Project Overview

Business Name	CodeCrush Media Solutions
Client Name	Jessica Morgan
Social Security Number (SSN)	672-48-1935
Project Category	Video Animation
Client Status	Active
Social Media Platform	Instagram
Social Media Username	codecrush_animate
Password	S!7yV3#tQmz2

Client Brief

CodeCrush Media Solutions is seeking a comprehensive video animation campaign to enhance their branding, product presentations, and client training modules. As a progressive tech agency focused on innovative software development, CodeCrush understands the value of clear and compelling visuals to communicate complex concepts effectively. The client has specifically requested a cohesive series of short branded animations (30–90 seconds each) to be featured on social channels, embedded in webinars, and included within client onboarding kits. Their target audience includes CTOs, software project managers, and tech entrepreneurs primarily within North America and Western Europe. Key deliverables include a unified animation style adhering to CodeCrush's existing branding (colors: electric blue and graphite, fonts: Montserrat and Roboto), scripted voiceovers, and responsive subtitles for accessibility. End goals: increase brand awareness by 30% quarter-over-quarter and support lead conversion during upcoming product launch campaigns. Jessica Morgan, CodeCrush's Marketing Director, emphasizes the importance of maintaining a tone that is both professional and approachable. She is looking for concepts that include abstract technology metaphors and

smooth transitions. All final assets must be provided in high-resolution (1080p and above) and optimized for both desktop and mobile delivery. Project timeline is 6 weeks from concept approval, with two rounds of feedback included. Communication will be routed via Slack and Asana.