

Next Day Animations

AMAZING WHITEBOARD VIDEOS...FAST!



PHASES

1. SCRIPTING



- **At the core of every video is a story – yours or your audience's.**

Our goal is to distill the emotional core of that story, as well as its most vital facts, in order to engage your audience in a way that feels authentic to them and to you.

- **A standard video package includes 3 rounds of script revisions.**

After 3 stages have been completed, we are happy to provide additional revisions at an hourly rate.

- **Our scripting process is iterative...**

We believe that you don't quite know what works best until you see it on the page, so the best scripts come from an exchange between our team and yours.

2. PRODUCTION



- **A standard video package includes 3 rounds of production revisions.**

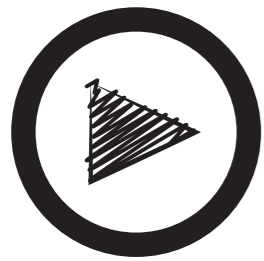
After 3 stages have been completed, we are happy to provide additional revisions at an hourly rate.

- **Revision is a progressive process.**

This means that the first draft is an opportunity to identify every video element (audio, art, animation) that you'd like to change. Rounds 2 and 3 will focus on those areas identified in Round 1, in order to efficiently fine-tune every layer of the product.

*** We can produce a video in as few as 24 hours.**

It's a point of pride. But if you've got the time to let a project percolate, why rush?
For any timeline shorter than 20 business days, rush rates apply.



SCHEDULE

DAY

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

SCRIPTING

● KICKOFF CALL

SCRIPT 1

FEEDBACK

SCRIPT 2

FEEDBACK

PRODUCTION

● DESIGN CHECK-IN

PRODUCTION

● INITIAL DRAFT

FEEDBACK

UPDATING

● SECOND DRAFT

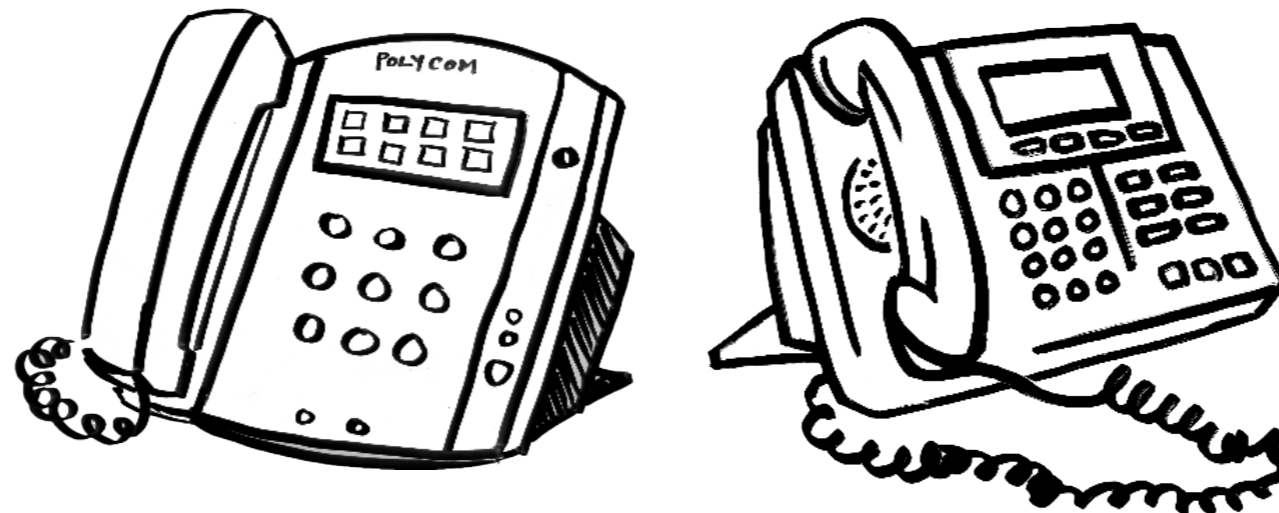
FEEDBACK

PREVIEW

DONE

KICKOFF CALL

Over a 30-60 minute phone call,
you and the NDA story team will discuss your vision for the video.



**We'll discuss objectives, key messaging,
visuals, any idea at all...**

**We'll expand on the notes you've provided
in the new client questionnaire.**

(which you filled out to begin the project)

SCRIPTING

KICKOFF CALL

DRAFT 1

DRAFT 2

DRAFT 3

FINAL DRAFT

PRODUCTION

DESIGN CALL

DRAFT 1

DRAFT 2

FINAL PREVIEW

FILE COMPLETE

DRAFT 1

We'll send you complete
with voiceover copy &
notes about image ideas.



