

# 3D Product Animation: A Guide for B2Bs To Boost Product Marketing ROI

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## Target Keywords:

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**Metadata:** Everything you need to know on 3D product animation and their role in helping B2Bs boost sales and product revenue.

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Introduction

What Is 3D Product Animation?

Why Should B2Bs Use 3D Product Animation? (outline benefits in this section for B2Bs)

Best Examples of 3D Product Animation (add 10 examples from B2B brands)

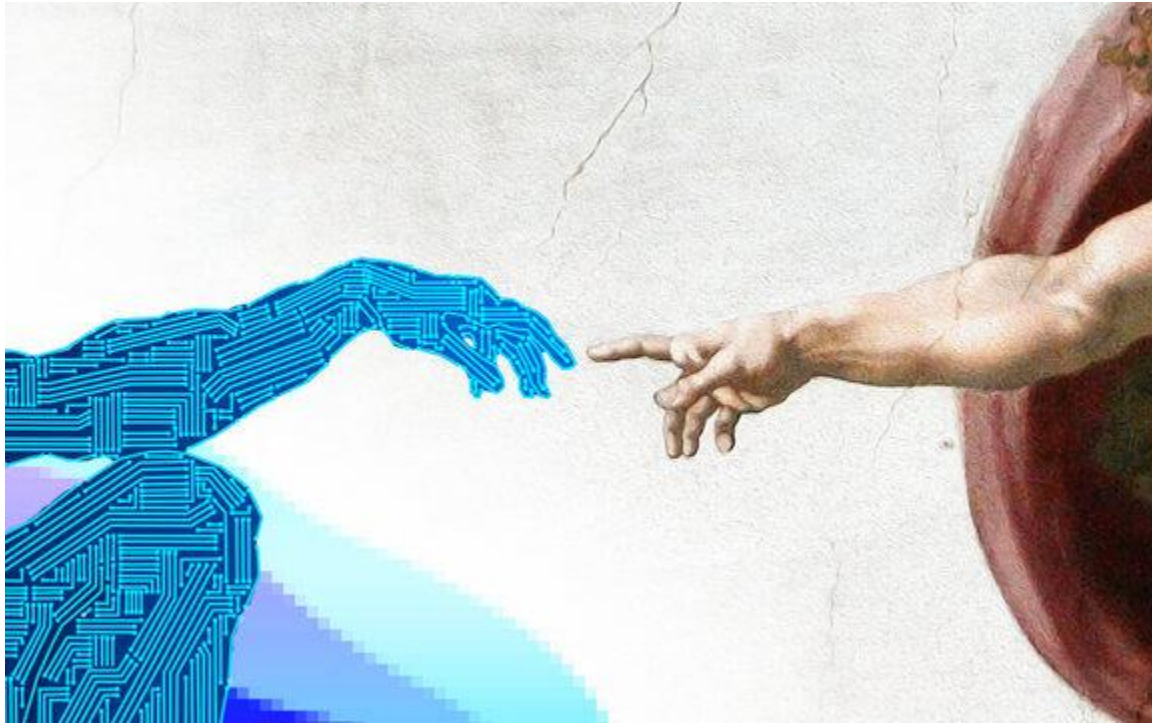
Getting Started With 3D Product Animation

1. In-House Video Production
2. Using AI-Video Generators
3. Hiring An External Video Agency

How Much Does 3D Product Animation Cost?

Conclusion

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## Introduction

It's a wildly competitive market out there. Thanks to the internet, everyone has a voice– which is great! But it means yours gets lost in the noise.

Capturing your audience's attention and effectively communicating your product's value to them has never been more challenging.

And for B2B companies, where complex products and services are the norm, traditional marketing strategies can fall short.

This is where [3D product animation](#) comes into play. This innovative approach not only simplifies intricate concepts but also captivates potential clients, driving engagement and boosting your marketing ROI.

In this guide, we'll delve into the world of 3D product animation, look at some good examples, exploring its benefits for B2Bs, how to get started, and the associated costs.

