



2025 Forecast

**How to Future-Proof Your Video
Marketing Campaign**



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Introduction

By 2025, video marketing will have evolved yet again—and faster than we could have imagined. 85% of businesses already use video as a marketing tool, but that’s just the beginning. With new trends in animation, creative storytelling, and emerging technologies, brands will need to stay ahead of the curve to truly capture attention. Think of it as the next frontier of content creation, where innovation meets engagement in more dynamic and personal ways.

So, what can we expect? In a world of short attention spans and rising competition, 2025 will be all about sharper, more immersive, and emotionally resonant video content. Not just any video, but video that surprises, delights, and connects on a deeper level. But how do we get there?

In this report, we’ll break down the top trends set to shape the future of video marketing—giving you insights to drive strategy, creativity, and, most importantly, results. It’s not just about keeping up; it’s about leading the pack.

So sit back, grab a cuppa, and if you have any questions, feel free to get in touch at hello@ministryofmotion.tv.

Best,
Andy Sones
Creative Director, Ministry of Motion



Trend 1: The Rise of Personalised Video Content

Imagine this: you get an email from your favourite brand, but instead of the usual generic message, there's a video. Not just any video—a video that uses your name, recommends products based on your past purchases, and even knows your location. That's the power of personalised video content, and in 2025, it's going to be everywhere.

Personalised videos take data—like your viewing habits, purchase history, or even your birthday—and turn it into a tailored experience just for you. It's video marketing that doesn't just speak at people; it speaks to them, directly. And here's the best part: people love it. Personalised content feels more relevant, more engaging, and way less like a mass-marketing ploy. In fact, research from Vidyard shows that personalised videos can boost click-through rates by up to 16x and increase engagement by 35%. That's huge!

Why is Personalised Video Content Taking Over?

Consumers Expect It: People don't want to feel like they're just another number. Today's audience craves content that feels made for them. If brands want to stand out in 2025, they'll need to make their marketing more personal. Videos that address viewers by name or suggest products based on their behaviour aren't just nice-to-haves—they're soon going to be the norm.

It's Proven to Work: When a video speaks directly to someone's needs or interests, they're far more likely to watch till the end—and take action. Whether it's a personalised product recommendation or a thank-you video post-purchase, these videos show people you're paying attention.

Tech Makes It Easy: What used to be a complex process is now accessible for brands of all sizes. Platforms like Idomoo allow for real-time audience participation, making it easier than ever to create reactive, personalized content. Meanwhile, AI-powered features on hosting platforms and automation plugins for tools like After Effects enable brands to produce thousands of tailored videos at scale with just a few clicks—perfect for emails, landing pages, or social media. No Hollywood budget required!

The Benefits of Personalised Video Marketing

Higher Engagement Rates: Personalised videos don't just get views—they get clicks. A personalised video can increase engagement by 35% (Vidyard, 2023), making them a powerful tool for boosting interaction and driving action.

Stronger Customer Relationships: Personalised content builds trust, showing that you know and care about your customers, and deepening the relationship. In 2025, that relationship-building is going to be critical for customer loyalty.

Boosted Conversions: Personalised video content has been shown to increase conversions by up to 10% (Campaign Monitor, 2023). Whether it's driving someone to make a purchase, sign up for a service, or book a demo, personalised videos push people down the funnel faster.

More Shareable: Let's be honest—people love sharing personalised content. Campaigns like Spotify Wrapped work so well because they make users feel seen. When people share their personalised videos, they're essentially doing your marketing for you.

Your To-Do List

Start Personalising Now: Whether it's through email marketing or social media, start experimenting with personalised video content if you haven't already.

Use Data to Your Advantage: The more you know about your audience, the better your personalised content will be. Use data like purchase history, preferences, and behaviour to create videos that truly resonate.

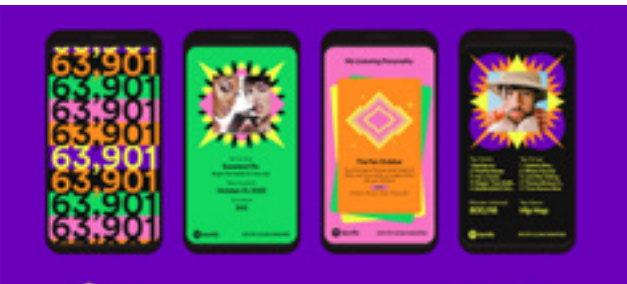
Keep it Simple: Personalised videos don't need to be over-complicated. Even simple personal touches, like using someone's name or referencing past purchases, can make a big impact.

Real World Examples:

As part of their recent rebranding efforts, mobile provider EE used the personalisation platform Idomoo to create personalised videos to distribute to their existing customers, welcoming to the 'New EE'. Using data points such as names and existing plan details, they were able to create a user journey that made the customer feel invested in their new look, while also using as an opportunity to upsell new plans and create larger investment in the brand.



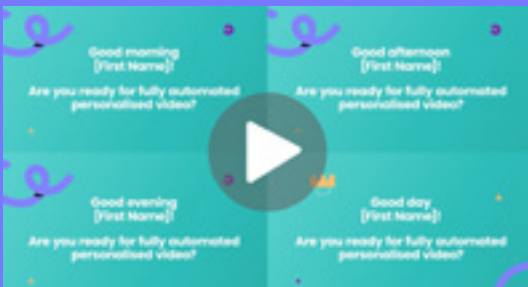
Spotify's year-end Wrapped campaign is the perfect example of personalised video content done right. Every December, Spotify sends users a fun, data-driven video summarising their most-played songs, artists, and genres from the past year. It's personal, it's shareable, and it gets people talking—so much so that Wrapped videos flood social media every year. It's an excellent blend of personalisation and social proof, all rolled into one.



How Can We Help?

Using tools like Idomoo, we can generate responsive, data-driven or user-generated videos instantly – whether you're looking to create tens, hundreds or thousands of personalised clips in one go.

We've also got a few nifty ways to automate personalized video at scale using After Effects. We can take your data in the form of an excel or google sheet and automate the creation and export of personalised video at scale, whilst ensuring consistency and efficiency. Imagine the impact of bespoke, personalised Christmas cards sent directly to your customers or clients – each tailored specifically to them! Or perhaps you'd like your own Spotify Wrapped to celebrate engagement through the year. Check out an example of our work below, and if you have any questions, **feel free to get in touch!**



Trend 2: 3D is Going Mainstream

3D Animation and 3D Motion Graphics are no longer just for Pixar or sci-fi movies—they're becoming a common sight in mainstream marketing, and fast. In 2025 we'll likely see a lot more 3D content and visuals as creatives continue to widely adopt 3D tools as they become easier to use and less cost prohibitive. As such this is inevitably going to make 3D a more affordable option than we've seen previously.

