



The Power of Video and Animation in Finance:

**Building Trust, Enhancing Clarity,
and Driving Engagement**

Introduction to this document

In an industry where trust is fragile, complexity is unavoidable, and audiences are increasingly distracted, financial marketers face a unique challenge: how do you make essential information not only clear but also compelling?

Consumers and investors alike are overwhelmed with data-dense reports, jargon-heavy insights, and a flood of competing messages. Meanwhile, financial anxiety is rising, misinformation is spreading, and audience attention spans are shrinking. In this climate, **how** you communicate is just as important as **what** you communicate.

That's why forward-thinking financial brands are turning to video and animation as essential tools for more effective communication. Whether it's simplifying ESG reporting, strengthening investor and client relationships, enhancing PR efforts, or improving internal engagement and training, motion-led content makes complex information clearer, more accessible, and more impactful.

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The Future of Financial Communication:

Key Trends in 2025

1 • The Rising Importance of Authenticity, Trust, and Transparency

Trust, authenticity, and transparency are no longer optional in financial communication.

62%

of consumers are now considering trust a **crucial factor** in brand choice, up from

56%

the year before¹ - companies must work harder than ever to establish credibility.



However, while trust is more valued than ever, it is also more fragile. Financial anxiety is on the rise, with 71% of clients experiencing financial stress, often leading to disengagement or avoidance². To retain confidence, financial institutions must communicate in a way that reassures, builds relationships, and fosters a sense of security.

Compounding this challenge is the rise of misinformation, particularly from 'influencers'. Barclays research shows that 52% of investment scams now occur on social media,

and

39%

of young investors feel

unsafe

online due to **misleading financial content**.³

As trust erodes, clear, ethical, and transparent communication is no longer just important—it's essential to counter misinformation and rebuild credibility.

¹ Law, N., Burke, K., Björnsjö, A. and Naressi, A. (2024). Accenture Life Trends 2025. [online] Accenture, Accenture: Accenture Song, pp.1–93. Available at: https://www.accenture.com/gb-en/insights/song/accenture-life-trends?c=acn_glb_accenturelifetrgoogle_14218251&n=psgs_0125&gad_source=1&gclid=CjwKCAiAqrG9BhAVEiwAaPu5zkYz_a8aqv2TLs_r4kbyfq374gNMfg9LWzow8aX82RLGeEwDpSz_hoCHc0QAvD_BwE&gclid=aw.ds [Accessed 12 Feb. 2025].

² www.financialplanningassociation.org. (2022). Research Reveals Major Shifts in Communication and Trust Between Financial Planners and Their Clients | Financial Planning Association. [online] Available at: <https://www.financialplanningassociation.org/press-room/releases-announcements/2022-client-communication-research>.

³ Barclays (2024). 'Influencers': the rise and risks of investment content creators. [online] Home.barclays. Available at: <https://home.barclays/insights/2024/10/influencers-the-rise-and-risks-of-investment-content-creators/>.

Financial institutions recognise this risk, with PwC finding

13%

of organisations identifying

loss

of customer trust

as one of their top challenges over the next five years.⁴

As misinformation spreads and consumer scepticism deepens, financial firms must actively strengthen trust through honest, ethical, and transparent communication.

⁴PricewaterhouseCoopers (2025). Financial Services in 2025 survey data: PwC. [online] PwC. Available at: https://www.pwc.com/gx/en/industries/financial-services/publications/financial-services-in-2025.html?utm_source=chatgpt.com [Accessed 12 Feb. 2025].

Why this matters?

To stay ahead, businesses must prioritise clarity, authenticity, and empathy in their communication. By doing so, they can build stronger, more resilient relationships with stakeholders and foster long-term confidence in their brand.



2 • Investor Behaviour: ESG & Sustainability

In 2025, ESG and sustainability are no longer optional - they are central to investor decision-making.

With
80%

of investors prioritising
ESG factors and

50%

willing to divest from
companies that **fail to take action**,

financial institutions must go beyond surface-level commitments and fully integrate sustainability into their core strategies to stay competitive.⁵

The approach to ESG investing is becoming increasingly data-driven.

83%

of investors now incorporate

sustainability

data into their **fundamental analyses**,⁶

emphasising the growing expectation for businesses to provide clear, measurable, and transparent ESG reporting. It's no longer just about pledging to be sustainable- it's about demonstrating real impact through data and accountability.

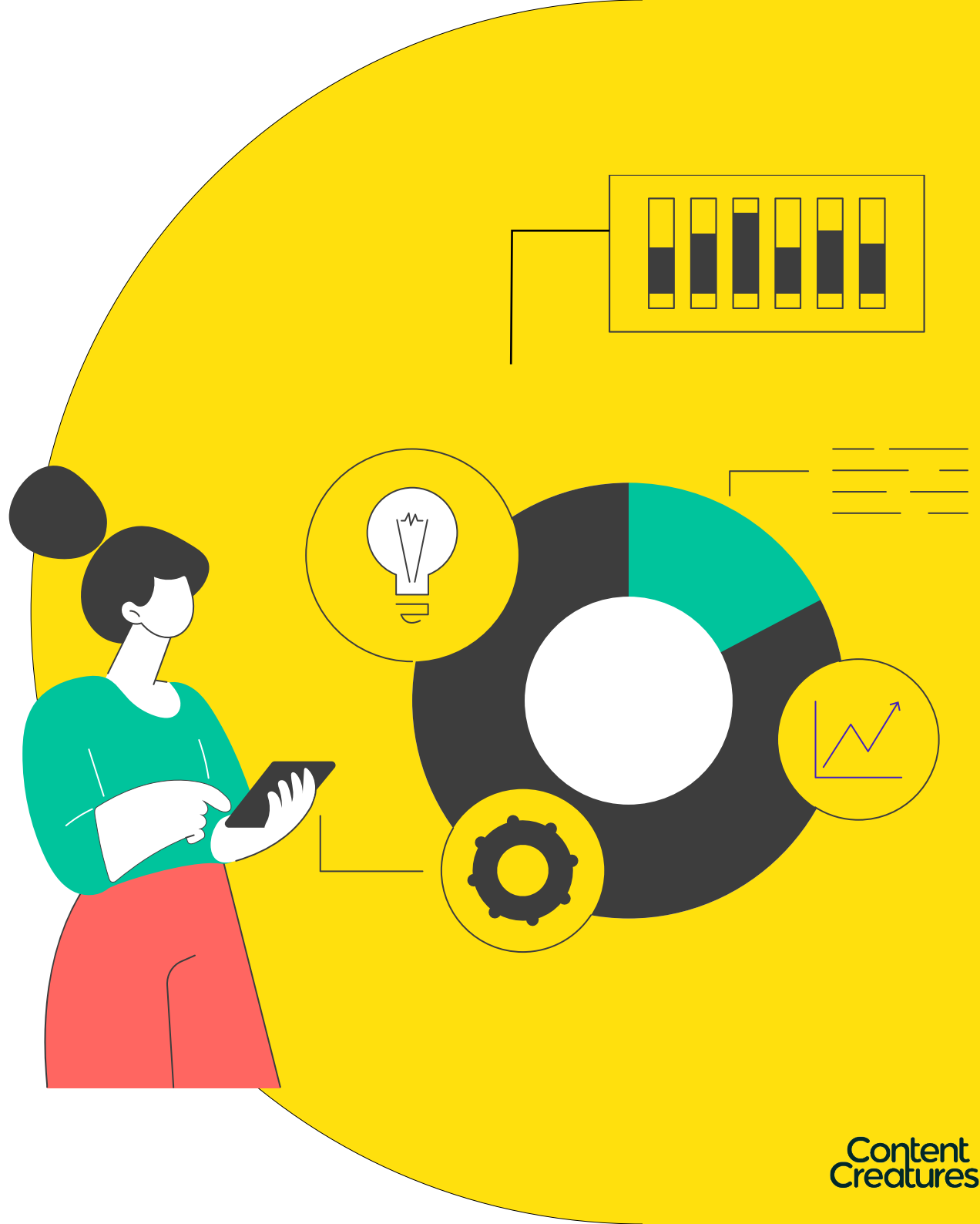
⁵ PWC (2021). ESG Investor Survey: The economic realities of ESG. [online] PwC. Available at: <https://www.pwc.com/gx/en/services/audit-assurance/corporate-reporting/esg-investor-survey.html>.

