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ANALYSING THE IMPACT OF MOTION DESIGN ON AUDIENCE ENGAGEMENT IN SOCIAL MEDIA

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Abstract. *This thesis delves into the analysis of the impact of motion design on audience engagement on social media. It examines the importance of audience engagement on social media, the definition of motion design, the psychological impact of visual stimuli on user behaviour, and analyses an existing example of an advertising campaign using VFX video.*

Keywords: *MOTION DESIGN, VFX VIDEO, SOCIAL MEDIA, AUDIENCE ENGAGEMENT.*

Engaging audiences through social media has become one of the most important strategies for brands in today's digital world. Social networks provide a unique opportunity for companies to interact with their target audience in a relaxed, meaningful context, helping to build deeper and more personal relationships with customers. Brands can engage in real-time dialogue with consumers, addressing their questions and concerns, which fosters trust and loyalty. Additionally, social media serves as a powerful tool for increasing brand recognition. With diverse content, including motion design, companies can attract new users while strengthening ties with existing audiences. This also allows brands to effectively share their stories, achievements, and innovations, making their messages more memorable and impactful. Consequently, using social media as a strategic tool enables brands not only to attract more customers but also to maintain long-term, sustainable relationships that contribute to business growth and development in the digital age.

Motion design is a broad and dynamic field of design that includes creating animated and visually appealing videos for various media formats. It encompasses everything from simple animations to complex 3D clips and videos using visual effects (VFX) and augmented reality (AR). In the context of marketing, especially on social networks, motion design plays a key role in engaging audiences. Animation allows marketers to effectively capture the attention of users scrolling through fast-moving news feeds, presenting branded content in a more memorable and attractive format. Due to its ability to convey complex messages easily and intuitively, motion design becomes the ideal tool for communicating complicated ideas or products, particularly useful in creating advertising campaigns that require quick engagement and emotional impact. By using motion design, brands can create unique, interactive experiences that not only attract attention but also enhance user interaction, improving product recall and positive associations with the brand. Using moving images helps tell brand stories in a more captivating and visually rich manner, making social networks an ideal platform for such interactions.

Last summer, Maybelline launched an advertising video showcasing their SKY HIGH mascara (pic. 1). The video was published on the brand's official Instagram page and featured augmented reality, creating an impressive visual effect. The advertisement,

featuring London transport appearing to use Maybelline products, generated significant buzz online. This marketing move not only drew attention to the product but also sparked discussions among thousands of social media users, debating whether it was reality or just graphics. Due to the large number of comments and discussions, as well as press coverage, Maybelline's products gained new popularity.



Picture 1 – Screenshot from Maybelline's publication

Maybelline's initiative using augmented reality in the advertising of their SKY HIGH mascara not only strengthened the brand's market position but also started a new trend on social networks. Many well-known brands have since begun actively incorporating elements of augmented reality into their marketing strategies. This applies not only to the cosmetics industry but also to other market sectors. The use of augmented reality has become not just a tool to increase interest in a product, but also a means to create an interactive experience that enhances user immersion in the brand. This trend has opened new opportunities for creative campaigns and solidified the significance of augmented reality as an innovative tool in marketing communication. Major and luxury brands, striving to keep up with competitors and attract a new generation of consumers, have started investing in the development of

similar content, aiming to create even more captivating and impressive advertising campaigns.

The use of motion design in social networks has become not only a tool for attracting attention but also a means of enhancing interaction and emotional engagement with users. Innovative technologies, such as augmented reality used by Maybelline in their advertising campaigns, allow for creating unique experiences that leave lasting impressions. Advertising that uses these technologies not only informs about the product but also engages consumers in interaction with the brand on a new level, promoting deeper immersion and better information retention. Future trends in motion design are expected to focus even more on personalizing the user experience through the integration of artificial intelligence algorithms, which will allow adapting videos and animations according to individual user preferences. Such a strategy will enable brands not only to attract attention, but also to create a sense of personal appeal and interaction with each user. The implementation of such technologies will require brands to have a deeper understanding of their audience, analysing their behaviour and preferences. This, in turn, will strengthen customer interaction and loyalty, as they will see content that maximally matches their interests. Therefore, the future of motion design in social networks promises to be even more dynamic and focused on creating interactive, personalized, and emotionally rich experiences for users.

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