of race

Based on the data that showing in this chart, there are 66.7% was Female and the Male was involved into 33.3%. Most of the respondent are from the age 26-30 years old (46.7%) and the second one was 20-25 years old (44.4%) and a bit of them was from 30-35 years old (8.9%). For the race of this research, most of them involved this survey is Chinese (46.7%), after that is Malay (37.8%) and the last one was Indian (15.6%).

#### ii. Section B: Efficiency of motion graphic video explainer

### 4.How was the flow of the motion graphic?

45 responses

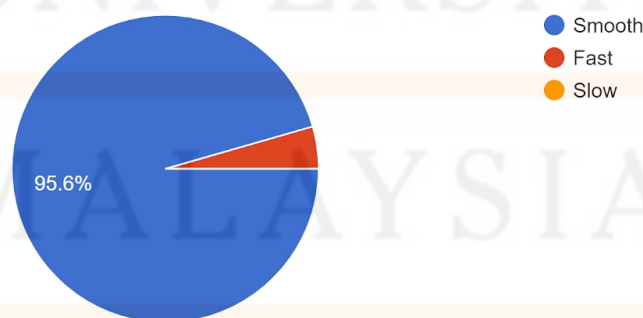


Figure4.4:

Figure shown the data of respondent for the flow of motion graphic

Based on figure above, the results was shown that 95.6% of respondents which is 43 people choose the answer smooth and only 4.4% which is 2 people answer the video was fast.

5.How was the duration for this video?

45 responses

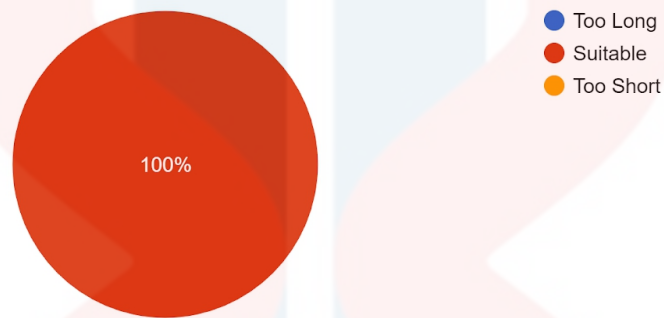


Figure 4.5:

Figure shown the data of respondent for the duration of motion graphic

Based on the figure which is the duration of the video, 100% of the respondent which is 45 people was answered is suitable with the video.

6.How was the explanation for this video?

45 responses



Figure 4.6:

Figure shown the data of respondent for the explanation of the video

Based on the figure which is the explanation of the video, 100% of the respondent which is 45 people was answered the explanation can be understand.

7.How was the sound effect for this video?

45 responses

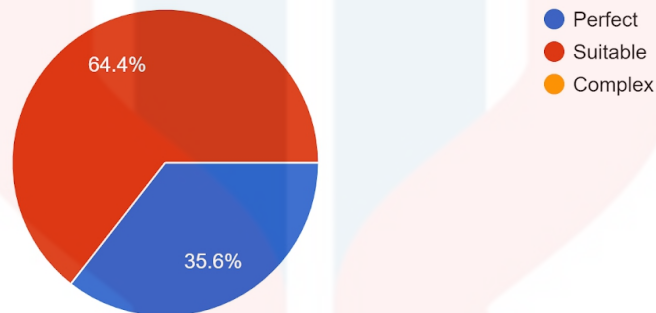


Figure 4.7:

Figure shown the data of respondent for the sound effect of the video

Based on the figure, 64.4% of the respondent which is 29 people also telling that the sound effect was suitable with the video and 35.6% which is 16 people saying that the sound effect was perfect match with this video.

8.How was the background music for this video?

45 responses

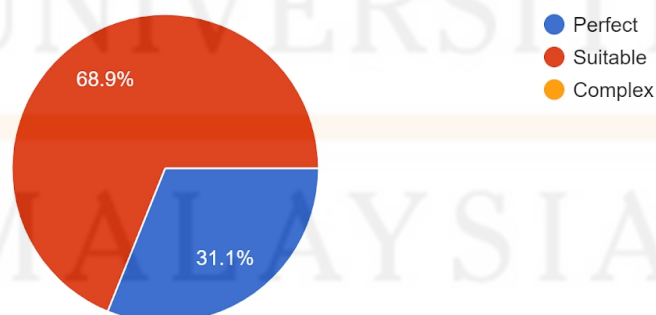


Figure 4.8:

Figure shown the data of respondent for background music of video

As we can see, 31 people of the respondent which is 68.9% was saying that the background music was suitable with the video and 13 people which is 31.1% saying that the background music was perfect match with this video.

9.How was the illustration in this video?

45 responses

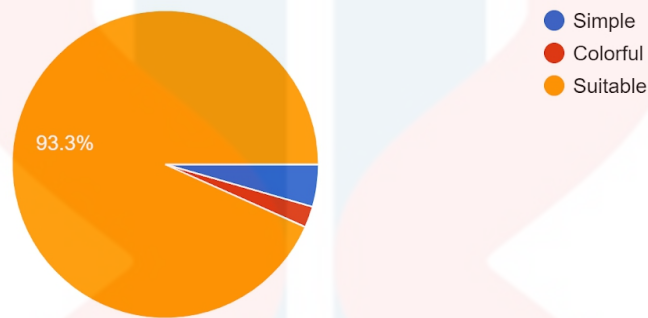


Figure 4.9:

Figure shown the data of respondent for the illustration of the video

Based on the figure, 93.3% of the respondent which is 42 people also telling that the illustration was suitable with the video and 4.4% which is 2 people saying that the illustration was simple and 2.2% of the respondent which is 1 people saying this video is colorful.



iii. Section C: Effectiveness of video explainer in convey the message of service to the audiences

10. Did you know what is motion graphic video explainer before this?

45 responses

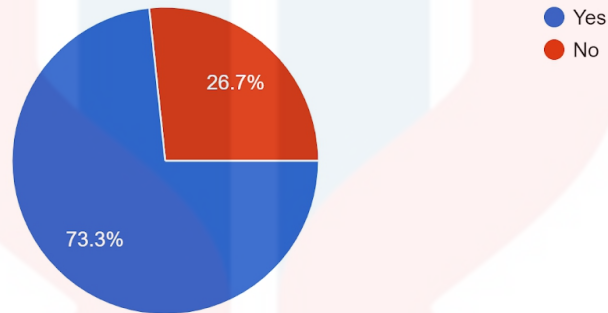


Figure 4.10:

Figure shown the data respondent for the knowledge of motion graphic

Based on the question that given, 73.3% of people is 33 people saying that they are know about motion graphic video explainer and 26.7 % of people which is 12 people saying they are don't know about about motion graphic video explainer.

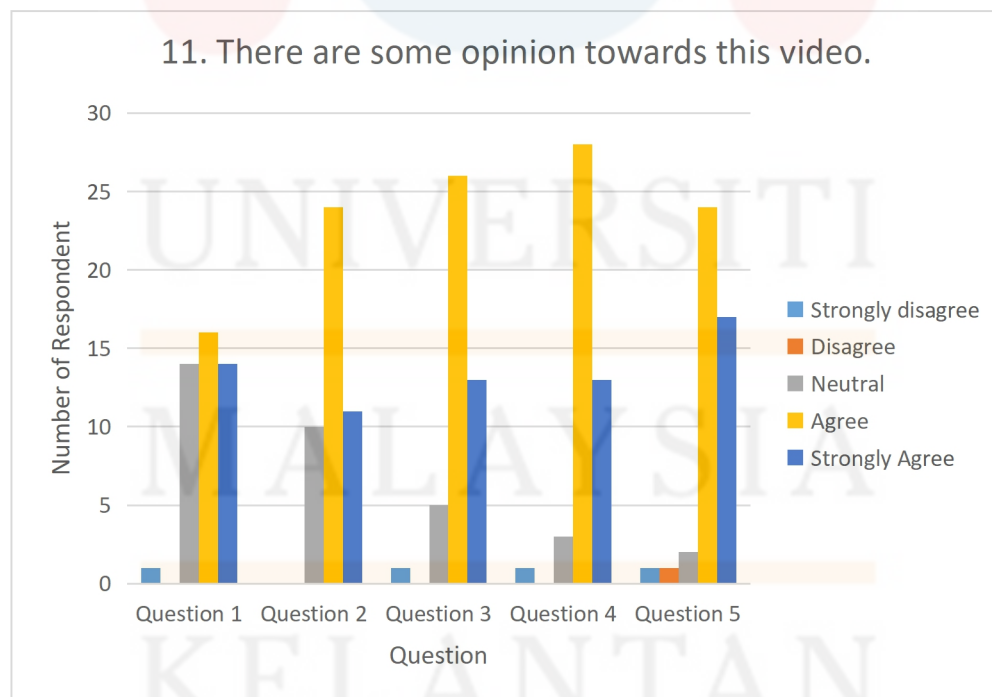


Figure 4.11:

Figure shown the data of respondent based on questionnaire

Based on the question above, the 5 question was been given and the respondent was answering the statement between strongly agree, agree, neutral, disagree and strongly disagree. The question one is been given based on the following tables:

i.	Did you agree that the motion graphic is more interesting than reading an article?
ii.	Did you feel that motion graphic video is suitable for promoting the service ?
iii.	After you looking for the video, did you agree that it able to memorized the main key point?
iv.	If you are the owner of the business, did you feel that this kind of video able to increase the visibility of the service?
v.	If you are the owner of the business, will you want to used the explainer video to present your service or products?

