



# 2D Animation Packages

## Shot Blast Media

Starter	Monthly Cost +VAT	Production Details, Style and Duration	Examples
4 videos per year	£500	<ul style="list-style-type: none"> <li>✓ Content planning &amp; storyboarding</li> <li>✓ AI scripting &amp; AI voiceover</li> <li>✓ Bespoke style &amp; custom illustration</li> <li>✓ Royalty free music</li> <li>✓ YouTube SEO</li> <li>✓ Kinetic typography</li> <li>✓ Use of icons &amp; your own assets</li> <li>✓ Customised to your brand</li> <li>✓ Basic animation</li> <li>✗ Advanced 2D animation</li> <li>✗ Graphics can be repurposed for own use</li> <li>✗ Characters with basic features</li> <li>✗ Characters with advanced features</li> <li>🕒 Up to 90 seconds</li> </ul>	<p><a href="https://vimeo.com/599559809">https://vimeo.com/599559809</a></p> <p><a href="https://vimeo.com/330770223">https://vimeo.com/330770223</a></p> <p><a href="https://vimeo.com/372595201">https://vimeo.com/372595201</a></p> <p><a href="https://youtube.com/watch?v=31aYU7A2A5Y">https://youtube.com/watch?v=31aYU7A2A5Y</a></p>
6 videos per year	£750		
12 videos per year	£1,500		
Premium	Monthly Cost +VAT	Production Details, Style and Duration	Examples
4 videos per year	£680	<ul style="list-style-type: none"> <li>✓ Content planning &amp; storyboarding</li> <li>✓ AI scripting &amp; AI voiceover</li> <li>✓ Bespoke style &amp; custom illustration</li> <li>✓ Royalty free music</li> <li>✓ YouTube SEO</li> <li>✓ Kinetic typography</li> <li>✓ Use of icons &amp; your own assets</li> <li>✓ Customised to your brand</li> <li>✓ Basic animation</li> <li>✓ Advanced 2D animation</li> <li>✓ Graphics can be repurposed for own use</li> <li>✓ Characters with basic features</li> <li>✗ Characters with advanced features</li> <li>🕒 Up to 2 minutes</li> </ul>	<p><a href="https://vimeo.com/331213183">https://vimeo.com/331213183</a></p> <p><a href="https://vimeo.com/358774819">https://vimeo.com/358774819</a></p> <p><a href="https://www.youtube.com/watch?v=EkSUKjZA7mQ">https://www.youtube.com/watch?v=EkSUKjZA7mQ</a></p> <p><a href="https://www.youtube.com/watch?v=okbHTB7XuA8">https://www.youtube.com/watch?v=okbHTB7XuA8</a></p> <p><a href="https://www.youtube.com/watch?v=NEqii0TMIqU">https://www.youtube.com/watch?v=NEqii0TMIqU</a></p>
6 videos per year	£990		
12 videos per year	£2,000		
Elite	Monthly Cost +VAT	Production Details, Style and Duration	Examples
4 videos per year	£890	<ul style="list-style-type: none"> <li>✓ Content planning &amp; storyboarding</li> <li>✓ AI scripting &amp; AI voiceover</li> <li>✓ Bespoke style &amp; custom illustration</li> <li>✓ Royalty free music</li> <li>✓ YouTube SEO</li> <li>✓ Kinetic typography</li> <li>✓ Use of icons &amp; your own assets</li> <li>✓ Customised to your brand</li> <li>✓ Basic animation</li> <li>✓ Advanced 2D animation</li> <li>✓ Graphics can be repurposed for own use</li> <li>✓ Characters with basic features</li> <li>✓ Characters with advanced features</li> <li>🕒 Up to 2.5 minutes</li> </ul>	<p><a href="https://vimeo.com/558094780">https://vimeo.com/558094780</a></p> <p><a href="https://vimeo.com/768149499">https://vimeo.com/768149499</a></p> <p><a href="https://www.youtube.com/watch?v=piKnG4pFaK8">https://www.youtube.com/watch?v=piKnG4pFaK8</a></p> <p><a href="https://www.youtube.com/watch?v=hVsw7x9hly4">https://www.youtube.com/watch?v=hVsw7x9hly4</a></p> <p><a href="https://www.youtube.com/watch?v=AN3_U7l7b30">https://www.youtube.com/watch?v=AN3_U7l7b30</a></p>
6 videos per year	£1,340		
12 videos per year	£2,680		



# 2D Animation Packages

## FAQs

### What is kinetic typography?

Kinetic typography is an animation technique that uses moving text to capture attention, set a tone, and entertain.

