

The Power of Fun Training Videos: Engage Your Audience with Animated Learning

Target keywords:

Training videos

Employee training videos

Corporate training videos

Training video examples

Introduction

The Importance of Training Videos in Learning

Why Make Training Videos Fun?

The Power of Animation in Training Videos

How to Create Fun Training Videos: Step-by-Step

Engaging Your Audience with Animated Learning

Case Studies of Successful Fun Training Videos (feature 10 examples)

Conclusion

Meta: A comprehensive blog exploring the impact of engaging training videos, featuring case studies of successful examples.

The Power of Fun Training Videos: Engage Your Audience with Animated Learning

In today's fast-paced and complex business world, effective training isn't just optional—it's a must-have.

That's where [training videos](#) come in.

They're a game-changer, offering a dynamic way to not only inform your teams but also inspire and engage them to drive success.

But here's the thing—many companies still rely on old-school methods like classroom sessions, field training, and printed manuals.

While these methods have their place, they just can't compete with the power of videos when it comes to boosting employee understanding and retention.

So, sticking to the traditional ways alone won't cut it anymore.

To really get the most out of your training, you've got to bring videos into the mix.

Not sure where to start?

No worries—we've got your back.

In this blog, we'll break down everything you need to know about training videos—from why they're so important to how you can create them, plus some cool case studies of videos that really hit the mark.

So, let's dive in and help you level up your training strategy.

[The Importance of Training Videos in Learning](#)

- [1. Boosts Knowledge, Retention, and Understanding](#)
- [2. Improves Accessibility and Inclusivity](#)
- [3. Allows Microlearning](#)
- [4. Drives Cost Savings and Efficiency](#)
- [5. Facilitates Continuous Learning and Upskilling](#)
- [6. Enhances Compliance and Risk Management](#)
- [7. Improving Onboarding for New Hires](#)

[Why Make Training Videos Fun?](#)

- [1. Increases Engagement](#)
- [2. Improves Retention](#)
- [3. Boosts Motivation and Morale](#)
- [4. Encourages Creativity](#)
- [5. Flexibility and Accessibility](#)

[The Power of Animation in Training Videos](#)

- [1. Breaks Down Complex Ideas](#)
- [2. Keeps Learners Engaged](#)
- [3. Is Budget-Friendly and Flexible](#)
- [4. Ensures Consistency and Branding](#)
- [5. Makes Training Accessible](#)

[How to Create Fun Training Videos: Step-by-Step](#)

- [Step 1: Identify the Objective](#)
- [Step 2: Plan Your Content](#)
- [Step 3: Write a Script](#)
- [Step 4: Prepare Your Assets](#)
- [Step 5: Edit Your Video](#)
- [Step 6: Review and Revise](#)

[Step 7: Publish and Share](#)

[10 Case Studies of Successful Fun Training Videos](#)

- [1. Animated Training Video — Cuddle+Kind](#)
- [2. Golden Rules of Safety— Gasunie](#)
- [3. Etiquette for Conference Calls — Vyond](#)
- [4. Cisco Mobility Express Solution — Cisco](#)
- [5. How to Sell Nikwax Aftercare? — Nikwax](#)
- [6. How a Trip Works — Uber](#)
- [7. Zapier Hubspot Automation — Zapier](#)
- [8. What are GMP Guidelines?](#)
- [9. Workplace Bullying — ReachOut](#)
- [10. Agent Welcome Video — ibex](#)

The Importance of Training Videos in Learning

Training videos have become a go-to in both [corporate](#) and educational settings.

They make it easier to understand complex topics while keeping things engaging, which really helps with learning.

These videos are all about **teaching specific skills, sharing important info, or showing how things work** in a way that sticks.

The visual approach makes learning not just simpler but more interesting too.