Why Are 3D Animation & Motion Graphics Going Mainstream?

Technology is on Our Side: Software like Blender, Cinema 4D, and Adobe After Effects has made it way easier (and cheaper!) to produce high-quality animation. Brands don't need blockbuster budgets anymore to make jaw-dropping content.

Consumers Demand More: Let's face it, people expect to be wowed. Plain old video isn't cutting it anymore—audiences want content that's visually stimulating and stands out. 3D graphics bring that extra flair that hooks viewers in and keeps them watching.

Versatility Wins: Animation works for just about anything: social media ads, product demos, explainer videos, you name it. And with 3D graphics, you can even let people interact with products digitally, giving them a virtual "hands-on" experience.

More Shareable Content: 3D animation tends to perform better on social media because it's eye-catching and easier to digest. That makes it perfect for platforms like TikTok, Instagram, and Facebook, where viewers scroll through content quickly.

The Benefits of 3D Graphics in Marketing

Increased Engagement: 3D animation grabs attention in a way that traditional video can't, making content more captivating and memorable. The immersive visuals keep viewers hooked, boosting interaction and retention.

Flexibility: 3D animation offers endless creative possibilities. You can show things that would be impossible in the real world, or simplify complex processes. Plus, it can work across all sorts of industries, from healthcare to tech.

Endless Possibilities: With 3D, the creative potential is limitless. You can bring to life anything you can imagine—whether it's visualising abstract concepts or showcasing things that can't exist in the real world, making even the impossible possible.

Educating Your Audience: Complex subjects like cellular structures, engine mechanics, or even [ground source heat pumps](#) become easy to understand with 3D animation. It breaks down intricate details into digestible, visual content that sticks with your audience.

More Detail: With 3D graphics, you can show off products in stunning detail, letting customers inspect every inch of a product. It's like being in a store, but better!

Your To-Do List

Add 3D to Product Visualisation: If you sell physical products, consider using 3D models to let customers explore them online. It's interactive, fun, and builds confidence in their purchase decisions.

Simplify the Complex with 3D Visuals: Got something technical to explain? Let 3D animation do the heavy lifting. It's perfect for making complex ideas easy to understand, no matter your industry.

Real World Examples:

The Maybelline Sky High Lash CGI campaign, crafted by Ian Padgham, took mascara marketing to a whole new level—literally. With giant mascara wands and tubes applying the product in bold, larger-than-life settings, like sweeping across the front of a London Underground train and even a double-decker bus, the campaign turned everyday scenes into a spectacle. It's the perfect example of how eye-catching 3D graphics can elevate a brand launch, making the product feel iconic and unforgettable.

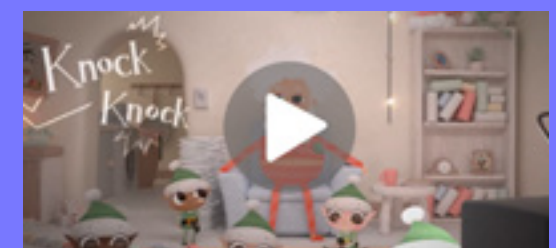
Padgham also had a hand in creating Jacquemus's 'La Bambino' bag launch, which took Instagram by storm with a brilliantly playful video that turned their iconic mini bags into quirky little cars cruising through the streets of Paris. The video's charm lies in its clever use of iPhone camera angles and perfectly optimised 9:16 framing, making the miniature handbags look both whimsical and surprisingly real. It's a fun, imaginative twist that grabs attention and showcases the brand's creativity in a way that feels fresh and unexpected—exactly what you'd want from a luxury label making waves online!



How Can We Help?

We love 3D! Our team creates dynamic 3D animation and motion graphics that bring your brand to life. Whether it's engaging educational content, character-driven storytelling, or sleek product demos, we've got the expertise to make your message stand out. Our 3D animations are perfect for showcasing your product in detail, telling compelling stories, or crafting eye-catching social media content that demands attention. From product promos to animated characters, we'll help your brand make a lasting impact!

Check out some of our previous 3D projects below!



Trend 3: Short-Form Video Dominance

If there's one thing we can be certain of in 2025, it's this: short-form video will reign supreme. It's everywhere already, and it's not going away. Think TikTok, Instagram Reels, and YouTube Shorts. All these platforms are proof that people love snappy, bite-sized content. In a world where attention spans are shrinking, short-form video is exactly what audiences crave—quick, engaging, and right to the point.

By 2025, we're going to see even more brands fully embracing this format. Why? Because short-form video is not just a trend; it's a powerhouse in digital marketing. Whether it's a 15-second ad or a 60-second how-to guide, brands are realising that they can tell compelling stories in less time than it takes to make a cup of tea.

Why Short-Form Video is Dominating

It's Quick and Easy to Consume: In a digital world flooded with information, people want to get to the point—fast. A short video respects the viewer's time, delivers the message, and moves on. Brands that can communicate effectively in under a minute are winning big.

It's Perfect for Mobile: Most of us are glued to our phones, scrolling through feeds while on the go. Short videos are designed for mobile-first consumption. Whether someone's waiting in line for coffee or commuting, they can easily engage with short, punchy content that fits into their busy day.

It Grabs Attention: Attention is the most valuable currency online, and short-form video grabs it better than anything else. In the first few seconds, a video can hook viewers and keep them interested. For brands, that means a huge opportunity to drive engagement and action.



The Benefits of Short-Form Video in Marketing

Increased Reach: Short-form videos are prioritised by social media algorithms, meaning your content is more likely to be seen. TikTok, Instagram Reels, and YouTube Shorts all push shorter content to the top of feeds, helping brands get in front of more people.

More Conversions: These videos don't just entertain—they drive action. A HubSpot report found that 54% of consumers want to see more video content from brands they support. And short-form video is perfect for driving quick conversions, whether it's a sign-up, purchase, or click-through.

Constant Engagement: Short-form content keeps your audience engaged over time. Since the videos are fast to create and consume, you can produce more of them. This keeps your brand consistently in the feed, which is key to building lasting relationships with viewers.

Accessibility: With people consuming content on the go, short-form is made for the small screen. It loads quickly, plays smoothly, and fits neatly into the scrolling habits of modern consumers.

Your To-Do List

Make content that puts your viewer first: Consider what your viewer is interested in and how you can best serve them. No one wants to see your logo at the start of a video. It's ok to sell, but focus on making more content that builds your relationship first.