Table 4.1: The table show the list of the questionnaire

Based on the question 1, the most highest statement that was picked by the respondent is agree with the statement that given which is involved 16 (35.5%) from 45 respondent and it also following by each 14 (31.1%) respondent was picked strongly agree and neutral about this statement. There are also got 1 respondent was strongly disagree with this statement.

As what we can see for the question 2, 24 (53.3%) of the respondent was agree with the statement that had been given from overall 45 respondent. Besides that, it was following by strongly agree and neutral which is each of them have 11 (24.4%) respondent and 10 (22.2%) respondent.

Moreover, there are 26 (57.8%) of the respondent was agree with this statement from 45 respondent. For the strongly agree and neutral, each of them are included 13 (28.9%) and 5 (11.1%) respondent. Lastly, only 1 (2.2%) respondent was saying that disagree with the statement that had been given.

Besides that, 28 (62.2%) of the respondent was giving the response to this statement that and saying they are agree with the statement was given in question 4. There are also 13 respondent was strongly agree with the statement that had been given and 3 people was saying the response with neutral about this statement. There also have 1 people (2.2%) was strongly disagree with this statement.

For the question 5, there have 25 (55.6%) respondent was answering agree about this question. Furthermore, there are 17 respondent was answering they are strongly agree with the statement that had been given. There are also have each 2 (4.4%) people was answering the statement which is neutral and disagree. There also have 1 (2.2%) people was saying strongly disagree with this statement.

### 4.3 PROCESS OF DEVELOPMENT

#### 4.3.1 DATA COLLECTION

1. As a pre-production, researcher need to gather and study all of the information before starting the final production. The data was collected and to know about the importance of video marketing, how to increase company's visibility of the video service that provided and how to know the importance of YouTube platform as a marketing platform. Researcher are doing the research based on YouTube and to know how the company deliver their messages through the video.

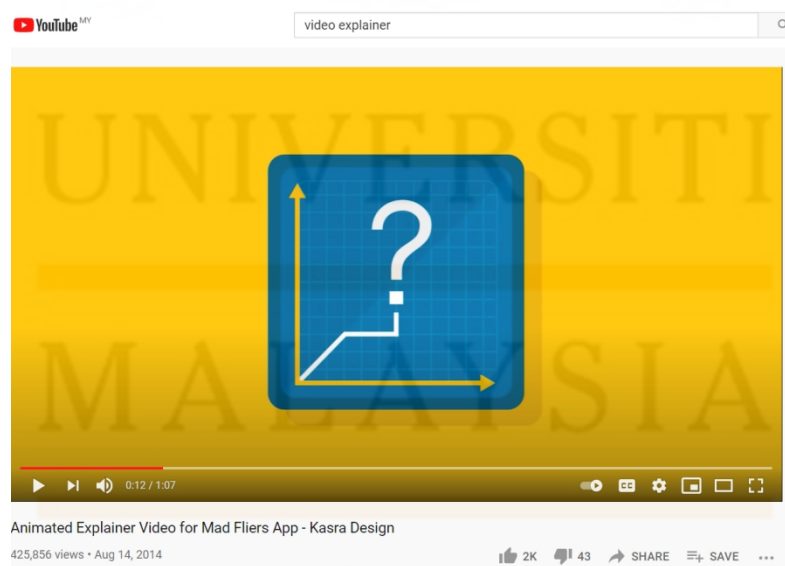


Figure 4.12:

Figure shown the example of the references for the video explainer.



Figure 4.13:

Figure shown the example of the references for the video explainer.

#### 4.3.2 SCRIPT :

In this script, researcher are based on the basic service that given from the company and creating the flow for this story.

The story was coming from the introducing the Project M company and the welcoming will be said in this video first. After that, researcher will simplify the main service that provided from this agency which is called branding and advertising agency. The company is a creative design form handled by a group of passionate people who love the design and appreciate art.

The company was mainly focusing in their specialist such as advertising, branding, website design, videography and photography, consultation and C.I.S. Besides that, the company also help to create solutions that aid customer engagement through qualified creative thinking to deliver the best results. and they are confident you will be pleased with the result.

In this way, the company will take you go through all the development stages to achieve the creation of something totally unique and totally new. They also believe that the success of a business depends not only on the quality of their product but on their brand's image too.

To convey the customer, the cooperative with the company is welcomed and the customer can visit the website [projectm.cc](http://projectm.cc) to know more about the information. We are aimed to design a better future for you.

#### 4.3.3 SKETCHES

There are some of the sketches of every scene and the main element of the scene. Researcher had already sketching the flow after preparing the script. Besides that, in this step, researcher also thinking about the transitions that suitable for used for every scene.