NEXT DAY ANIMATIONS

SCRIPTING

KICKOFF CALL

DRAFT 1

DRAFT 2

DRAFT 3

FINAL DRAFT

PRODUCTION

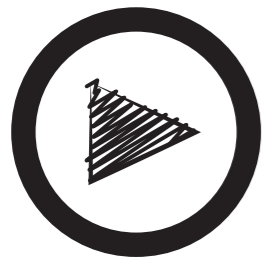
DESIGN CALL

DRAFT 1

DRAFT 2

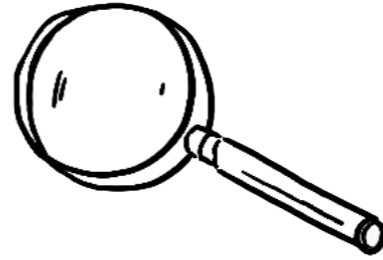
FINAL PREVIEW

FILE COMPLETE



DRAFT 2

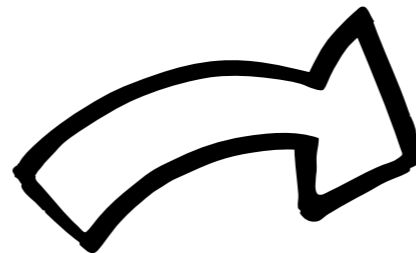
Now it's your turn:



1. LOOK THE SCRIPT OVER



2. MAKE ANY CHANGES YOU SEE FIT



3. SEND IT ON BACK



SCRIPTING

KICKOFF CALL

DRAFT 1

DRAFT 2

DRAFT 3

FINAL DRAFT

PRODUCTION

DESIGN CALL

DRAFT 1

DRAFT 2

FINAL PREVIEW

FILE COMPLETE

DRAFT 3



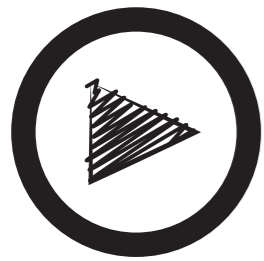
SCRIPTING

-  KICKOFF CALL
-  DRAFT 1
-  DRAFT 2
-  DRAFT 3
- FINAL DRAFT

PRODUCTION

- DESIGN CALL
- DRAFT 1
- DRAFT 2
- FINAL PREVIEW
- FILE COMPLETE

We'll then review the script and make one more round of suggestions, then send it to you for final approval.

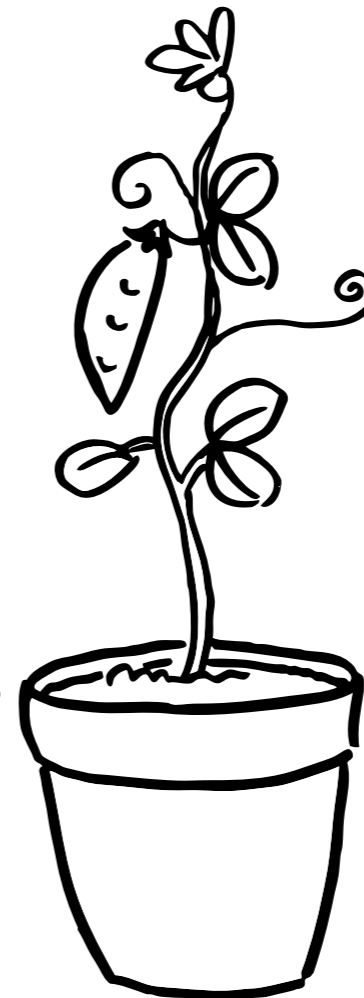


FINAL DRAFT



Now's your chance to make any last tweaks before you send us the final, signed-off script.

FROM HERE ON OUT, THE SCRIPT IS LOCKED AND WE BEGIN BRINGING IT TO LIFE.



SCRIPTING

 KICKOFF CALL

 DRAFT 1

 DRAFT 2

 DRAFT 3

 FINAL DRAFT

PRODUCTION

DESIGN CALL

DRAFT 1

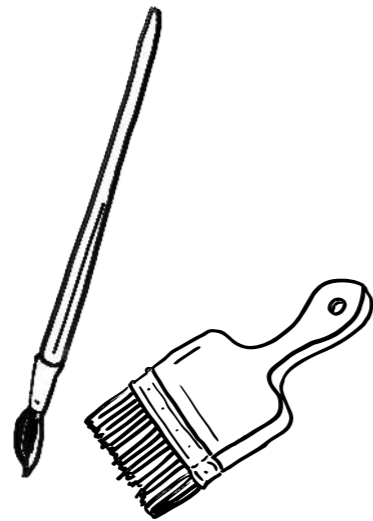
DRAFT 2

FINAL PREVIEW

FILE COMPLETE

DESIGN CALL

We'll send you a digital design packet showcasing a range of:



VISUAL STYLES



VOICEOVER ARTISTS



MUSIC CHOICES



Then, over a quick phone call, we'll discuss your preferences for the look and sound of your video.