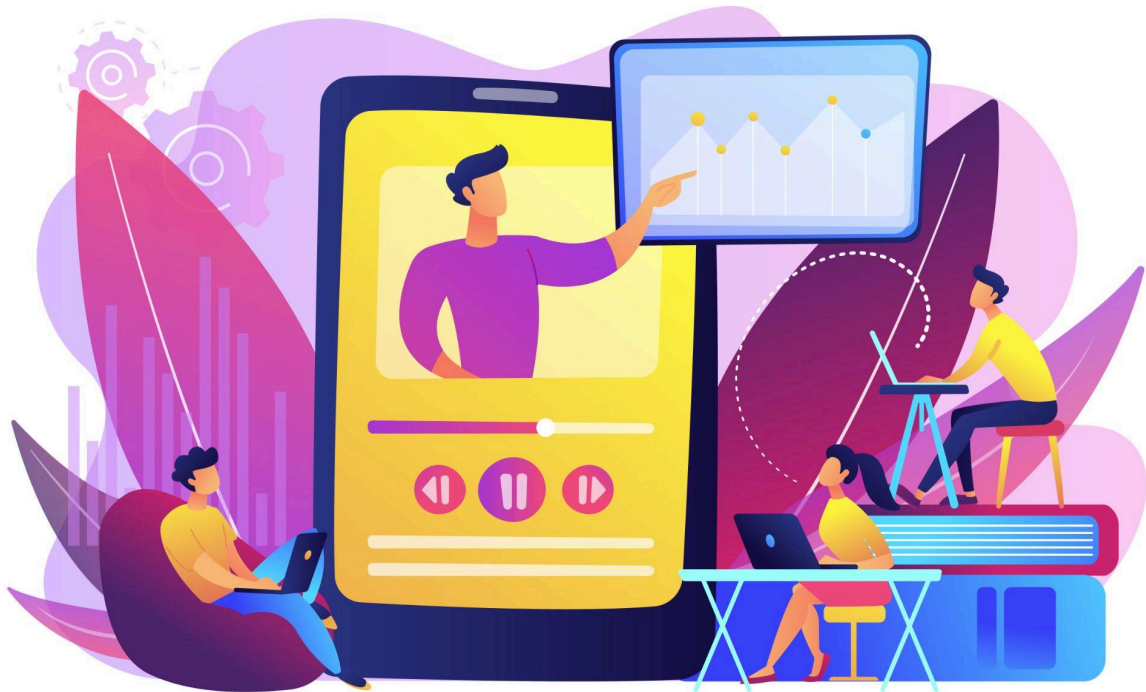
For [B2B](#) companies, training videos are a game changer.

They help employees really get to know the products and services, and they also work as handy guides for customers.

By breaking down features and how-tos, these videos ensure that employees are well-prepared and customers can make the most out of what they've bought.

Let's dive deeper into their significance by exploring the key benefits they bring to the table—

1. Boosts Knowledge, Retention, and Understanding



Source: [Freepik](#)

We absorb information much better when it's paired with visuals instead of just plain text.

That's why training videos, which **blend visuals, sounds, and text, make learning so much easier.**

These videos use engaging graphics, [animations](#), and on-screen text to keep things interactive and interesting.

Plus, short, focused videos are perfect for our attention spans, making it easier to remember what we've learned.

In fact, people [retain 95%](#) of what they see in a video, compared to just 10% from reading text.

So, not only do these videos simplify complex information, but they also significantly boost our retention and understanding.

2. Improves Accessibility and Inclusivity

You won't always have a uniform group of people when it comes to training—different locations and languages mean inclusivity is key.

That's where training videos come in handy.

They're perfect for accessibility because **they include closed captions, transcripts, and translations.**