⁶ Bondar, M., Steinmann, J., Davis, K., Sullivan, K., Bhaskar Chakravorti, Singh, D. and Schena, P. (2024). Earning trust with investors through better sustainability data: An opportunity for corporate leaders. [online] Deloitte. Available at: https://www.deloitte.com/global/en/issues/climate/earning-trust-with-investors-through-better-sustainability-data.html?utm_source=chatgpt.com [Accessed 12 Feb. 2025].

Why it matters?

Investors are demanding proof, not promises when it comes to ESG. Firms that fail to deliver clear, measurable sustainability data risk losing

capital & credibility.



3 Internal Communication • Takes Centre Stage

The financial industry is facing a growing skills gap, making investment in internal communication and training essential for building resilient, high-performing teams. Currently, an estimated

160,000

workers in the UK financial services sector **require upskilling** - representing



16%

of the entire finance workforce.⁷

Recognising this challenge, financial institutions are making major commitments to workforce development.

Over the next five years,

47%

of financial services organisations plan to implement **significant retraining and upskilling initiatives**.⁸

Training as a Competitive Advantage

Training isn't just a compliance exercise - it has a direct impact on business performance. A well-equipped team drives productivity, innovation, and trust, while ineffective training can be a costly misstep. In fact, poor training programs cost companies \$13.5 million per 1,000 employees annually.⁹ The good news? The right approach to training makes all the difference. With 97% of employees believing that video helps them retain information more effectively,¹⁰ financial institutions are increasingly leveraging digital learning tools to enhance engagement and knowledge retention.

⁷ Webber, A. (2023). One in six financial services employees needs reskilling. [online] Personnel Today. Available at: <https://www.personneltoday.com/hr/financial-services-skills-2023/>.

⁸ PricewaterhouseCoopers (2025). Financial Services in 2025 survey data: PwC. [online] PwC. Available at: https://www.pwc.com/gx/en/industries/financial-services/publications/financial-services-in-2025.html?utm_source=chatgpt.com [Accessed 12 Feb. 2025].\

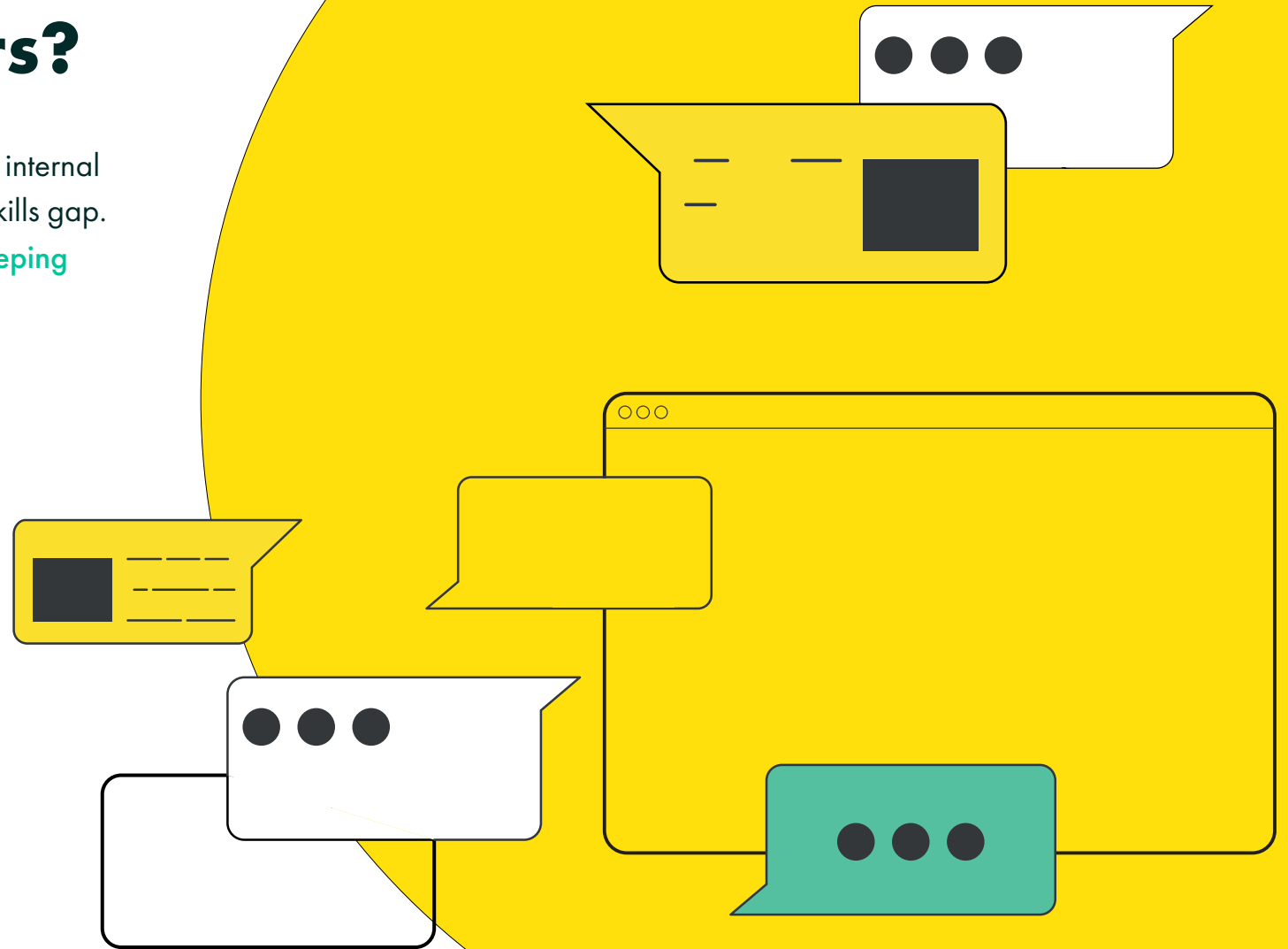
⁹ TeamStage (2022). Employee Training Statistics: Cost of Progress in 2022. [online] TeamStage. Available at: <https://teamstage.io/training-statistics/>.

