

Animated Video Proposal

refresh
creative media

An Introduction

Animated videos are effective in conveying complex concepts in an entertaining and informative style, via the web or offline presentation. The use of animated characters enhances the ability to inform over the usual reams of text and imagery on a website. Furthermore, animations are more cost effective and easier to execute than the standard corporate videos which involve expensive equipment and setup costs.

We have been involved in creating animated explainer videos for several years, and have developed a well-defined process for creating the style and script for your animated company video.

Our Process

Talk it out

Think of this step as kind of like a first date – it's all about getting to know each other. We'll ask clever questions about your business and your explainer video hopes and dreams, and you get to ask us about deliverables and budgets. It's totally romantic. After our meeting, we'll send you a formal proposal (diamond ring not included).

The Script

Your video script will be written by an experienced copywriter based on a phone call or face-to-face consultations. We will also work based on existing content and your brief. The script will be presented in a document with 3 columns: **voice-over**, **graphics/ animation idea**, and **text on screen/sound effects** for your approval. Once feedback has been received on the script, we will revise and proceed to voice over recording.

Voice-over Recording

We have a network of experienced voice-artists from South Africa, United States, Canada, and the UK to work magic into the voice-over recording once your script is approved. If you would prefer other artists, we are happy to source an artist based on your gender, nationality, or age preference.

Storyboarding and Styling

We will present a storyboard of still images for approval, once script has been signed off. This is based on your corporate identity and the video sections discussed. We will include 10 frames for the storyboard.

Animation and Sound Design

Once the script and storyboard have been signed off, it's time for us to bring your video to life. The storyboard is passed on to our animators to work their wonders, and adding sound effects and background music to the finished product.

For you, it means watching the bits and pieces come together in a glorious union of awesome results.

Pricing Tiers

We have various price tiers for our videos which are based on the length of the video, and the complexity of the animation style. The **more complex animations** includes an **animated character** who takes you through the story, as well as **3D elements**, and **complex illustrated backgrounds**.



Complex Video:

Mix Telematics - MyMix Explainer
<https://youtu.be/V9PH3AJS05E>

The **simpler style** includes sophisticated animation but does not include character animation, complex backgrounds, and 3D elements. These are suited to companies that prefer not to have an animated character, or wish to reduce the video cost.



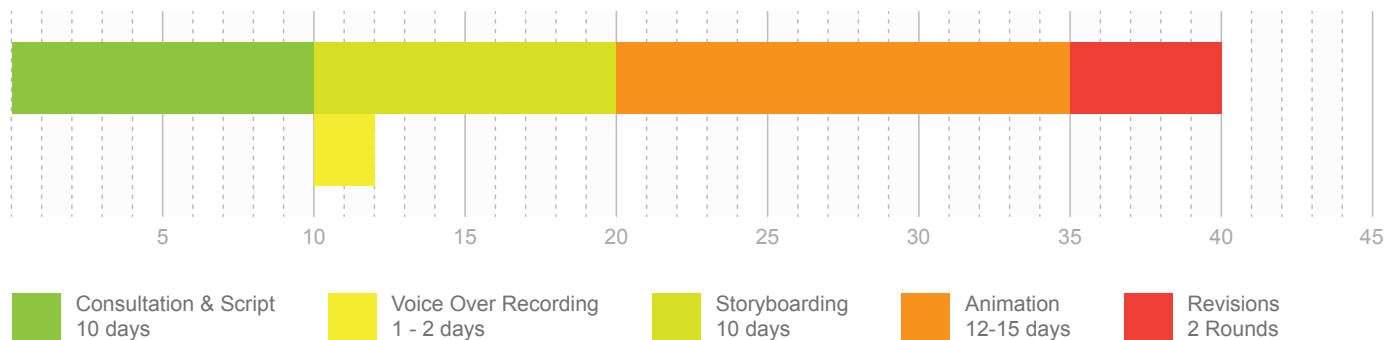
Simple Video:

