

BIG BLOCK SOLUTIONS
DELIVERING DIGITAL MARKETING





ABOUT BIGBLOCK

Bigblock Solutions has long been an outsourcing partner for many Small Medium Businesses all over Australia. Our deep expertise in technology is further supported and amplified by a team of experienced digital strategists, SEO Experts, UX/ UI designers, QA testers, developers, content creators, support specialists, and project managers.



Digital media revolutionised the marketing landscape as new channels - online, mobile, social, location-based, are developed and further enhanced every day. Its rapid pace creates both exciting opportunities and new challenges. What makes it all the more complex is the fast changing customer expectations, extracting meaningful insights from a vast fragmented data, tracking competition, measuring and predicting return on investment and managing diverse cross-channel campaign.

OVERVIEW

Bigblock Solutions bring together advanced technology experience, domain expertise, and management of digital marketing requirements. Our Analytics solutions obtains and makes use of data to boost sales, improve customer satisfaction, meet client expectations, and enhance revenue.

We also help SMBs leverage innovative new channels for customer engagement and product promotion across online, social, mobile, and even print media.

BENEFITS

Bigblock Solutions is uniquely positioned to help you deliver digital customer experiences that build loyalty and enhance your brand. Our innovative solutions that cover the spectrum of marketing requirements, lead to:

- **Unlock New Territories**

We drive new business growth to your company and stay ahead of the marketplace, by crafting and implementing effective end-to-end digital strategies informed through deep industry insight and digital marketing expertise. We, at Bigblock Solutions, help SMBs create a new digital channel for an innovative new product category enabling customers to connect in new ways and leading to new revenue opportunities.

- **Enhance Customer Engagement**

We help you attract new and targeted customers and create loyal customer advocates by delivering more personal, customer-centric experiences. Our experience in design as well as developing user-centric approaches are combined with our deep expertise in the underlying digital marketing platforms. This will allow your most innovative ideas to be fully experienced. Bigblock Solutions helps Australia's SMBs create a more engaging and personalised web experience. This gives our clients new ways to make decisions, take action, and save money.

- **Improved marketing agility**

We help our clients stay flexible, effectively manage risks, and remain ahead of competition with our offerings customised to your service requirements as well as adapted to your evolving needs and organisational objectives

DELIVERING DIGITAL STRATEGY



WEBSITE AND MOBILE DEVELOPMENT



ANIMATION



DESIGN



SEARCH ENGINE OPTIMISATION



SEARCH ENGINE MARKETING



INBOUND MARKETING



CONTENT MANAGEMENT AND SOCIAL MEDIA MARKETING

ANIMATION

Video · Character · Flash · Post Production · HTML5

Animation includes all page elements that are animated, blink or flicker. Whenever animation is provided as part of a page, good web developer ensures that users can select a mode where animation is deactivated.

The rapid advancement of digital technology has made computer animation available to the public. Since then, the animation industry has become one of the fastest growing industries. The 3D animation industry has witnessed rapid growth across various end-use applications. Furthermore, the efficient conjunction of technical and animation industry has yielded significant advances across various industries. Some of these include publishing, photo imaging, commercial production, and computer gaming, among others.

Also, the growth of 3D animation software and technologies has driven development of new methods for 3D content creation which the Bigblock Team fully utilises. For instance, our designers have incorporated 3D animation into various platforms.

When creating animation projects, we know what story you are trying to tell, why the story is important, and what the desired outcomes are. We also highlight the most relevant and impactful data points and arrange them in way that effectively creates an easy-to-understand narrative. We use story boarding – it is our key. We create a plan for each frame's transition ahead of time to help bring life to the story and help augment the gaps it may have. Then we define a visual style that aligns with the overarching brand guides, the animation style, and transition effects.

"Animation had been done before, but stories were never told."

- Marc Davis

Much as in the movies, continuity of creating stories is key. We make sure that as objects move throughout the animation, they remain consistent to the objective or story, or that they have an obvious reason for changing. We even use voiceovers for narrations that align well with the animated elements.

Our team designs and implements your UI without animations or transformations to ensure that it will work as expected. Then, we add transformations such as static scales and rotations, and make sure that everything continues to work correctly. We stick to the same general animations throughout your video, UI, info graphic, or even presentation to add consistency to the story you are trying to tell.

KEY APPROACH

We create animations that infuse an emotional layer to the information that is being presented. This added layer is often the catalyst which brings the audience to act. Our goal is to inform, pique curiosity, and ultimately move your audience to take action.

BUSINESS BENEFITS

Powerful Sales Tool for Marketing

Animations are considered a very powerful marketing tool because its prospects are able to view them day or night. When the final material is posted to your website or social channel, it has the potential to attract customers 24/7.

People Actually Prefer Watching Video Animations

When it comes to online activities, watching videos is at the top of the list for both consumers and professionals. This is definitely a benefit for your business because with your explanatory video, you have the opportunity to connect with both customers and prospects on a deeper level.

Simplified Communication of Products and Services

An animation takes the hassle out of answering the same questions from clients and prospects, and highlights all the necessary information in a neat, attractive video package. Animation can be used to both attract and educate customers.

HOW MUCH DOES THIS SERVICE COST?

All of these services rely on bespoke campaigns created to match requirements and budgets. Costs, therefore, vary with each service and according to your business requirements.



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