

WAKSTER

Brief Form



The Brief

PLEASE DOWNLOAD THIS FORM TO YOUR DEVICE BEFORE FILLING IT IN.

| YOU | | | |
|---|---------------|---------------|-----------------|
| Project Name | | | |
| Company Name | | | |
| Contact Name | | | |
| Phone | | | |
| Email | | | |
| Website | | | |
| Company Strap line | | | |
| The main problems your target audience are trying to solve when enlisting your services | | | |
| | | | |
| Major Competitors | | | |
| What makes you different? | | | |
| Price | Niche Product | Niche Service | Strategy |
| Innovation | Creativity | Our People | Problem Solving |
| Other | | | |
| Target Gender | | | |
| Target Age Group | | | |
| Do you have a Brand Guide Document? | Yes | No | |

THE PURPOSE

What are the products or services you want the animation to be about?

What type of animation do you need?

| | | | |
|-------------|-----------|--------|-------|
| Explainer | Persuader | Advert | Intro |
| Music Video | Logo | | |
| Other | | | |

What do you want the animation to achieve?

| | |
|-------------------|---------------------------------|
| Explain Something | Persuade someone to take action |
| Create Feel-good | Impress people |
| Promote a Cause | Create Concern |
| Share a Vision | Change Someone's Mind |
| Other | |

What is the single most important message you want the target market to take from the animation?

Will the animation be part of an already existing campaign?

PREFERENCES, SPECIFICATIONS & SCOPE

What similar types of animations have you seen that you like?

Is there a particular animation style you want us to follow?

Realistic

Cartoon

Abstract

Stylised

Other

Do you have preferences concerning the general tone of the animation?

Humoristic

Serious/Realistic

Tragic

Off this planet

Other

What are your voice over preferences?

Male

Female

Child

Narrator

Dialogue

Notes

What animation type do you require?

3D

2D

Motion Graphics

Whiteboard

Other

Do you already have a Script?

Yes, I will provide the script

WAKSTER needs to write the script

Notes

Do you already have a Storyboard?

Yes, I will provide the storyboard

WAKSTER needs to produce a storyboard

Notes

PREFERENCES, SPECIFICATIONS & SCOPE

Do you have CAD files we need to use?

| | | | | | |
|-------|-----|------|-------|-----|-----|
| FBX | DXF | STEP | SKP | STL | STP |
| IGNES | DWG | OBJ | Other | | |

Final file formats

Animation Length

Language

Other languages

Translation services?

Do you want Subtitles?

Yes

No

Does the animation need to include life video (shot on camera)?

No

Yes, will supply

Yes, please supply

Stock Footage

Notes

ADDITIONAL INFORMATION

Why us?

How did you find out about us?

Are you going to ask other animation studios to submit proposals? Yes No

Have you commissioned animation before? Yes No

Where do you plan to use the animation?

| | | | |
|---------|--------------|--------|----|
| Website | Social Media | Events | TV |
| Other | | | |

How will the communications be measured – what does success look like?

What is the proposal due date?

How many decision-makers will be involved?

What are you looking for in an Animation Studio?

What is your budget?

| | | | |
|----------------|----------------|----------------|----------------|
| Below £1000 | Around £3000 | Around £6000 | Around £9000 |
| Around £12 000 | Around £15 000 | Around £20 000 | Around £25 000 |
| Other | | | |

What assets (if any) can be provided? E.g. logos, fonts, research, etc.

OTHER CONSIDERATIONS

Are there any other considerations we need to take into account?

ALL INFORMATION PROVIDED IS SIGNED OFF BY CLIENT AS TRUE AND CORRECT

Kindly email this form to
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