

Project Overview

Business Name	GridSpark Marketing
Client Name	Jordan Avery
Social Security Number (SSN)	314-92-7653
Project Category	Video Animation
Client Status	Active
Social Media Platform	Instagram
Social Media Username	@startupgrid_jordan
Password	GriD@2024start!

Client Brief

Startup Grid approached us to create an eye-catching and dynamic video animation that could serve as their brand's introduction on digital platforms and during investor pitches. The project required a deep understanding of Startup Grid's value proposition, which revolves around streamlining project management for tech-driven teams. In our initial briefings, Jordan Avery, their project lead, emphasized the importance of showcasing complex dashboard functionalities in a simple, visually engaging narrative that would resonate with both startup founders and enterprise clients. The animation needed to highlight key differentiators such as seamless integration, real-time collaboration tools, and robust analytics. Our creative team proposed a three-phase plan: discovery, storyboard development, and animation production. During discovery, we analyzed competitor videos and identified a preference for concise, impactful storytelling lasting no longer than 90 seconds. The storyboard phase focused on visual metaphors like connecting grids and dynamic nodes to symbolize collaboration and data flow. We settled on a modern, tech-inspired color palette matching Startup Grid's branding for consistency across channels. Voiceover scripts were drafted to ensure clarity when communicating features

and benefits, and we incorporated client feedback after each draft iteration. The final deliverable will be optimized for major platforms, including YouTube, Instagram, and LinkedIn, ensuring broad visibility and adaptability. Our next steps include synchronizing key launch dates with Startup Grid's upcoming product update for maximum marketing impact, and providing editable assets for future adaptation by their in-house design team.