



## Discovery

The first step is getting to know you. We want to understand your audience: Who are they? What do they care about? What are some key use cases and scenarios that embody your product, idea, or service? We'll explore these questions and more.

1 week

## Script

The script is the lifeblood of every project. It should tell a unique and fun story, and not just rattle off a bunch of features. A great script embodies your identity and brand in an original way, and it reveals the why, not just the what.

We offer unlimited revisions in the script phase.

2 weeks



## Storyboard

This phase lets you visualize your Nutshell before we produce it. We brainstorm the best visual metaphors and imagery. Then, we sketch out each scene so you can see how the story will unfold.

We offer unlimited revisions in this phase.

1 week



## Visual Concept

Time to make things lovely! We propose artwork and assets that will appear in the final video, including characters, props, and backgrounds. If desired, we can harmonize the visual style with your existing visual identity and brand guidelines.

We offer two rounds of revisions in this phase.

1 week



## Animation and Sound Design

And...Action! In this phase, we execute on everything that has come before. Smoke rises from the studio and a great many cupcakes are consumed as we animate your Nutshell and engineer a soundtrack.

We offer up to 4 hours of in-scope revisions to the final animation.

3 weeks



## Delivery!

You receive your Nutshell and feel part of a truly collaborative process. Somebody might get hugged.

Your video is delivered in an industry standard format that's ready for upload to YouTube and other video hosts.

(That's H.264 MP4 at 1920x1080 for the geeks out there.)

Total production: 8 weeks

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