Newstrack Online- Intro Explainer

https://youtu.be/DAK_5K3IBuM

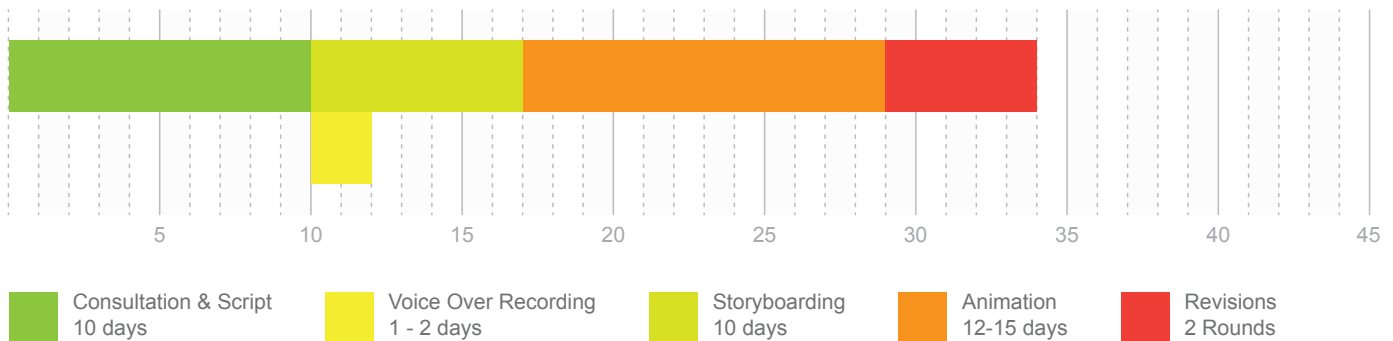
Timeline

The timeline below includes a **3 minute complex animated video**. Some tasks may overlap as depicted below.



60 - 90 second Complex Video	Consultation & Script 10 days	Voice Over Recording 1 - 2 days	Storyboarding 5 - 6 days	Animation 10 days
120 second Complex Video	Consultation & Script 10 days	Voice Over Recording 1 - 2 days	Storyboarding 6 - 8 days	Animation 10 - 12 days

The timeline below includes a **3 minute simple animated video**.



60 - 90 second Simple Video	Consultation & Script 10 days	Voice Over Recording 1 - 2 days	Storyboarding 4 - 5 days	Animation 5 - 7 days
120 second Simple Video	Consultation & Script 10 days	Voice Over Recording 1 - 2 days	Storyboarding 5 - 6 days	Animation 7 - 10 days

What our happy clients are saying

Our goal for every video we make is to create something that we can be proud of, that our clients are proud of too. Here are just a few examples of happy clients who have let us know that we got it right.



"Thanks for your support. The video is great!!"

Fraser Black - Director: Hamilton Buchanon



Dear Refresh team Thanks for all the hard work and the professional while kind contact. In spite of tight deadlines, Craig and the rest of the Refresh Team have accommodated all of our requests on time. The video has already been much appreciated and we have received very positive feedback! Thanks again to the team of Refresh Media, I am looking forward to our next cooperation.

Alexander Huppertz - Project Manager: RECP



Thank you Craig and everyone at Refresh. You really put together an awesome video for us. With quick updates and responses we knew we were dealing with a professional business. Will be in touch.

Chris Witthoft - CEO: Loyalty Box



“Thanks for the professional video Refresh team, you really did a brilliant job!”

Marius Myburg - Marketing Manager: Master Maths



*Thank you very much to you and your team – excellent job on this video, we’re very happy with the end result.
Thanks again!*

Janet Hancock - Director: Rubio Communications

How to contact us

We love talking about explainer videos almost as much as we love making them, so get in touch with us to chat about any part of the process.

Go on. Make our day!

Email: hello@refreshanimation.com

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