[What Is 3D Product Animation?](#)

[Why Should B2Bs Use 3D Product Animation?](#)

[Enhance Product Understanding](#)

[Increase Engagement](#)

[Improve Communication](#)

[Showcase Innovation](#)

[Boost Conversion Rates](#)

[Best Examples of 3D Product Animation \(add 10 examples from B2B brands\)](#)

[ThermoFisher Scientific](#)

[Breg](#)

[NORR](#)

[Gusto](#)

[Slack: Email vs Slack](#)

[Microsoft: Re-imagining Microsoft's Mobile Experience](#)

[Microsoft Teams](#)

[MailChimp](#)

[Slack](#)

[GE: Ecomagination](#)

[Trane](#)

[Roson](#)

[Volvo: Hydrogen Fuel Cell](#)

[Getting Started With 3D Product Animation](#)

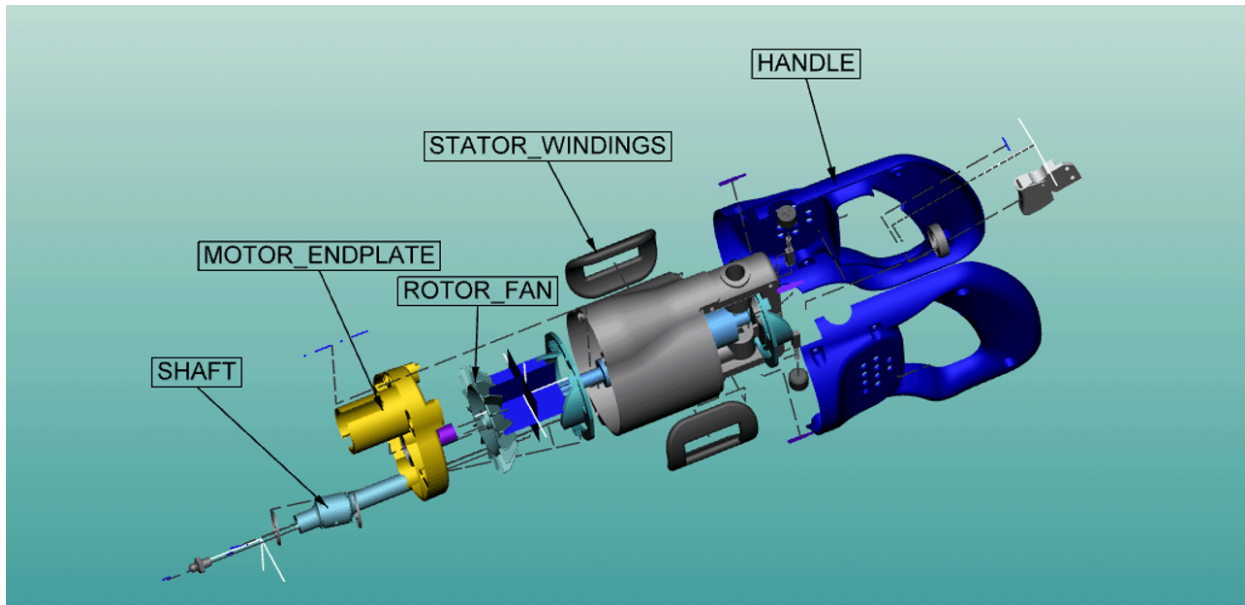
[In-House Video Production](#)

[Using AI-Video Generators](#)

[Hiring An External Video Agency](#)

[How Much Does 3D Product Animation Cost?](#)

# What Is 3D Product Animation?



*A demonstration of 3D product animation (Source: [CAD Interop](#))*

3D product animation is a dynamic and visually engaging way to showcase your products using three-dimensional graphics.

Unlike static images or live-action videos, 3D animations can present your product from every angle, highlight its features, and demonstrate its functionality in a more detailed and interactive manner.

This technique allows for the creation of virtual prototypes, immersive demonstrations, and realistic simulations that can be tailored to your target audience's needs.

## Why Should B2Bs Use 3D Product Animation?

### **Enhance Product Understanding**

3D animations break down complex products and processes into easily digestible visuals, making it simpler for potential clients to

understand what you offer. This is particularly valuable for B2B companies dealing with intricate technologies or sophisticated machinery.

### **Increase Engagement**



*3D product animation improves customer engagement (Source: [UpShot AI](#))*

Animated videos are inherently more engaging than static images or text. [They capture attention quickly and hold it longer](#), making it more likely that viewers will absorb your message and take the desired action.

### **Improve Communication**



*3D product animation communicate your product's USP effectively  
(Source: [Freepik](#))*

[3D animations](#) transcend language barriers and cultural differences, providing a universal visual language that can be understood globally. This is crucial for [B2B](#) companies operating in international markets.

