

Project Overview

Business Name	Luminous Pixel Studio
Client Name	Jennifer Turner
Social Security Number (SSN)	517-82-1496
Project Category	Video Animation
Client Status	Active
Social Media Platform	Instagram
Social Media Username	turner_apps
Password	Anim8@2024!

Client Brief

Luminous Pixel Studio has been approached by Jennifer Turner, a product manager for a mid-sized tech firm launching a new app called AppSync. She is seeking a comprehensive video animation campaign to visually introduce AppSync's core features, streamline its user onboarding, and drive early adoption among its target audience of young professionals and small business owners. The client expects the animation to communicate the app's capability to synchronize business workflows, manage team projects, and collaborate in real time seamlessly. Jennifer is aiming for a 90-second explainer animation optimized for Instagram posts and stories, matching AppSync's brand guidelines while remaining engaging and accessible. She has requested a modern, clean style reminiscent of the top SaaS product videos, with a character-driven narrative that demonstrates app usage scenarios and customer pain points resolved by AppSync. The animation must be delivered with closed captions and a voiceover, both in English, with attention to diverse representation in animated characters. Jennifer's brief emphasizes tight delivery timelines due to a product launch in six weeks, so clear milestones for storyboard approval, color styleframes, and rough animation drafts are necessary. She is

also interested in strategic consultation for promoting the final video on Instagram through targeted ads and influencer stories, tracking engagement analytics post-launch.