



CLIENT

PROSPECT

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Mumbai, India.



Hello Client,

This document is designed to help us understand your brand and product so we can develop the best creative strategy for your campaign.

We kindly ask you to answer the following 14 questions, which are divided into four categories:

- Project Goals
- Budget & Challenges
- Artistic & Technical Specifications
- Schedule & Collaboration

The more detail you provide, the better we can understand your business and create a campaign that delivers the best possible results.



About us

A MOTION AND EXPERIENCE STUDIO

WE HELP BRANDS SHINE BY CREATING SOULFUL ANIMATED
VISUALS FOR MARKETING CAMPAIGNS, SOCIALS, YOUTUBE AND EVENTS

SPECIALIZED IN MOTION GRAPHICS, VSL, TALKING HEAD AND MORE.



COMPANY & PROJECT GOALS

- Please tell us more about your company/brand and your specific needs and challenges?
- What does the company hope to achieve with this project (e.g., increasing brand awareness, promoting a new product, educating the audience about a service)?
- Who is the intended audience for the video? (demographics, interests, and preferences)
- What have you tried before in the past regarding motion?



BUDGET AND CHALLENGES

- Just to confirm, is the budget range you selected comfortable for you?
- What potential challenges (like technical limitations or resource constraints) should we anticipate?



ARTISTIC & TECHNICAL SPECIFICATIONS

- Are there any specific examples or references of motion design styles that the company likes or wants to emulate?
- Are there any established brand guidelines that need to be followed in terms of colors, fonts, logos, and overall visual identity?
- What are the required file formats, resolutions, aspect ratios, and any other technical specifications for the final video deliverables?
- What is the desired length of the final video, including any specific time constraints or preferences



SCHEDULE & COLLABORATION

- Can you provide the project schedule, including deadlines for milestones such as concept development, storyboard approval, animation, and final delivery?
- Is there an hard date you need this by?
- How would you prefer to collaborate and communicate throughout the project?
We like to use Slack for giving out updates and trading ideas.
- Are there any potential challenges like technical limitations or resource constraints that we should anticipate?



THANK YOU

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