Focus on the First Few Seconds: The first 3-5 seconds of your video are crucial. That's where you'll hook your audience—or lose them. Make sure those initial moments are packed with something visually or emotionally compelling.

Real World Examples:

Starbucks uses short-form videos on Instagram to build hype around seasonal drinks. Each video is a fast-paced, visually captivating teaser showcasing their iconic red cups, seasonal ingredients, and that signature coffee pour. In just a few seconds, Starbucks creates anticipation for their holiday menu, boosting both brand awareness and in-store visits.

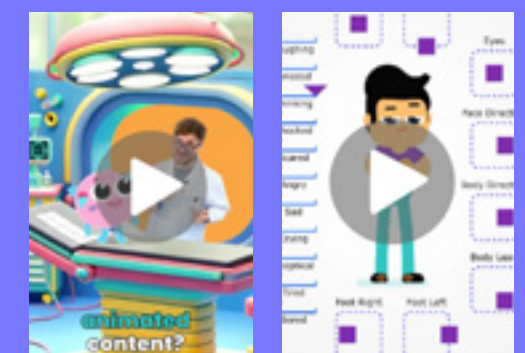
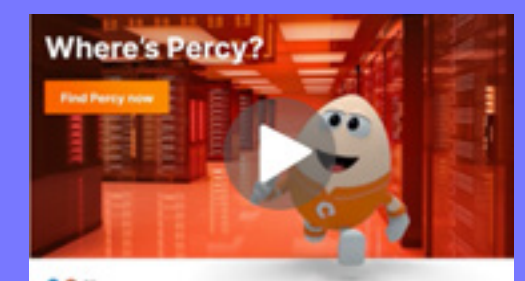


TikTok has become the go-to platform for short-form video, and brands are cashing in. Take Chipotle, for example. The Mexican fast-food chain regularly creates fun, fast videos featuring their burritos and bowls. They even launched the #GuacDance challenge, which went viral and led to a massive spike in guacamole sales. The magic? Each video is short, shareable, and built for engagement.



How Can We Help?

As content creators who are also avid content consumers, we're always analysing platforms to stay on top of trends and best practices. We know what works—and what doesn't. Our team can guide you through strategy and creative, delivering short-form video content that grabs attention and keeps viewers hooked. Whether it's for social media or a targeted campaign, we create videos that cut through the noise and get results. Check out some of our past projects below, and to chat through your short form video strategy, **get in touch!**



Trend 4: Influencer Marketing & Key People of Influence

In 2025, influencer marketing and partnering with Key People of Influence (KPIs) are trends every business should have on their radar. According to research, 92% of consumers trust recommendations from people over brands, which is why influencer marketing continues to skyrocket.

KPIs, as defined by Daniel Priestley, are influential figures within a specific industry or sector, while influencers focus on building diverse, highly engaged audiences. The impact? A study by Influencer Marketing Hub shows that businesses are making \$5.20 for every \$1 spent on influencer marketing. It's the modern-day version of word-of-mouth, amplified through digital platforms and trusted voices. Whether it's a KPI within a niche market or a social media influencer with millions of followers, both tap into the power of trust. People listen when their favourite personalities speak—making it a trend to watch as we move into 2025.

Why Influencer Marketing is Taking Over

Authenticity and Trust: Influencers have built trust with their followers, who see them as authentic voices. When influencers endorse a product or service, it feels more genuine than traditional advertising, which leads to higher engagement and conversion rates.

Niche Targeting: Influencers often have highly engaged niche audiences. Brands can leverage this to reach specific demographics or interest groups in a way that traditional marketing struggles to achieve. This precision targeting ensures more relevant and impactful content.

High Engagement: Influencers create interactive content that sparks conversations, likes, shares, and comments. This active engagement with the audience amplifies the brand's message and generates organic buzz that traditional advertising often lacks.

Social Proof: People tend to trust recommendations from those they admire or follow. When influencers endorse a product, it creates social proof, encouraging others to try it because someone they trust has vouched for it.

The Benefits of Influencer Marketing

Cost-Effective Marketing: Compared to traditional advertising, influencer marketing can be more cost-effective. Micro-influencers, for example, offer targeted outreach at a fraction of the cost of major campaigns, and their niche audiences are often more engaged and loyal.

Creative and Diverse Content: Influencers often create highly creative and visually appealing content. Brands benefit from this variety of content that is tailored to fit the influencer's style and audience preferences, making the marketing feel less intrusive and more integrated into the consumer's experience.

Increased Brand Awareness: Influencers help brands reach wider, more engaged audiences. By collaborating with influencers, brands can quickly raise their visibility, especially in niche markets or with demographics they might struggle to reach through traditional methods.

Your To-Do List

Identify the Right Influencers: Research influencers who align with your brand's values, target audience, and goals. Look beyond follower count—focus on engagement rates, audience demographics, and the influencer's niche relevance.

Create Authentic Collaboration Briefs: When reaching out to influencers, offer creative freedom. Instead of controlling the messaging too tightly, provide guidelines but allow them to craft the content in their own voice and style.

Top Tip: Focus on storytelling, rather than just product promotion. The influencer should integrate your brand naturally into their content, so it feels like a genuine recommendation rather than an ad.

Real World Examples:

Gymshark has built its success on collaborations with fitness influencers. By working with well-known figures in the fitness community, such as Nikki Blacketter and Steve Cook, Gymshark created content like workout videos, fitness tips, and behind-the-scenes content of product launches. The influencers also shared content on their own platforms, driving brand awareness and credibility.



Prime Hydration, the sports drink created by former boxing rivals and YouTube sensations Logan Paul and KSI, has taken the UK by storm. With over 40 million followers combined, the pair's promotion has caused a massive online buzz. As Arsenal FC's official hydration partner, Prime is also leveraging star footballers to boost its marketing, adding to the craze that's swept through fans.



How Can We Help?

When it comes to influencer marketing, we won't just follow the trends—we'll help you set them.

With Ministry of Motion, you can create engaging content and tailored strategies with key people of influence in your industry. From sourcing the right influencers to managing the entire creative process, we ensure your brand message lands with authenticity and impact.

We'll work with you on both strategy and creative execution, delivering campaigns that resonate with your audience and elevate your brand's presence in the market. Let us handle the details while you reap the rewards!

Trend 5: Storytelling with Data Visualisation

Let's face it—data can be boring when it's just numbers on a page. But here's the twist: when you combine data with storytelling, it suddenly becomes powerful, engaging, and even memorable. In 2025, video marketing will take data visualisation to the next level by turning raw data into compelling narratives that not only inform but also captivate.

