

## Project Overview

Business Name	MotionMint Studios
Client Name	Samantha Rivera
Social Security Number (SSN)	328-47-9256
Project Category	Video Animation
Client Status	Active
Social Media Platform	Instagram
Social Media Username	motionmint_official
Password	M0t!onM!nt2024

## Client Brief

MotionMint Studios aims to elevate its brand presence by launching an engaging video animation project that showcases their creative prowess in delivering motion graphics for diverse clients. The goal of the project is to produce a series of short-form, visually appealing animated videos to be featured across the agency's key digital channels, particularly Instagram. The primary target audience includes mid-sized businesses within the entertainment, tech, and lifestyle sectors looking to enhance their digital marketing through vibrant motion graphics. The client has requested that the animations align with MotionMint's fresh, contemporary brand aesthetic—utilizing a color palette inspired by mint green, charcoal, and white—with energetic transitions and dynamic text overlays. Key messaging should emphasize MotionMint's innovation, reliability, and ability to bring abstract concepts to life through motion design. The project scope involves collaborating on scriptwriting, storyboarding, animation, and integrating brand assets while ensuring adaptability for both vertical (Instagram Reels/Stories) and horizontal formats (YouTube, web). Meeting deadlines is critical with a staggered delivery plan over the next two months, allowing time for feedback and revisions. The client expects clear communication

throughout, regular progress updates, and a final output that resonates with potential business partners and clients. Additional deliverables include exporting optimized assets for each intended platform and providing editable animation source files. Success will be measured by audience engagement, including increased social media followers and direct inquiries attributed to the animated content.