

FIELD GUIDE / 2026 EDITION

Five Campaign Stages. One Approved Project. Ready for the Next Ad.

What to prepare, approve and reuse from concept to campaign refresh, with a worked budget example and a short brief for each stage.

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START HERE

Keep the project facts through every campaign

Your development already has approved plans, renders and a sales message. Each ad needs to carry those facts through the creative process, even when the opening hook or channel changes.

Budgets leak when each version rebuilds the visual direction or when motion changes the architecture after the renders have been approved. Agree the allowed movement and the approval roles before producing the full set.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	**Each ad restarts from a different view**	One approved set of renders and plans
02	**Camera movement changes the building**	Motion limits agreed before production
03	**Formats chosen after the edit**	Channel versions listed in the creative matrix
04	**New hooks need a new production**	Approved assets and masters stay available

Approve the facts with the creative

Name who approves geometry, development facts and the campaign message. A creative can move forward once the relevant reviewers have checked it.



Maverick Frame production render.

THE ROADMAP

Order for this stage. Keep assets for the next.

The stage labels below match the campaign stages on the page. Begin with the stage your development has reached.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Concept	Campaign objective, approved renders and plans, message-to-shot directions	Development and marketing teams	Approved views and motion limits
Test	A trial creative set with hook options and geometry / visual quality criteria	Geometry, project-fact and creative reviewers	Approved direction and test decisions
Launch	Approved masters, still variants and channel versions from the campaign matrix	Media and marketing teams	The approved masters and creative matrix
Sales	Short versions and visuals for sales follow-up using approved project messages	Sales team and prospects	Approved messages, shots and versions
Refresh	New hooks, shots and versions from the saved approved assets	Marketing and media teams	An asset library for the next phase

Start where you are

If approved renders already exist, send them with the plans and agreed motion limits. Review a trial set before full production, then retain the masters for sales follow-up and campaign refresh.



Maverick Frame production render.

WHAT IT COSTS

A worked budget across the five stages

An illustrative composite at mid-market studio rates, using the same unit prices as our AI video roadmap. Approved source renders are supplied. This example allocates the work across the campaign stages. Your scope and timing are confirmed in your estimate. The key stills and campaign variants here are AI-derived creatives from supplied renders.

	LINE ITEM	BASIS	AT STUDIO RATES
01	Concept and campaign brief	once	**$315**
02	Test storyboard and shot directions	once	**$450**
03	Test visual direction and project reference	build, once	**$450**
04	Test AI key stills from supplied renders	30 x $20, look reused	**$600**
05	Launch motion clips	30 x $25, stills reused from Test	**$750**
06	Launch master edit, grade and titles	once	**$450**
07	Sales short versions	3 x $90, shots reused from Launch	**$270**
08	Refresh AI campaign still variants	10 x $30, look reused from Test	**$300**
	Concept subtotal		$315
	Test subtotal		$1,500
	Launch subtotal		$1,200
	Sales subtotal		$270
	Refresh subtotal		$300
	Planned as one roadmap		**$3,585**
	The same deliverables made separately, from scratch		**$4,865**

9%	42%	33%	8%	8%
CONCEPT	TEST	LAUNCH	SALES	REFRESH

From scratch adds $1,280 to the same lines. Visual direction at $450 is repeated for sales and refresh, the three short versions cost $150 each instead of $90, and ten stills cost $50 each instead of $30. Shares are rounded from the $3,585 planned total.

THE ONE PAGE

What to send at each campaign stage

Send the approved material you already have and identify the decisions still open. These inputs define the production and review scope.

01	**Concept and facts**	Approved renders and plans, brand assets, the offer, and the names of the people who approve geometry, project facts and the campaign message.
02	**Concept and limits**	Which development facts and renders are approved, what may move or change, which campaign placements need versions, and who approves the final creative matrix?
03	**Concept and owned media**	Any lifestyle footage, music or voice you already own, with its licence.
04	**Test and hooks**	The campaign objective, audience and message-to-shot directions for the trial creative set.
05	**Test and review**	Geometry and visual quality criteria, allowed camera and lighting movement, and the review roles.
06	**Launch and channels**	The approved creative matrix and the required channel versions.
07	**Sales and follow-up**	Approved project messages and the short versions or stills your sales team needs after calls and gallery visits.
08	**Refresh and assets**	New hooks, shots or phase messages, together with the saved approved assets to reuse.
09	**Every stage and scope**	The budget range, campaign dates and who consolidates feedback.

Change stage, keep the assets

Name the new campaign message and channels, then point us to the approved renders, motion limits and masters. The next scope can start from those files.

Agree the production scope

The worked budget is an example. Formats, timings, licensing and revision scope are agreed for your campaign.

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	Revision scope is agreed for each AI video project.
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/
Development video ads	maverickframe.com/solutions/ai-ads-for-property-developers/
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.