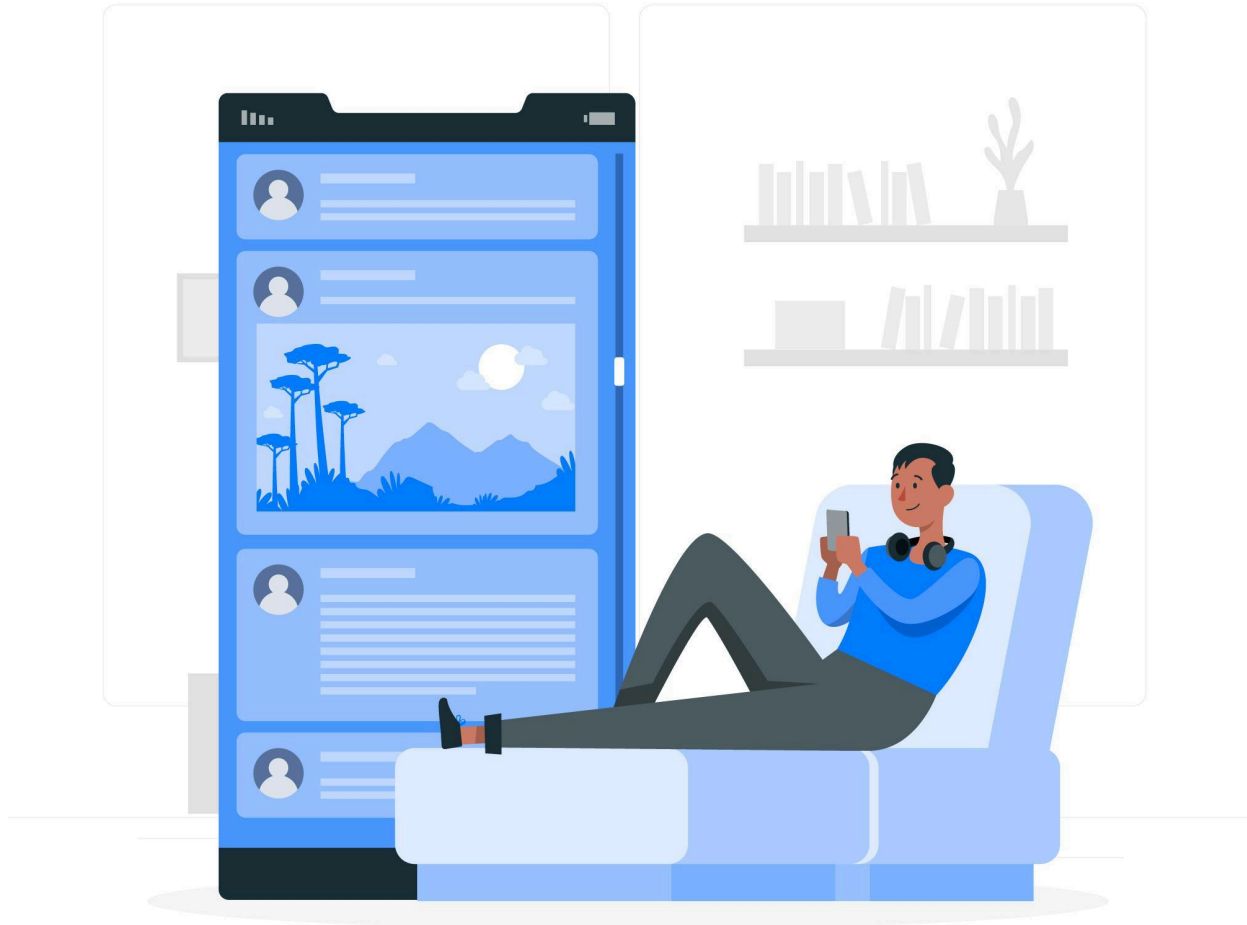
This makes them easy to understand for people from various backgrounds and language preferences.

Plus, they're viewable on multiple devices, so everyone, including those out in the field, can keep up.

For instance, [Starbucks](#) uses short [instructional videos](#) to train its team.

This ensures that all employees are on the same page and provides consistent, high-quality service.

3. Allows Microlearning



Source: [Freepik](#)

Microlearning breaks down content into short, focused bursts, and training videos fit this format perfectly.

They **let employees learn while they're on the go**, making it easy to stay engaged and remember what they've learned.

Plus, these quick videos are perfect for ongoing development and fit right into career growth plans.

4. Drives Cost Savings and Efficiency

Traditional training involves hiring trainers, setting up facilities, and arranging accommodations—all of which can be time-consuming and costly.

[Employee training](#) videos offer a more efficient solution.

They're cheaper and more engaging than traditional methods.

By centralizing content on platforms, companies can provide consistent training to global teams.

So, an employee in Brazil can get the same training as someone at headquarters.

This reduces the need for in-person sessions and travel, resulting in significant cost savings for the company.

5. Facilitates Continuous Learning and Upskilling



Source: [Freepik](#)

In today's fast-moving business world, keeping up with new skills is essential for both employees and the company.

If a task that once took time with Skill A can be completed more quickly with Skill B, your team needs to get up to speed with Skill B fast.

Otherwise, your company's efficiency could take a hit.

Continuous learning is key, but traditional training methods can be rigid and slow.

