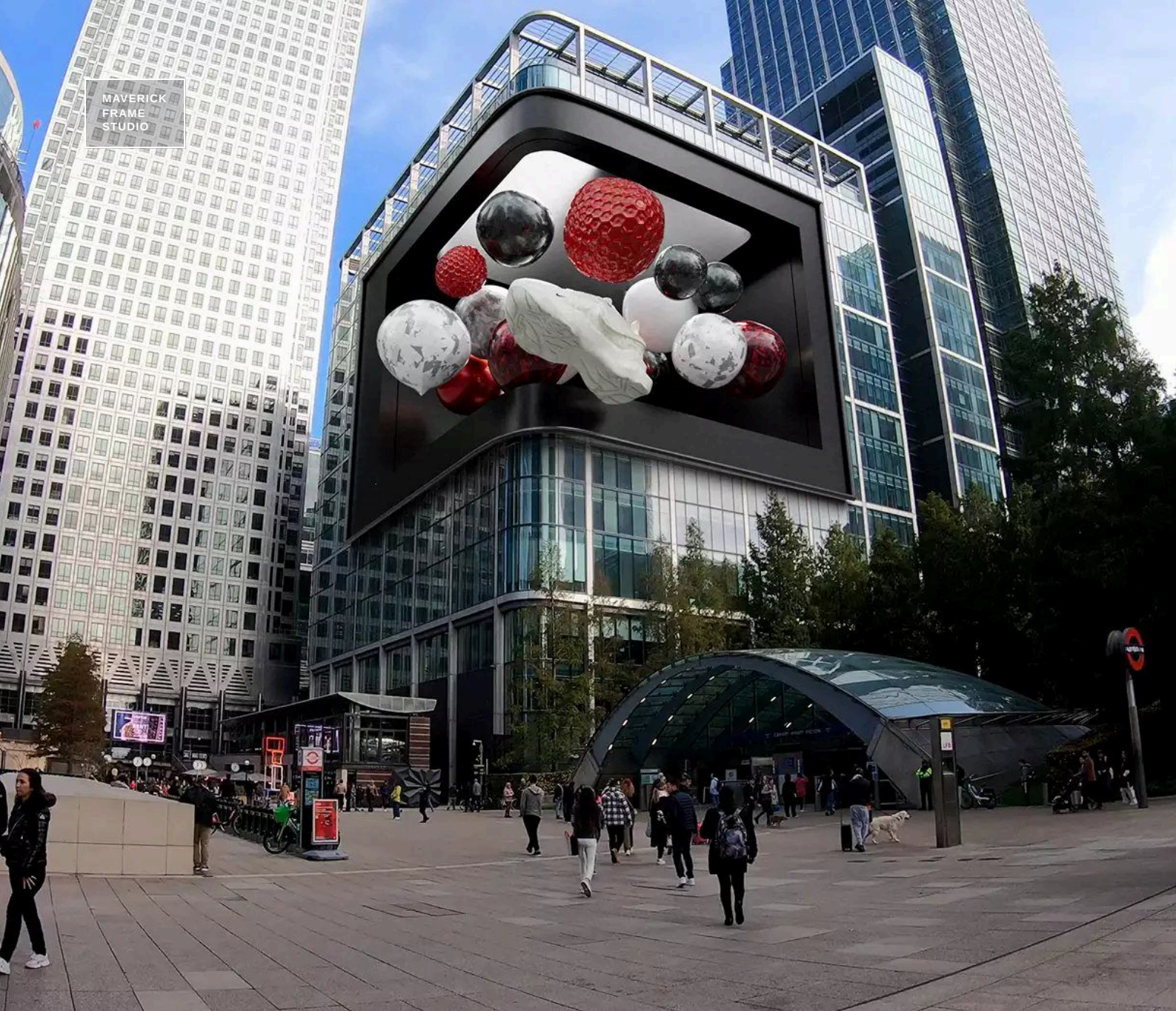




FIELD GUIDE / 2026 EDITION

# Your Launch Needed \$8,550 of Visuals. It Ordered **\$20,910.**

A typical app and AI product launch order priced item by item, the five visuals that did the work, and the five that nobody looked at after launch day.

