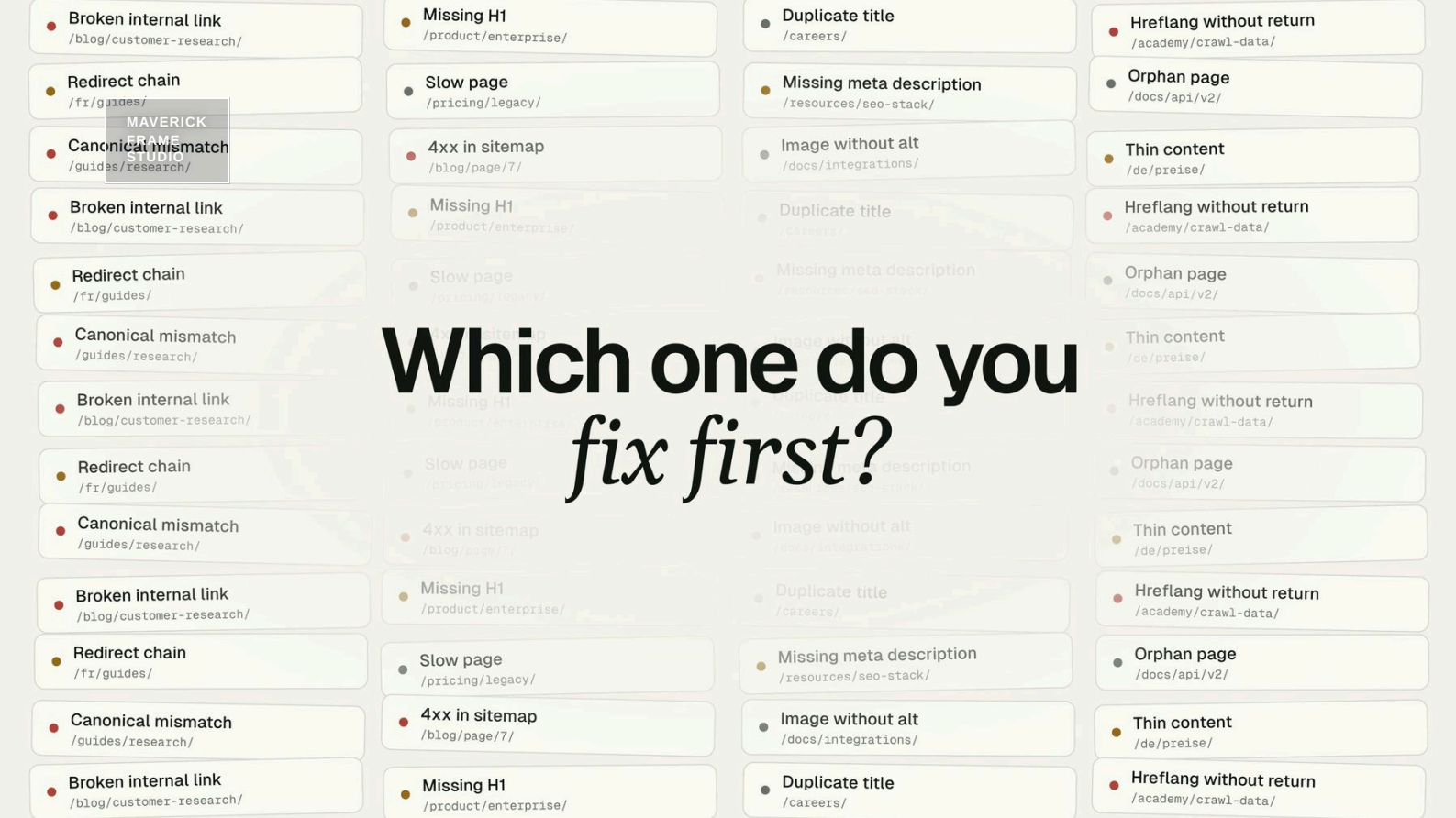




Which one do you
fix first?

FIELD GUIDE / 2026 EDITION

One Product. One Minute. Understood on the First Watch.