Video tutorials on centralized platforms can be a game-changer in this scenario.

They let employees learn at their own pace, review material whenever they need to, and gradually build new skills.

Plus, with the help of analytics, you can spot where more training is needed, allowing you to tailor your approach and keep your team aligned with your business goals.

6. Enhances Compliance and Risk Management

Many business issues arise because employees end up with different understandings of company policies.

Why does this happen?

Traditional training can be confusing, and unlike videos, it doesn't allow you to pause, rewind, or revisit parts you're unsure about.

So, people rely on their memory, which might not be accurate.

That's why clear communication of policies is so important for compliance.

[Corporate training](#) videos solve this problem perfectly.

They **provide consistent messages to everyone in the organization.**

Everyone gets the same information, no matter where they are.

Plus, these videos track who's completed the training, which helps lower compliance risks.

Automated video assignments also ensure everyone stays up-to-date with the latest policy changes.

7. Improving Onboarding for New Hires



Source: [Freepik](#)

Starting a new job can be nerve-racking.

So, **make the transition smoother for new hires** by using videos to introduce them to your company's culture, systems, and expectations.

Short, focused videos help new employees quickly get up to speed with their roles, boosting their confidence and productivity.

Plus, these videos are clear, engaging, and inclusive, making them an effective tool for better retention and learning.

Now, let's explore why adding a fun twist to your training videos can make them even more impactful.

Why Make Training Videos Fun?

Making training videos fun is key to boosting engagement, retention, and overall effectiveness.

Here's a detailed insight explaining why adding some fun elements is so important—

1. Increases Engagement



Source: [Freepik](#)

Dry and boring technical details throughout your video can make anyone tune out and forget what they just watched.

It's a real waste of the video's potential.

That's why making your training videos fun and entertaining is so important.

After all, who doesn't like something that's enjoyable to watch?

By sprinkling in some humor, [storytelling](#), or lively visuals, **you'll keep your learners engaged and interested throughout the video.**

This not only makes the training more enjoyable but also helps build a positive attitude towards learning.

2. Improves Retention

Videos are **fantastic for helping people remember information**, but when you add fun elements that really catch their eye, the content sticks even better.

When you mix in humor or cool visuals, it creates a connection that makes it easier to remember what you've learned.

Studies show we remember more from engaging content compared to just dry, boring facts.

3. Boosts Motivation and Morale



Source: [Freepik](#)

When training is enjoyable, [employees](#) approach it with enthusiasm.

So, fun training videos can really boost employee morale and provide much-needed motivation.

These videos **create a more positive and productive environment.**

Plus, they help build a culture of continuous learning.

4. Encourages Creativity

Fun videos can really ignite creativity and problem-solving skills.

By **including games, challenges, and humorous scenarios in the videos**, you encourage learners to think outside the box and apply their skills in real-world situations.

It's a great way to enhance critical thinking while making learning enjoyable.

5. Flexibility and Accessibility



Source: [Freepik](#)

Everyone learns differently, and fun training videos can cater to those different styles.

They make the content more accessible for everyone.

By blending visuals, sounds, and interactive elements, **these videos help all kinds of learners get involved with the material.**

This is super important in today's fast-paced work environment.

In short, fun training videos don't just entertain—they make learning more effective and enjoyable.

They boost engagement, retention, motivation, creativity, and accessibility.

One great way to add fun to your training videos is through animation.

Up next, let's explore the power of animation in training videos.

The Power of Animation in Training Videos

Animation is like sprinkles on a sundae - it makes everything better.

In the world of training, it's a game-changer.

It can transfer learning from boring to brilliant.

Here's how it works its magic—

1. Breaks Down Complex Ideas



Source: [Freepik](#)

Animation is great at making tricky concepts simple.

With visual metaphors, clear illustrations, and storytelling, it **turns complicated topics into something easy to grasp.**

This makes it easier for employees to understand and remember important info, so they can use it more effectively on the job.

2. Keeps Learners Engaged

Animations are naturally eye-catching and great at grabbing and holding attention.

For instance, imagine using a funny animated character to show why drinking on the job isn't allowed.

It's way more engaging and effective than a simple "no drinking" sign.

People will watch, laugh, and remember the message—no drinking on the job and what happens if you do.