SCRIPTING

KICKOFF CALL

DRAFT 1

DRAFT 2

DRAFT 3

FINAL DRAFT

PRODUCTION

DESIGN CALL

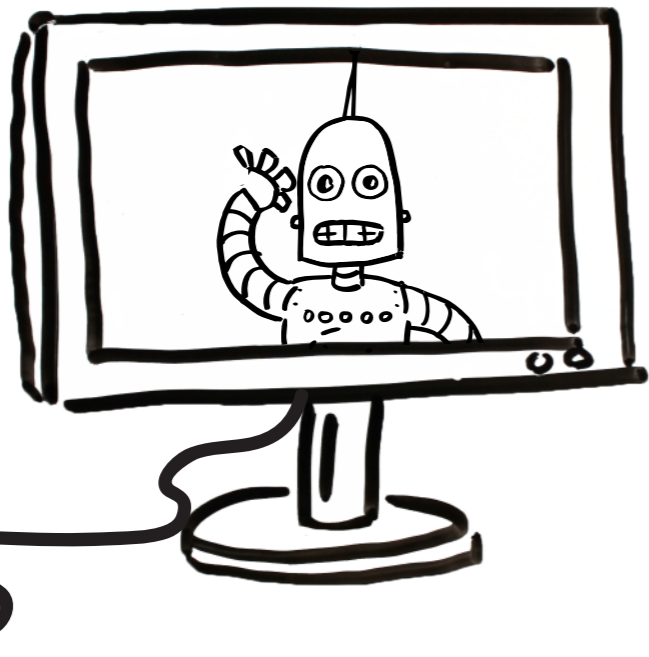
DRAFT 1

DRAFT 2

FINAL PREVIEW

FILE COMPLETE

DRAFT 1



We'll send you a **LINK TO VIEW YOUR FIRST VIDEO, complete with voiceover, music and visuals.**

YOU'LL ALSO RECEIVE AN EDIT REQUEST FORM, WHICH STARTS THE FIRST OF THREE REVISION ROUNDS.

Put all thoughts and suggestions for the video on this form, and we'll do our best to make each one come true.



SCRIPTING

KICKOFF CALL

DRAFT 1

DRAFT 2

DRAFT 3

FINAL DRAFT

PRODUCTION

DESIGN CALL

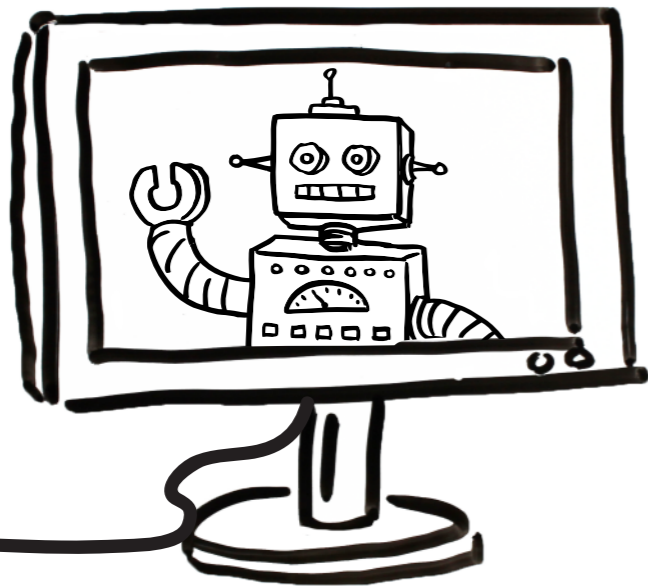
DRAFT 1

DRAFT 2

FINAL PREVIEW

FILE COMPLETE

DRAFT 2



This draft will reflect the changes you requested,

accompanied by the next Edit Request form, where you can let us know if those areas need further adjustments.



SCRIPTING

 KICKOFF CALL

 DRAFT 1

 DRAFT 2

 DRAFT 3

 FINAL DRAFT

PRODUCTION

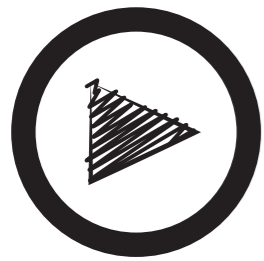
 DESIGN CALL

 DRAFT 1

 DRAFT 2

FINAL PREVIEW

FILE COMPLETE



FINAL PREVIEW

Just like the previous round, this will reflect your previous edit requests.

LOOK OVER THIS VIDEO (LOSELY: it's your last chance to provide notes before the video is finalized.



SCRIPTING

KICKOFF CALL

DRAFT 1

DRAFT 2

DRAFT 3

FINAL DRAFT

PRODUCTION

DESIGN CALL

DRAFT 1

DRAFT 2

FINAL PREVIEW

FILE COMPLETE

FILE COMPLETE!






Delivered in the high-definition format of your choice.



SCRIPTING

-  KICKOFF CALL
-  DRAFT 1
-  DRAFT 2
-  DRAFT 3
-  FINAL DRAFT

PRODUCTION

-  DESIGN CALL
-  DRAFT 1
-  DRAFT 2
-  FINAL PREVIEW
-  FILE COMPLETE