

FIELD GUIDE / 2026 EDITION

One Model, Pitch to Always-on. $7,200 Less.

Which CGI to order from the pitch to the always-on flow, what the product model carries into each next stage, and one launch campaign priced against starting every stage from scratch.

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START HERE

One product, five vendors, five rebuilds

A launch campaign renders the same product many times between the pitch and the last always-on creative: mood frames to win the account, styleframes for your client's sign-off, hero stills and films against the air date, every cut the media plan lists, then a monthly flow of new ads. The product barely changes. The model is usually built again at each step.

The reason is ordinary. The pitch frames are made by whoever was free that week, the approval visuals by a freelancer, production by the studio that won the budget, the cutdowns by an adaptation team and the always-on ads by the performance agency's supplier. Each one models the product from CAD, matches the label and colour again and relights it. And the placements, needed on launch day, are usually ordered after the hero is approved.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	**Pitch model thrown away after the pitch**	Pitch model built to production accuracy, kept on file
02	**Label and colour matched again by every vendor**	One accuracy pass, signed off at Approval
03	**Formats cropped from a master after approval**	Safe areas for every placement set in the scene
04	**Always-on ads briefed as new projects**	Monthly creatives rendered from the same scenes

The model is the asset. Pay for it once.

Modelling the product and matching it to its CAD, label and colours is the slowest part of campaign CGI. Keep the model, and every later stage pays for cameras, light and formats, not for the product again.



Maverick Frame production render.

THE ROADMAP

Which CGI to order, stage by stage

Five stages, from the pitch to the always-on flow. The last column is what the studio should hand forward, so the next stage starts from an approved, lit product rather than a new model.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Pitch	Mood frames and one or two proof-of-concept visuals	Your creative team, the pitch panel	Product model, first look and lighting
Approval	Previews, product accuracy checks and styleframes	Your client's brand and product teams	Signed-off model, label and colourways
Production	Hero stills, films, FOOH spots and packshots	The campaign, against the air date	Hero scenes, cameras and look-dev
Launch	Every cutdown, crop and format for OOH, paid social, marketplaces, press and retail	Media buyers, retailers, press	Format setups and safe areas
Always-on	New scenes, seasonal variants and fresh ad creatives	Performance and social teams	The whole library, for the next campaign

Start where you are

If you are at Production, order the hero stills and films now and ask for two things: every placement in the media plan is set up in the scene before rendering, and the scene files are kept. The launch cuts and the always-on creatives then start from lit, approved scenes, not from a new model.



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WHAT IT COSTS

One launch campaign, priced both ways

A composite for one packaged product launched across OOH, paid social and marketplaces, priced at mid-market studio rates. Unit prices are identical in both totals.

	LINE ITEM	BASIS	AT STUDIO RATES
01	Pitch: product model from CAD, to production accuracy	once	**$1,800**
02	Pitch: three mood frames, two proof-of-concept visuals	3 x $300 + 2 x $450	**$1,800**
03	Approval: label, colour and accuracy pass	model reused from Pitch	**$650**
04	Approval: three previews and four styleframes	3 x $250 + 4 x $400	**$2,350**
05	Production: hero look-dev and environments	scene reused from Approval	**$1,400**
06	Production: six hero stills	6 x $500	**$3,000**
07	Production: hero film, 30 s	0.5 min x $7,000	**$3,500**
08	Production: FOOH spot on a city plate, 15 s	0.25 min x $8,000	**$2,000**
09	Launch: format setups and safe areas	scenes reused from Production	**$1,000**
10	Launch: eight film cutdowns, 20 still re-renders	8 x $300 + 20 x $60	**$3,600**
11	Launch: eight marketplace packshots	8 x $250	**$2,000**
12	Always-on: seasonal sets and new backgrounds	scenes reused from Launch	**$900**
13	Always-on: twelve fresh ad creatives	12 x $300	**$3,600**
14	Always-on: six social loops, 6 s each	0.6 min x $4,000	**$2,400**
	Pitch stage		$3,600
	Approval stage		$3,000
	Production stage		$9,900
	Launch stage		$6,600
	Always-on stage		$6,900
	Planned as one roadmap		**$30,000**
	The same visuals bought stage by stage, from scratch		**$37,200**

From scratch, each stage goes to a new vendor who models the product again from CAD at the same $1,800 as at Pitch, then does that stage's scene work at the same price. Planned as one roadmap, the model is built once: $7,200 less.

12%
PITCH, $3,600

10%
APPROVAL, $3,000

33%
PRODUCTION, $9,900

22%
LAUNCH, $6,600

23%
ALWAYS-ON, $6,900

THE ONE PAGE

What to send us at each stage

The clients whose logos sit on our pages do not send specifications for campaign CGI. Agencies send a brief in any format, the product files and a line on where the work will run. At any stage, that is enough to quote from.

01	**Pitch: the idea**	The concept, the product and one or two references. A deck or a few lines in an email is enough.
02	**Pitch: the date**	When you pitch, so the frames land with a day to spare for your own review.
03	**Approval: the product**	CAD, dielines or photographs of a sample, with the label and print artwork.
04	**Approval: the colours**	A Pantone reference or a physical swatch for every colourway your client sells.
05	**Production: the shot list**	The stills, films and FOOH plates you need, with lengths and the markets they run in.
06	**Production: the air date**	The first air date. A minute of film takes 4 to 6 weeks.
07	**Launch: the media plan**	Every placement with its size, ratio and length limits, before rendering starts.
08	**Always-on: the calendar**	The seasons, markets and monthly volume of creatives you expect.
09	**Any stage: the NDA**	Your NDA and how unbranded files should be named for your client.

Change stage, keep the scene

Ask us to keep the model, materials, cameras and format setups when a stage is delivered. When the next stage or season comes, send the changes and we quote only the new scenes, shots and cuts.

Rates and terms overleaf

Freelance and studio ranges, our production times and what a revision round covers are on the next page, so you can check the rates behind this composite.



Maverick Frame production render.

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 what you already have

Plans, a model, photographs or a draft brief, in whatever state they are 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/
Agency CGI production	maverickframe.com/solutions/marketing-agencies/
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.