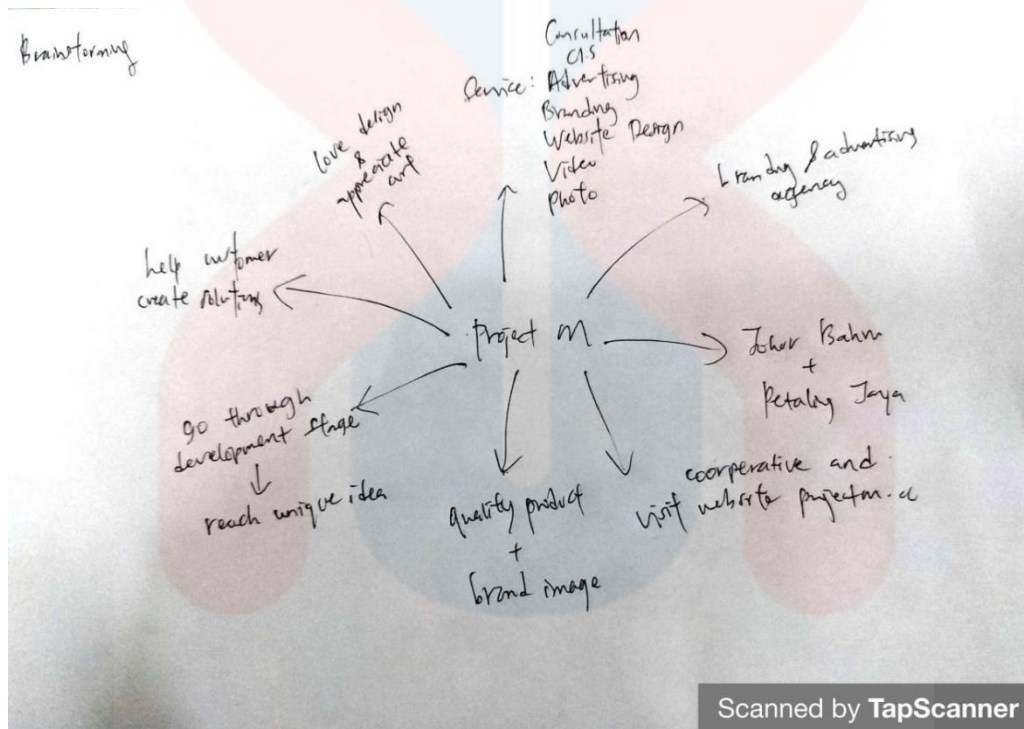
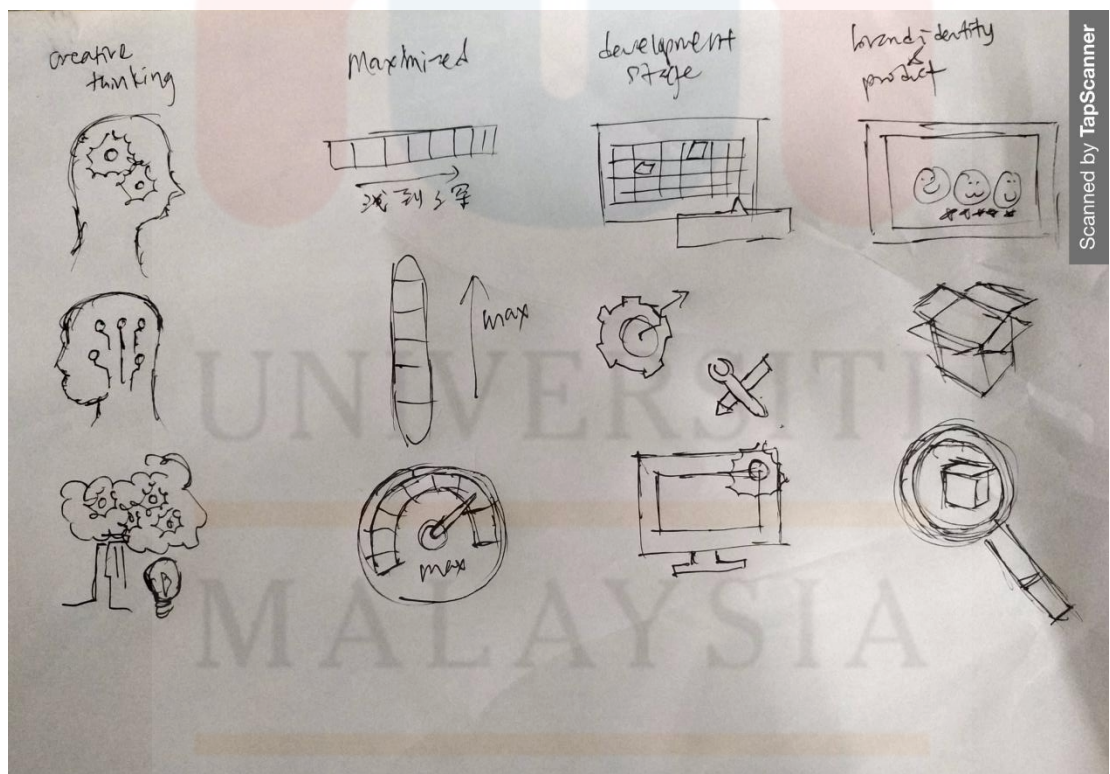
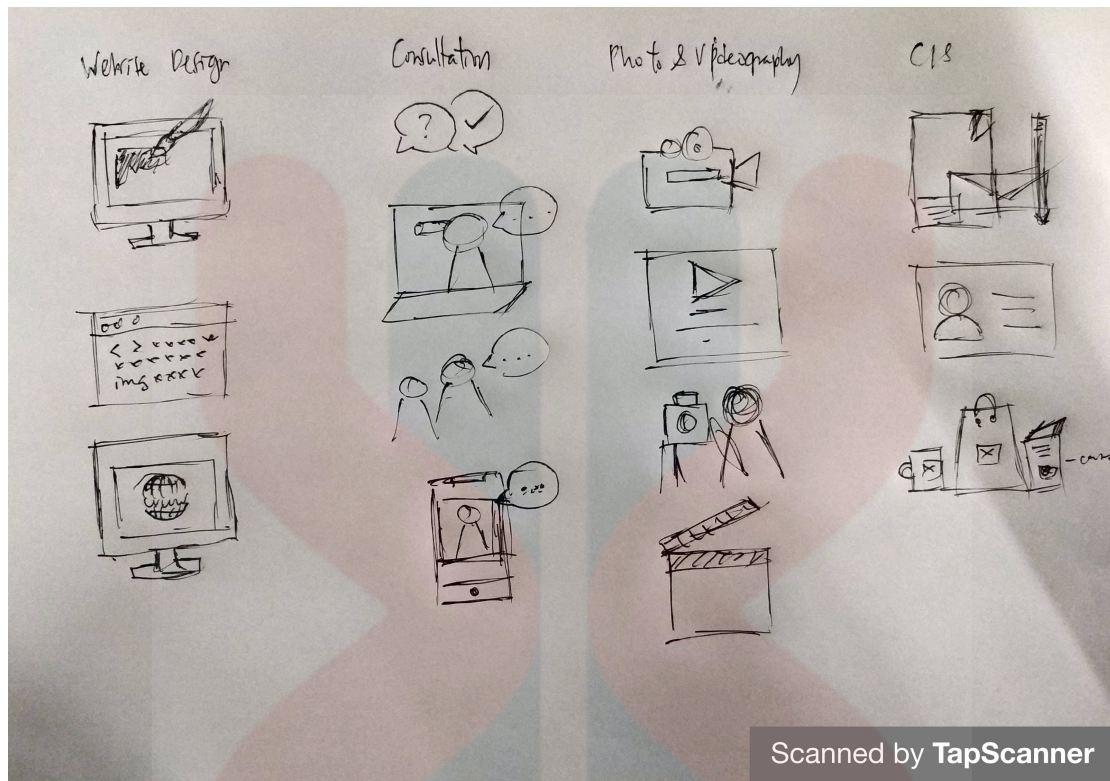


Figure 4.14: Figure shown the brainstorming process by researcher





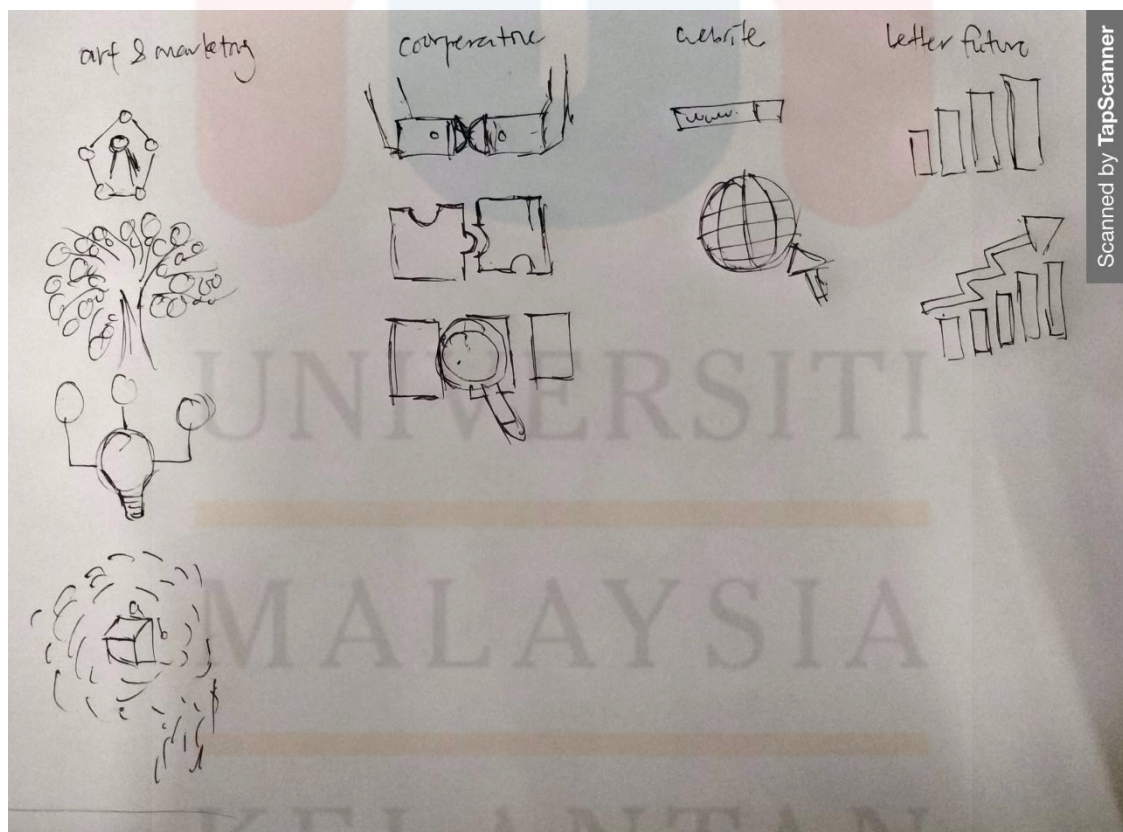
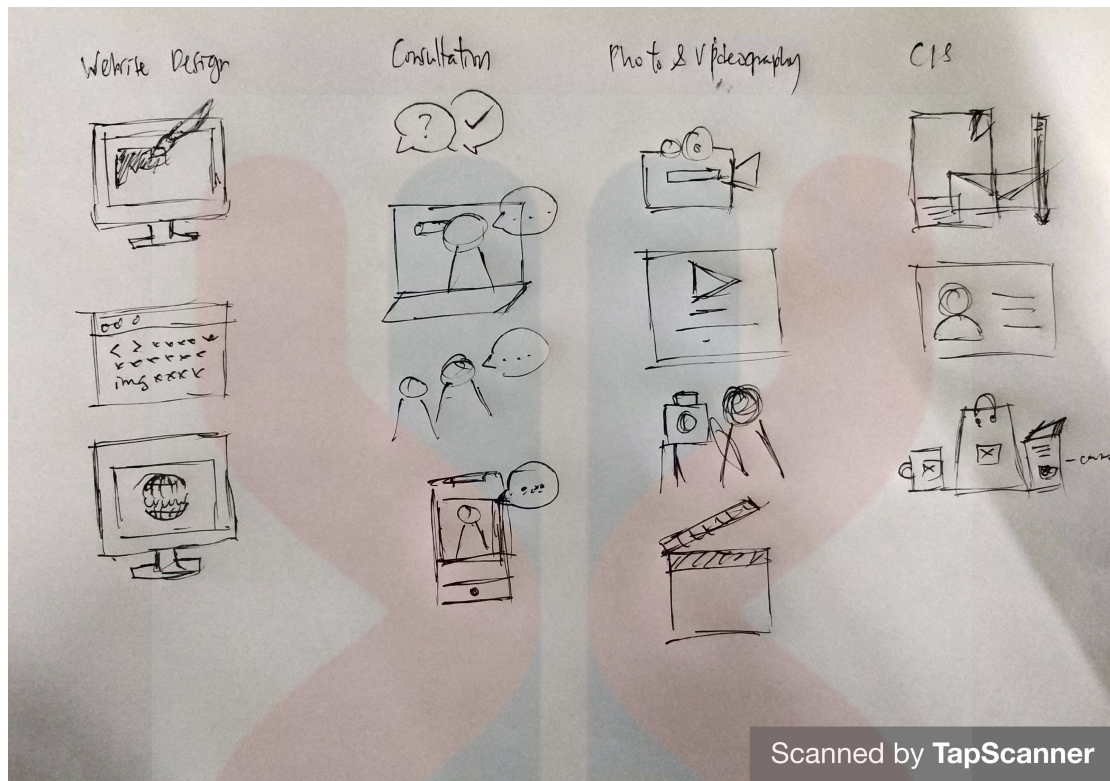


