Project brief

Ten questions. Rough answers are more useful than blanks — fill in what you know and send it to hello@m72studio.com, or use the form at m72studio.com/contact. We reply within one business day and return a proposal (scope, method, schedule, price) within three.

1. **Objective**
   What the film has to achieve, in one sentence: launch, awareness, conversion, a stage moment.

2. **Audience and markets**
   Who it is for · countries · languages · anything about them we would not guess.

3. **Where it runs**
   Broadcast, cinema, keynote, paid social, organic, retail screens — and the platforms, because they set the specs.

4. **Deliverables**
   How many films · lengths · aspect ratios · language versions · cut-downs · stills.

5. **Brand and product assets**
   Guidelines, logos, fonts, product photography or CAD, previous films, mascots or characters that must appear.

6. **References**
   Films you like and why · films you do not want to resemble.

7. **Mandatories and no-gos**
   Claims, legal lines, product details that must be exact, things your category or legal team will not allow.

8. **AI stance**

☐ No preference ☐ Should read as generated ☐ Should not give the method away ☐ Disclosure required in our market

9. **Budget range (USD) — required**

☐ Under 40k ☐ 40–80k ☐ 80–150k ☐ 150–300k ☐ 300k+ It decides the method and how many hero elements we can hold consistent; we do not scope without one.

10. **Dates**

When you need the master · fixed dates on the way (board approval, stage rehearsal, media booking).

About you

Name

Company and role

Email

City, country · preferred review hours