

An Animation

About animation from Four

Animation is a great way to deliver video content that stands out and goes beyond traditional corporate video. It can play an important role in explaining difficult concepts or narratives, delivering messages in a way that is visually enticing.

Our in-house animators produce all manner of 2D and 3D animated content, from short pithy clips for use on social media through to in-depth edits that take centre stage on client channels to present products and service offerings.



Mental Health
& Money Advice

Case study

Lloyds Mental Health and Money

Four worked with Mental Health UK and Lloyds Banking Group to launch the first dedicated advice service for those experiencing mental health and money problems.

The unique service, Mental Health & Money Advice, is helping the four million people who have mental health and money problems, and the further four million who are in financial difficulty and at greater risk of developing poor mental health. It comprises a specialist advice line and a free website providing a range of information, practical advice and tools, alongside stories from people with first-hand experience of mental health and money problems.

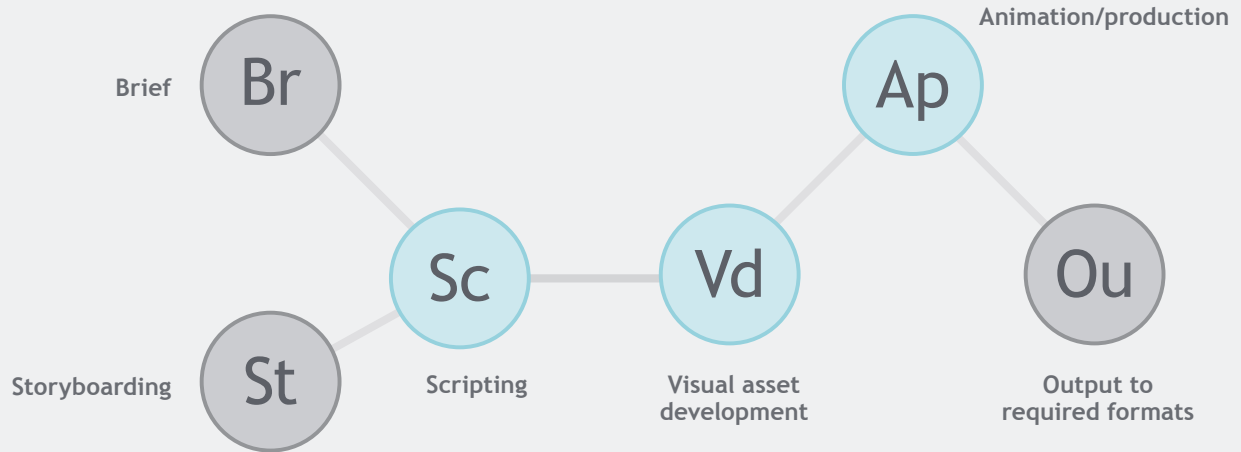
Four was tasked with creating an animation that would launch and promote Mental Health & Money Advice, making it clear who the service is for and what information, advice and tools are available online.

The animation gave the viewer the best opportunity to understand the service as it was clear, succinct and informative, reinforcing the brand's values of empathy, engagement and empowerment.

It was used as a promotional asset across partner channels and with media and was hosted on the website itself as an introduction <https://www.mentalhealthandmoneyadvice.org/en/about/>

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How it works



Ag

Bronze package
30 second kinetic typography
£1,495

Au

Silver package
60 second 2D animation
Starting at £4,995

Pt

Gold package
60 second 3D animation
Starting at £5,995

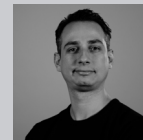
Other products from Four

Bw Brand workshop	Im Issues management	Sc Social content and assets	Aw Awards	Pe Penetration testing
Sa Sponsorship audit	Sc Select committee training	Se Search engine optimisation	Ev Events creation and management	Bc Brand champions
Pt Presentation training	Mt Media training	Cv Corporate video	Po Podcasts	

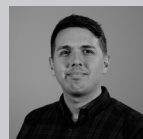
Contact

If you would like to find out more please email
FourElements@fourcommunications.com

Key team members



Paul Dalton-Borge,
Managing director
Paul has been delivering integrated campaigns for clients for 20 years. He runs our creative & digital practice which delivers brand strategy & development, advertising creative, digital marketing and content production.



Stephen Dewsnap,
Senior digital designer
Stephen is our lead animator and lead on the visual development of projects from storyboarding through to animation.