Figure 4.15-4.18: Figure shown the sketching process by researcher



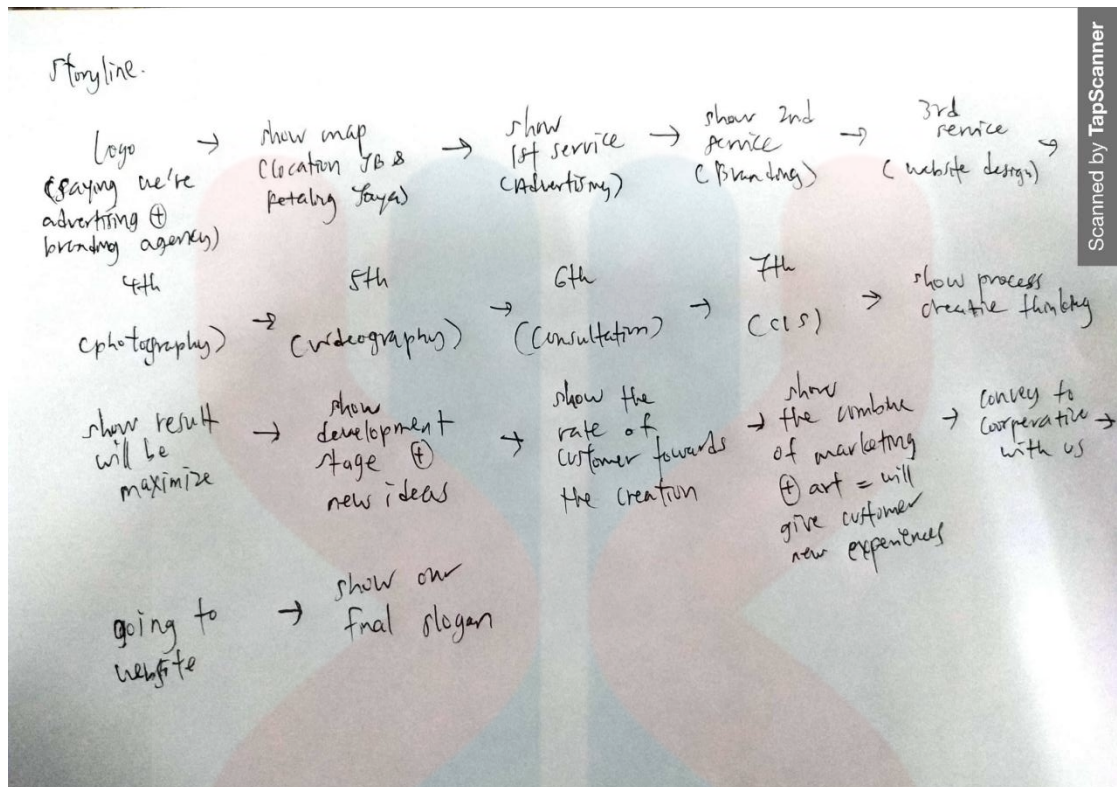


Figure 4.19: Figure shown the storyline process by researcher

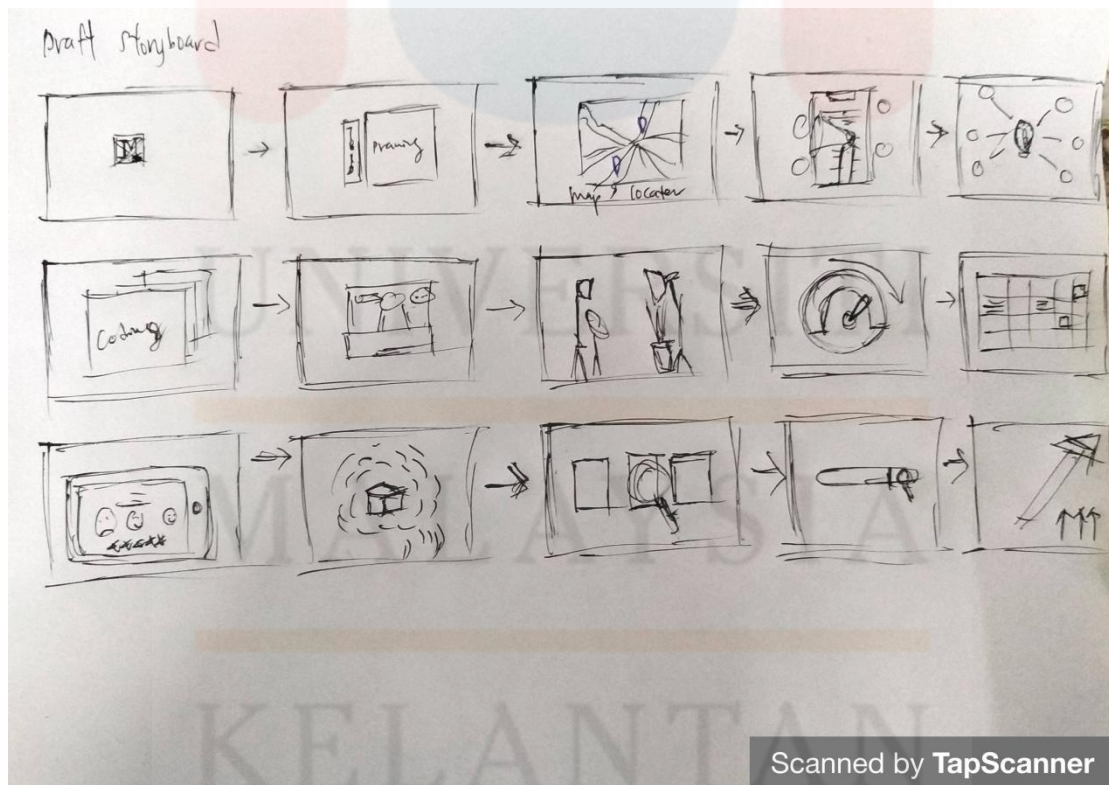


Figure 4.20: Figure shown the sketching for the storyboard by researcher

#### 4.3.4 THEME COLOR

The main of the color using will be yellow, blue, white and red because researcher was based on the logo of the company.

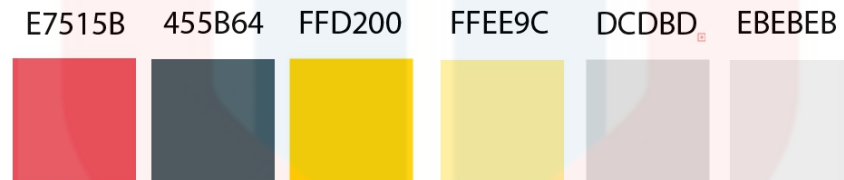
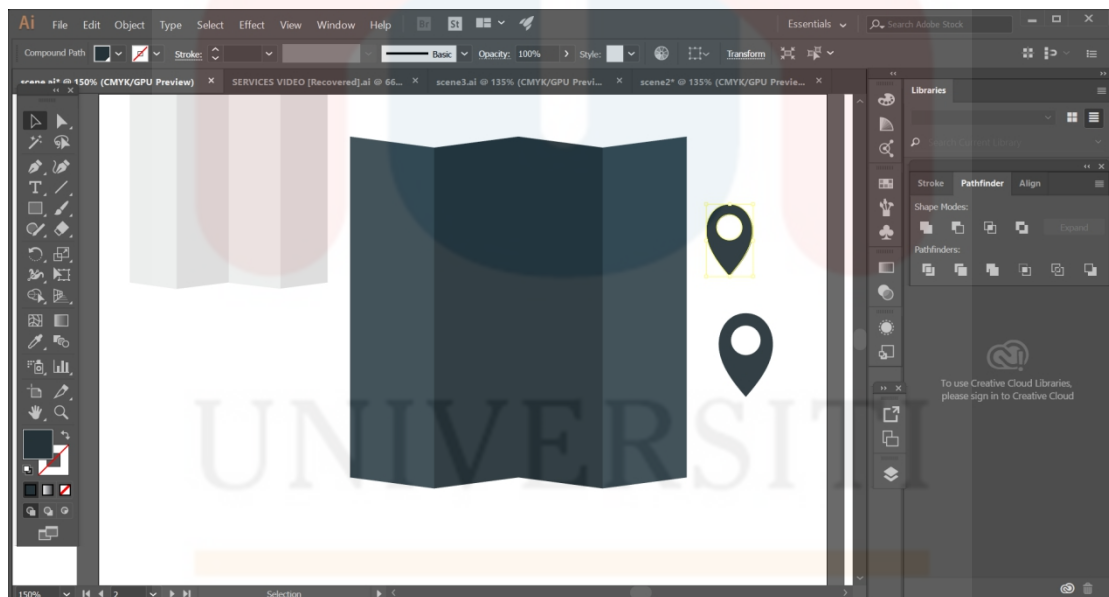


