



AGENCY PARTNER GUIDE

Offer extended creative
services through video

PRESENTED BY



The Idea Studio



WHY PARTNER?

Video has continued to widen and sharpen its scope in terms of client marketing reach. 86% of businesses now use video as a marketing tool according to [Wyzowl](#).

Including video as a service offering would expand the agency's creative mix and extend the agency's capabilities. And this would improve the bottom line.

“We would love to partner with your agency to extend your capabilities.”

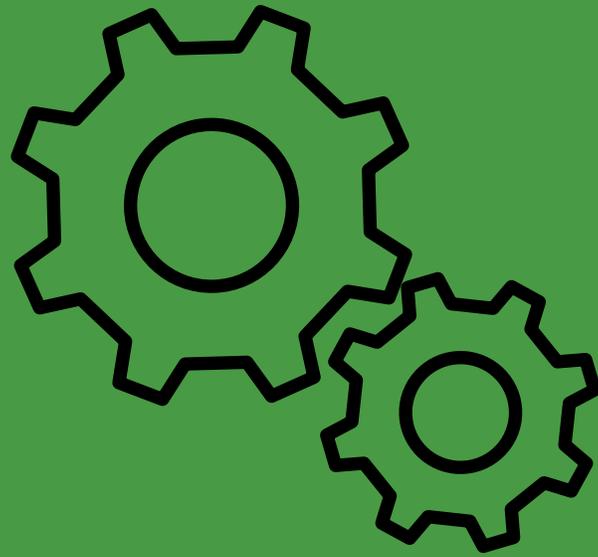
Traditional live action, 2D animation, 3D animation, mixed media...announcements, explainers, events, social media - all of these video styles bring different value. This is particularly true within an agency client campaign mix.

Your clients are requesting a source for high-quality, branded video content. The question is, are you currently offering it? If not, you may be missing out on opportunity.

The Idea Studio specializes in creating high-quality videos for digital advertising and marketing. We've produced over 300 projects for a wide range of clients including **Autotrader**, **Blue Cross Blue Shield**, **Mohawk**, and **Concourse Atlanta**.

We can help you equip your clients with all types of videos:

- **PROMOTIONAL**
- **EXPLAINER**
- **SOCIAL MEDIA**
- **EDUCATIONAL**
- **EVENT**
- **COMMERCIALS**
- **PRODUCT**
- **CONTENT SERIES**
- **DYNAMIC PRESENTATIONS**
- **LOGOS & MORE!**



HOW DOES IT WORK?

Once a project is landed, our team can provide turn-key production from scripting through delivery, or we can work with your creative team and provide only the services you need help with.

For instance, you may want to provide creative elements such as a storyboard or script for live action, or storyboard and illustration for animations. We've worked with all types of agency workflows.

There are three different approaches we typically take when partnering:

Approach 1: Behind the Scenes

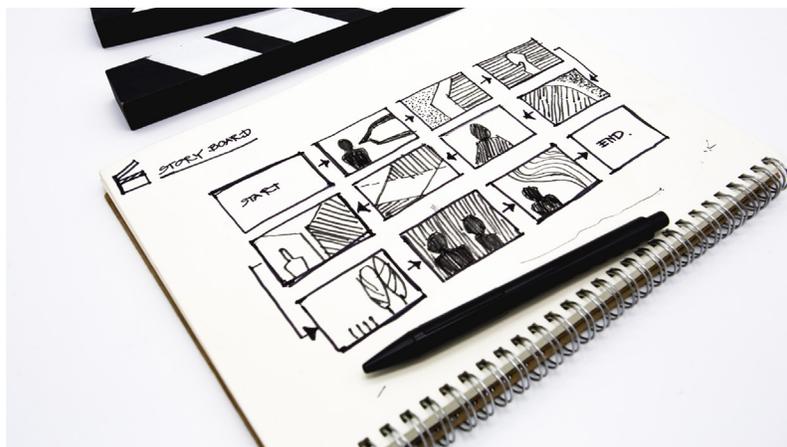
Using this approach, the end client doesn't know that The Idea Studio is involved on the project. We work with you, and you work with the end client.