Think of data visualisation as the bridge between hard facts and human emotion. It's a way to take complex statistics, trends, and insights, and present them in a way that feels alive. In an age of information overload, it's not enough to throw charts and graphs at your audience. You need to make them care. How? By weaving data into stories that resonate with viewers on a personal level.

Why Storytelling with Data Visualisation Works

It Makes Data Digestible: Numbers don't always tell the full story. But when you bring those numbers to life through charts, infographics, and animated visuals, the message becomes clearer. Data visualisation simplifies the complex, making it easier for viewers to grasp the bigger picture without getting lost in details.

It Appeals to Both Sides of the Brain: Data speaks to logic, but stories speak to emotion. When you combine both, you engage the analytical and emotional sides of the brain at the same time. The result? Viewers don't just understand your message—they feel it.

It Drives Action: A good data story doesn't just inform; it inspires action. Whether it's convincing a potential client to invest or motivating employees to hit new targets, data-driven storytelling makes the message persuasive. People are more likely to act on information when they can see the story behind the numbers.

Emotional Engagement: People remember stories far better than numbers. By wrapping data in a narrative, you give viewers an emotional connection to the information. This emotional pull helps the data stick with them long after they've watched the video.

The Benefits of Storytelling with Data Visualisation

Increased Viewer Retention: Videos that combine storytelling and data visualisation keep people watching. The mix of visuals and narrative hooks the viewer's attention and keeps them engaged till the end.

Data-Driven Decisions: Whether you're in B2B or B2C, data helps inform decisions. But it's often hard to act on raw data alone. When brands present data through storytelling, they give context to the information, making it easier for decision-makers to move forward with confidence.

Effective Thought Leadership: Storytelling with data visualisation allows brands to position themselves as thought leaders in their industry. Whether it's a report, a case study, or a trend analysis, data-driven narratives show that you're not just guessing—you have the facts to back up your insights.

Greater Shareability: Data visualisations, especially interactive ones, are incredibly shareable, especially on professional platforms like LinkedIn. When viewers see a compelling visual that simplifies a complex issue, they're more likely to share it with others. This expands the reach of your content and amplifies its impact.

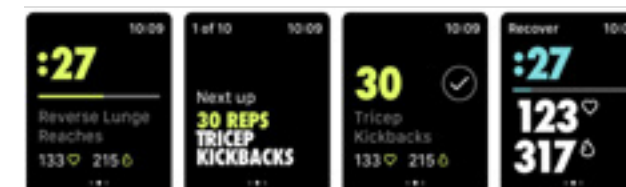
Your To-Do List

Focus on the Narrative: Always frame your data within a story. What's the problem? What's the solution? How does the data support that? Storytelling brings the numbers to life and helps your audience relate to the information on a deeper level.

Don't Overwhelm with Too Much Data: Less is more when it comes to storytelling with data. Focus on key data points that drive the narrative forward. Too many numbers can clutter the story and confuse the viewer. Keep it simple, clean, and to the point.

Real World Examples:

Nike has cleverly used fitness data to inspire and motivate its customers. In campaigns like "Nike Training Club," they collect user workout data and visualise it through sleek, interactive graphs that show progress over time. Whether it's tracking running miles or workout intensity, Nike personalises the experience with data-driven storytelling. It's not just about the numbers—it's about the personal achievement and growth behind them.




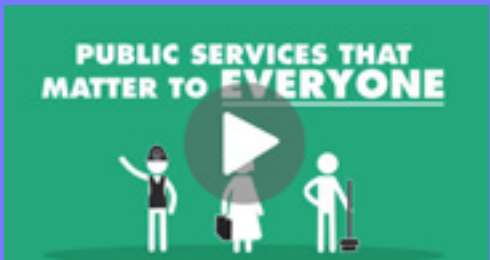
Airbnb's Economic Impact Report showcases how its platform benefits local economies. Instead of bombarding people with dry economic data, Airbnb tells the story through interactive maps, infographics, and dynamic charts that show the real-world impact of their service on communities.



How Can We Help?

We're experts at turning complex data into captivating stories. We believe data visualisation doesn't have to be dry or boring. Using our creative prowess and storytelling skills, we take even the most intricate stats or presentations and bring them to life. Whether it's for internal reports, social media, or client-facing projects, we transform your data into engaging, easy-to-understand visuals that leave a lasting impression.

Check out some of our past projects below, plus you can find all of our case studies [over on our Projects Page!](#)



Trend 6: Green Marketing through Sustainable Video Production

Sustainability isn't just a buzzword anymore—it's a movement. In 2025, brands that aren't thinking green are at risk of falling behind. With more consumers demanding eco-consciousness from the companies they support, video marketing has stepped into the spotlight. But here's the twist: it's not just about what you say in your videos—it's about how you make them.

Sustainable video production is quickly becoming the go-to strategy for brands that want to walk the talk when it comes to green marketing. What does this mean? It's about reducing the environmental impact of the entire production process. Everything from the energy used during filming to the materials in your props and the way you distribute your content online can play a role in making your videos eco-friendly. Consumers today are watching more closely than ever, and they want to see brands make real efforts toward sustainability—not just lip service.

Why Green Marketing and Sustainable Video Production Matter

It Aligns with Consumer Values: According to a 2023 study by Nielsen, 81% of global consumers feel strongly that companies should help improve the environment. Sustainable video production is a direct way to show that your brand takes environmental responsibility seriously. It's not just about selling a product; it's about aligning with the values of a growing green-conscious audience.

It's Cost-Effective in the Long Run: Going green doesn't just benefit the planet—it can also lower costs. Reducing travel and opting for digital instead of physical props or sets all help cut down on expenses. Plus, sustainable practices can boost your brand image, potentially increasing customer loyalty and attracting eco-minded clients.

It Sets You Apart: In a crowded market, sustainable practices help you stand out. When your brand shows real commitment to eco-friendly video production, you become more than just another company—you become a leader in corporate responsibility. Consumers love a brand that cares.

The Benefits of Green Video Marketing

Consumer Trust and Loyalty: Today's consumers are savvy. They can tell when a brand is truly sustainable versus when it's just greenwashing. By committing to sustainable production practices, you build trust and foster long-term loyalty with eco-conscious consumers. It's not just about saying you care—it's about showing it through action.

Attracting New Audiences: Younger generations, in particular, are drawn to brands that prioritise the environment. Gen Z and Millennials are willing to pay more for sustainable products and services, and they're highly influenced by the environmental impact of a brand's marketing. By embracing green video production, you tap into this growing, influential market.