Figure 4.21: The figure show the color code that used by researcher to in the video

#### 4.3.5 ILLUSTRATION N LAYERING



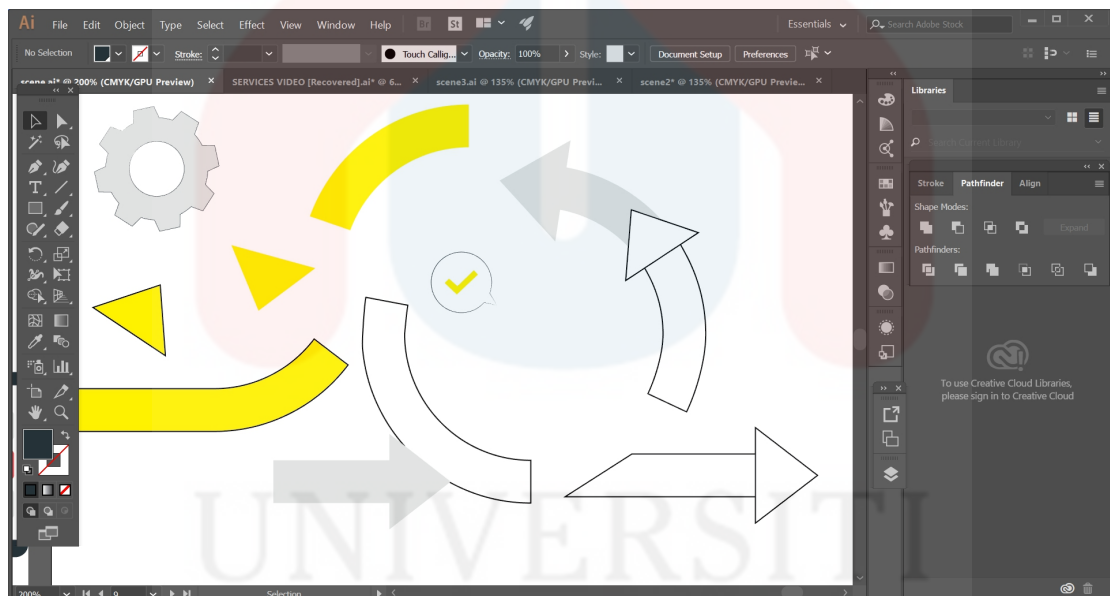
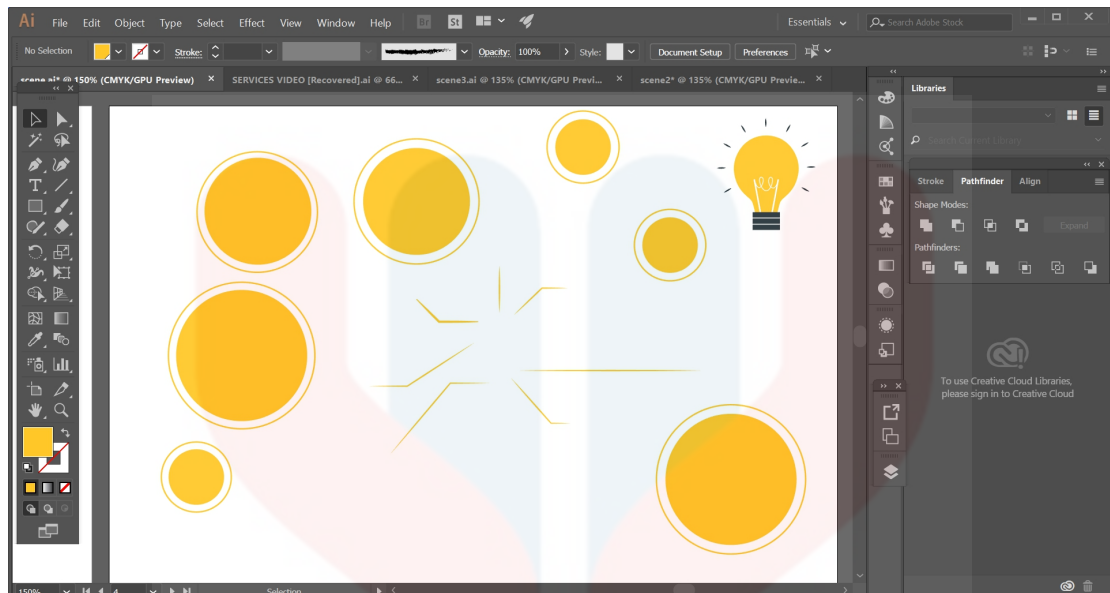


Figure 4.22-4.24: The figure show the process of preparing illustration

#### 4.3.6 REARRANGE AND RENAME ALL THE LAYERS

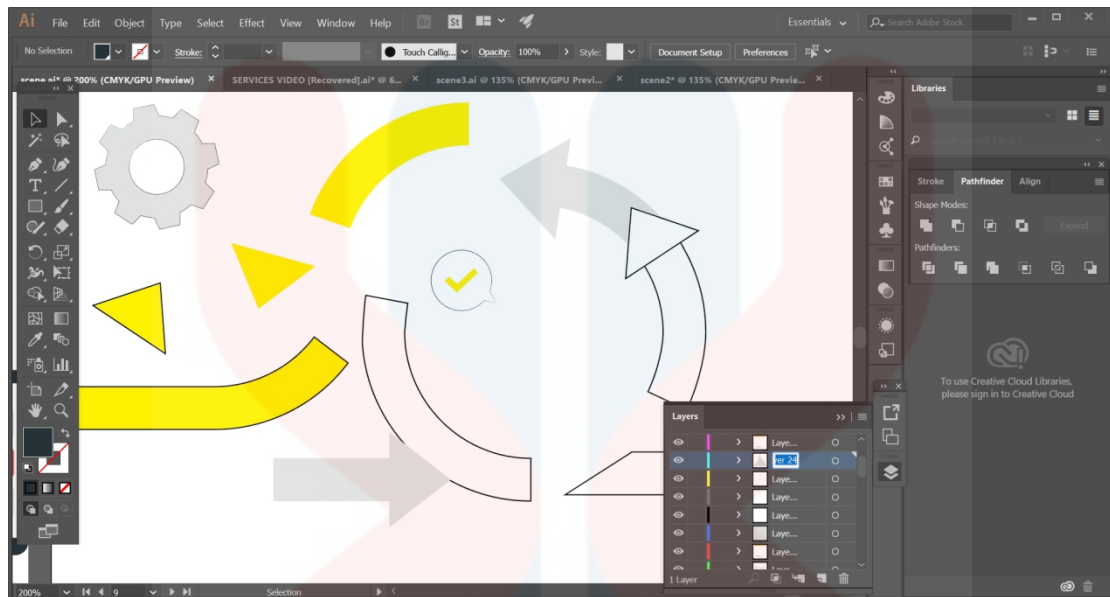


Figure 4.25: The figure show the process of renaming layers

#### 4.3.7 EDITING:

In this section, researcher was using Adobe After effect to doing the animation of the video and using Adobe Premier Pro to combine all the scene of the video.