Animations keep viewers interested from start to finish, making learning more enjoyable.

Plus, the blend of visuals and sound helps people remember what they've learned.

3. Is Budget-Friendly and Flexible



Source: [Freepik](#)

Animated training videos are usually a lot cheaper to make than live-action ones, especially if you need to keep updating the content.

Live-action videos can be a hassle and pricey to produce for certain scenarios.

Imagine trying to film a safety demo in a gas plant— you'd need stunt coordinators, extra camera work, and a bigger budget.

With animation, you can **easily create any environment or situation you want and adjust it to fit your needs without breaking the bank.**

Plus, animation gives you the freedom to be as creative as you like!

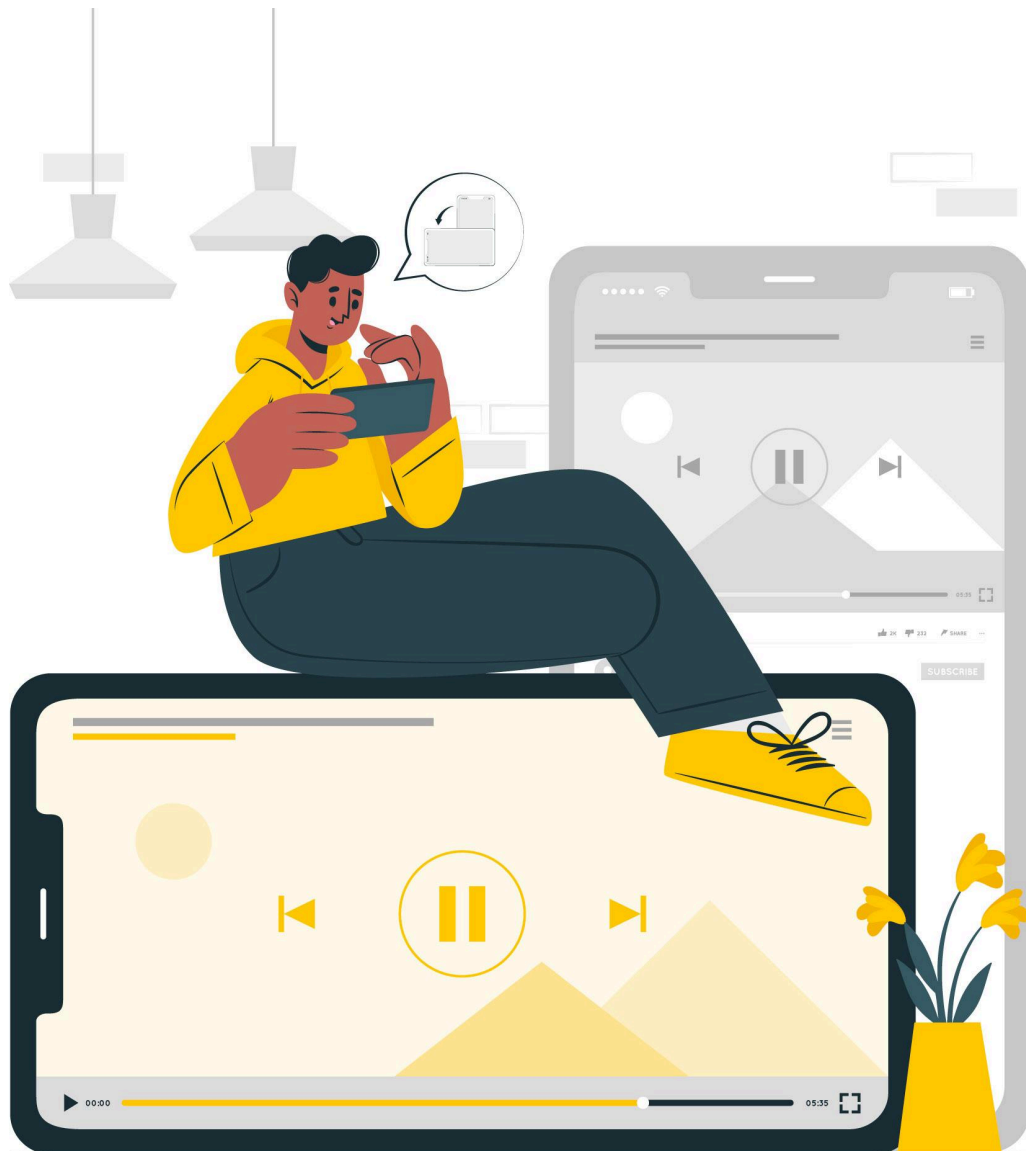
Once your animation is complete, you can easily adjust it to cater to different audiences or training requirements.