Creative Opportunities: Sustainable production often forces teams to think outside the box. Virtual sets, digital props, and cloud-based editing aren't just eco-friendly—they can also open the door to new creative possibilities. Instead of being limited by the physical world, brands can create fantastical, immersive experiences with less environmental impact.

Your To-Do List

Switch to Digital Sets: Wherever possible, use virtual or digital sets instead of physical ones. Not only does this reduce waste and emissions, but it also offers more creative flexibility.

Reduce, Reuse, Recycle: From using eco-friendly materials on set to recycling props and costumes, make a conscious effort to minimise waste. Look for suppliers and vendors that share your sustainability goals.

Streamline Post-Production: Shift post-production to the cloud to reduce the need for physical studios and server farms. Cloud-based editing can lower energy use and make collaboration more efficient.

Opt for Renewable Energy: Power your shoots with renewable energy sources like solar or wind which can dramatically reduce the environmental impact of your production.

Real World Examples:

BMW has been using virtual video production for product showcases. Instead of flying cars and teams to various global locations, BMW uses CGI and virtual reality to showcase new models in digital environments. The result? Stunning visuals with almost zero carbon footprint. Not only does this method cut emissions, but it also allows BMW to produce more creative and dynamic content while reinforcing their commitment to sustainability.



Known for its environmental activism, Patagonia applies its sustainability ethos to its video marketing efforts as well, using entirely renewable energy sources to power its production sets, and it also prioritises local shoots to reduce travel emissions.



How Can We Help?

Green and sustainable video production is a priority for our team.

We work with a trusted network of talented self-shoot producer-directors, ensuring your filming needs are matched with the most creatively and geographically suitable professionals. Our central hub in the West Midlands gives us a unique advantage—fast delivery of drives and data after filming, meaning we can get everything to post-production quickly, with less impact on the environment.

It's not just eco-friendly, it's also budget-friendly, making sustainability a smart choice for both your brand and the planet.

Trend 7: Creating a Mascot and Using Original IP for Your Brand

In 2025, creating a brand mascot or original intellectual property (IP) isn't just clever—it's essential. The brands that people remember most are often the ones that give us more than just products or services. They give us a character, a personality, something that feels alive. Whether it's Compare the Market's Meerkats, the Duracell Bunny, or even the more recent success of the Duolingo Owl, mascots are a powerful way to forge a deep, emotional connection with your audience.

SO, what's the secret? Mascots and original IP allow brands to build stories around themselves. These aren't just faces in a campaign. They become part of the brand's voice and soul. By 2025, expect more businesses to adopt mascots and build original IP as a long-term investment in brand loyalty. Why? Because they humanise brands, make them instantly recognisable, and create shareable, repeatable moments across multiple platforms.

Why Mascots and Original IP are the Future

Brand Recognition: A well-crafted mascot can drastically increase brand recognition. In fact, a System1 study found that mascots boost the likelihood of a brand ad being recalled by 37% (Marketing Week, 2020). It's simple: when people see a friendly face or character they associate with your brand, you stick in their minds.

Building Emotional Connections: Mascots can evoke emotional responses that traditional marketing can't touch. A 2021 report by Kantar found that ads featuring mascots saw a 30% higher emotional engagement score than those without. Mascots aren't just sales tools—they're emotional anchors.

The Rise of Brand Loyalty: Consumers are craving consistency and character. A mascot gives your brand a central figure that can evolve but always remains recognisable. This helps build long-term loyalty, as consumers feel they "know" your brand on a personal level.

The Benefits of Investing in Original IP

Better Engagement: Ads with mascots or original characters are not only memorable but also highly shareable. Ipsos reported that brand mascots lead to a 41% improvement in social media engagement (Campaign Live, 2020). Consumers love interacting with a fun, familiar face.

Longevity: Once you've established a character or IP, it can have an incredibly long lifespan. Some of the most iconic mascots like KFC's Colonel Sanders and Michelin's Bibendum (the Michelin Man) have been around for decades. A well-crafted mascot can grow with your brand, changing and adapting to new cultural shifts.

Increased Trust: Customers who recognise a mascot or IP tend to trust the brand behind it more. A Journal of Marketing study in 2021 found that consumers are 25% more likely to trust a brand if it has a recognisable mascot, as it adds a sense of familiarity.

Your To-Do List

Create a Character that Resonates: Create a mascot that aligns with your brand's values, tone, and customer base.

Be Consistent: Make sure your mascot is instantly recognisable, whether on your website, social media, or in TV commercials. Consistency builds trust.

Evolve Over Time: Your mascot doesn't have to stay the same forever. As your brand grows, let your mascot evolve with it. Think of how M&M's characters have been subtly modernised over the years without losing their core identity.

Real World Examples:

You can't talk about successful modern mascots without mentioning Duolingo's Duo the Owl. He's a fun, slightly menacing character who has become synonymous with language learning. Duo's antics on social media (and his notorious push notifications) have made him an icon, driving engagement beyond the app itself. Duolingo has effectively used Duo to break into pop culture, even launching viral TikToks where the mascot "threatens" users to finish their lessons.



Talk about longevity—M&M's characters have been around since the 1950s, and they're still going strong. In 2022, Mars Inc. even gave them a makeover, adjusting their personalities and visuals to reflect more modern, inclusive values. The success of these characters isn't just in the candy; it's in how they've become part of pop culture through commercials, TV appearances, and even political commentary. These characters prove that a strong mascot can transcend the product itself and become a symbol of the brand's evolution.



How Can We Help?

We've crafted characters for all kinds of brands and organisations, and we know exactly what clicks with different audiences.

As practical creatives, our solutions are always designed to be cost-effective and versatile, ensuring your IP can be used across a wide range of channels. From videos to interactive experiences, your characters can engage with your audience at every stage of their journey with your brand. And with cutting-edge tools like Rive, we can add interactive elements for your website or app, giving you even more ways to deploy your IP in fresh, innovative placements.

Meet some of our mascots below, and to find out we can help create your very own brand character, **get in touch today!**



One To Watch: Incorporating VR & AR Into Your Marketing Strategy

Virtual Reality (VR) and Augmented Reality (AR) are no longer futuristic tech—they're mainstream marketing tools. In 2025, these immersive technologies will continue to emerge as a viable option as brands look to stand out and craft memorable customer experiences. Why? Because they take consumer engagement to a whole new level! Instead of passively watching a video or reading a post, people can experience your brand in a more interactive, dynamic way. It's not just a trend—it's a game-changer.

With AR and VR, brands can offer immersive, personalised experiences that are both memorable and shareable. Whether it's trying on clothes in a virtual fitting room, walking through a virtual store, or interacting with product features in real-time, VR and AR put the consumer right in the middle of the action. And that's exactly where you want them!

