Video Creation

From Concept to Screen Bringing your Vision to Life

"If a picture is worth 1000 words, then a video is worth a million"

With surveys concluding that 84% of people say they've been convinced to buy a product or service by watching a brand's video, the significance of creating impactful video content, be it promotional or explainer videos, is inarguable. However, studies showing that individuals are dedicating an average of 17 hours per week to online video consumption proves that in today's crowded digital space, it is no longer just about reaching your target audience through videos.

It's about creating content that captivates, effectively communicates your brand message, and delivers an unforgettable visual experience, driving engagement and boosting conversion rates.

Backed by exceptional talents, state-of-the-art technology, and an ISO-Certified quality management system, Transbridge provides high-quality video creation services in 200+ languages: From developing creative ideas and crafting compelling storyboards to producing a variety of video styles, video editing and post-production, we offer comprehensive video creation and localization services, transforming concepts to visual masterpieces that meet your business goals.

What we Offer?

Innovative Video Production Services for Every Need, in Every Industry

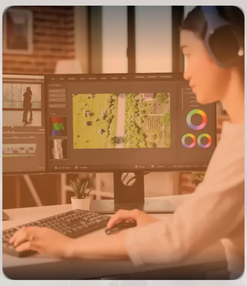
Animated Videos

Animate your Brand Story Connect with your Customers on a Deeper Level

Imagine you are a healthcare equipment provider selling a continuous positive airway pressure (CPAP) machine for sleep apnea patients, and in order for your patients to properly use the machine, they need to understand complex instructions that sound like: "Plug the power connector into the rear of the device. Connect one end of the power cord into the power supply unit and the other end into the power outlet"

Now imagine, an animated video with voiceover that demonstrates an animated character (the patient) showing step-by-step how to assemble and use all the features the machine offers.

Which format would your customers prefer? Animated videos offer limitless creative possibilities making it a powerful tool for video content, whether it is an explainer video—designed to explain complex processes and procedures in a digestible, visually stimulating, and engaging manner—or a creative promotional video with compelling, relatable storytelling that drives conversion rates.



Transbridge delivers a wide variety of animation styles that suit your diverse video production needs across various industries

Such as E-commerce, automotive, and finance while tailoring the workflow, animation talents, technology and software to match your budget and timeline requirements. The animation styles we offer include 2D Animation (whiteboard, frame-by-frame, infographic, etc.), 3D Animation, and 3D Modeling.

Live-Action Videos

Action Cut Shine: Captivate your Audience and Increase Your Sales

The authenticity and human connection brought by depicting real-life situations or showcasing products and services in live footage makes live-action videos a great option for building brand credibility.

Whether it is a product review/testimonial video, a live tutorial, or a scripted narrative, Transbridge provides relatable, engaging live-action videos that capture not only your target audience's attention but also their hearts and minds. From conceptualizing and scriptwriting by our network of creative talents, fluent in 200+ languages, to filming by professional film crews, to video editing and post-production, we deliver compelling narratives with high-production value, including high-quality visuals, sound effects, and music, guaranteeing visually appealing, meaningful live-action videos.

Depending on your brand message and the platform/channel the video is to be shared on, you can choose animated or live-action videos or a blend of both.

How we Transform Ideas into Videos that Wow your Customers?

Pre-Production

Kick-off Meeting

Understanding your business goals, the type of video content, and the platforms/channels the video(s) are to be shown at; and agreeing on the budget and schedule.

Ideation

Brainstorming creative ideas and deciding on the storytelling technique that best narrates your brand message.

Concept Approval

Before taking further steps, we seek feedback and approval on the selected ideas and the storyline.

Scriptwriting

Outlining the sequence of actions and crafting dialogues in the target language(s) that resonate with the brand message and align with the target audience's cultural norms.

Storyboard

Creating a series of illustrations/drawings by our team of storyboard artists to map out transitions and provide a detailed narrative flow.

Initial Feedback and Approval

Soliciting feedback from the client on the final storyboard and script to make sure they align with the brand tone.

Animated

Designing Visuals

Designing characters and other visual elements

Live-Action

Location & Equipment

Deciding on the shooting location and setting up filming equipment (camera, lights, sound equipment, etc.)

Production

Shooting

Capturing live footage whether it's an interview or a product demo using high-quality equipment

Animation

Depending on the animation style chosen, our talented animators utilize the latest technology and software to bring characters and scenes to life.

Voice over

Is done at this phase in case the video includes narrated dialogue

Post-Production

Video Editing

Adjusting colors and background; making all necessary modifications to provide a cohesive narration flow.

Adding Music

Incorporating dynamic music that matches the video content ensuring the highest sound quality while guaranteeing regulatory compliance (copyrights and platform-specific regulations)

Review and Final Approval

Applying rigorous quality assurance to ensure accuracy, cultural relevancy, and aesthetic, high-quality production; and sending the final version for client feedback and approval.

Rendering

Making sure the video is rendered into the suitable format according to the distribution channels/platforms

Delivering Impactful Videos Maximum Customer Engagement Delivered

Our video creation services are customized based on your needs and business goals: whether you already have your storyboard and would like to bring it to life with our animation team or you want to build your video content from scratch, Transbridge got you covered.

Why Choose Transbridge Video Creation Services?

Video Creators in Action Localizers at Heart

We create videos with localization in mind, cutting down on costs and shortening turnaround time for producing multilingual video content. Our turnkey video creation and localization solutions including voiceover, dubbing, subtitling, and transcription, enable you to hit the global market running with video content that speaks your target audience's language and culture.

High-Quality Videos on Budget

Building on a strong foundation of a global network of creative talents and top-notch technology, we provide unrivaled-quality video production services with no budget overruns. With a customer-centric approach, we keep your target audience in mind in every step of the video creation process making sure every element of the video content is relatable and visually engaging.

From Ideas to Published Videos, and Everything in between.

Whether you opt for live-action videos or animated videos, or a blend of both, our end-to-end video creation, video editing, and post-production services cater to all your multimedia content needs from conceptualization and story boarding all the way till your video is distributed across multiple channels, saving you time and money while ensuring coherent, relatable narratives with optimal sound and visual quality, engaging music, and dynamic visual effects.