



Animated Video vs GIF

Do you need an Animated Video or a GIF?

Whether you say GIF with a hard or soft G... used correctly, it can be an eye-catching way to add some flavour to your email campaign or website.

But what if you're making something a bit longer, like a product showcase, or need to bring a complex concept to life? That's where an animated video can extend well beyond the reach of a tiny GIF.

We're here to help you understand the difference, and select the right format for your needs.



What is a GIF?

GIFs are basic animations with **limited colours** (256 colours* or less for email) **and file sizes** (under 800kb for email). Commonly used to display graphics and logos. They're usually just a few seconds long, do not have any audio and will loop indefinitely.

*colours are reduced further to lower file size when needed.

Pros:

- ✓ Shorthand messages
- ✓ Attention grabbing
- ✓ Quick to create
- ✓ Small file size

Cons:

- ✓ Limited colours
- ✓ Limited detail
- ✓ No audio
- ✓ Looping indefinitely
- ✓ Usually just a few frames
- ✓ Not all platforms support GIF

What is an animated video?

Animated videos can be a series of moving graphics and images, and can also include audio in the form of music or voiceover narration. The frame rate is typically far higher than a GIF, which translates to **smoother motion** and **higher quality**. Unlike GIFs, animated videos aren't usually intended to loop.

Pros:

- ✓ Better resolution
- ✓ Use voice over
- ✓ Add music
- ✓ Very dynamic creativity

Cons:

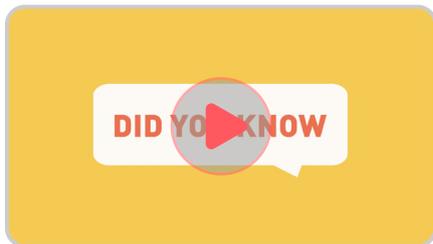
- ✓ Large file size
- ✓ Requires player
- ✓ Longer creation time

GIF or Animated Video?

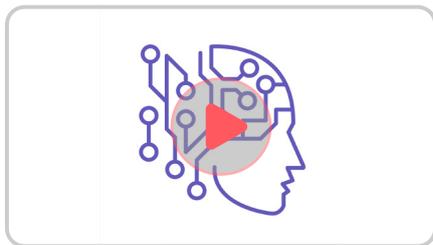
GIFs are an eye-catching marketing tool, especially if you use limited colors and clear, sharp lines and edges in your images. They are best used where animation is unexpected, such as an email campaign, or adding a human element to your website.

Animated videos are an ideal way to explain complex stories, longer-form information and establish clarity for your intended audience. For example, you could train new hires through animated 'how-to' videos, demo how your product works, or visualise data.

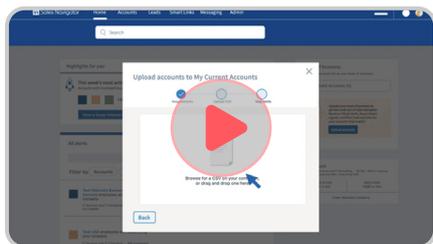
GIF Examples:



Animated Statistics used in presentation



Artificial Intelligence Blog



LinkedIn product feature email

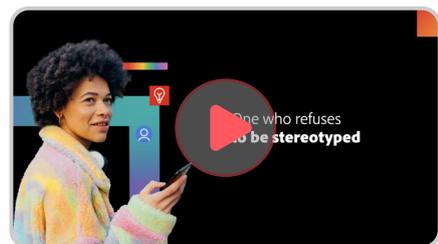
Animated Video Examples:



LinkedIn Campaign Manager promotional video



Adobe Future of Creativity Campaign



Adobe Personalisation at Scale sales video

The requirements for animated videos and GIFs are different. Luckily, BlueMelon can help you with both!

Download our briefs:

[Brief for GIFs](#)

[Brief for animated videos](#)

