

# MATTHEW MILES VIDEO

## MY WEALTH CLOUD

## ANIMATED VIDEO

Outline Proposal & Quote (Draft 3 FINAL)

17.08.17

### Overview

We'll create a succinct Animated Video (75 secs max) to reinforce the sales-position of My Wealth Cloud among potential Wealth Management clients, and to explain the key benefits.

The video will focus on how My Wealth Cloud will excite clients and draw them (and new clients) closer to the Wealth Management business - and show how that business will run more smoothly and grow.



### Creative

*This explainer video (approx. duration 70-75 secs) is animation-only.*

This video is fully-animated. The narrative will focus on a Client and a Wealth Manager within a Wealth Management Business.

A Voiceover (V/O) will narrate throughout the video.

The overall feel will be clean and cool with a dash of humour. We can make use of switching between white graphics on a blue background and blue graphics on a white background for a minimal and punchy look. We'll also be able to play more on the idea of Thought Bubbles and light Clouds.

We'll also be able to position some of the graphics that illustrate My Wealth cloud in action within the illustrated computer and tablet screens etc.

Visually, the style is similar to our animated video for CoachHire.com

<https://www.youtube.com/watch?v=kCp8EnNmxdE>

But it will also have more of the tech-feel of The Xero Network Effect

<https://www.youtube.com/watch?v=Vnn6mscm8IU>

## **Outline script**

This script is rough, but is now more clearly focussed on the benefits and wow factor for the client - and on the growth for Wealth Management businesses.

I suggest featuring a female Wealth Manager, a male Client and probably using a male Voiceover Artist.

**1**

***Exterior of ABC Wealth Management office - a small city building, profile view***

We zoom into the building.

**2**

***Interior ABC office - Wealth Manager's desk***

WM is going through a big pile of Files on desk, trying to find a File. There is a big Clock on the wall with rapidly moving hands (time is being wasted).

***V/O You'd like to find more clients...***

**3**

**(SPLIT-SCREEN)**

***Interior ABC office - Wealth Manager's desk***

Wealth Manager is going through a big pile of Files - can't find what she/he is looking for. She/he is frustrated - picks up the phone.

***Interior Client's home - the Attic***

Client is going through dusty Boxes of documents.

***V/O ...But your current clients are still looking for their paperwork...***

**4**

***Client's home - a profile view of the whole house.***

Client is alone in the Attic going through a Box.

*Pop-out circle* - Landline Phone rings unanswered downstairs in house.

*Pop-out circle* - Letters are being posted through the Front Door of house.

We zoom into the Letters piling up on doormat - and covering up an old letter from ABC.

**V/O** ...*And sometimes it seems you're both out of touch.*

**5**

***Interior ABC office - Wealth Manager's desk.***

Wealth Manager puts phone down - stamps an Envelope for posting - looks frustrated. Now she/he has an idea - a Thought Bubble.

*Thought Bubble* - The Client sits at a Laptop that casts a heavenly light on his face.

**V/O** *But what if your client was connected to your business?*

*Thought Bubble* - More Clients appear behind the Client.

**V/O** *And delivering new clients and opportunities without even thinking about it?*

We zoom into the *Thought Bubble*.

**6**

***Client's home - living room***

A friendly Concierge scans documents (bright light) next to the Client. We see various important Wealth Documents clearly Tick-Boxed with Green Ticks.

**V/O** ...*My Wealth Cloud is the smooth and efficient future of wealth management...*

We pull back out of the Thought Bubble... now it is a Little Cloud full of Documents.

We pull-back further to the profile view of the Client's House... the Little Cloud of Documents floats up to the sky - and joins the much Bigger ABC Cloud in the sky.

**V/O** ...*with none of the heavy lifting.*

**7**

(SPLIT-SCREEN)

***Interior ABC office - Wealth Manager's desk***

Wealth Manager is at Laptop.... ...we cut to see a C/U view of his/her Laptop Screen.

***Interior Client's home - living room***

Client is at Laptop.... ...we cut to see a C/U view of his/her Laptop Screen.

On the 2 x Laptop screens we see an Encrypted Email Exchange... .. and now a Tree of Folders, with Red Crosses turning to Green Ticks, to show that documents have been received and read.

**V/O** *But My Wealth Cloud isn't just one-touch email encryption and secure storage with a clear auditing trail.*

8

***Laptop Screen - close up view***

We pull back from the Tree of Folders to see that it sits in a White Labelled wealth cloud site - branded by ABC.

*V/O It's easily white-labelled to sit seamlessly at the heart of your site.*

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***Interior Client's House - living room***

The Client puts Title Deed document and Car Insurance document etc into a Little Cloud hovering next to him. He looks happy.

*V/O And your clients use it to store their other important documents...*

The client pulls old Family Photos and Certificates out of dusty box and puts them in the Little Cloud. He looks misty-eyed and happy.

*V/O ...and all the valuable memories that they want to savour and share with friends and family.*

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***Laptop Screen - close up view***

We see a Tree of Folders with names like Wealth and Family and House. We pull-back from this on the Screen to see the ABC white-labelled site. There is News popping up on the screen.

*V/O ...now your business is a place they're always in touch with.*

11

***Interior Client's home - living room***

Client is at Laptop.... he is intrigued and wowed by the information he is seeing.

*V/O ...so you can share your news.*

12

***Laptop Screen - close up view***

The ABC white-labelled site. There are Pop-Up windows for Legal Services and for Accounting Services. A cursor clicks on the Legal Services window.

*V/O ...and introduce them to other products.*

13

***Interior Client's home - living room***

Client is at Laptop.... he looks very pleased. He has Two Relatives next to him - and he points at the screen to introduce them to the product too.

14

***Laptop Screen - close up view***

A Will and Probate document... ...with glowing boxes for two digital executors.

*V/O Vital procedures are handled swiftly and securely....*

15

***Interior ABC office - Wealth Manager's desk***

The client is at his Laptop. We quickly pull-back to a wide shot, to see that the Client is again accompanied by the Two Relatives. The Wealth Manager shakes hands with the Two Relatives.

*V/O ....and every client brings new clients into the business.*

16

***Interior ABC office - Wealth Manager's desk and neighbouring desks/offices***

We pull back from the Wealth Manager's desk/office to see that the two desks/offices next door to it also have a Client and Two Relatives.

*V/O ...which means your business grows...*

17

***Exterior ABC office building - profile view***

We pull back to the Exterior shot of the ABC office that we started the video with. The Office is full of multiple desks of Clients and Two Relatives.

Now new Floors keep adding to the ABC office building, making it a Tower. It keeps getting taller... until the Tower pokes through the Clouds.

*V/O ...and grows... ...the lighter way.*

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**Final Logo Screen - Call to Action.**

*V/O My Wealth Cloud... ...it's time to reach further. (tbc)*

(END)

## **Process**

From commission, through scripting, storyboarding and post-production, including all the animation, this project will take around 6 weeks to deliver.

## **Costing**

This costing is based on a 70-75-sec fully animated video, with voiceover and music. Costs have been reduced where possible.

Reducing the length of the video, and the complexity/detail of the animation will save cost on the animation stage.

**Pre Production**

£850

Script, storyboarding (three stages, including final 'still' video showing the full illustration style for every scene in the animation).

<b>Animation</b> All animation to the completed edit with voiceover and music.	£4700
<b>Licensed music</b> Online usage in perpetuity.	£100
<b>Voice-over</b> 1 x artist, 90 secs max, online usage in perpetuity.	£650
<b>TOTAL</b>	<b>£6,300</b>