¹⁰ Alster, K. (2024). 20 (AI) Training Video Stats You Need to Know In 2024. [online] Synthesia.io. Available at: <https://www.synthesia.io/learn/training-videos/stats>.

Why this matters?

In 2025, financial institutions must prioritise internal communication and training to bridge the skills gap.

Video-based learning will be crucial to keeping teams agile and competitive.



4 • Increase in Video as a Communication Tool

In 2025, video is transforming financial communication. Executives are increasingly turning to direct, personal video messages on platforms like LinkedIn to share company updates and financial results in a way that feels more authentic, engaging, and relatable.¹¹ This shift reflects a broader trend - audiences now prefer dynamic video content over static, text-heavy reports.

This surge in video communication isn't limited to leadership messaging - it's happening across entire organisations. A report surveyed more than 600 professionals who work at financial institutions across wealth management, marketing, human resources and creative services departments and found that video creation is up an average of

84%
enterprise wide.¹²

Alongside the rise of video, data visualisation is becoming a cornerstone of financial communication.

More than

70%

of businesses now

incorporate data visualisation

tools into their financial reporting,¹³

demonstrating a shift toward more digestible, interactive, and transparent data communication.

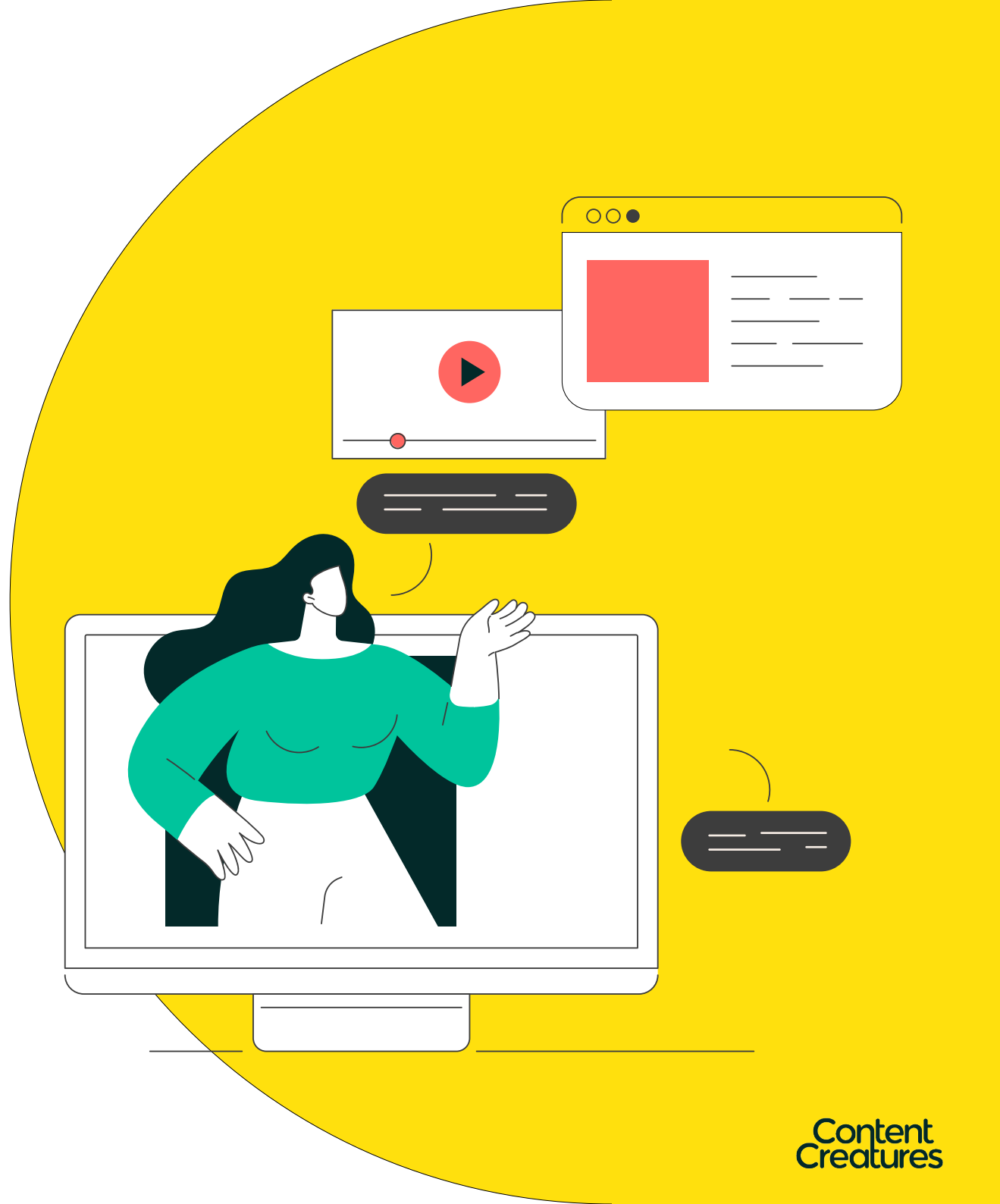
¹¹ Bradley, S. (2024). How bosses are using LinkedIn to charm investors. [online] Thetimes.com. Available at: <https://www.thetimes.com/business-money/companies/article/how-bosses-are-using-linkedin-to-charm-investors-p6k8n7pqh> [Accessed 12 Feb. 2025].

¹² SocialLive (2022). Guide to Video Marketing Strategy for Wealth Management. [online] Socialive.us. Available at: <https://socialive.us/ebooks/wealth-management-guide-video-marketing-strategy.html> [Accessed 12 Feb. 2025].

¹³ Lucid (2025). 7 Principles for Financial Data Storytelling. [online] Lucid.now. Available at: <https://lucid.now/blog/7-principles-for-financial-data-storytelling/> [Accessed 12 Feb. 2025].

Why this matters?