### **Showcase Innovation**

Using 3D product animation demonstrates that your company is forward-thinking and innovative. It positions your brand as a leader in your industry, which can be a significant competitive advantage.

### **Boost Conversion Rates**

The combination of enhanced understanding, increased engagement, and improved communication [leads to higher conversion rates](#). When potential clients can clearly see and

understand the value of your product, they are more likely to make a purchase or inquire further.

## **Best Examples of 3D Product Animation (add 10 examples from B2B brands)**

### **ThermoFisher Scientific**

<https://www.b2w.tv/success-story-thermofisher-scientific>

When it comes to animated explainer videos, the [3D](#) route is not so often used. It's reserved for the more technical fields, like science and medicine, where visual realism is more important than artistic style.

Here's one we did for [ThermoFisher Scientific](#). They wanted to show off their latest piece of scientific equipment and how it's used in a typical laboratory setting.

Usually, [animated explainer](#) videos are used to explain complex ideas to a broad public audience, and there's an art (and an entire industry) around doing this really well. You usually have to strike the balance between not overwhelming your audience with too much information, but also being careful not to dilute the message down too much, either.

But it's also important to understand your audience, and this high-tech machine isn't meant for the general public but for scientists and highly-trained lab technicians. So we crafted the script and video accordingly.

### **Breg**

<https://www.b2w.tv/success-story-breg>

This is another [product video](#) we created for Breg, who make medical devices like braces and supports for limbs. The video needed to demonstrate how their leg brace functions.

So we went for a [3D animation](#) that aimed for realism, explaining clearly how it works and why it's a superior solution for this specific need.

We're happy to say our client was delighted with the results!

### **NORR**

<https://vimeo.com/460667653>

[Daniel Danielsson](#) created this amazing animated brand launch video for a fictional watch company named NORR as a case study project.

The imaginary / non-existent brand builds smartwatches designed for, inspired by, and with materials from Scandinavian nature.

The brand launch video presents a sleek timepiece, specifically designed for the outdoorsy type: Advanced navigation, biometrics, emergency connectivity– and above all, durability.

The case is carved from a single piece of reinforced volcanic rock, hand-picked by native Icelanders, and each timepiece is numbered and engraved with the exact time and location of the eruption that created its materials.

Since the fictional brand focuses so heavily on nature and volcanic materials, the stunning [3D animation](#) begins with the depiction of a volcanic eruption and slowly builds to eventually reveal a watch forged from those primal elements.



The level of skill and detail and storytelling in this [animated branded video](#) type is pretty amazing, especially considering this is a brand that does not even exist!

### **Gusto**

<https://player.vimeo.com/video/725082517?h=6ada6bc509&color=ffffff&title=0&byline=0&portrait=0>

Running a business of any size is no small task. You have to simultaneously juggle so many things in the air at once, at all times. So even if you have, say, a clever and innovative solution for payroll, it can be a challenge to get a business leader's attention and interest.

But through some beautiful [3D character](#) animated video worthy of a Pixar short film, [Gusto](#) cut through the noise and landed home a captivating and heartwarming message, all while showing off their payroll product offering. It works not just because of the amazing animation, but because at its core, its message is about celebrating your team, the people that make it all happen.

### **Slack: Email vs Slack**

[https://player.vimeo.com/video/387568378?h=48f9781a72&app\\_id=122963](https://player.vimeo.com/video/387568378?h=48f9781a72&app_id=122963)

It's always a bit of a challenge when the product you're showing off is something that exists virtually. It's easy to visualize a laptop, but it's harder to visualize the internet, for example.

So rather than try to work around it, this beautiful video for [Slack](#) embraces the abstract nature of communication and teamwork, using visuals like balls rolling along tracks, and warm gorgeous colors to get you immersed in this world. This makes the explanation of how Slack channels are different from (and better than) email threads, much easier to understand and absorb, as opposed to a video that just has screenshots.

We're naturally visual creatures, and [animated video](#) really takes advantage of this in a way that few other formats can accomplish—as proven here.

### **Microsoft: Re-imagining Microsoft's Mobile Experience**

<https://www.youtube.com/watch?v=miM6mBAfA8g>

When you get on a plane and take your seat, you probably don't think much about the science of aerodynamics, aviation engineering, or how it took hundreds of years for us to figure out the secrets of flight lay in the shape of a bird's wing. You just settle in and await your destination.