The video set a SaaS founder needs to launch and sell: which films to make first, how one set of scenes carries from the homepage to the demo call, and the brief mistakes that cost a second production.

START HERE

A SaaS product is sold before the first demo

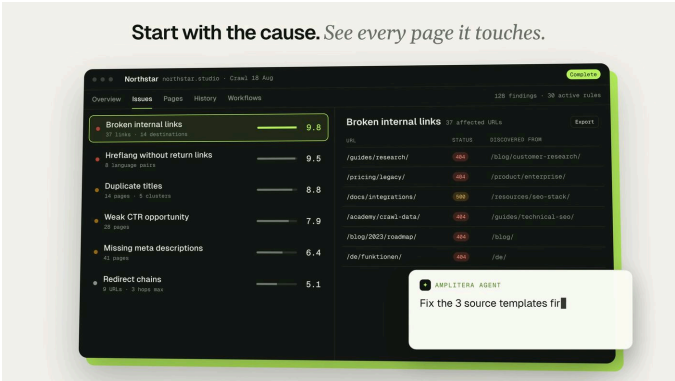
SaaS founders rarely overpay for one video. They overpay because the product is explained again for every moment of the launch: the investor deck, the homepage, the launch post, the sales email, the onboarding flow. Each video is briefed from zero, and the product changes between them.

So the homepage film shows last quarter's interface, the demo looks like a different product and the ads tell a third story. One script and one set of animated interface scenes, approved once and kept on file, remove both problems: the story is the same everywhere, and every update starts from what already exists.

A LAUNCH EXPLAINED VIDEO BY VIDEO		A LAUNCH BUILT FROM ONE SET OF SCENES	
01	The homepage film is briefed from zero	The homepage film sets the script and the style	
02	Every feature video starts from a blank file	Feature videos reuse the interface scenes	
03	The interface in the film is out of date	Scenes are edited when the product ships	
04	Ads are cut from screen recordings	Ad versions are cut from the master film	
05	The investor deck tells a different story	The deck, the website and the film share one line	

Plan the story, then the video list.

Decide what each video must do, in order: explain the problem, show the product, prove the result, ask for the next step. The video list follows from those jobs, not from what looks good in a showreel.



Maverick Frame production render.

THE SHOT LIST

The SaaS launch set, video by video

A typical set for a SaaS launch, not one client's order. It assumes one product, one hero film and the videos that reuse it. Lengths are a guide: the story decides them.

VIDEO	LENGTH	WHERE IT RUNS
Hero explainer	60 to 90 seconds	Homepage, sales emails, launch post
Launch cuts	6 to 15 seconds	Product Hunt, LinkedIn, paid social
Product demo	1 to 3 minutes	Demo calls, product page
Feature video	20 to 45 seconds	Release notes, in-app, email
Onboarding video	1 to 2 minutes	Signup flow, help centre
Vertical ad versions	6 to 30 seconds	Reels, TikTok, YouTube Shorts

The next feature video starts from the scenes.

The interface, the style and the sound are already built. A new feature is a new scene and an edit, not a new production. A redesign of the product costs more, because the scenes change.

VIDEO	WHAT IT MUST DO	WHERE IT RUNS
Hero explainer	Show why the product matters	Homepage, launch
Product demo	Show how it works, step by step	Sales calls, product page
Feature video	Show what changed and why it helps	Release notes, email
Ad version	Stop the scroll with one message	Paid social

MISTAKES FROM YOUR SIDE OF THE TABLE

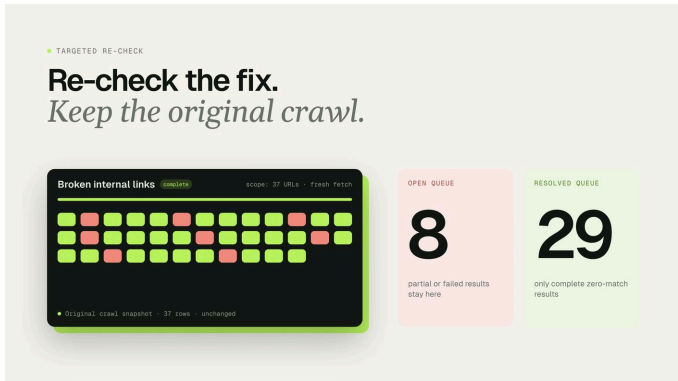
Six lines that cost a SaaS launch a second video

These come from SaaS briefs we receive. Each one is understandable, and each one either wastes a video or doubles the work.