### What is AI scripting?

AI scripting is where we shall use Artificial Intelligence (AI) to help write and generate the script. This helps to save time on the production and allows us to keep the costs lower and within an overall package price. The use of AI may have some limited features.

### What is AI voiceover?

AI voiceover is where we shall use Artificial Intelligence (AI) to perform the voiceover presentation. AI has progressed rapidly and sounds more and more realistic. Using AI as opposed to an actor allows us to keep the costs lower and within an overall package price. The use of AI may have some limited features.

### What is storyboarding?

A storyboard is a graphic organiser that consists of illustrations or images displayed in sequence for the purpose of pre-visualising an animation. By storyboarding first you have a very clear picture of what the animation will look like before we start to animate. This will allow you to make changes ahead of time to ensure the communication is specific to your needs.

### What is custom illustration?

Custom illustrations are vivid visual presentations of ideas, tones, brand personality, and mainly specific messaging for your animation. Everything we produce is bespoke which means it can be tailored to your company, brand or personality. This presents an advantage over an 'off the shelf' product that might be limited and lack engagement from your workplace, customers or wider stakeholder community.

### What does the YouTube SEO involve?

YouTube SEO is a very important part of digital marketing. It helps to increase the visibility of your video and increase its organic traffic. YouTube SEO is not just about optimising the video for search engines, it also includes optimising the title, description, tags, and other metadata. The goal is to make sure that when people search for videos on YouTube or Google, your video will appear in their search results. As part of the service, we will optimise your videos for you, allowing you to get the best engagement on your video content.

### What's the difference between the basic and advanced animation?

If you view the examples shown you will see a clear distinction in the visual style from the basic package to the premium and elite packages. The basic package has more limited animation, for example it uses more text, icons, pre existing assets and limited backgrounds. The premium and elite packages have more graphics, with richer backgrounds and environments, the use of characters as well as text, icons and pre existing assets.

### What's the different between characters with basic features and characters with advanced features?

The Premium and Elite packages allow the use of characters. Characters take more time to animate as they require more complex illustration and also they need to be rigged to move the model in a way that's realistic. This is why the basic package is exempt from the use of characters. In the Elite package, characters with advanced features will allow for more complex character design, movement, visual style and facial features.

### What does it mean when graphics can be repurposed?

One of the main benefits of the Premium and Elite packages are that the custom designs and illustrations that are created as part of the video can be supplied. Once these graphics are supplied in AI/EPS/JPEG formats you can use them for any number of wider communications such as internal presentations, slide decks, social media, wider marketing and communications. As part of the package we create custom illustrations, so for each video created we shall supply the graphics so you can build a bank of your own custom stock graphics that can be used for anything required within the business.

### Are the videos ours to use forever?

Yes, once you commission a topic and we create and supply that video, it's yours to use indefinitely however you wish. There is no licensing required. The monthly payments are part of the ongoing content development. If you decide to cancel the monthly payments and stop the packages then the content will stop being produced.

### Why are the payments over 12 months?

The payments run over 12 months so you can spread the cost of the videos. If you commission 4 videos a year then we shall work with you to produce a video each quarter. We also find that regular and consistent works best for engagement, which is why the packages are designed to run over 12 months and cover anywhere from 4-12 videos. This will ensure companies start to build better search engine optimisation (SEO) results or get more engagement results on their learning management systems (LMS) with staff and contractors.

### How long does it take to make the video?

Most videos will be produced between 2-3 weeks.

### How much of my time will this take?

Clients commissioning 12 videos a year will need to dedicate more internal resource to assisting with the production of the animations. We'd recommend for clients with slightly more limited resources to look at producing 4-6 videos a year as a starting point which can then be reviewed annually.