4. Ensures Consistency and Branding

Animation provides a consistent way to deliver training content, reducing the risk of misunderstandings.

It also **lets you use your brand's colors, graphics, and characters**, which helps reinforce your company's identity and makes employees feel more connected.

5. Makes Training Accessible



Source: [Freepik](#)

Animation is super flexible and can be customized to fit all sorts of learning needs.

You can add closed captions, sign language, and audio descriptions to make it accessible for everyone.

Plus, it **can showcase different cultures and backgrounds**, which helps make the content more relatable for a global audience.

Overall, animation is a fantastic tool for improving training.

It makes complex topics easier to understand, keeps learners interested, is budget-friendly, and ensures consistent messaging. It's also great for accessibility and inclusivity.

If you're looking to take your training to the next level, animated videos are definitely worth a shot.

Now that you see the benefits of engaging your audience with animated learning, let's dive and learn how to create training videos step by step.

How to Create Fun Training Videos: Step-by-Step

[Creating a training video](#) isn't too hard, you just need to start with these steps in mind.

Step 1: Identify the Objective

When you're setting out to create a training video, start by pinpointing exactly what you want your viewers to achieve.

Are you training employees on workplace protocols, showing customers how to use your product more effectively, or something else entirely?

Clarifying your objective is key because **different goals require different video approaches**—there's no one-size-fits-all solution.

Step 2: Plan Your Content

Once you have a clear objective, **outline the main points or steps you need to cover.**

If you're dealing with complex skills, list every detail you want to include.

Decide on the tone and style of your video—whether it should be serious, fun, or minimalist.

Step 3: Write a Script

A well-crafted [script](#) can transform an average video into a memorable one.

Make sure your script matches your objective.

For new hires, **keep the script language simple and friendly.**

Introduce characters that reflect your target audience and address them directly to make the content more relatable.

Step 4: Prepare Your Assets

Once your script is ready and your video is shot or animated, it's time to gather everything you need to polish it up.

You'll want to **collect all your footage, animations, images, and voice-overs.**

Keep everything organized in one spot, and then dive into the editing process.

Step 5: Edit Your Video

Trim unnecessary content and make sure your video flows smoothly.

Combine visuals and audio to create a cohesive video without dragging on or including boring sections.

Step 6: Review and Revise

Watch your video to **ensure it's clear and engaging.**

Make any necessary tweaks to improve it.

Don't hesitate to add or remove content as needed.

Step 7: Publish and Share

Once you're happy with your final video, hit publish and share it with your audience!

Keep an eye on how it performs using analytics to track engagement and learning outcomes.

But before diving into all this, take a crucial first step—check out some examples.

Review the case studies of successful training videos listed below.

They'll give you a sense of what works and what doesn't, helping you understand different approaches.

This insight will be invaluable in creating a video that's perfectly tailored to your needs.

10 Case Studies of Successful Fun Training Videos

Here are some fantastic training videos examples that showcase a range of formats and styles, each succeeding for different reasons.

Let's dive in and see what makes them stand out!

1. Animated Training Video — Cuddle+Kind

<https://www.youtube.com/watch?v=cpHUNI30u28&t=206s>

Starting a new job can be nerve-wracking, but you can help ease new hires into the process by setting clear expectations from the start.

Take [Cuddle+Kind's](#) training video as a perfect example.

This simple 2D animation follows Jamie, a customer service agent, as she goes about her daily tasks—responding to emails, finding influencers, and handling customer issues.

It gives new hires a clear picture of what their role will involve.

Jamie's journey in the video covers everything a new trainee might need to know—workflows, company policies, culture, how departments collaborate, event work, and customer interactions.

The calm voiceover and upbeat background music keep things engaging without overwhelming viewers.

And the best part?

All this is wrapped up in just 5 minutes—**saving new employees from spending weeks trying to figure it all out on their own.**

That's the power of a well-made [corporate](#) training video!