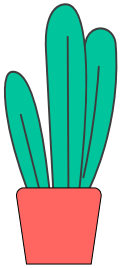
Video and visuals do more than just inform - they simplify complexity, drive engagement, and build trust. For financial institutions, leveraging these tools is no longer optional; **it's a strategic advantage in an increasingly digital and visually driven world.**



Key Takeaways:

Top Trends in Financial Coms in 2025

The way financial institutions communicate is changing rapidly. In 2025, four key trends are shaping the industry:



1. Sustainability & ESG are shaping investor decisions

Transparent, data-driven ESG reporting is now a key differentiator in attracting and retaining investment.



2. Internal Communication & Training Take Priority

Firms are prioritising employee engagement and upskilling to build resilient, high-performing teams.



3. Trust & Authenticity Are Non-Negotiable

Clear, honest, and narrative-driven communication is essential in a world where misinformation is eroding confidence.

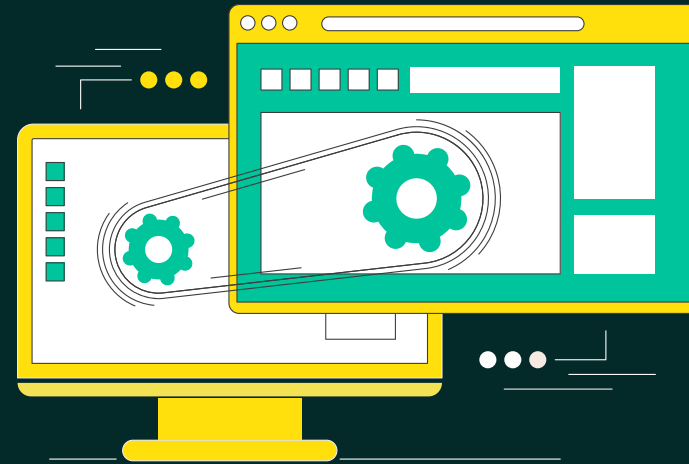
But there's one trend tying them all together:

The Rise of Video & Data Storytelling

As financial firms strive to simplify complex information, video and visual storytelling are becoming indispensable tools. Whether through investor updates, ESG reports, employee training, or leadership messaging, video enhances engagement, builds trust, and makes financial communication more accessible and impactful.

With audiences increasingly preferring dynamic, interactive content, organisations that invest in video and data storytelling will see increased stakeholder confidence, improved communication impact, and sustained relevance in the industry.

Six Essential Video Types for Financial Institutions

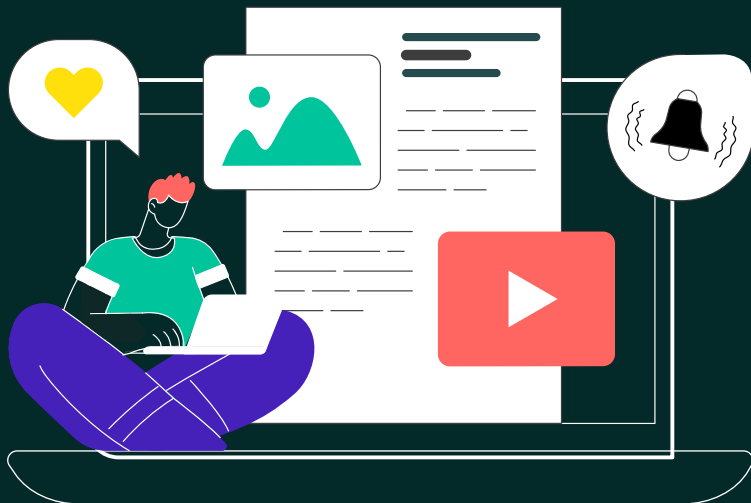


For financial institutions, video is an essential tool to build trust, explain complex topics, and engage audiences. In this section, we unveil six video types, each with a distinct purpose, designed to help financial brands strengthen stakeholder connections and drive meaningful impact.

1 ● Event Videos: Capturing Key Moments

Event Films capture and promote live, hybrid, and virtual events before, during, and after they happen.

Purpose: Extend the impact of financial events by amplifying key moments, driving engagement, and preserving insights for broader audiences. They also build anticipation and excitement, encouraging attendance before the event takes place.



2 ● Talking Heads: Delivering Key Messages

Direct, personal messaging from executives, experts, or employees to convey insights and build trust.

Purpose: Humanise financial communication by putting a face to leadership, fostering trust, and making key messages more relatable and authoritative.

3 ● Brand Videos: Showcasing Identity & Values

Showcasing the institution's identity, values, culture, and milestones to strengthen brand positioning.

Purpose: Strengthen brand credibility by visually reinforcing an institution's mission, culture, and value proposition in a compelling and memorable way.



4 ● Explainer Videos: Simplifying Complex Information

Simplifying complex financial information, products, or services through clear and engaging visuals.

Purpose: Break down intricate financial concepts into digestible narratives, improving accessibility and understanding for diverse audiences.

5 ● Live Action Videos: Bringing Stories to Life

Real-world footage of offices, products, and people to add authenticity and transparency.

Purpose: Enhance authenticity and transparency by showcasing real people, environments, and experiences, fostering stronger connections with stakeholders.



6 ● Animated Data Visualisation Videos: Making Numbers Engaging

Using motion graphics and infographics to present financial data, trends, and reports in an engaging way.

Purpose: Transform static financial data into dynamic, easy-to-interpret visuals, improving comprehension and retention of key insights.

Crafting a Multi-Faceted Video Strategy

While each video type serves a distinct purpose, they are not mutually exclusive - combining different formats creates a well-rounded and effective strategy

For example:

- An event video can integrate talking head segments featuring keynote speakers, paired with animated data visualisations to emphasise key statistics or announcements.
- A brand video can seamlessly blend live action footage of employees and customers with motion graphics to showcase company values or highlight growth milestones.

The best strategy blends multiple video types based on audience needs and communication goals. **A well-timed event video creates urgency, a brand video builds long-term trust, an explainer video simplifies complexity, and animated visuals make financial data engaging.**

Financial institutions that master this balance will not just inform but influence and inspire.

Benefits of Video and Animation

1. Simplifying Complex Information

Financial communication is only effective if it's understood. Yet too often, market trends, investment strategies, and risk assessments are buried under layers of jargon and complexity - making them hard to grasp and remember.

This isn't just an inconvenience;
it's a **barrier** to

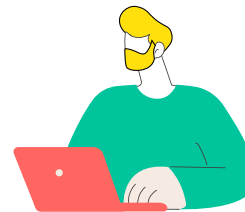
**trust,
engagement
& action.**



Investors need clear insights, not convoluted reports, to make informed decisions.



Customers won't struggle to understand your offering; they'll go to a provider who speaks their language.