START HERE

# A launch is five places, not a feature list

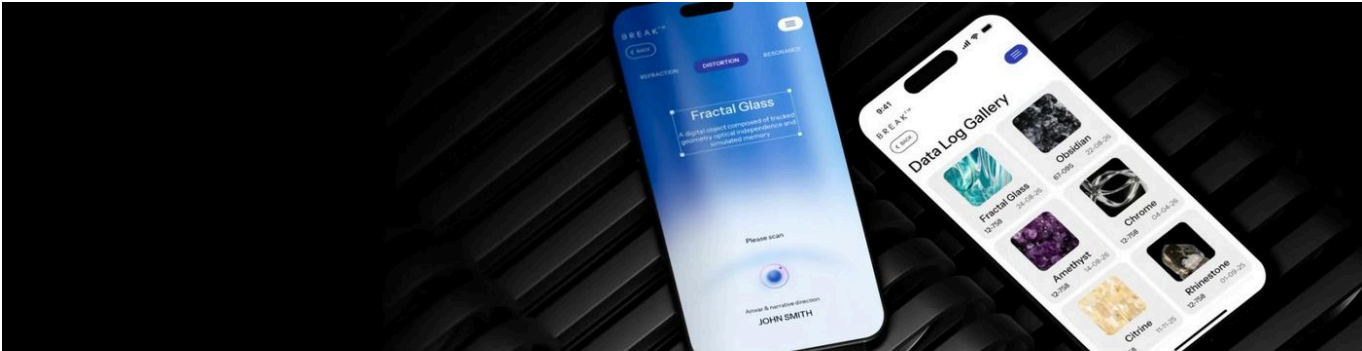
When an app, an AI product or a brand campaign goes public, the visuals are usually ordered from the feature list: every screen, every device, a scene for every audience, a film that explains it all. The product team knows each feature is important, so each one gets a render. The order grows before anyone asks where the images will be seen.

A launch is seen in a handful of places: the store listing, the pitch deck, the hero of the landing page, the social feed, and one moment that gets people talking. Each of those places holds very few visuals. Everything ordered beyond them is made, lit, rendered and revised as carefully as the hero, and then sits in a shared folder.

| WHAT THE ORDER IS BUILT FROM |                                               | WHERE THE LAUNCH IS ACTUALLY SEEN                                                                |
|------------------------------|-----------------------------------------------|--------------------------------------------------------------------------------------------------|
| 01                           | Every screen of the product, each in a device | A store listing shows a short row of screenshots. Order that row, not the whole app.             |
| 02                           | Every device and colour the product runs on   | One device, the one your buyer holds, cropped for every placement.                               |
| 03                           | A lifestyle scene for each audience segment   | One scene of the product in use that the deck, the site and the press can all share.             |
| 04                           | A long film that explains every feature       | Short cut-downs for the feed and one stunt worth sharing. Features change with the next release. |

## The feature list is not a shot list.

A visual ordered without a place to run costs exactly what a published one does. The saving is not in a lower rate. It is in the renders you never order because nobody could name where they would appear.



Maverick Frame production render.

THE INVOICE

# What the launch ordered, and what it used

Below is a composite of a typical order for an app launch with a funding round running alongside it, priced at mid-market studio rates. Every item is a reasonable request. The second column records what happened to each one after launch day.

| ITEM                                                           | AFTER LAUNCH | AT STUDIO RATES |
|----------------------------------------------------------------|--------------|-----------------|
| 01 Hero device shot, phone in hand, lifestyle scene            | used         | \$650           |
| 02 Three pitch-deck frames, the product in use (3 x \$450)     | used         | \$1,350         |
| 03 App-store set, six screens in one device scene              | used         | \$1,150         |
| 04 Social cut-downs of the hero, 9:16, 1:1 and 4:5 (3 x \$300) | used         | \$900           |
| 05 One CGI stunt: a ten-second FOOH clip with platform cuts    | used         | \$4,500         |
| 06 Every other screen of the app in a device (18 x \$120)      | unused       | \$2,160         |
| 07 The hero in three more device colours (3 x \$300)           | unused       | \$900           |
| 08 Tablet and smartwatch versions of the hero (2 x \$450)      | unused       | \$900           |
| 09 Four persona lifestyle scenes (4 x \$600)                   | unused       | \$2,400         |
| 10 A 90-second explainer covering every feature                | unused       | \$6,000         |
| Five items that were used                                      |              | \$8,550         |
| Five items nobody looked at                                    |              | \$12,360        |
| Share of the budget that did the work                          |              | 41%             |

What the launch order cost \$20,910

What the set that got used cost \$8,550

\$12,360 is nearly three more stunts.

