

## Project Overview

Business Name	ByteBay Studios
Client Name	Mandy Rodriguez
Social Security Number (SSN)	274-35-9201
Project Category	Video Animation
Client Status	Active
Social Media Platform	Instagram
Social Media Username	bytebay_creative
Password	Byt3B@yP@ss2024

## Client Brief

ByteBay Studios has commissioned a comprehensive video animation project to enhance their brand presence and product awareness across digital channels. The primary objective is to create a highly engaging, visually compelling explainer animation summarizing ByteBay's new suite of cloud-based solutions aimed at small and medium businesses. The client desires a modern, dynamic look with smooth transitions, vibrant colors consistent with their branding, and clear integration of the ByteBay logo and tagline throughout the video. Animation should last between 90 to 120 seconds and utilize both 2D and subtle 3D effects to highlight product features in an easily digestible, memorable format. ByteBay requests that the script maintain a friendly, informative tone suitable for tech-savvy yet non-technical audiences, avoiding jargon while clearly presenting key benefits. The animation will be published on Instagram, YouTube, and the ByteBay homepage, so adaptability to multiple aspect ratios and lengths for various platforms is important. The deliverables include the full-length master animation, cutdowns for social media (30 and 60 seconds), editable project files, subtitles in English, and all necessary usage rights. Mandy Rodriguez, ByteBay's Marketing Lead, will serve as the primary point of contact and

prefers weekly check-ins via Zoom. Initial storyboard concepts and visual style options should be presented within the first two weeks of project kickoff. The video must comply with ByteBay's color palette and typography guidelines, which will be provided upon project initiation. All content should adhere to accessibility standards and be ready by the campaign launch in 8 weeks.