

MOTION PORTFOLIO

Video Production



Video Packages – Icon & Typography Animated Explainer

Whether you're a startup or an enterprise, our packages include everything you need for the perfect animated explainer video.

Video Package 1 – [Animated Videos](#)

Video Package 2 – [Live Footage](#)

This document shows a linked selection of our videos and further precise information.

All videos can be found at <https://vimeo.com/clearbranduk>

We have provided rough costs for these so you can get an idea of how much length, complexity and organisation affected costs.

Prices are rough/estimates as if you have a set budget we can let you know what can be provided for that cost.

We have also included an example of our storyboard that is produced after receiving the script/text at the end.

Video Packages – Our Video Process

Scope: For each item the scope would follow the below:

- ✓ ClearBrand to present 2-3 options for initial design
- ✓ Design supplied to client
- ✓ Client selects option + 1 set of amends after designs provided
- ✓ Design updated + supplied back to client
- ✓ 1 further set of amends after designs provided (if required)
- ✓ Video produced
- ✓ 1 further set of amends after designs provided (if required)
- ✓ Final delivery as filetype requested

Estimated Deadline (unless requested otherwise)
- 2 to 4 weeks

What you get in a standard package:

- ✓ 30-90 second animation
- ✓ Custom Icon/typography Based Animation
- ✓ Professional voice over
- ✓ Project Manager
- ✓ Royalty free music
- ✓ Concept Frames + Storyboard
- ✓ Feedback/amendments rounds x 3
- ✓ Final delivery onto your required format

Optional extras:

Script writing

Video Packages – Animated Videos



WePresent Collaborative Solutions
<https://vimeo.com/190102032>

Description: 84 sec video
Script provided by client
Animation complexity = High
Price to client: £1995 – £2495



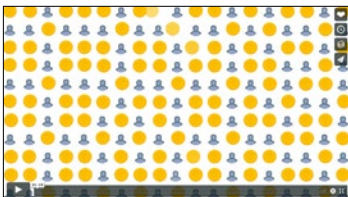
Pandora
<https://vimeo.com/305508518>

Description: 100 sec video
Script provided by client
Animation complexity = Simple
Price to produce similar video: £1895 – £2295



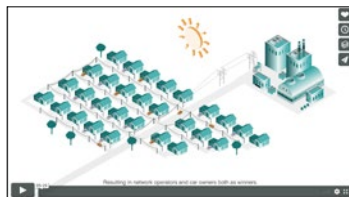
Enlogic
<https://vimeo.com/323481963>

Description: 90 sec video
Script provided by client
Animation complexity = Moderate
Price to produce similar video: £1895 – £2295



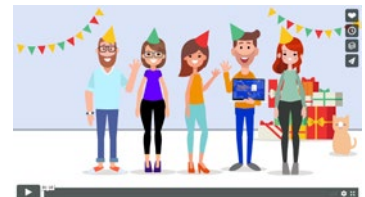
Qurito
<https://vimeo.com/289259380>

Description: 80 sec video
Script provided by client
Animation complexity = Simple
Price to produce similar video: £1595 – £1995



EDMI product videos
<https://vimeo.com/304396490>

Description: 325 sec video
Script provided by client
Animation complexity = Complex
Price to produce similar video: £4995 – £6995



Add2Kitty
<https://vimeo.com/245701738>

Description: 70 sec video
Script written by ClearBrand
Animation complexity = Simple
Price to produce similar video: £1495 – £1695

Video Packages – Animated Videos



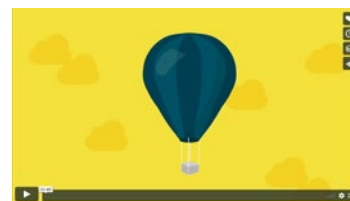
Introducing 3T Dock
<https://vimeo.com/191940808>

Description: 110 sec video
Script written by ClearBrand
Animation complexity = Moderate
Price to client: £2595 – £2995



SilkThread
<https://vimeo.com/196410934>

Description: 120 sec video
Script written by ClearBrand
Animation complexity = Moderate
Price to client: £1995 – £2995



ClearBrand
<https://vimeo.com/181218071>

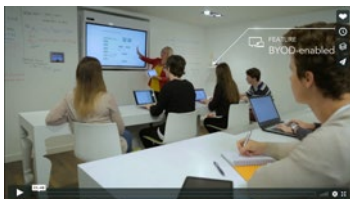
Description: 65 sec video
Script written by ClearBrand
Animation complexity = Simple
**Price to produce similar video:
£1295 – £1595**



Brand-Picked
<https://vimeo.com/184833231>

Description: 61 sec video
Script written by ClearBrand
Animation complexity = Simple
**Price to produce similar video:
£1295 – £1595**

Video Packages – Live Footage Video



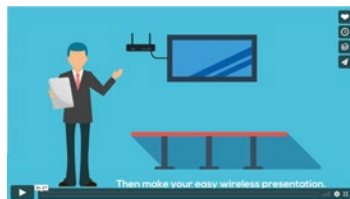
WePresent Education Solution
<https://vimeo.com/179887058>

Description: 108 sec video

Script provided by client

Video complexity = High

Price to client: £3995 approx
(including cost of bullets above)



Introducing wePresent
<https://vimeo.com/127491862>

(half animation / half live footage)

Description: 86 sec video

Script provided by client

Animation complexity = Moderate

Price to client: £2495 (including
cost of bullets above)

Video Packages – Costing

Costings:

Our Videos are divided into animated videos (our speciality) and live footage. Our video costs are defined by length, complexity and organisation affecting costs. Because of this each job is different, however after an initial conversation about goals, we can produce a price quickly for your video.