Why VR and AR Matter for 2025

Mass Adoption is Coming: The use of VR and AR in marketing is skyrocketing. By 2025, the global market for AR and VR is expected to hit \$297 billion, up from \$28 billion in 2021 (Statista). That's a tenfold increase in just a few years. Brands need to act fast to integrate these technologies before they become the norm rather than the exception.

Consumers Want More Interactivity: A 2023 study by Deloitte found that 88% of mid-sized to large companies are already using AR in some form. This is driven by consumer demand for richer, more interactive experiences. People want to interact with products virtually before making purchase decisions. In fact, according to Threakit, 61% of online shoppers prefer brands that offer AR experiences. This trend isn't slowing down—it's accelerating.

Enhanced Emotional Connection: VR and AR create immersive environments that deepen the emotional connection with consumers. When people feel like they're part of your brand experience, they're more likely to engage, remember, and act. That's marketing gold.

The Benefits of Using VR and AR

Create Unique Experiences: In a sea of digital ads and videos, VR and AR allow you to stand out by offering something completely different. You're not just telling a story – You're letting them experience it first hand. And that is way more powerful in shifting perspectives and creating long lasting memories.

Boost Conversion Rates: Research shows that interactive AR and VR experiences can increase conversion rates by up to 40% (Retail Perceptions). Customers are more likely to make a purchase when they can see exactly how a product will look or function in their own lives.

Lower Return Rates: By letting customers visualise products in their own environment through AR, brands can significantly reduce returns. IKEA reported that its AR app cut returns by 25%. When customers know exactly what they're getting, they're less likely to be disappointed.

Innovation and Future-Proofing: By investing in VR and AR, you're positioning your brand as an innovator. Consumers are increasingly expecting immersive experiences from their favourite brands, and those that can deliver will be seen as forward-thinking and cutting-edge.

Your To-Do List

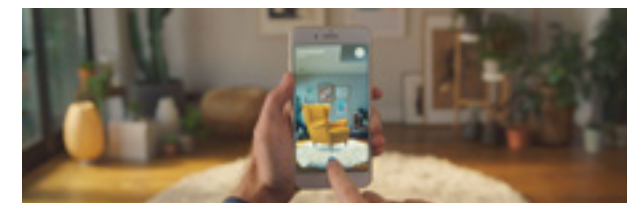
Start Small with AR Filters: If full-scale VR production seems out of reach, start small with AR filters on platforms like Instagram or Snapchat. These are easy to create and instantly engage your audience. Filters are a low-cost way to dip your toes into the AR world.

Invest in Virtual Showrooms: Create a virtual space where customers can explore your products in detail. Whether it's a car dealership offering virtual test drives or a clothing brand providing virtual try-ons, showrooms give consumers the chance to experience your product from the comfort of home.

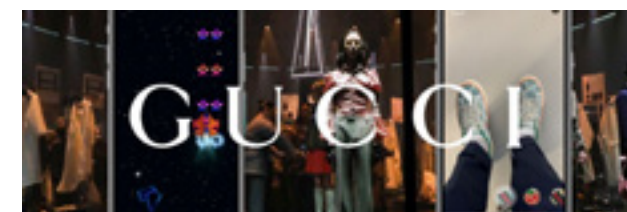
Create Shareable VR Content: Use VR to create brand experiences that people want to share. Whether it's a virtual concert, an interactive product demo, or a behind-the-scenes look at how your product is made, make your VR content exciting and shareable.

Real World Examples:

IKEA has always been ahead of the curve when it comes to integrating new tech into its marketing strategy. With their IKEA Place AR app, customers can visualise how furniture will look in their own homes by simply pointing their smartphone camera at the room. This not only enhances the shopping experience but also reduces returns, as customers are more confident in their purchases.



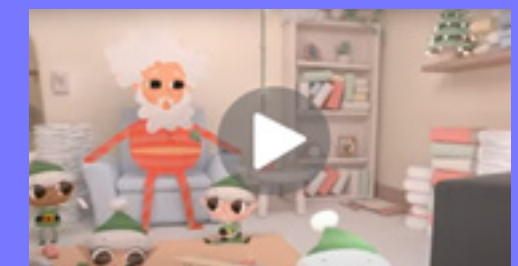
Gucci took AR to the luxury fashion world with its Gucci Virtual Try-On app. Shoppers can see how Gucci's sneakers, sunglasses, and other accessories look on them without stepping foot into a store. This innovation is particularly important for high-end brands, as it offers customers a taste of luxury without the need to travel to a physical boutique.



How Can We Help?

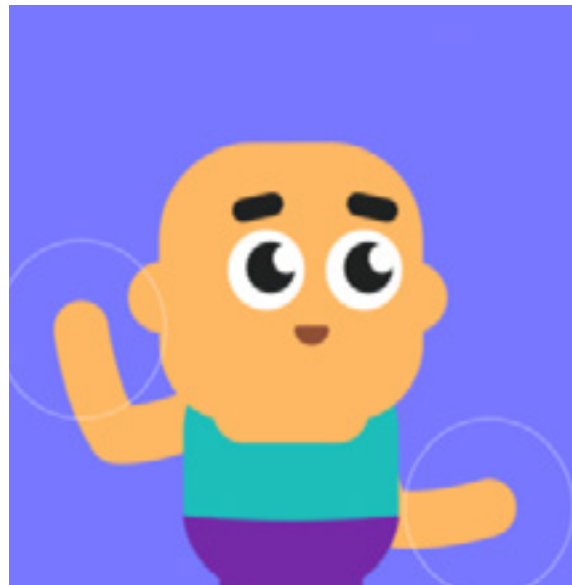
We've had our eye on immersive 360 video and AR and VR for some time and continue to explore this space.

It's a hugely exciting possibility and can give viewers an experience far beyond what traditional video possibly could. Our team can capture real world footage or create entire immersive world.



Your 2025 Toolbox

Now that we've covered the major trends coming in 2025 video production and marketing, it's time to dive in to the tools that can help get you noticed in the next twelve months. With tools like Rive, Lottie Files, and even good old GIFs, we've never had more ways to create content that truly engages. And it doesn't stop there! We're also diving into the future of personalised video, AI tools, and stock footage – all set to make waves in 2025.



Rive

Rive is a game-changer for web-based animations, offering fast, responsive content that takes interactivity to the next level. Its lightning-quick animations react instantly to user interactions, making online experiences more dynamic. Plus, with optimised file sizes, Rive ensures your animations run smoothly without slowing down your site. Unlike traditional formats, Rive's animations scale seamlessly, maintaining quality at any size. What truly sets it apart is the interactivity—users can hover, click, or drag elements, triggering complex, layered animations that bring a whole new depth to storytelling online.

