



FIELD GUIDE / 2026 EDITION

Five Seasons. One 3D Machine. **Built Once, Not Five Times.**

Which agricultural films to order from the prototype pitch to the launch, trade shows, dealers and the selling season, what the 3D model carries over, and the budget per stage.

START HERE

Five films, five vendors, one machine

Most equipment and crop input brands buy video one moment at a time. A pitch film for investors from one studio, a launch shoot booked around the harvest, booth loops from the stand builder, dealer training from an agency and social clips from whoever is free before planting.

Each of them rebuilds or reshoots the same machine, the same field and the same product, and each shows it slightly differently. Dealers and farmers see five versions of one machine, and you pay for the build or the shoot five times, always inside a short season.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	The machine is modelled or filmed again for every film	One 3D machine and field, kept on file
02	The launch film waits for the crop and the weather	Any crop stage and any light, in any month
03	Booth loops and dealer clips disagree on details	One accurate scene behind every film
04	Market versions mean a new shoot in each country	Crop, units and captions changed in the scene

The model is the asset. The films are the output.

A machine built from your CAD, with a field, a crop and soil at real scale, is the largest cost of the first film. If it stays with one studio, every later film pays for cameras, animation and edit, not for building it again.



Maverick Frame production render.

THE ROADMAP

What to order at each stage, and what it keeps

Five stages, in the order most agricultural machines and products meet them. Each row says what to order, who will watch it and what the next stage reuses.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Prototype	A film of the machine or product working in the field, from early CAD	Investors, management, partners	Machine model, field, look
Launch	A hero film and 4K stills, ready whatever the season	Press, website, catalog	Field and crop stages, lighting
Trade show	Booth loops and a how-it-works cutaway	Buyers, distributors, press	Loop setups, cutaway views
Dealers	Training films and market versions in each language	Dealers, sales staff, field days	Market scenes, captions
Season	Short ads, social cuts and mode-of-action clips	Farmers, social media followers	A scene library for the next model

Start where you are

If the trade show is next, order the booth loops now, and ask for the machine, the field and the cameras to be kept as one scene on file. That is what lets the dealer films and the season clips reuse it rather than start again.

Not every product passes through all five stages. A proven machine may start at Trade show; a new formulation may start at Season. The order still holds, and so does the rule: whatever stage comes first builds the scene the others reuse.



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WHAT IT COSTS

One machine, five stages, line by line

A composite for one agricultural machine with a typical field and crop, priced at mid-market studio rates. Film lengths and per-minute rates are the same in both totals; only the model and the field build change.

LINE ITEM	BASIS	AT STUDIO RATES
01 Prototype: machine and field model from CAD	once	\$3,500
02 Prototype: pitch film of the machine at work, 90 s	1.5 min x \$5,000	\$7,500
03 Launch: crop stages, weather and light	scene reused from Prototype	\$900
04 Launch: 4K stills for press and catalog	10 x \$300	\$3,000
05 Launch: hero film, 60 s	1 min x \$4,000	\$4,000
06 Trade show: loop setups for booth screens	scene reused from Launch	\$300
07 Trade show: three booth loops, 20 s each	1 min x \$3,000	\$3,000
08 Trade show: how-it-works cutaway, 45 s	0.75 min x \$4,000	\$3,000
09 Dealers: market versions of crop, units and captions	scene reused from Trade show	\$1,200
10 Dealers: dealer training film	2 min x \$3,000	\$6,000
11 Season: social and ad formats	scene reused from Dealers	\$400
12 Season: six social clips, 15 s each	1.5 min x \$3,000	\$4,500
Prototype stage		\$11,000
Launch stage		\$7,900
Trade show stage		\$6,300
Dealers stage		\$7,200
Season stage		\$4,900

Planned as one roadmap

\$37,300

The same visuals bought stage by stage, from scratch

\$48,500



From scratch means each later film goes to a new vendor who builds the \$3,500 machine and field model again, instead of the \$2,800 of scene updates above. Shares are of the \$37,300 planned total.

THE ONE PAGE

What to send us at each stage

The short list of inputs that decides the price and the timeline at each stage. Send what you have; missing items become questions, not delays.

01	Prototype: the machine	CAD, STEP or drawings, and photos of earlier models or a test rig.
02	Prototype: the job it does	The field operation step by step: what goes in, what happens inside, what comes out.
03	Prototype: the audience	Who the film is for, where it plays and whether it needs captions or a voice-over.
04	Launch: the field	Typical fields, crops and regions, with photos, and the crop stage the launch should show.
05	Launch: the claims	The features and figures your engineers or agronomists approve for public use.
06	Trade show: the booth	The show, the screens and their ratios, and the date the files go to the stand builder.
07	Dealers: the markets	Countries, languages, units and the machine configurations each market sells.
08	Season: the calendar	Planting, spraying or harvest dates, and the channels the clips go to.
09	Any stage: the date	The investor meeting, launch, show or season start. A minute of film takes about 4 to 6 weeks.

Change stage, keep the scene

If we built your machine and field at an earlier stage, reopening it takes one email: name the stage, the new film and any design changes since. The model is on file, so the quote starts from cameras and animation, not from the build.

Our terms are on the next page

Market ranges per minute of animation, our standard timelines and what counts as a revision round are on page 06, so you can check every rate in 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/
Agricultural video work	maverickframe.com/solutions/agriculture-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.