WHAT THE BRIEF SAYS	WHAT TO SEND INSTEAD
01 Show all our features	Pick one problem and one answer for the hero film. Features go into demo and release videos.
02 Make it look like a big brand's video	Send two films you admire and say what each does well. The look comes from your brand, not from theirs.
03 The new interface ships next month	Send the current screens now and mark what will change. The scenes are built so the change is an edit.
04 We will write the script ourselves	Send your notes and your sales deck. We draft the script from them, and you approve it before animation.
05 Add a voice-over in five languages	Plan on-screen lines first. Most viewers watch muted, and text is easier to translate than a voice-over.
06 Same as the last video	Attach the last project and say what changed: a screen, a feature or a length. The scenes on file cover the rest.

Keep the project, not just the video.

Ask for the project to stay on file with its scenes, styles and sound. When a new feature, a new plan or a new market comes, the update starts from editing, not from a blank file.



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THE ONE PAGE

What SaaS teams actually send us

Founders do not send specifications. For a launch video they send something close to this, usually in the body of an email, and it is enough to quote from.

01	The product	A link to the product or a demo account, and the screens that matter most.
02	The problem	What your customer struggles with before they find you, in one or two sentences.
03	The audience	Who watches: buyers, users, investors, or all three.
04	The brand	Logo, colours, fonts and any UI or motion guidelines.
05	The proof	A number, a customer quote or a result you can stand behind.
06	The look	Two films you admire, and what you do not want.
07	The channel	Homepage, launch post, sales emails or ads.
08	The date	The launch, the conference or the round, and what sits behind it.
09	The budget	For the launch or for the first film. Either is enough to scope.

Start with the hero film

Approve the script and the style on the hero film first. Demo, feature and ad videos follow that template.

Test one opening

Try two openings for the first eight seconds and keep the one that holds viewers. An animated scene can be adjusted; a filmed one has to be shot again.



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WHAT THINGS COST

Market rates and our terms, so you can check any quote

Ranges seen across the market in 2026, freelancer to studio. Use them to sanity-check any quote, including ours.

DELIVERABLE	FREELANCER	STUDIO
Single exterior still	\$100 - 300	\$250 - 600
Single interior still	\$120 - 350	\$300 - 700
Package of 5 - 8 views	\$600 - 1,500	\$1,500 - 4,000
Animation, per minute	\$1,000 - 3,000	\$3,000 - 8,000

Our standard timelines and revision terms. They are what we quote unless a project needs something else, and we say so before work starts.

STAGE OR DELIVERABLE	MAVERICK FRAME STANDARD
First draft of a still	3 to 5 working days from a complete brief
Finished stills, package of 5 - 8	2 to 3 weeks, drafts included
Animation, up to one minute	4 to 6 weeks, storyboard and preview first
Revision rounds included	Two at draft stage, one on the final image
What counts as a round	One consolidated list of comments, sent at once
Rush delivery	Half the time for about 40% more, when the schedule allows

Line up a studio before the deadline is on fire

The most expensive projects we see are not the badly briefed ones. They are the ones briefed in a panic, after the first supplier failed and the launch date did not move. Vet one or two studios while nothing is urgent.

A note on in-house: one artist needs around ten software subscriptions, a workstation and a stack of adjacent skills - modelling, lighting, post-production and client communication. It pays off only when that person is busy every day. Below that, the arithmetic favours outsourcing on its own.

NEXT

Send us the product and the deck

A link to the product or a demo, the deck, the documentation and whatever brief you have, in whatever state it is in. We will reply with a scope, a price and the questions that decide it - as a reply, not a sales call.

The contact form	maverickframe.com/contacts/
Explainer video work	maverickframe.com/services/explainer-video-production/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is a co-founder of Maverick Frame Studio. The figures in this guide come from our own inbox and our own rate card, not from an industry survey.