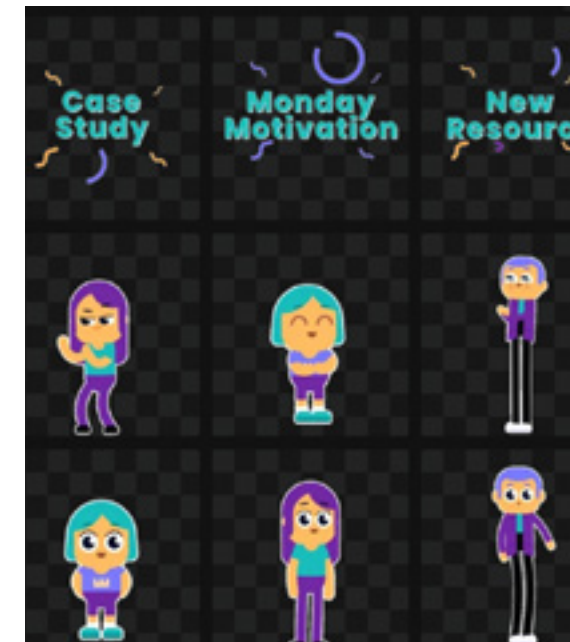
[To learn more about Rive, check out our blog here >](#)



Lottie Files

Lottie Files are the perfect tool to elevate your website's user experience with high-quality, scalable animations. As a vector-based format, Lottie ensures that your animations stay crisp, no matter how much you scale them—goodbye pixelation! Plus, Lottie integrates seamlessly with Adobe After Effects, allowing designers to easily transform their creations into web-based animations without complex coding. Fully compatible across web, iOS, and Android, Lottie delivers a consistent, engaging experience for your audience on any platform. It's an easy, effective way to take your web design to the next level!

[To learn more about Lottie Files, check out our blog here >](#)



GIFs

GIFs have been around for over 30 years—our old friend has truly stood the test of time! While their use on websites has fallen out of favor due to low quality and large file sizes, GIFs still have a place to shine. Social media and messaging platforms have given GIFs a new life as stickers. Branded stickers let people play with your brand assets, adding a touch of personality to their own content.

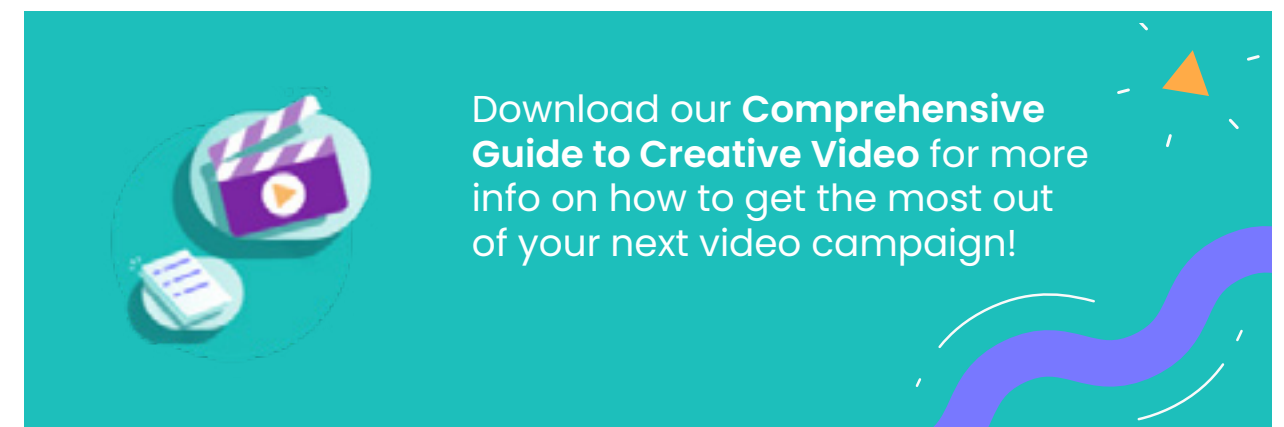
[To learn more about GIFs, check out our blog here >](#)



Idomoo for Personalised Video

As discussed earlier in this report, personalised videos are transforming customer engagement in both B2B and B2C spaces. Platforms like Idomoo take this to the next level by offering scalable, automated production of personalised videos for thousands of customers at once, making it efficient and cost-effective for businesses. Whether for Account-Based Marketing or enhancing direct communication with your audience, personalised videos create deeper connections, increase conversions, and keep your brand at the forefront.

[To learn more about Idomoo, check out our blog here >](#)

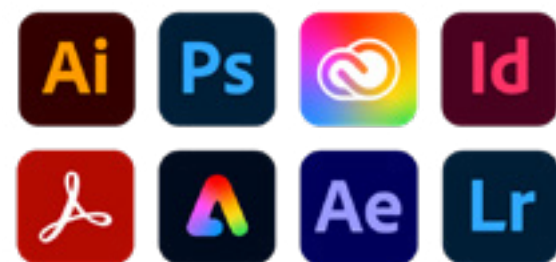


Your 2025 Toolbox

Adobe are Evolving their Tools at a Rapid Pace

It seems as soon as a cool new AI tool comes out, Adobe are quickly behind with their own variation built into our favourite Pro tools! Our must-haves right now include: Generative Fill in Photoshop; Text Editor in Premier Pro; and Caption Generator Using Speech to Text (which, at time of writing this, can also translate into 18 languages!

Keeping on top of these innovations is essential for anyone who wants to deliver top-tier service and maximise value. Those who fall behind risk being quickly outpaced by more forward-thinking competitors.



Adobe After Effects Plugins

An excellent way to streamline your design workflow and add a little extra to your in-house animations is by using Adobe AE Plug-Ins. We're loving Depth Scanner for separating backgrounds from foregrounds; Mask Prompter for isolating objects and people automatically, and Bullet Time for smoothing out slow-motion of footage.

[You can also check out our library of custom-made Plugins here >](#)

InVideo



Make professional videos within minutes.

It's easy and it's free.



InVideo promises to create stock film edits in seconds—just give it a description, and it'll churn out a script, voiceover, stock footage, and even throw in a music track. Sounds impressive, right? Well, yes and no.

The potential is exciting, but right now, it's a bit hit-and-miss. The shot selection can be random, and you'll still need to dive in and tweak things manually. While it's definitely one to watch, for our clients it's actually quicker to start from scratch than to wrestle with the AI's edits.

