

Project Overview

Business Name	BlueNova Marketing Solutions
Client Name	Andrea Sullivan
Social Security Number (SSN)	405-23-5591
Project Category	Video animation for Project Loop
Client Status	Active
Social Media Platform	Instagram
Social Media Username	andrea_projectloop
Password	Anim8now!2024

Client Brief

Andrea Sullivan, representing Project Loop, approached BlueNova Marketing Solutions seeking a comprehensive video animation campaign aimed at boosting awareness and engagement for their newly launched educational platform, Project Loop. The main goal of the project is to create a series of visually compelling animated videos that simplify complex learning modules for middle and high school students. The client is particularly interested in modern, clean animation styles that reflect the brand's innovative spirit. The videos will primarily be distributed on Instagram, with plans for cross-promotion on other social networks at a later stage. The brief asks for a creative approach that combines storytelling with dynamic visuals to make the educational content memorable and accessible for students. The client emphasizes the importance of inclusivity and wants the animations to appeal to a diverse audience, representing various backgrounds. The tone should be youthful, energetic, and relatable, aligned with Project Loop's mission to empower students in their learning journeys. Timelines are tight, as the campaign is scheduled to launch at the start of the next academic term, so deliverables will include a storyboard, voiceover selection, full animation, and captioning within eight weeks. Andrea

is the primary contact, open to weekly check-ins and iterative feedback. Success will be measured by engagement metrics on Instagram, student feedback, and overall reach within the target demographic. The agency's deliverables must adhere to the latest accessibility standards, ensuring video content is screen-reader friendly and subtitled.