

Project Overview

Business Name	Skyline Creative Solutions
Client Name	Olivia Thompson
Social Security Number (SSN)	316-24-6952
Project Category	Video Animation
Client Status	Active
Social Media Platform	LinkedIn
Social Media Username	olivia.workdayvideo
Password	SkyL!nk2024!

Client Brief

Skyline Creative Solutions is excited to embark on a comprehensive video animation project for Workday, focusing on creating engaging, informative, and visually appealing explainer content tailored for HR professionals and decision-makers. The primary objective of this project is to help Workday demonstrate its unique features, seamless integration capabilities, and the benefits it brings to organizations of varying sizes. Our client, Olivia Thompson, has requested a series of short-form animated videos, each lasting between 90 seconds and 3 minutes, to be used across digital campaigns and on Workday's official social media channels. The animation style should reflect Workday's brand guidelines—sleek, modern, and vibrant with a friendly, approachable tone. Scriptwriting will involve close collaboration with the client to ensure all technical and operational details are accurately represented while maintaining viewer engagement. Animations may utilize characters, motion graphics, and custom illustrations to visualize complex workflows such as payroll processing, onboarding, and workforce analytics. Olivia also requests custom voiceover options, subtitles for accessibility, and music selection aligning with Workday's upbeat corporate ethos. Clear deliverables include storyboard development, two client

review rounds, and finalized videos in multiple aspect ratios. Skyline Creative Solutions will provide ongoing insights into viewership and engagement, helping Workday maximize ROI from this investment. The project timeline is eight weeks from kick-off to delivery, emphasizing transparent communication, punctual progress updates, and creativity throughout each production phase.