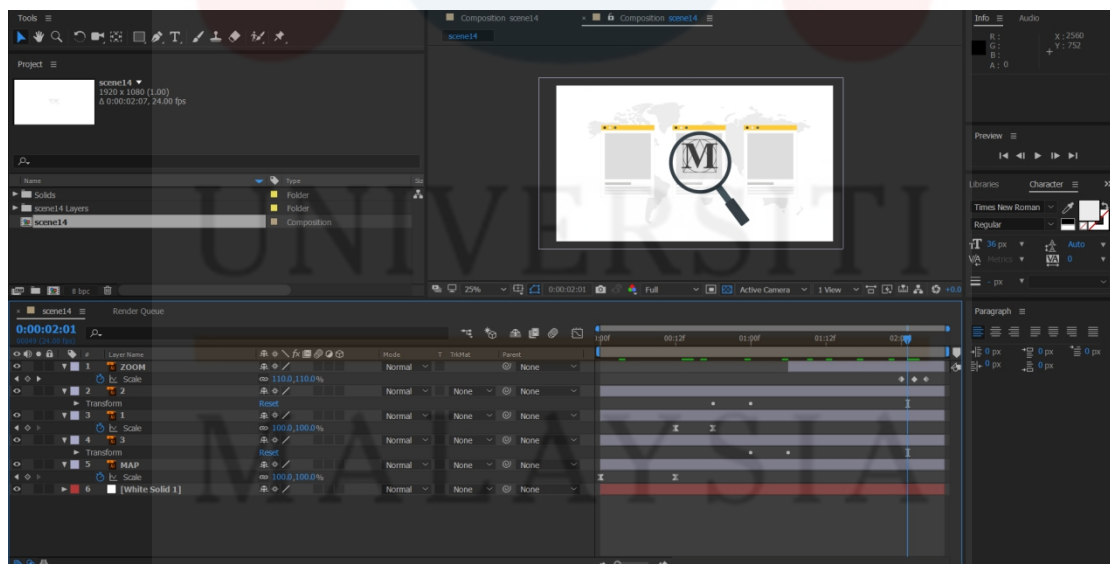


Figure 4.26: The figure show the process of creating animation in Adobe After Effect

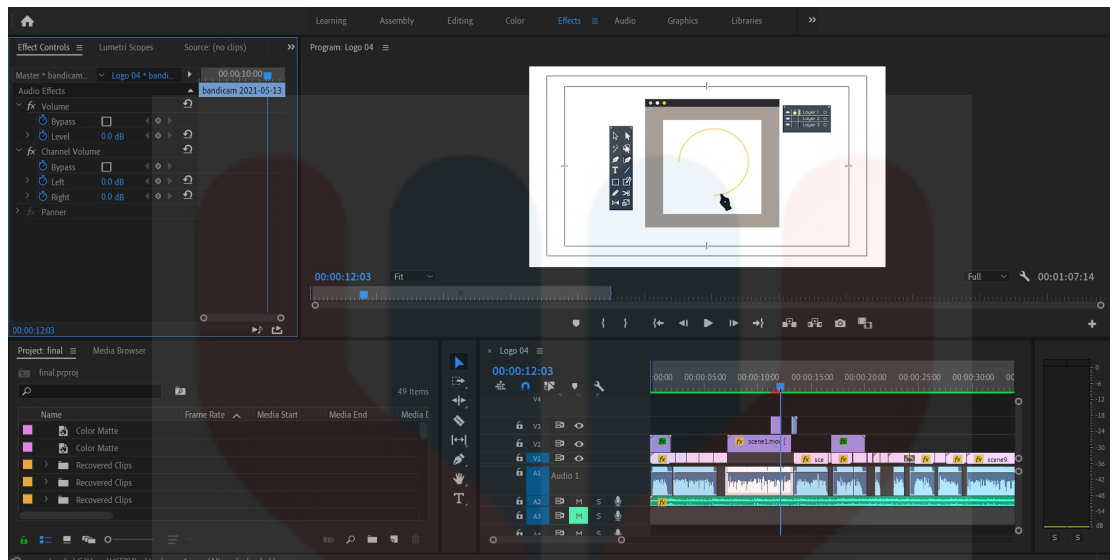


Figure 4.27: The figure show the process of editing videos

#### 4.3.8 MUSIC ARRANGEMENT:

The source of the video researcher was taking from the YouTube. The sound was been chosen and shorten the background music by using the Adobe Audition and the sound effect of the video was getting from the application CapCut.

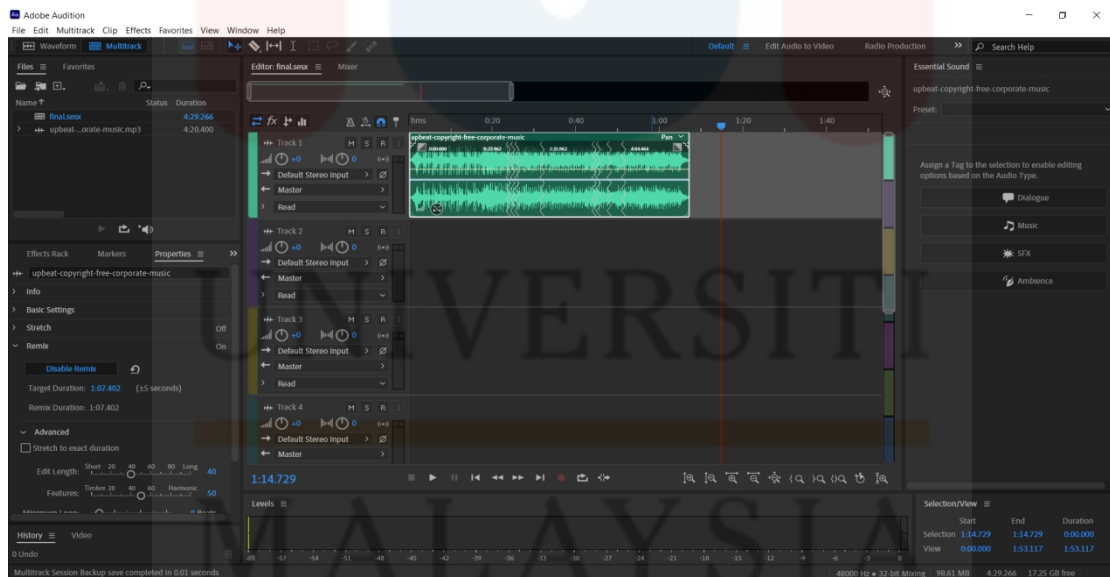


Figure 4.28: The figure show the process of editing background music



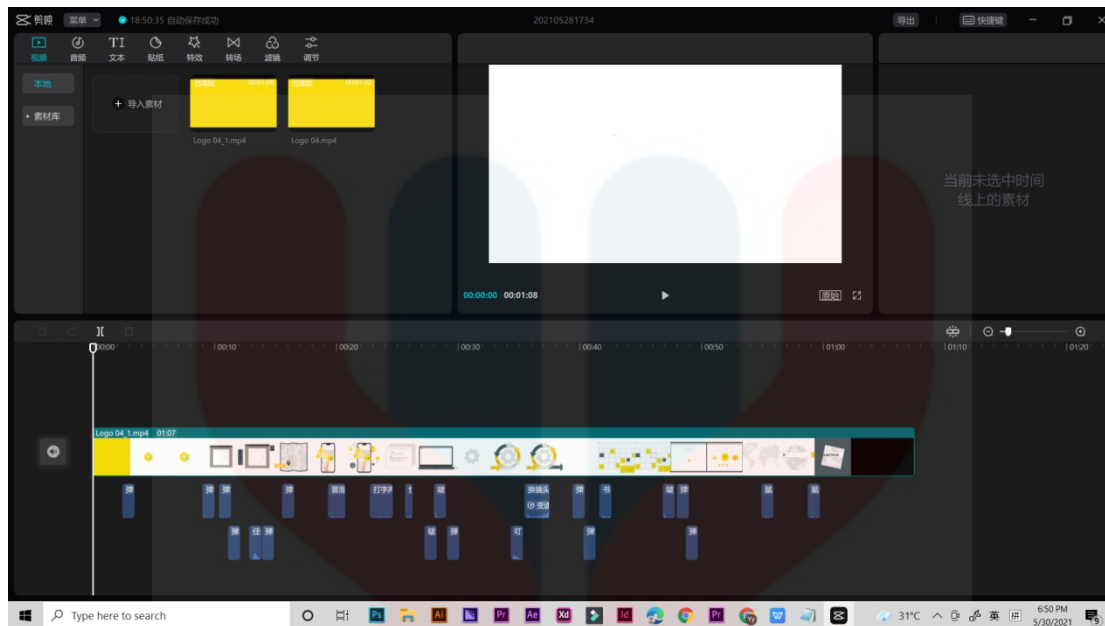


Figure 4.29: The figure show the process of adding sound effect to the video

#### 4.3.9 VOICE OVER:

The voice over was been chosen from the website that call Nuance and the man sound was chosen because it was suitable for this kind of the video explanation.

