

Project Overview

Business Name	FlowDigital Interactive
Client Name	Samantha Carlson
Social Security Number (SSN)	482-93-7520
Project Category	Video Animation
Client Status	Active
Social Media Platform	Instagram
Social Media Username	scarlson_fd
Password	V4rTX!29isPq

Client Brief

The client, FlowDigital Interactive, is seeking a comprehensive video animation campaign to promote their expanded digital marketing services across social media channels. The project aims to highlight the agency's innovative approach and recent client successes through engaging, visually compelling animated videos optimized for Instagram and other popular platforms. Samantha Carlson, the account lead, has emphasized the need for short, impactful video content that communicates FlowDigital's value propositions clearly and concisely to both existing and prospective clients. Key priorities include increased brand awareness, higher engagement rates, and acquisition of new leads in the competitive digital marketing sector. The campaign should employ storytelling techniques, employ the latest motion graphics trends, and feature the agency's signature color palette and branding. The animation must be tailored to resonate with entrepreneurs and small business decision-makers, conveying creativity, reliability, and measurable ROI. Timeline for initial drafts is three weeks, with revisions based on analytics and audience feedback. Success will be measured by growth in followers, video completion rate, and conversion via custom landing pages linked in the animated content. FlowDigital is open

to creative concepts, including character-driven narratives, explainer animations, and dynamic logo treatments. All messaging should reflect professionalism, approachability, and expertise, positioning FlowDigital Interactive as a leader in digital marketing solutions.