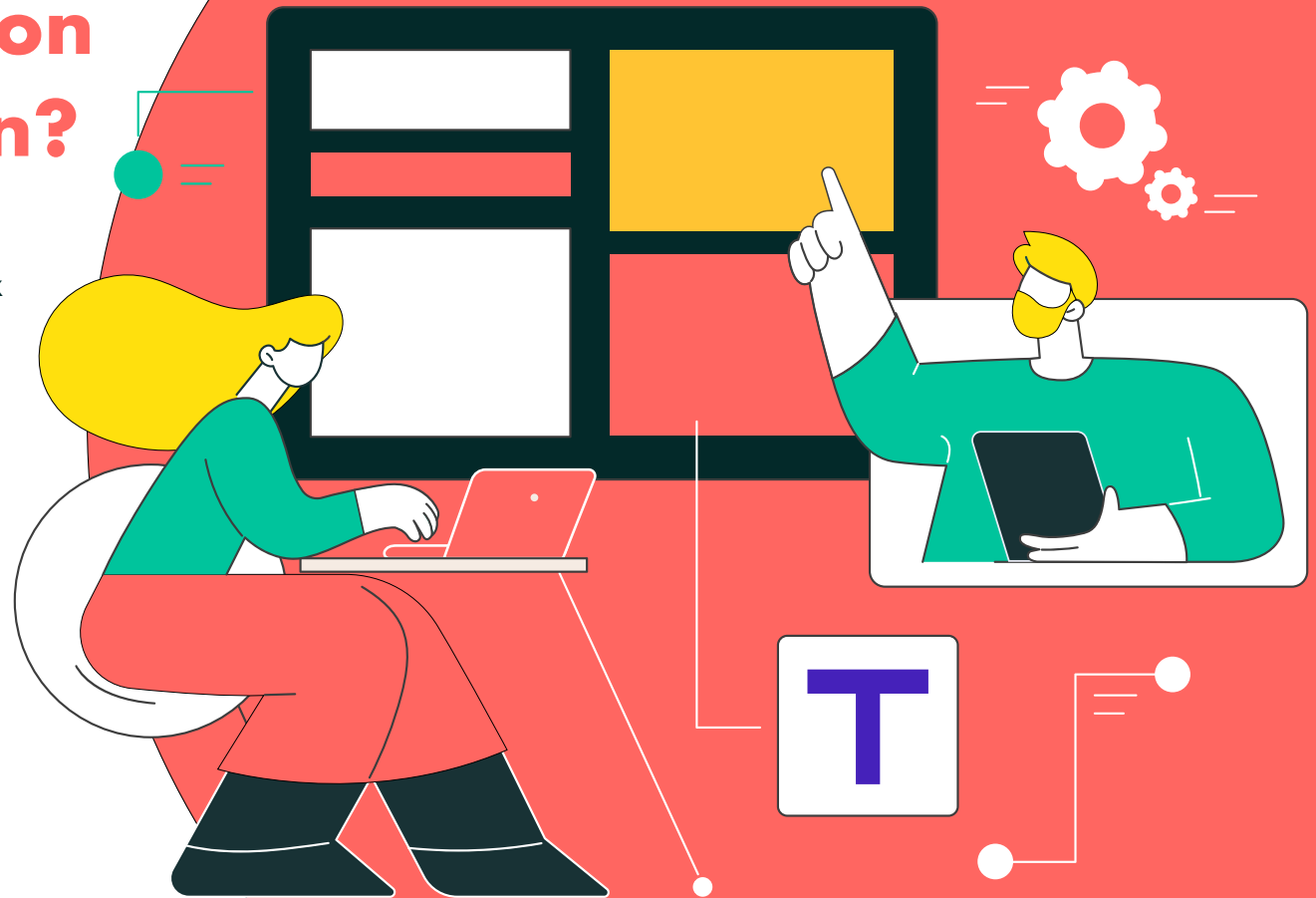


Employees who don't understand internal communications won't engage, leading to inefficiency and disconnection.

If your audience has to work to understand you, you're already losing them. The financial world may be complex, but your communication shouldn't be. Make it clear, relatable, and impactful.

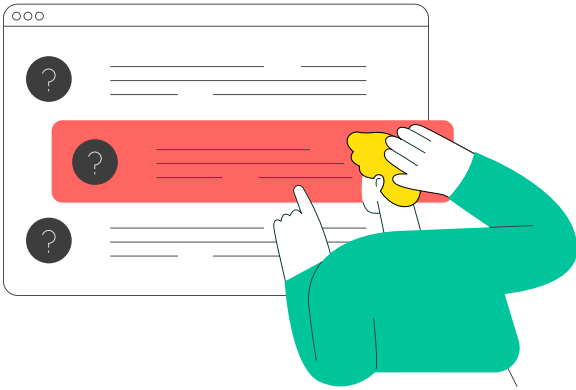
Why Financial Jargon Overloads the Brain?

The human brain isn't built to process dense, complex financial language efficiently. When information is overly technical or unfamiliar, it requires significant mental effort to understand, leading to cognitive overload; **a state where the brain struggles to absorb, retain, and make sense of information.**¹⁴



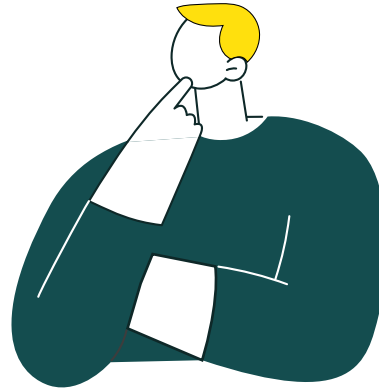
¹⁴ English Plus (2024). Cognitive Load Theory: How Much Information Can Your Brain Handle at Once? - English Plus Podcast. [online] English Plus Podcast. Available at: <https://englishpluspodcast.com/cognitive-load-theory-how-much-information-can-your-brain-handle-at-once/>.

Why Financial Jargon creates cognitive overload:



Too Much at Once

Cognitive research shows that the brain can process only four chunks of new information at a time (Cowan, 2001)¹⁵ when financial language is packed with jargon, it overwhelms this limit, making key insights harder to absorb.



Decision Fatigue

When understanding requires too much mental effort, people often avoid decisions altogether or default to simpler, familiar choices, even if those aren't the best options.



High Effort, Low Retention

The harder it is to decode a message, the less likely it is to stick.

¹⁵ Morra, S., Patella, P. and Muscella, L. (2024). Modelling Working Memory Capacity: Is the Magical Number Four, Seven, or Does it Depend on What You Are Counting? Journal of Cognition, 7(1), pp.60–60. doi:<https://doi.org/10.5334/joc.387>.

The Cost of Complexity

Financial jargon doesn't just slow comprehension - it actively drives disengagement across key audiences:



Clients become hesitant and frustrated, leading to poor decision-making or inaction. Many turn to competitors who communicate more clearly.