Similarly, we don't really think about the interfaces we use on our computers and phones, or why they're set up the way they are.

But when [Microsoft](#) launched [365](#), they faced a challenge arguably more difficult than the average passenger getting through airport security on a holiday weekend.

And even trying to explain UI / UX, designing software interfaces across multiple screens, and how they made it all feel human and natural, is similarly a near-impossible task— unless you use some imagination and combine that with [the power of animation](#).

This absolutely beautiful video starts out realistic-looking, showing us a typical work desk. And then the elements all start to move and transform into icons, shapes and colors we usually see on a computer or phone screen. It does the “show, don't tell” of demonstrating how they incorporated familiar elements and intuitive design to make 365 feel seamless, natural and easy to use, no tutorials or instruction manuals needed.

## **Microsoft Teams**

<https://vimeo.com/717840927>

There's no dearth of communication apps and platforms out there. But do they do it well enough for your team specifically?

As this [animated video](#) for [Microsoft Teams](#) cleverly points out right at the start, most teams today are not assembly lines, with each part done by one worker before being passed on to the next teammate. Rather, it's more like a symphony, with everyone working together seamlessly like a single unit– and the end result is greater than the sum of its parts (we love that little [Excel](#) reference in the video!).

The video cleverly tells a story through user interfaces of apps we all use daily, from Word to Excel and more. It looks simple enough but this is genius-level storytelling at work (pardon the pun).

It's just another example of what animated videos can do for your business!

## **MailChimp**

[https://player.vimeo.com/video/498134203?h=89c5e153fd&app\\_id=122963](https://player.vimeo.com/video/498134203?h=89c5e153fd&app_id=122963)

This is another amazing animated video for [Mailchimp](#).

'All in a Day's Work' demonstrates how vital Mailchimp is in everyday tasks for businesses of all types and sizes, with adorable [3D animated](#) characters going through their busy day. It's more like something you expect to see in a Pixar movie rather than a somber corporate ad for a business product.

It just goes to show how animated videos for the B2B marketing space can not only be interesting, but even delightfully entertaining!

## **Slack**

[https://www.youtube.com/watch?v=xW9FyAi9a\\_M](https://www.youtube.com/watch?v=xW9FyAi9a_M)

This is one of our all-time favorites, and with good reason.

Looking and feeling more like a Pixar animation than an explainer video for businesses, this stunningly beautiful [3D animated video](#) for [Slack](#) draws us into a fantastical imaginary world of strange but cute beings, all trying to get to work just like us. Until one day, one of them comes up with a brilliant idea.

But how can they make this idea a reality?

As we follow their adventure, there's no narration or dialog, just gorgeous animation. And we see our clever little heroes communicate in real time, sharing ideas and feedback, and coming together to create something magical. Thanks in large part to communicating well.

When we say animated videos– even those for business– are more art than science, this is kind of what we're talking about!

## **GE: Ecomagination**

<https://vimeo.com/129548538>

Is global capitalism compatible with creating an environmentally sustainable future? Or are they fundamentally diametrically opposed and our best hope is a sort of middle-ground that nobody will be happy with?

[GE](#) doesn't think it has to be this way, and they're quite serious about their messaging. But it's a complex issue with many facets. This cannot be solved by simply rolling out a software patch, or switching to paper straws with our morning coffee.

So to cover all the bases within just a couple of minutes, they used [animation](#) to communicate this complex message effectively. The visuals are stunning and creative, using an artstyle that's decidedly not very corporate but more artistic, looking hand-painted and with a lower framerate to make it feel more raw and organic. We especially love the metaphor of an airplane flapping bird-like wings with engines on them!

Their animated video uses the power of storytelling and imagination to great effect. Or shall we say, ecomagination?

### **Trane**

<https://www.youtube.com/watch?v=R-lZyaM2lVU>

Air conditioning is one of those modern inventions that we can't live without, yet simultaneously all take for granted. [Trane](#) is a leading innovator in this space, and their video serves as a reminder that product videos don't have to be all boring and technical.

Their 3D product video brings some drama and emotion into what could have been a dry whitepaper or highly technical brochure, and demonstrates what's possible with the animated video format when you use a little imagination and creativity!

