



Video Production Styles

How 8 styles compare across cost, timeline, tone, and AI-accelerated production

NEW: Every style produced in under 2 hours with AI

Live-Action <i>Realistic</i>	2D Animation <i>Cartoon</i>	3D Animation <i>Immersive</i>	Motion Graphics <i>Dynamic</i>	Whiteboard <i>Animation</i>	Screen Recording <i>Screencast</i>	Stop Motion <i>Handcrafted</i>	UGC Style <i>User-Generated</i>
<i>Real actors, locations, products</i>	<i>Illustrated characters & scenes</i>	<i>CG characters with depth</i>	<i>Animated text, shapes & data</i>	<i>Progressive hand-drawn lines</i>	<i>Software & digital workflows</i>	<i>Frame-by-frame objects</i>	<i>Raw, phone-shot authenticity</i>
TO NE Authentic · Premium · Trustworthy	TO NE Fun · Approachable · Imaginative	TO NE Futuristic · Sophisticated · Immersive	TO NE Professional · Clean · Informative	TO NE Intellectual · Clear · Step-by-step	TO NE Practical · Direct · Instructional	TO NE Handcrafted · Charming · Distinctive	TO NE Relatable · Genuine · Casual
COST \$\$\$\$\$	COST \$\$\$	COST \$\$\$\$\$	COST \$\$\$	COST \$\$\$	COST \$\$\$\$\$	COST \$\$\$\$\$	COST \$\$\$\$\$
TRADITIONAL 2-4 weeks	TRADITIONAL 1-2 weeks	TRADITIONAL 3-6 weeks	TRADITIONAL 3-7 days	TRADITIONAL 3-5 days	TRADITIONAL 1-2 days	TRADITIONAL 2-4 weeks	TRADITIONAL 1 day
WITH AI 60-90 min \$	WITH AI 30-45 min \$	WITH AI 90-120 min \$	WITH AI 15-30 min \$	WITH AI 20-40 min \$	WITH AI 10-20 min \$	WITH AI 60-90 min \$	WITH AI 15-30 min \$
BEST APPROACHES Emotional Testimonial Aspirational Storytelling	BEST APPROACHES Storytelling Humor Educational Comparison	BEST APPROACHES Aspirational Demonstration Comparison	BEST APPROACHES Persuasive Educational Fear/Urgency Comparison	BEST APPROACHES Educational Persuasive Fear/Urgency	BEST APPROACHES Demonstration Persuasive Educational	BEST APPROACHES Demonstration Humor Storytelling	BEST APPROACHES Testimonial Humor Emotional Demonstration
PLATFORMS YouTube · LinkedIn · Facebook	PLATFORMS TikTok · Instagram · YouTube	PLATFORMS YouTube · Instagram · Product	PLATFORMS LinkedIn · YouTube · Twitter/X	PLATFORMS YouTube · LinkedIn · Facebook	PLATFORMS YouTube · LinkedIn · Product	PLATFORMS Instagram · TikTok · Pinterest	PLATFORMS TikTok · Reels · Shorts
IDEAL FOR Luxury · Healthcare · Hospitality	IDEAL FOR Education · Kids · Playful brands	IDEAL FOR Tech · Automotive · Gaming	IDEAL FOR B2B · SaaS · Finance	IDEAL FOR Training · Complex ideas · NGOs	IDEAL FOR SaaS demos · Tutorials · Onboarding	IDEAL FOR Artisanal · Food · Boutique	IDEAL FOR DTC · Authenticity · Influencer