Employees struggle to grasp key insights, resulting in misalignment, delays, and costly mistakes that impact productivity.



Investors face uncertainty and scepticism when financial data is difficult to interpret, leading to delayed decisions, reduced investments, or shifting capital elsewhere.

Clarity drives action. Confusion leads to hesitation and missed opportunities

¹⁶ BrainyQuote. (2025). BrainyQuote. [online] Available at: https://www.brainyquote.com/quotes/erma_bombeck_136515 [Accessed 12 Feb. 2025].

“

I have a theory about the human mind. A brain is a lot like a computer. It will only take so many facts, and then it will go on overload and blow up.¹⁶

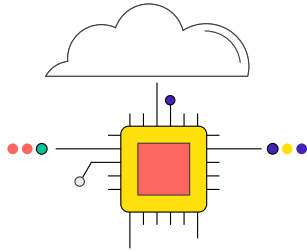
”

-Erma Bombeck

Don't blow up your stakeholders' brains, communicate with clarity

The Solution? Video & Animation

The brain processes visuals 60,000 times faster than text.¹⁷ Why? Because video and animation transform abstract financial concepts into clear, engaging, and memorable narratives.



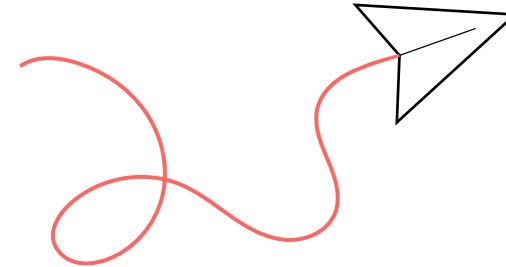
1. Making the Intangible Understandable

Finance is full of abstract concepts - market confidence, risk diversification, economic cycles. Animation brings them to life, using visual metaphors, storytelling, and motion to turn complex models into clear, relatable ideas.



2. Chunking Information for Better Retention

Rather than bombarding audiences with dense paragraphs of information, video breaks content into structured, digestible segments - helping the brain absorb and recall key messages with ease.



3. Delivering Messages Faster Than Words

According to Dr. James McQuivey of Forrester Research, one minute of video is equivalent to 1.8 million words in terms of information delivery.¹⁸ That means video allows financial institutions to deliver key messages quickly and effectively - before stakeholder attention fades.



4. Directing Focus to What Matters Most

In traditional financial reports, critical details often get lost in a sea of numbers. Animation helps guide attention, highlight essential information, and minimise distractions, ensuring key insights stand out.

¹⁷ The Media Education Centre (2010). Using Images Effectively in Media. [online] Available at: <https://oit.williams.edu/files/2010/02/using-images-effectively.pdf>.

¹⁸ McQuivey, J. (2008). How Video Will Take Over The World. [online] Forrester. Available at: <https://www.forrester.com/report/How-video-Will-Take-Over-The-World/RES44199>.

Enhancing Comprehension with Dual Processing

The brain processes information through two channels:

- **Phonological Loop** – Handles spoken and written language.
- **Visuospatial Sketchpad** – Processes images, movement, and spatial awareness.

When content is text-heavy, it overloads the phonological loop, making comprehension more difficult. Video and animation engage both channels simultaneously, allowing the brain to process and retain information more efficiently - a concept known as Dual Coding Theory.

Key Takeaway

Complexity creates confusion, erodes trust, increases disengagement, and stalls decision-making. Videos and animation presents information in a way the brain naturally absorbs, making communication clearer, more engaging, and highly impactful.



2 • Builds Trust & Authenticity

Most people are naturally skeptical, and in today's world of misinformation and corporate missteps, trust is harder to earn than ever before. And even when it's gained, it can be lost in an instant. As Warren Buffett famously said, "It takes 20 years to build a reputation and five minutes to ruin it." In fact a Deloitte study of Canadian consumers found that 85% were more likely to sever their existing relationship with a company as a result of a negative trust event.¹⁹

Trust: What It Really Means and Why It really Matters

The word trust is used constantly today - and for good reason. It's one of the most essential foundations of any relationship, business, or brand.

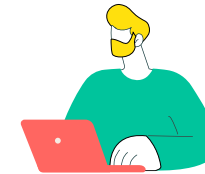
But overuse risks diluting its meaning. So, let's take a step back and truly consider its importance.

According to Plutchik's Wheel of Emotions, the opposite of trust isn't

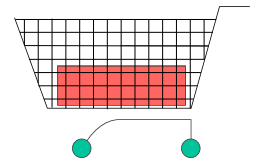
neutrality - it's disgust. And a lack of trust breeds skepticism, suspicion, and doubt. Now, imagine if those words described your business.



Investors would hesitate to back you.



Employees wouldn't want to work for you.



Customers would take their business elsewhere.

On the other hand, according to Plutchik's Wheel of Emotions, when trust is combined with joy, it creates love.

Therefore, trust is the foundation - build it, and you're halfway to brand love, where loyalty, advocacy, and long-term commitment follow.

That's the power of trust.

¹⁹ Kambil, Dr.A., Calabro, L., Hyatt, J. and Marks, A. (2021). CFO Insights: Why Trust May Be The New Driver Of Enterprise Value. [online] Deloitte United States. Available at: <https://www2.deloitte.com/us/en/pages/finance/articles/cfo-insights-why-trust-may-be-the-new-driver-of-enterprise-value.html>.

Trust as a Business Asset

“ Trust builds value –
assuming it is authentic.”²⁰

— Deloitte

²⁰ Kambil, Dr.A., Calabro, L., Hyatt, J. and Marks, A. (2021b). CFO Insights: Why Trust May Be The New Driver Of Enterprise Value. [online] Deloitte United States. Available at: <https://www2.deloitte.com/us/en/pages/finance/articles/cfo-insights-why-trust-may-be-the-new-driver-of-enterprise-value.html>.

Trust is a powerful asset, but as Deloitte highlights,

authenticity is key.

Trust built on empty promises or superficial gestures quickly unravels, leaving businesses exposed to scepticism and disengagement.

Yet, despite its importance, finance remains one of the least trusted industries. In fact, the sector ranks as the third least trusted globally,

with only

65%

of the public **expressing confidence in** it.²¹

This is illustrated in the table to the left, where you can also compare trust levels across different sectors.

Not to worry, video and animation can bridge the trust gap. Let's explore how.

²¹ Edeleman (2025). Breadcrumb. [online] MarketingCharts. Available at: <https://www.marketingcharts.com/charts/the-global-general-publics-trust-in-industry-sectors-in-2025> [Accessed 12 Feb. 2025].

The Global General Public's Trust in Industry Sectors



Published on marketingcharts.com
in January 2025 | data source: edelman

Trust & Authenticity Through Video and Animation

Video

Nonverbal Cues Are Key

Trust isn't just about words - it's built subconsciously through eye contact, open gestures, and warm, confident vocal tones - all of which video conveys far better than text.