2. Golden Rules of Safety— Gasunie

<https://www.youtube.com/watch?v=bjlAUBNs93Y&t=10s>

Every job has its safety rules, but some industries need extra-detailed guidelines to keep everyone safe.

It's crucial for companies in these fields to make sure their employees not only follow these rules but also really understand why they matter.

But expecting them to learn it all from a thick manual?

Let's be real—most people would find that boring and hard to get through.

That's why [Gasunie](#), a Dutch natural gas company, decided to take a different route.

They created a fun 3D training video to break down their complex safety protocols.

In under nine minutes, **the video walks viewers through various safety hazards and how to handle them.**

The [3D animation](#) really brought the work environment to life, showing scenarios that would be tough to film in real life.

One scene, for example, shows a character just barely dodging a descending bulldozer blade. It emphasizes the point about being alert.

Another scene illustrates the dangers of drinking on the job, with a bulldozer dramatically tossing a worker out after he's caught with alcohol.

What makes the video so effective is how it explains each rule with clear visuals, text boxes, and voiceovers that make the information easy to digest.

There's **even some playful banter between characters** to keep things light.

3. Etiquette for Conference Calls — Vyond

https://youtu.be/_vUNc8buyi4

In the corporate world, how you carry yourself can be just as important as the work you do.

That's why companies need to guide their teams on proper etiquette, especially when it comes to things like conference calls.

This [2D animation](#) video does a great job of showing how different people handle conference calls.

The narrator points out how these meetings can get awkward or inefficient if everyone's not on the same page.

The **video then breaks down some best practices with easy-to-follow visuals.**

For example, when it suggests calling in early, we see a character doing just that and planning their schedule around it.

The video shows characters in different situations, with dialogue boxes explaining what's happening.

Overall, the video mixes helpful graphics with a voiceover to make sure everyone's clear on what's expected, tying it all back to the company's policies and processes.

4. Cisco Mobility Express Solution — Cisco

<https://www.youtube.com/watch?v=GhR4wyiG8Dk&t=12s>

If your team doesn't understand your product, your customers won't either.

No matter how fantastic your product is, it won't sell if people don't get it.

[Cisco](#) came up with a smart solution—they created a [whiteboard animation](#) video to explain their product to both customers and employees.

The video **breaks down Cisco's Mobility Express Solution, showing how it tackles Internet connectivity issues** and the new WiFi possibilities it offers.

With quick, hand-drawn characters on a whiteboard and a voiceover guiding the way, the video keeps things engaging and fun.

The **fast-paced drawing** keeps you intrigued, always eager to see what's next.

Sticking to a black-and-white design helps avoid distractions from too many colors or transitions.

And, even though explaining the Mobility Express Solution can be tricky, the clear visuals and narration make the message come through loud and clear.

5. How to Sell Nikwax Aftercare? — Nikwax

<https://www.youtube.com/watch?v=CfVRodsK9GM>

In this smart animated training video, [Nikwax](#) does more than just showcase its product—it **teaches you how to sell this product effectively.**

The video starts by talking about why wet weather gear is a must-have in the UK's rainy climate.

It uses visuals to show how these garments keep you warm and dry while allowing moisture to escape.

Then, it explains how dirt and body oils can reduce the gear's effectiveness over time.

Then it explains how Nikwax's aftercare product can help.

The scene then shifts to a garment shop where a salesperson helps a customer choose the right wet weather gear.

The [voiceover](#) provides friendly, non-pushy tips on how to suggest the aftercare product in a way that's not too pushy for the customer.

What I liked most about this video is its smart script.

It first focuses on catching the customer's interest and then gives shop owners effective selling strategies—getting both pivotal factors driving your sales hooked at once.

6. How a Trip Works — Uber

https://www.youtube.com/watch?v=-xLBm_GfyHg&t=11s

[Uber's](#) service depends on two important groups—drivers and riders.

Since drivers aren't direct employees but independent service providers, it's crucial they all have the same understanding of how things work.

When drivers are on the same page, they can deliver a consistent experience to customers.

For visual learners, seeing how things work makes all the difference.

That's where this Uber 2D animation video comes in—it **shows drivers exactly how to navigate the app and handle common trip issues.**

The video uses animated characters and a calm voiceover to guide drivers through each step.