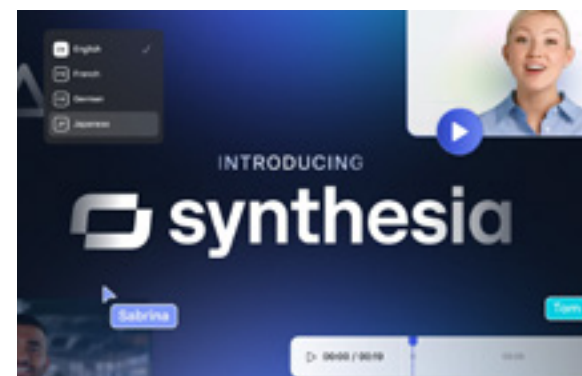
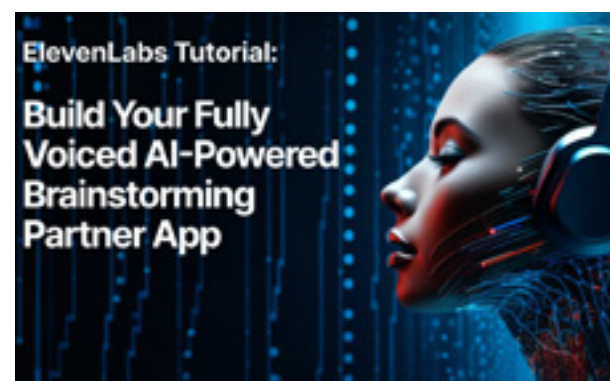
ChatGPT

ChatGPT remains one of the best all-round tools for general tasks, and I often use it to refine notes. The key is in the prompting: clear, detailed directions make all the difference, so it's worth investing time in learning how to craft effective prompts. While it may not always generate groundbreaking creative ideas, it's brilliant for streamlining workflows. And the image generation? Great fun! Though not quite ready for standalone business assets just yet, it's evolving fast, and definitely worth keeping an eye on.



ElevenLabs

This AI tool has been a game-changer. It lets you create professional-standard voiceovers in seconds, with a variety of voices to choose from, and even the option to clone your own. Features like background noise removal, voice translation across 29 languages, and a sound effect generator make it incredibly versatile. We've even started using it for script reviews, and often, the quality is good enough for the final cut. But when you need real personality or control, it's still worth calling in the pro VOs!



Synthesia

This tool has massive potential, but it's not quite there yet. It's perfect for lower-budget content like product demos, onboarding, or training videos—situations where you'd want a presenter but don't have the budget for a full shoot or hiring talent. Now, you can choose from pre-made avatars, custom-build your own, or even create a clone of yourself or a team member (if they agree, of course!). Just type your script, and you've got video content in no time. We recently attended the live unveiling of Synthesia 2.0, and some impressive features are on the horizon—like instant language switching!

Runway and the Future of Stock Footage

Stock footage has been a reliable staple in video production—an affordable way to source material for films and stories that don’t have the budget for custom shoots. But there’s a new contender on the rise: AI-generated video. With a flood of new tools entering the market, all vying for the top spot in generative image and video creation, things are evolving fast.

Our current favorite is RUNWAY, now in its third generation, offering text-to-video, image-to-video, and even video-to-video features. It’s an exciting tool packed with creativity, constantly improving with each iteration. But let’s be real—it’s not quite there yet. Sure, it’s great for generating eye-catching imagery, but it still struggles with realism, often leaving us with odd wobbles or a strange eye twitch here and there.

So, for now, stock footage is safe. But we’re keeping a close eye on this space. If AI-generated video reaches the point where it’s seamless and realistic enough for film production, it could revolutionize the industry, offering cost-effective solutions and limitless creative possibilities.

The Big Picture

Content creation has never been easier. With countless apps offering templates, AI tools, and access to affordable global talent, it’s never been simpler to just ‘create’. But with that ease comes a shift in how we receive and engage with content.

While we’re all for innovation—exploring creative ways to communicate and leveraging exciting possibilities in marketing—we also need to consider the potential downsides of relying too heavily on AI. It’s something businesses should approach with caution, especially when investing in key content assets. For post-sale, low-stakes content, AI has great potential; it’s often a value-add rather than a core asset. But for outward-facing content, your brand’s first impression, you need to tread carefully.

With today’s audience being bombarded by content from all angles, attention spans are shorter than ever. To stand out, you need to go beyond slick design and polished visuals. The bar for creativity has been raised. Easy-to-create content is often low in value, and quick fixes rarely yield results.

This is a common mistake we see brands make time and time again. Simply rushing to create and not understanding how the ‘context’ and ‘creative’ affect the results.

It’s something we call ‘The 3 C methodology to content creation’. If you want any chance of standing out and being heard amongst the noise, you need to fully understand your context, combine it with a creative that resonates and professional content creation that engages. This will give you an impressive combo for killer content!



Your Next Steps

The future of video marketing in 2025 is bright, bold, and bursting with opportunity. As we've explored, trends like personalised video content, the mainstreaming of 3D animation and motion graphics, and the dominance of short-form video are all reshaping the landscape. Add to that the power of interactive videos, storytelling through data visualisation, sustainable production practices, and the immersive worlds of VR and AR, and it's clear: this is the most exciting time to be in video marketing.

But it's not just about knowing the trends—it's about acting on them. Brands that lean into these shifts will create deeper connections with their audience, stand out in a crowded market, and build campaigns that resonate long after the screen fades to black. So, how do you make it all come together? So, how do you make these trends work for you?

Start by thinking big—but execute smart. Your video marketing strategy for 2025 should combine personalisation, creativity, and sustainability to deliver content that connects with your audience on a deeper level. Each trend adds a unique layer to your campaigns, from interactive engagement to powerful visual storytelling. When done right, they work in harmony to build a memorable brand experience.

Let's Make It Happen!

We've got the expertise, creativity, and tools to help you bring these trends to life. Whether it's crafting immersive VR experiences, delivering high-impact personalised videos, or creating sustainable animated content, we're here to help you shape the future of your brand's video marketing.

Explore our [Past Projects](#), check out our [Resource Library](#), or [Let's Chat](#) about how we can integrate these cutting-edge trends into your next campaign.

Ready to take your video marketing to the next level? Let's [Book a Meeting](#), brainstorm ideas, and turn 2025 into your brand's best year yet!


The future of video marketing is calling—are you ready to answer?

Contact

Do you have a project that you'd like to discuss? Get in touch today to discuss how we can best assist you.

 ministryofmotion.tv

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[Book A Meeting](#)