The unused half was not badly made. It was ordered from the feature list before anyone named where it would run. The same money would have paid for the CGI stunt almost three times over, or for the store set and cut-downs of the next several releases.

THE LAUNCH SET

# Five to make, four to skip

Write this list before you ask for a quote. The first five items cover the places a launch or a funding round is actually seen. The last four are the usual reasons an order doubles. Each one is worth making later, if a real place to run it appears.

| THE ITEM                                    | WHAT IT NEEDS                                                                                                                                                                            |
|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 01 <b>Hero device shot</b>                  | One scene, the device your buyer holds, and the one screen that explains the product at a glance. The web banner, deck cover and store feature graphic are crops of it, not new renders. |
| 02 <b>Pitch-deck frames</b>                 | Three: the problem, the product in use, the result. Rendered at 16:9 so they fill a slide without cropping. Decks for a funding round reuse them for months.                             |
| 03 <b>App-store set</b>                     | One device scene with the screens swapped in, at the sizes the store requires. Send final screens: a screen changed after rendering is a new render.                                     |
| 04 <b>Social cut-downs</b>                  | A few seconds each, in 9:16, 1:1 and 4:5, cut from the hero and the stunt. Say the formats at the brief so the camera leaves room for every crop.                                        |
| 05 <b>One CGI stunt</b>                     | A FOOH clip or a product-in-the-world moment, eight to fifteen seconds, one idea and one location. It is the item people share, so it gets the budget the extras would have taken.       |
| 06 <b>Skip: every screen in a device</b>    | The store row and the deck need a handful. Further screens can be swapped into the same scene later, when a release needs them.                                                          |
| 07 <b>Skip: every device and colourway</b>  | One device in one colour carries a launch. Add the tablet when a tablet version exists.                                                                                                  |
| 08 <b>Skip: a persona for every segment</b> | One scene of the product in use serves the deck, the site and the press. People in the frame can be a shoot, CGI or an AI-generated model; decide which first.                           |
| 09 <b>Skip: the long explainer</b>          | Features change with the next release. Put the explaining into the store screens and a short cut-down instead.                                                                           |

THE ONE PAGE

# The short brief for a launch set

A launch like the one above does not start from a creative specification. It starts from something close to this, usually inside the body of an email with a link to the screens, and it is enough to quote the whole set from and to start work on the hero.

|    |                     |                                                                                    |
|----|---------------------|------------------------------------------------------------------------------------|
| 01 | The product         | One line, plus screen exports, a Figma link or a test build.                       |
| 02 | The moment          | A store launch, a funding round, a rebrand or a feature release.                   |
| 03 | Where it will run   | Store listing, deck, landing page, social, paid media. This list is the shot list. |
| 04 | The hero screen     | The one screen that explains the product at a glance.                              |
| 05 | The device          | Which phone or laptop, in which colour. One of each at most.                       |
| 06 | People in the frame | None, a real shoot, a CGI character or an AI-generated model.                      |
| 07 | The stunt, if any   | One idea and the city or kind of location where it should be seen.                 |
| 08 | Brand files         | Logo, type and colours, and which screens are final.                               |
| 09 | The date            | The real one: the store submission, the investor meeting, the launch post.         |
| 10 | The budget          | A figure or a range. It is the fastest way to a set that fits.                     |

Freeze the screens first

Renders are built around the screens you send. A screen that changes after rendering is a new render, so settle the hero screen and the store row before we start, and send the rest later as swaps.

Say the moment, skip the spec

Most briefs we now receive were written by a language model and ask for everything. Tell us the moment and the places it will be seen, and let the people who make these visuals every day propose the set.

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 screens and the date

Screen exports or a Figma link, the deck you are building, brand files and the date of the launch or the meeting, in whatever state they are in. We will reply with the set we would order, a price and the questions that decide it - as a reply, not a sales call.

|                  |                                                  |
|------------------|--------------------------------------------------|
| The contact form | maverickframe.com/contacts/                      |
| Launch visuals   | maverickframe.com/services/fooh-cgi-advertising/ |
| Or simply        | reply to the email this guide arrived in.        |

### Written by the people who read these briefs

Dim Kuzmenko is the 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.