It even features a main driver character to make the instructions relatable.

The maps used throughout the animation make it feel like real-life navigation on the Uber app.

This video is simple yet highly explanatory, making it a great training tool for drivers from all backgrounds.

And when new drivers join, Uber doesn't need to hold a separate training session—they can simply point them to the video.

It's a smart way to save time and ensure everyone gets the same, clear training.

7. Zapier Hubspot Automation — Zapier

https://youtu.be/yr4s2fR27mQ?si=kgFkVzx3_SanJK2n

This video is a perfect example of a **classic screencast software demo.**

It shows you how to use [Zapier](#) to automate support ticket creation in HubSpot with a clear, step-by-step guide.

The visual aids and simple instructions make even complex tasks easy to understand, which is great for new users or teams just starting with this process.

What really stands out about this video is its no-nonsense approach.

There's no background music or over-the-top voiceovers—just straightforward screencasting of each step.

8. What are GMP Guidelines?

<https://www.youtube.com/watch?v=TcWyGapJ1TQ&t=26s>

This 2D animation video uses **clean, professional visuals and infographics** to explain Good Manufacturing Practices (GMP) guidelines, emphasizing their role in keeping product quality and safety top-notch.

It takes complex ideas and breaks them down into simple, easy-to-understand sections, using examples that really hit home.

The video starts by explaining GMP guidelines with a mix of graphics and voiceover, then brings in a character working in a factory to show how these rules play out in real life.

For instance, the **character is seen tossing bad strawberries off a conveyor belt**, making sure only the good ones pass through.

The characters are black and white, while the products are in color, so the focus stays on the product, which is what really matters here.

Videos like this make tricky regulatory guidelines easy to grasp, helping employees understand and follow them better.

You can create similar videos for your company's quality protocols to make sure everyone gets the rules and remembers them.

9. Workplace Bullying — ReachOut

<https://www.youtube.com/watch?v=ZV4gkk6wkO0&t=25s>

Need to address a sensitive issue or tricky topic during your company's training session?

Consider using a video, just like [ReachOut](#) did in this example.

They managed to create a **lighthearted animation that tackles workplace bullying**—an often uncomfortable subject.

A positive [workplace](#) environment is essential for employee productivity.

But if they experience bullying, not only does it harm their productivity, but it also raises serious concerns about your company's culture.

To prevent this from happening, we need to make sure new hires know how to seek help if they face bullying.

The video shows a character dealing with bullying and demonstrates how and where to reach out for support.

The core message of the video is clear—**"You don't have to tolerate bullying, and you deserve better."**

The storyline is relatable, and the instructions are also easy to follow.

With a friendly voice-over and a visually appealing color scheme, the video creates a welcoming and lighthearted mood, making it easier to discuss such a tough topic.

It's an excellent example of a training video that handles a taboo subject in the workplace with care and effectiveness.

10. Agent Welcome Video — ibex

<https://www.youtube.com/watch?v=GAJksvZNisg&t=20s>

This [ibex's](#) video is a perfect example of how to make new hires feel at home while giving them a clear sense of their role.

The [2D animation](#) itself is pretty straightforward, but what really stands out is the voice-over—it's casual, friendly, and feels like that first work buddy who shows you the ropes.

The video starts by **highlighting the company perks, orientation details, and introduces the team.**

It doesn't get into the nitty-gritty but gives an overview of what the company's all about.

This approach is great for helping new hires feel more confident and appreciated right from the start.

It's exactly the kind of first video you want to send to welcome new team members.

Conclusion

Training videos are like a magic wand for learning—they make everything more engaging and effective.

But they're not just fun; they're practical too.

They check all the boxes for what companies need—**scalability, cost-effectiveness, and ease of use.**

Animated training videos, in particular, are great at simplifying complex ideas and scenarios that live action might struggle with.

They provide handy references your team can revisit anytime, making learning smoother and more accessible.

Additionally, these videos are versatile.

Whether you're teaching new skills to your employees or explaining your product to customers, they get the job done in minutes.

So why not use this powerful tool to enhance your existing training strategy?

Start by exploring the training video examples above and find the [type of video](#) that suits your needs best.

And once you're clear on your video objectives, dive in and start creating something impactful!