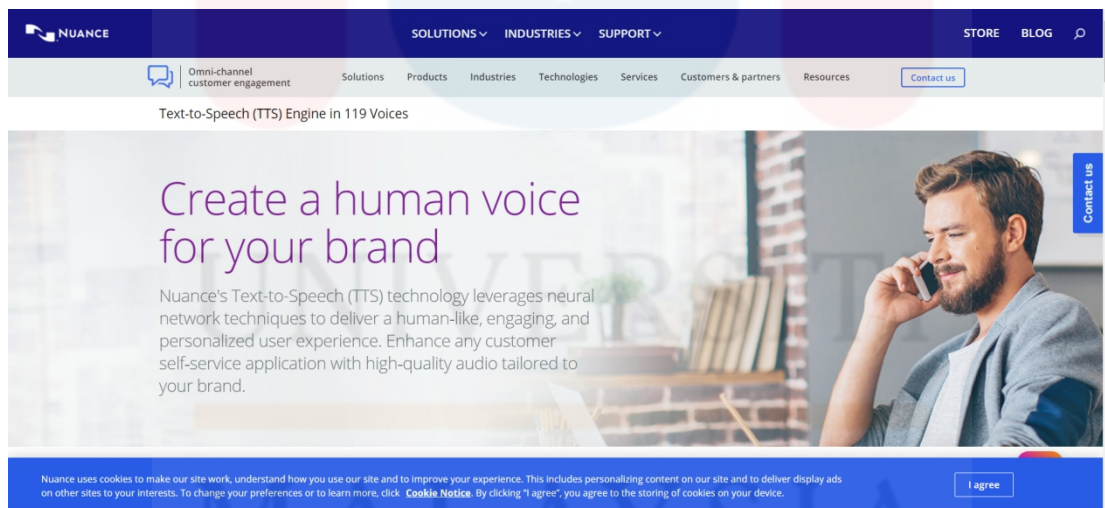


Figure 4.30: The figure show the website that used to doing the sound explanation



#### 4.3.10 DOCUMENT FILLING

Researcher had make backup for each scene that presented in this video.

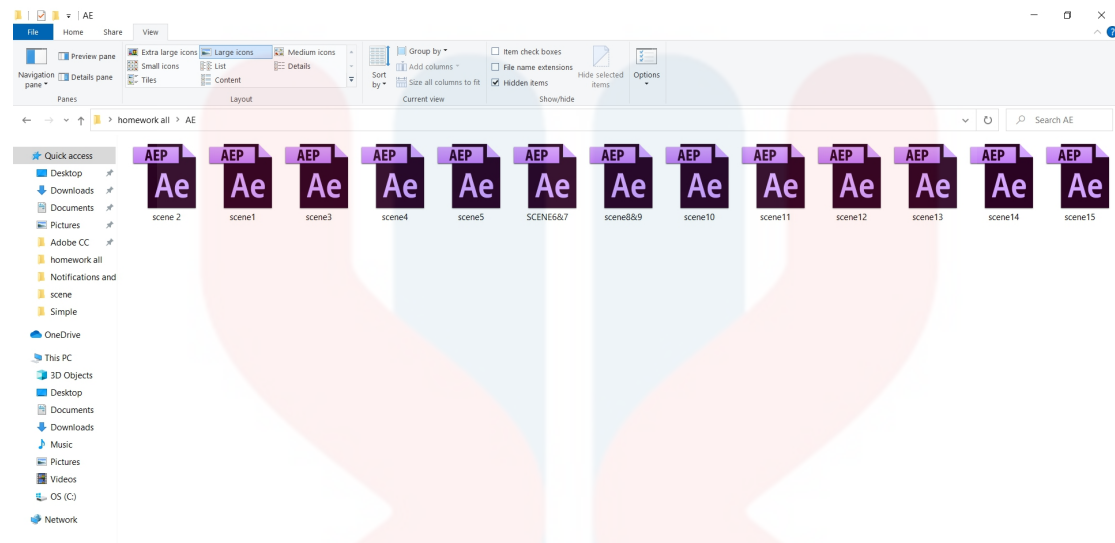


Figure 4.31: The figure show the file of every scene in after effects

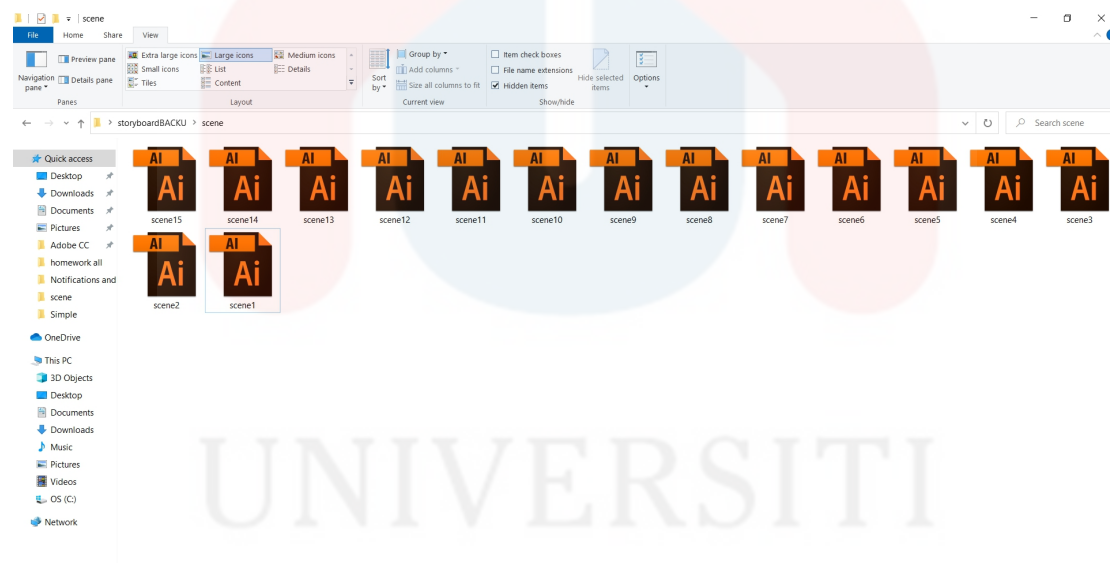


Figure 4.32: The figure show the ai file of every scene

#### **4.3.11 PREPARING QUESTIONNAIRE**

Researcher was doing the questionnaire based on the objective of the study and the questionnaire was already give to the respondent to answer.

In preparing the questionnaire, researcher was separated into 3 part which is section A about the demography data, section B about the efficiency of motion graphic video explainer and section C which is about the effectiveness of motion graphic video explainer in convey the message to the audiences. The data will collected from 45 respondent.

## Video Marketing to Promote Services of the Company

Nice to meet you and welcome to the survey. I'm Tea Ying Yun, a student from University Malaysia Kelantan Campus Bachok and holding the Degree of Creative Technology with Honours (Multimedia).

The aim of this study is to collect the data from the respondent to investigate about the effectiveness of video marketing which is motion graphic video explainer in convey the message of service to the audiences. The questionnaire will be included 3 sections.

Thank you for your cooperation in taking part this questionnaire. Your help is much appreciated.

\* Required

### Section A: Demographic Data

1. 1.Gender \*

Mark only one oval.

☐ Female

☐ Male

2. 2.Age \*

Mark only one oval.

☐ 20-25 years old

☐ 26-30 years old

☐ 30-35 years old

☐ 36-40 years old

## 3. 3.Race \*

Mark only one oval.

- ☐ Malay
- ☐ Chinese
- ☐ Indian
- ☐ Other: \_\_\_\_\_

Section B: Efficiency of motion graphic video explainer

Please watch the video below before answering the questions. Thank you for your cooperation.

<https://youtu.be/tVkEteOYscA>

## 4. 4.How was the flow of the motion graphic? \*

Mark only one oval.

- ☐ Smooth
- ☐ Fast
- ☐ Slow

## 5. 5.How was the duration for this video? \*

Mark only one oval.

- ☐ Too Long
- ☐ Suitable
- ☐ Too Short

6. 6.How was the explanation for this video? \*

*Mark only one oval.*

- ☐ Understand  
☐ No understand

7. 7.How was the sound effect for this video? \*

*Mark only one oval.*

- ☐ Perfect  
☐ Suitable  
☐ Complex

8. 8.How was the background music for this video? \*

*Mark only one oval.*

- ☐ Perfect  
☐ Suitable  
☐ Complex

9. 9.How was the illustration in this video? \*

*Mark only one oval.*

- ☐ Simple  
☐ Colorful  
☐ Suitable

Section C: Effectiveness of video explainer in convey the message of service to the audiences.

10. 10. Did you know what is motion graphic video explainer before this? \*

Mark only one oval.

- ☐ Yes  
☐ No

11. 11. There are some of the opinion towards this video. Please tick your answer that you think suitable with the statement. \*

Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Did you agree that the motion graphic is more interesting than reading an article?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did you feel that motion graphic video is suitable for promoting the service ?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After you looking for the video, did you agree that it able to memorized the main key point?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If you are the owner of the business, did you feel that this kind of video able to increase the visibility of the service?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If you are the owner of the business, will you want to used the explainer video to present your service or products?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



12. 12.Do you have any suggestion for this motion graphic video explainer?

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<https://docs.google.com/forms/d/18jVjaXE3fICENreFTUkf9schFoTK8lgWuKZYGbzymzo/edit>

5/5

Figure 4.33-4.37: The figure show the google form that had been created

#### 4.4 FINAL PRODUCT

As the final product, researcher was combine all of the element that had been collected to generated the ideas into this videos. The researcher was starting from the step of the brainstorming. The YouTube was the main platform to survey about the ideas in creating this video.