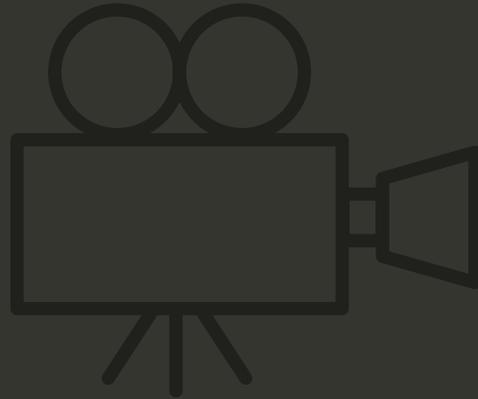
Approach 2: Collaboration

In this case, the end client knows that we are involved on the project, and we may speak to them directly. However, they are still your client.

Approach 3: Referral

If your team does not want to be directly involved in the project, you can refer clients directly to The Idea Studio in exchange for a referral fee.





WHAT IS THE PRODUCTION PROCESS?

While we can adjust to fit the needs of each project, our team typically follows a four week (live action) to six week (animation) production process. At each step, your agency and client will have the opportunity to provide input and direction to ensure the final results align with your creative vision for the project.

Our team on a project can consist of a Creative Director, Project Manager, Cinematographer, Illustrator, Animator, Narrator, and Audio Designer.

Our 6 Stage Production Process:



1: Research and Kickoff



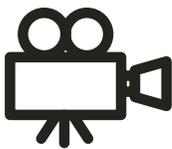
2: Messaging & Scripting



3: Storyboarding



4: Style Development



5: Production



6: Final Delivery



WHAT ARE OUR RATES?

Budgets are based on project scope which includes factors such as the number of videos, runtime, complexity of the visual style, level of polish and finesse required, and intended use.

Ballpark Rates Sheet

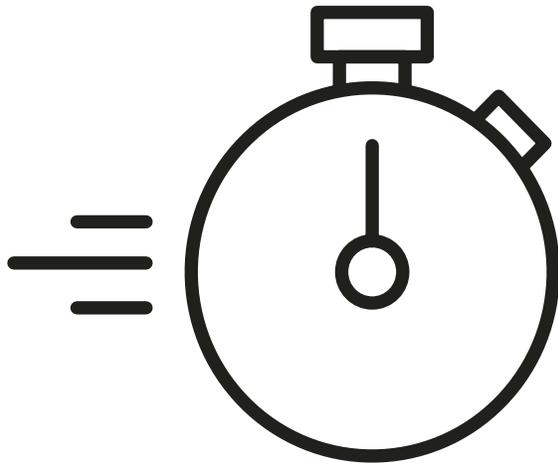
These rates are based on average productions, but we are happy to provide a specific quote for each project.

Each production includes:

- + Discovery Interview
- + Creative Brief
- + Script
- + Storyboards
- + Style frames
- + Illustration
- + Voice-Over
- + Animation / Editing
- + Music
- + Sound design

Ballpark Pricing - Full Production		
Production Type	Ballpark	Example
Live Action	\$4k - \$7k	Hoss
2D Animation	\$7k - \$9k	Now4Real
Mixed Media	\$8k - \$11k	GlobalTranz
3D Animation	\$11k - \$18k	CarPilot
Short / Cut-down	\$1200	TheIdeaStudio

Budget ranges above are based on 90 second runtimes (except for Shorts) with three rounds of revisions at each stage. A cut-down is produced after-the-fact from one of the production types above.



READY TO GET STARTED?

Our goal is to give your agency access to high-quality videos in the context of your client campaigns.

That is why we follow project specifications, take deadlines seriously, and ultimately work to impress your clients and make you look great.

If you're interested in working together, we would love to talk with your team and present our capabilities. Feel free to reach out via the contact info below.

Agency Contact: Scott Campbell
770.713.2472 | scott@theideastudio.co



“We can’t wait to work with you!”

- The Idea Studio Team