Factors that will affect pricing of **animated videos** include:

- If the Script is written by ClearBrand
 - Length of Video
 - Length of Dialogue
 - Design and Animation complexity
 - Voiceover
 - Amount of slides produced for storyboard
 - Rounds of amends
 - Designer level applied to the video
 - Deadlines and timeframes
 - Sketched storyboards
-

The cost for the **Live footage** will be higher as in most cases we have organised:

- The location + site visits
- Sourcing actors, pay, clothing, travel
- Catering for the day
- Health and safety docs / video release contracts (if required)
- Sketched storyboard

Video Packages – Example Storyboard

Dialogue for slide/voiceover:

Music Plays

Animation Movments /
Notes (Not too be shown)

1 | Slide Number



Animation in scene:

Opening screen ...

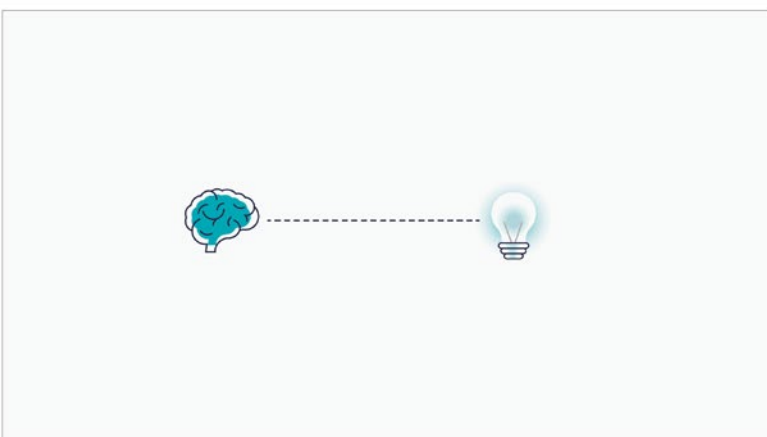
1. Line in the middle appears by drawing itself from the centre and logos fade in from central line.
2. Logos then fade out completely to empty screen.

Dialogue for slide/voiceover:

Does having the wrong tech get in the way of your bright ideas?

Animation Movments /
Notes (Not too be shown)

2 | Slide Number



Animation in scene:

Opening screen ...

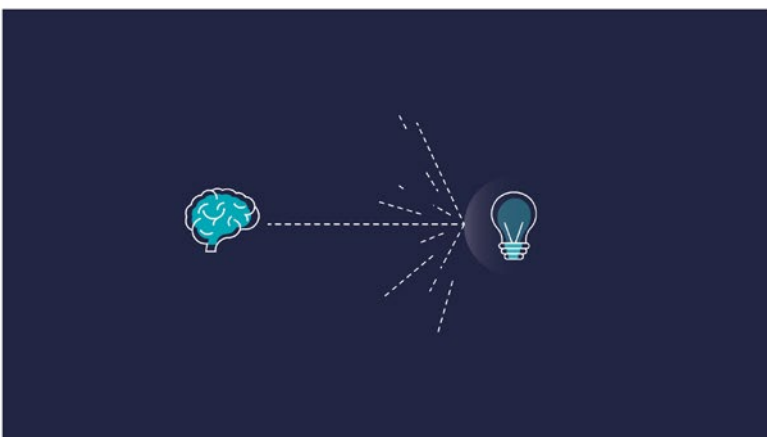
1. Brain & light bulb appear (which is illuminating) and then dotted line appears between brain and light bulb. Actual dots in line should have the motion of moving from left to right. Brain > Bulb

Dialogue for slide/voiceover:

Does having the wrong tech get in the way of your bright ideas?

Animation Movments /
Notes (Not too be shown)

3 | Slide Number



Animation in scene:

Opening screen ...

1. Force field appears which interrupts the dotted line which results in the light bulb not illuminating which turns the background to dark blue instantly. Gives off the effect that light bulb has been switched off.
2. Force field then stops which again allows the light bulb to illuminate and background colour to change. Bulb shifts itself to centre of screen.

Video Packages – Example Storyboard


Dialogue for slide/voiceover:

You have a great idea for an innovative new product you know your customers will love.

Animation Movments / Notes (Not too be shown)

...▶

4 | Slide Number



Animation in scene:

Opening screen ...

1. Social media icon then slides from behind bulb upwards above bulb with "like" numbers starting from 0 and then going up rapidly. Let's say go to 447.
2. Social media icon then slides back behind light bulb and bulb moves slightly left.


Dialogue for slide/voiceover:

So you get to work, building and testing until you get that MVP just right....

Animation Movments / Notes (Not too be shown)

...▶

5 | Slide Number



Animation in scene:

Opening screen ...

1. Bulb starts to de-construct and begins building a computer window tab.
2. As window tab is being built gradient background for next slide begins to slide in. Window tab then positions centrally.


Dialogue for slide/voiceover:

So you get to work, building and testing until you get that MVP just right....

Animation Movments / Notes (Not too be shown)

...▶

6 | Slide Number



Animation in scene:

Opening screen ...

1. Once the window tab is fully complete a cursor selects url bar and types "YourMVP.com."
2. Dashboard then loads up to reveal stats and diagrams.

NOTE: Gradient background navy begins to move from right to left and does so gradually during this slide so we can move onto next slide.