Besides that, after survey about the kind of the video, the researcher would like to use the motion graphic video explainer to explain the service that provided for this video.

After know about the main title of the video, researcher starting to doing some research from Google about the element that need to used in creating the videos. The sketching was done by the researcher and the draft of the storyboard was created based on the storyline that had been planned by the researcher.

The researcher was starting to doing all of the element that need to used in this video in Adobe Illustrator for the illustration, Adobe After Effect for the animation and the Adobe Audition as the background music. The Capcut also been used for the sound effect of the video.

#### 4.5 CONCLUSION

As a conclusion for this topic, researcher was taken the data that was collected from the respondent and the data was been summarized in this topic. Most of the respondent was agree with the statement that was given in the questionnaire. Researcher also talking about the process of making video in this topic too. Researcher also learning the whole process in creating the motion graphic by own.

## **CHAPTER 5**

### **CONCLUSION AND SUGGESTION**

#### **5.1 INTRODUCTION**

This chapter will discuss about the significance of the study, limitation, recommendation, and the overall of the study.

#### **5.2 SIGNIFICANCE OF THE STUDY**

The researcher was found the motion graphic video explainer was a good ways that can aid the company sales to promoting the sales of the company. However, some of the people still scare to take their business and career to taking this kind of package because due to the budget of the business and they don't know what they need for their company.

To make the customer more easier to understand about our services, researcher use the most interactive and easy ways to deliver the message about the services of the company. The motion graphic ways that has the power to help audience to catch the message and information with the easy ways.

#### **5.3 LIMITATION OF THE STUDY**

Researcher had achieved that the objectives but there had still some of the problems that to gain this research. Some of the SMEs still had not aware the importance of the video to helping them in deliver the messages of their products and services.

The limitation also happen in managing the time to final video of the motion graphic. Due to the work from the company, researcher had more less time to complete the video in a short time. Besides that, researcher also find the ways to creating the motion graphic in a smooth ways because researcher was lack of experiences in creating the motion graphic. Researcher also looking for tutorials in creating the motion graphic video.

#### 5.4 SUGGESTION FOR THE STUDY

The suggestion was given from the respondent to this video which is researcher need to make the video more colorful and interesting to attract the audiences.

#### 5.5 CONCLUSION

As the conclusion of this research, from the respond of the respondent, the motion graphic is a easy ways to deliver the message to all audiences. In this study, researcher are mainly focusing on 3 objectives which is increase company's visibility of the video service that provided, identify the type of video marketing that can attract viewers and to develop a video marketing through YouTube platform and to let more people recognize the company.

In the literature review, the researcher had identity the type of video marketing that can attract viewers such as through the some of the kind of video marketing like product review, how to video, explainer video, testimonial video and the last is the demo video. Based on this video, researcher know about what kind of the video was more effectively to help the company to promoting their services.

Increase the company's visibility is also an another objective in this research. Researcher will using the motion graphic ways to promoting the service that provided from the company. Researcher deliver the messages in a easy ways and at the same time the content is interesting to let the audience know about the services that provided from the company. Based on the respondent, they are giving the feedback that the video that provided was easy to understand and memorize by the audiences.

In the way of promoting this video on YouTube, researcher already putting this video into YouTube and it already sharing to others to knowing about this service. The viewer of the video can able reach their targeted audience is a easy understand ways.

Besides that, researcher also conducted a questionnaire to investigate about the respond that respondent about this video. From the research, the respondent saying that this video was able to help company's customer to understand their service in a quick ways and at the same time it was succeed to make customer easy to understanding the importance of adverting in this era.

As a final conclusion, researcher had reach the three of the objectives of the survey and researcher also be glad that this video can be used to promoted the service of Project M Advertising and Brand Company.



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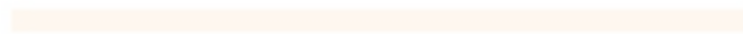
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# APPENDICES



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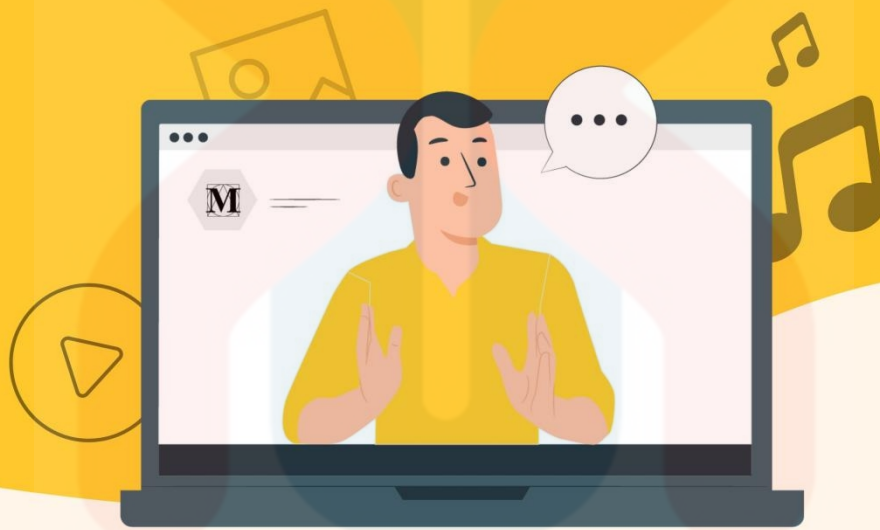


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Month	10	11	12	1	2	3	4	5	6
Chapter									
Decide research title									
Research proposal									
Chapter 1 Introduction									
Chapter 2 Literature Review									
Chapter 3 Research Methodology									
Chapter 4 Research Development									
Chapter 5 Conclusion and Suggestion									
Completed Report									

## Exploring the Importance of Video Marketing on YouTube to Promote Services of Project M Company



Scan QR CODE  
to watch the video



Prepared by: Tea Ying Yun

Advisor: Encik Ariff bin Ariffin

Figure B.1 : Poster Video

## Video Marketing to Promote Services of the Company

Nice to meet you and welcome to the survey. I'm Tea Ying Yun, a student from University Malaysia Kelantan Campus Bachok and holding the Degree of Creative Technology with Honours (Multimedia).

The aim of this study is to collect the data from the respondent to investigate about the effectiveness of video marketing which is motion graphic video explainer in convey the message of service to the audiences. The questionnaire will be included 3 sections.

Thank you for your cooperation in taking part this questionnaire. Your help is much appreciated.

\* Required

### Section A: Demographic Data

1. 1.Gender \*

Mark only one oval.

- ☐ Female  
☐ Male

2. 2.Age \*

Mark only one oval.

- ☐ 20-25 years old  
☐ 26-30 years old  
☐ 30-35 years old  
☐ 36-40 years old

Figure C.1: Sample of Questionnaire



## 3. 3.Race \*

Mark only one oval.

- ☐ Malay
- ☐ Chinese
- ☐ Indian
- ☐ Other: \_\_\_\_\_

Section B: Efficiency of motion graphic video explainer

Please watch the video below before answering the questions. Thank you for your cooperation.

<https://youtu.be/tVKEteOYscA>

## 4. 4.How was the flow of the motion graphic? \*

Mark only one oval.

- ☐ Smooth
- ☐ Fast
- ☐ Slow

## 5. 5.How was the duration for this video? \*

Mark only one oval.

- ☐ Too Long
- ☐ Suitable
- ☐ Too Short

Figure C.2: Sample of Questionnaire

6. 6.How was the explanation for this video? \*

*Mark only one oval.*

- ☐ Understand  
☐ No understand

7. 7.How was the sound effect for this video? \*

*Mark only one oval.*

- ☐ Perfect  
☐ Suitable  
☐ Complex

8. 8.How was the background music for this video? \*

*Mark only one oval.*

- ☐ Perfect  
☐ Suitable  
☐ Complex

9. 9.How was the illustration in this video? \*

*Mark only one oval.*

- ☐ Simple  
☐ Colorful  
☐ Suitable

Section C: Effectiveness of video explainer in convey the message of service to the audiences.

<https://docs.google.com/forms/d/18jVjaXE3fICENreFTUkf9schFoTK8lgWuKZYGbzymzo/edit>

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Figure C.3: Sample of Questionnaire

10. 10. Did you know what is motion graphic video explainer before this? \*

Mark only one oval.

- ☐ Yes  
☐ No

11. 11. There are some of the opinion towards this video. Please tick your answer that you think suitable with the statement. \*

Mark only one oval per row.

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Did you agree that the motion graphic is more interesting than reading an article?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did you feel that motion graphic video is suitable for promoting the service ?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After you looking for the video, did you agree that it able to memorized the main key point?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If you are the owner of the business, did you feel that this kind of video able to increase the visibility of the service?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If you are the owner of the business, will you want to used the explainer video to present your service or products?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure C.4: Sample of Questionnaire

12. 12.Do you have any suggestion for this motion graphic video explainer?

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Figure C.5: Sample of Questionnaire