

## Project Overview

<b>Business Name</b>	WebLoom Creative Solutions
<b>Client Name</b>	Danielle Perez
<b>Social Security Number (SSN)</b>	426-81-1092
<b>Project Category</b>	Video Animation
<b>Client Status</b>	Active
<b>Social Media Platform</b>	Instagram
<b>Social Media Username</b>	we.bloom.video
<b>Password</b>	Spr1ng!Cluster92

## Client Brief

WebLoom approached us with a mission to create a dynamic video animation that would serve as the cornerstone for their upcoming website redesign and digital marketing campaign. Their main objective is to engage tech-savvy entrepreneurs and small businesses seeking advanced, yet approachable, web solutions. WebLoom envisions a vibrant, visually engaging animation that not only communicates their core services—web development, UX/UI design, and ongoing support—but also captures their brand's ethos of modernity and reliability. The animation must integrate smooth transitions, subtle motion graphics explaining their three-phase service process, and brand colors in an energetic yet professional way. Additionally, WebLoom requests a custom voiceover script that clearly communicates their value proposition in under two minutes, ensuring the content is accessible for both English and Spanish-speaking audiences. The deliverable should be optimized for website embedding and for use on major social platforms, particularly Instagram and LinkedIn. The client has provided a basic storyboard and logo assets, but seeks creative input on the visual style and sequencing. Key requirements include adhering to brand guidelines, providing mockups within ten business days for feedback,

and ensuring all assets are delivered in both HD and square formats. Timely communication and transparent revisions will be essential, as WebLoom plans to launch their updated site within six weeks.