According to Albert Mehrabian's 7-38-55 model highlights that

only **7%** of inter-personal communication is words, while **38%** comes from tone and **55%** from body language²²

This explains why video is inherently more trustworthy than text alone - it mirrors how we naturally communicate and connect.

The Power of Human Connection

People trust people, not faceless institutions. Seeing and hearing a real person instils familiarity and reliability, making financial messaging feel more transparent and relatable.

Social Proof

Video provides tangible proof that a financial brand delivers on its promises - whether through client case studies, expert commentary, or industry insights.

And the statistics prove it:

72% of customers trust a brand more with positive video testimonials and reviews.²³

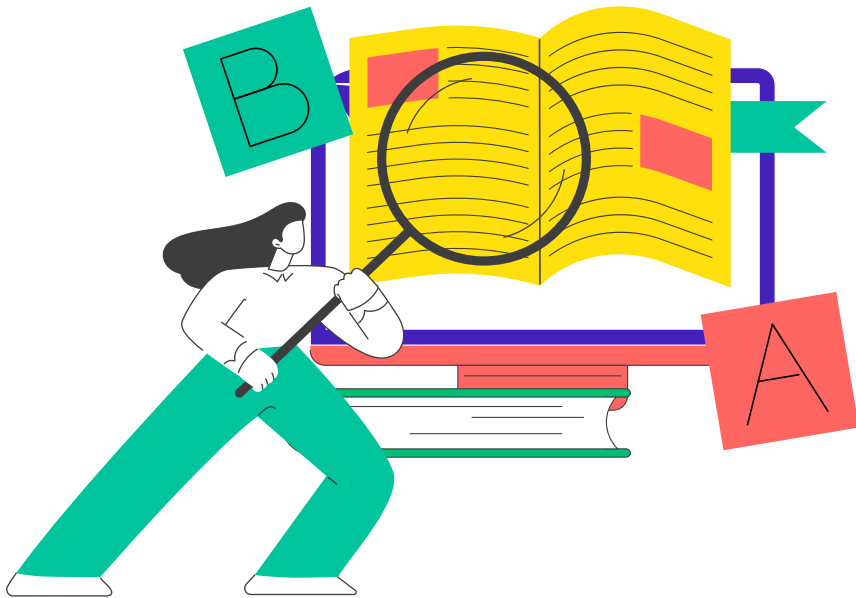
²² World of Work Project (2019). Mehrabian's 7-38-55 Communication Model. [online] The World of Work Project. Available at: <https://worldofwork.io/2019/07/mehrabians-7-38-55-communication-model/>.

²³ Krunal Vaghasiya (2024). 15 Shocking Video Testimonial Statistics (New Data). [online] Best Social Proof & FOMO app for your website | WiserNotify. Available at: <https://wisernotify.com/blog/video-testimonial-stats/> [Accessed 12 Feb. 2025].

Animation

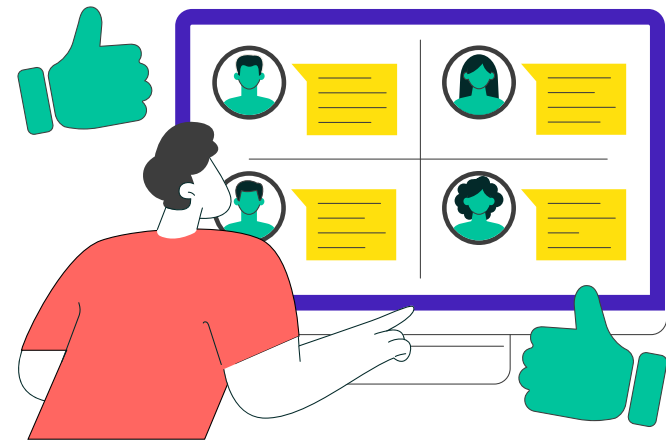
Fluency Heuristic

Smooth animations, clear visuals, and well-paced narration enhance comprehension effortlessly, making messages feel credible and trusted - a direct effect of the Fluency Heuristic. This cognitive bias means easier-to-process information is naturally perceived as more trustworthy, valuable, and superior.²⁴



Consistency & Credibility

Animation allows for fully customised visuals that align with a brand's colours, values, and tone, ensuring every message remains cohesive and instantly recognisable. This visual consistency reinforces familiarity, and according to the Mere-Exposure Effect, familiarity breeds trust and credibility.



²⁴ Patov, A. (2024). Fluency Heuristic: Judging by Ease of Processing. [online] Renascence.io. Available at: <https://www.renascence.io/journal/fluency-heuristic-judging-by-ease-of-processing>.

3 The Role of Storytelling in Strengthening Trust and Credibility

Video and animation excel in communication because they tell compelling stories. Humans are wired to

connect
through
stories.

We don't just enjoy stories; we process, remember, and trust information more effectively when it's framed as a narrative.

For over 40,000 years, from ancient cave paintings to today's digital media, storytelling has been the foundation of how we share knowledge, build connections, and influence decisions.

Financial institutions handle sensitive and complex information.

Storytelling makes this information more relatable and transparent, building trust and credibility with clients, investors, and stakeholders.

How does storytelling increase trust and credibility?

Narrative Transportation Theory

Narrative Transportation Theory suggests that storytelling fosters trust and credibility by fully engaging an audience. When individuals become absorbed in a story, their attention, emotions, and imagination are activated, making them more receptive to its message.²⁵

This deep engagement, known as narrative transportation, creates a sense of immersion that reduces scepticism and enhances openness.

By framing financial insights within a compelling story, audiences engage both emotionally and cognitively, making them less likely to challenge the information and more inclined to trust and accept it.

²⁵ Green, M.C. and Appel, M. (2024). Narrative transportation: How stories shape how we see ourselves and the world. *Advances in Experimental Social Psychology*, [online] 70(1), pp.1–82. doi:<https://doi.org/10.1016/bs.aesp.2024.03.002>.

Our Hormonal Response to Stories

Engaging with compelling narratives triggers specific hormonal responses in the brain that enhance trust, focus, and openness.

When individuals engage with a compelling narrative, there are key hormonal responses in the brain.

1. Oxytocin – The Trust Hormone

When individuals engage with a compelling narrative, their brain releases oxytocin, a hormone associated with trust, empathy, and connection.²⁶ Oxytocin enhances our ability to relate to others, making audiences more receptive to the financial insights being presented.

2. Dopamine – Feel-good Hormone

A well-structured story activates dopamine, the “feel-good” neurotransmitter, which plays a key role in learning, focus, and memory retention.²⁷ This ensures that complex financial concepts are not only understood but also remembered more effectively.