### **Roson**

<https://www.youtube.com/watch?v=lbMBOFLYVdU>

Nobody likes a trip to the dentist. But to say they perform a vital and necessary duty is an understatement. And dentists are painfully aware of their patients' fear and apprehension. So they do everything they can to make them feel comfortable and relaxed.

You've probably not given much thought to the technology and design that goes into a dentist's chair. But it rivals the effort and

innovation of any other high-tech tool used by medical professionals.

This [3D product video](#) for [Roson's](#) new chair touches on the highlights and innovations they put into the design, and how they considered the dentist's needs as well as the patient's. The animation is clear and smooth, with more than enough detail and texture to make the product look appealing and comfortable. And it serves as a shining example of what animation can do in [the healthcare industry](#).

### **Volvo: Hydrogen Fuel Cell**

<https://www.youtube.com/watch?v=Rwy6WozMbt8>

With climate change in the news seemingly daily, electric cars have become a common sight, as the world tries to innovate ways out of harming the environment any further. And along with EVs, there's hydrogen emerging as a viable alternative fuel for vehicles.

But unlike the straightforward simplicity of an electric motor, there's more than a little confusion around how hydrogen fuel cells actually work. After all, isn't that what blew up the Hindenburg? How would that even work for cars?

So [Volvo Trucks](#) put out a [video](#) that explains in simple terms how this technology works, showing how it would be installed in a typical tractor-trailer– a subtle hint at the kind of power and performance available from this energy source.

It's clear and concise, going into enough detail to help the viewer understand the basics, without overwhelming them with too much information.

# Getting Started With 3D Product Animation

## **In-House Video Production**

Creating [3D animation](#) in-house can be a cost-effective option if you have the necessary skills and resources. You'll need specialized software, such as [Blender](#) or [Autodesk Maya](#), and a team with expertise in 3D modeling, animation, and video editing. This approach offers complete control over the production process, allowing for precise customization and quick adjustments.

## **Using AI-Video Generators**

[AI-video generators](#) are emerging as a powerful tool for creating 3D animations without the need for extensive technical skills. Platforms like [Lumen5](#) or [Synthesia](#) can generate high-quality animations based on your inputs. While these tools might not offer the same level of detail as professional software, they are an excellent option for quick and cost-effective animations.

## **Hiring An External Video Agency**

For the highest quality and most professional results, [hiring an external video agency](#) is often the best choice. Agencies like [Epipheo](#) or [Buck](#) specialize in creating stunning 3D product animations tailored to your specific needs. They bring a wealth of experience, creativity, and technical expertise, ensuring your animations are top-notch and deliver the desired impact.

## How Much Does 3D Product Animation Cost?

The [cost](#) of 3D product animation can vary widely depending on the complexity, length, and quality of the animation, as well as the production method you choose. Here's a rough breakdown:

### **In-House Production:**

Costs can range from \$5,000 to \$20,000, including software licenses, hardware, and team salaries.

- Pros: You get tighter control over your costs and production.
- Cons: It can be a massive undertaking and a lot of work. But it makes sense if you have a long-term plan for video marketing production in-house.

### **AI-Video Generators:**

Subscriptions for these tools typically range from \$50 to \$500 per month, depending on the features and capabilities.

- Pros: Easy to use, no need to deal with the hassle of software licensing and hiring professionals.
- Cons: AI image and video generation is still evolving, and it's not perfect. It still takes a lot of trial and error, experimentation, and still often delivers unwanted results.
- For more information, we wrote a free ebook about it that you can [download and read here](#).

### **External Video Agencies:**

Professional agencies may charge anywhere from \$10,000 to \$50,000 or more for a high-quality 3D animation project, depending on the scope and complexity.

- Pros: All the work is done by a team of experienced professionals who understand what you need.
- Cons: On the surface, it can be the more expensive option. However (and we admit, we might be a little biased here) it is probably still the best way to go overall.

## **Conclusion**

3D product animation is a powerful tool for B2B companies looking to enhance their marketing strategies and boost ROI.

By clearly communicating complex products, increasing engagement, and showcasing innovation, 3D animations can significantly impact your bottom line. Whether you choose to produce animations in-house, leverage AI-video generators, or hire



an external agency, the investment in 3D product animation is well worth it.

Start exploring this dynamic medium today and watch your product marketing soar to new heights.