3. Cortisol – The Stress Hormone

Storytelling helps reduce the stress response often triggered by financial discussions. By lowering cortisol levels - the hormone associated with stress - it calms the brain’s defence mechanisms, reducing scepticism and fostering greater openness to new information.

Why Emotion Matters in Financial Communications

People don’t make financial decisions based purely on logic - they rely on emotion. Studies show that customers with emotional connections to a brand are

52%

more valuable than those who are simply satisfied.²⁸

People shop with emotion. And, as Will Leach shared on a recent Banking on Digital Growth Podcast, nothing is more emotional than money.²⁹ This is why banks, investment firms, and financial brands that use storytelling can deepen trust, increase engagement, and drive better decision-making.

²⁶ Zak, P. (n.d.). Why is Storytelling Biologically Important for Survival? [online] Content Marketing Consulting and Social Media Strategy. Available at: <https://www.convinceandconvert.com/podcasts/episodes/why-is-storytelling-biologically-important-for-survival/>.

²⁷ Consello (2024). The Value of a Story. [online] Consello. Available at: <https://consello.com/insights/the-value-of-a-story/>.

²⁸ Magids, S. (2015). The New Science of Customer Emotions. [online] Harvard Business Review. Available at: <https://hbr.org/2015/11/the-new-science-of-customer-emotions>.

²⁹ Lay, J.R. (2020). If You Weren’t Already Thinking About Mindstates, You Should Now (With Will Leach). [online] Digitalgrowth.com. Available at: <https://www.digitalgrowth.com/podcast/behavioural-economics-marketing-for-banks-credit-unions> [Accessed 12 Feb. 2025].



“
Only 5% of people remember
statistics, but 63% remember
stories.³⁰
”

Humans are not wired to absorb jargon and raw data; we are naturally inclined to learn through storytelling. It's how we are meant to communicate.

³⁰ Chavarria, I. (2022). The Data Storytelling Process - Ignacio Chavarria. [online] Ignacio Chavarria. Available at: <https://ignaciochavarria.co/2022/09/08/the-data-storytelling-process/> [Accessed 12 Feb. 2025].

4 • Video and Animation

Drive Stronger Engagement

Financial comms often struggles with engagement. Text-heavy reports? Skimmed and forgotten. Static presentations? Easily ignored. But engagement is critical because financial decisions require people to actually listen. No one makes informed choices based on ignored information.

Hardwired for Motion

Human brains are built to notice movement. It's an instinct rooted in survival - our ancestors relied on detecting motion to identify threats or opportunities. Today, that same instinct determines what captures and holds our attention.

That's why animation and video outperform static content every time. They don't just look better - they command attention. And when people are engaged, they understand and remember:

“

Viewers retain 95% of a message when they watch it in a video, compared to just 10% when reading it in text.³¹

”

For financial comms, that's the difference between data that gets understood - and data that gets ignored.

³¹ Council, Y.E. (2017). How To Incorporate Video Into Your Social Media Strategy. Forbes. [online] 13 Jul. Available at: https://www.forbes.com/sites/yec/2017/07/13/how-to-incorporate-video-into-your-social-media-strategy/?utm_source=chatgpt.com.

The Human Connection: Why Faces Boost Engagement

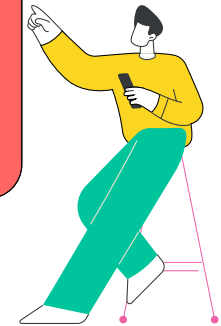
Want to make your financial messaging more engaging?
Put a face on it.

Seeing a real person speaking directly to the audience—whether a CEO, employee, or customer - activates the brain's fusiform face area. Functional magnetic resonance imaging (fMRI) studies show that the FFA is significantly more active when individuals view faces compared to other objects.³²



Let's try an experiment.

I came across a fascinating example from Wistia that illustrates this perfectly.³³ Try this: look at this image and find the face.



It probably took you a couple of seconds to find Bob Marley. This is thanks to the fusiform face area (FFA), which makes us instinctively focus on human faces. This is why video content with real people dramatically boosts engagement - it's how we're wired.

³² Kanwisher, N., McDermott, J. and Chun, M.M. (1997). The Fusiform Face Area: A Module in Human Extrastriate Cortex Specialized for Face Perception. *The Journal of Neuroscience*, 17(11), pp.4302–4311. doi:<https://doi.org/10.1523/jneurosci.17-11-04302.1997>.

³³ Nottingham, P. (2017). Your Business's Videos Should Include Faces. Here's Why. [online] Wistia. Available at: <https://wistia.com/learn/marketing/power-of-faces-in-video>.



Conclusion:

The Strategic Imperative of Motion-led Financial Communication

Financial communication is undergoing a profound transformation. As scrutiny increases and trust remains fragile, financial institutions must go beyond static reports and traditional messaging. Investors, clients, and stakeholders now expect communication that is not only transparent and informative but also engaging and accessible.

Financial organisations that embrace motion-led messaging today will shape the conversations of tomorrow - simplifying financial complexity, bridging communication gaps, and positioning themselves as transparent, trustworthy, and forward-thinking. The future of financial communication is not just about information - **it is about connection, confidence, and clarity.**

The question is no longer if financial institutions should adopt video and animation, but how quickly they can integrate these tools to enhance their impact and future-proof their communication strategies.

How We Can Help

As a trusted creative partner, we specialise in transforming intricate financial narratives into compelling, motion-led content that resonates. Whether you need to simplify ESG reporting, strengthen investor relations, elevate internal communications, or enhance brand storytelling, we create content that makes an impact.

Our expertise lies in distilling complex data into clear, accessible, and visually engaging narratives that inspire confidence and drive engagement.

A Collaborative and Thoughtful Approach

At Content Creatures, we don't just deliver videos; we collaborate closely with financial brands to ensure every piece of content aligns with your strategy, values, and objectives. We take the time to understand your audience, refine messaging, and create content that cuts through the noise while maintaining compliance and brand integrity.

Our Philosophy: **Strategic Creativity with Purpose**

At the heart of what we do is a belief that motion-led content should do more than just look good - it should engage, inform, and inspire. We combine insight-driven storytelling, high-quality production, and a collaborative approach to help financial brands communicate with clarity and impact.

We believe great creative work is:

Thoughtful - Every piece of content is designed with the audience in mind, ensuring messages land with clarity and impact.

Human - People connect with people, not just brands. We craft authentic storytelling that feels relatable and real.

Creative - We push the boundaries of animation and video, elevating brands with unique, visually compelling content.

Collaborative - We work closely with our clients, becoming an extension of their team to create content that aligns with their values, goals, and brand identity.

Open - Transparency and trust are at the core of our approach. We believe the best creative work comes from honest conversations and a shared vision.

Let's Create Impact Together

If you're ready to cut through complexity and deliver content that truly connects, we're here to make it happen.

Let's talk

Contact

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