



FIELD GUIDE / 2026 EDITION

We Priced One Launch Shot and Built in CGI. **\$18,880 Apart.**

The same launch campaign priced twice: shot with crew, samples and one reshoot for \$28,600, or built once in CGI from CAD for \$9,720. Line by line, with the weeks.

START HERE

One colour changes. The shoot starts again.

An agency sells a product launch as one campaign: hero stills, every colourway, lifestyle scenes, social cutdowns and a short film. The idea is approved, the air date is fixed and the fee is agreed. What is not fixed is the product. Samples arrive late, a colour moves after sign-off, and a new market asks for one more finish.

On a shoot, each of those changes is a new booking: another sample, another studio day, another retouching pass. On a fixed fee, the agency pays for them out of its own margin. In CGI the product is built once from CAD or dielines, and a change is a material swap and a re-render. Both routes can look right. The question is which one survives the client.

SHOT	BUILT IN CGI
01 Waits for the last sample before anyone books a studio	Starts from CAD or dielines, before the samples exist
02 Each colourway shot and retouched as its own image	Each colourway is a material swap on the same scene
03 A colour change after sign-off is a reshoot	A colour change is a re-render of the affected frames
04 Social ratios cropped from frames composed for the hero	Every ratio framed and rendered from the same scene
05 The film is a separate crew day with its own rig	The film uses the model and scenes the stills built

The reshoot is where the margin goes.

Agencies rarely lose money on the shoot they quoted. They lose it on the one they did not: the second sample, the half day and the extra retouching that a fixed fee has to absorb because the client's colour moved.



Maverick Frame production render.

THE INVOICE

One launch, priced both ways

A composite of the launches agencies bring us: one consumer product in five colourways, six hero angles, four lifestyle scenes, ten social cutdowns and a 30-second film. Shoot lines are priced at mid-market production rates; CGI lines use our own rate card, \$45 per hour. Both include one late colour change.

	LINE ITEM	BASIS	COST
01	Shoot: pre-production samples, one per colourway	5 x \$300	\$1,500
02	Shoot: studio days, photographer, assistant, digital tech	2 x \$2,600	\$5,200
03	Shoot: set build and props	hero set	\$1,400
04	Shoot: location day for four lifestyle scenes, stylist	1 day	\$4,800
05	Shoot: travel, transport and catering	crew	\$1,300
06	Shoot: retouching, 10 hero and lifestyle, 24 colourways	10 x \$150 + 24 x \$60	\$2,940
07	Shoot: film day, motion-control rig and crew	1 day	\$6,500
08	Shoot: 30-second edit and grade	30 s	\$1,800
09	Shoot: ten social cutdowns, reframed and re-edited	10 x \$120	\$1,200
10	Shoot: colour change, new sample, half day, retouching	\$300 + \$1,300 + 6 x \$60	\$1,960
11	CGI: product model and materials from CAD	20 h	\$900
12	CGI: six hero stills	6 x 6 h	\$1,620
13	CGI: 24 colourway stills, material swap and re-render	24 x 1 h	\$1,080
14	CGI: four lifestyle scenes built in 3D	4 x 12 h	\$2,160
15	CGI: 30-second hero film from the same model	60 h	\$2,700
16	CGI: ten social cutdowns from the same scenes	10 x 2 h	\$900
17	CGI: colour change, new material, six frames re-rendered	8 h	\$360
Built once in CGI, lines 11 to 17			\$9,720
Shot, with one reshoot, lines 1 to 10			\$28,600

\$18,880 between the same deliverables.

The client sees the same stills, cutdowns and film either way. On a fixed fee the gap is the agency's to decide: margin, a sharper pitch price or a second campaign inside the same budget. The colour change alone is \$1,960 on the shoot and \$360 in CGI.

MARGIN AND WEEKS

Where the two routes part, moment by moment

Seven moments in a launch where shooting and CGI stop costing the same. The right-hand column is what each one does to an agency that has already agreed its fee and its air date.

THE MOMENT	WHAT EACH ROUTE DOES TO THE AGENCY
01 The samples are late	The shoot waits and the air date does not. In CGI, drafts of the hero stills arrive 3 to 5 working days after the CAD.
02 A colour moves after sign-off	A new sample, a half day and retouching: \$1,960 in the composite. In CGI, a new material and six re-renders: \$360.
03 A new market wants another finish	Another sample and another booking. In CGI, one more colourway across six angles is about six hours.
04 The media plan adds a vertical cut	A crop from a frame composed for the wide format, or a new setup. In CGI, the camera is reframed and the frame rendered again.
05 Comments arrive in five emails	Collect them into one list before they reach us. A round is one consolidated list: two at draft stage and one on the final.
06 The film goes into production	A separate crew day with its own rig. In CGI the film uses the model and scenes the stills built; up to a minute takes 4 to 6 weeks, storyboard first.
07 Next season	The shoot starts from zero. The CGI model stays on file, so the next set is priced for new scenes, not for the product again.

Where a camera still wins

CGI is not the answer to every brief, and a quote that says otherwise is selling. Keep the shoot, or at least part of it, when:

- ☐ A real face is the hero: talent, an ambassador or a model whose expression carries the campaign.
- ☐ The product is food or drink that has to look cooked, poured or served that morning.
- ☐ The campaign is a live event, a real crowd or a place whose truth is the point.
- ☐ The set is small: three or four stills of a finished product already in its final colours is often one studio day.

3-5 days

FIRST CGI DRAFT, FROM CAD

2-3 weeks

THE FULL STILLS SET

4-6 weeks

A FILM UP TO ONE MINUTE



Maverick Frame production render.

THE ONE PAGE

What agencies actually send us

The agencies and brands whose logos sit on our pages do not send specifications. They send something close to this, usually in the body of an email with the CAD attached, and it is enough to quote a launch from and to start work.

01	The product	CAD, STEP files or dielines. A sample or phone photos of one, if it exists.
02	The colourways	Names and references: Pantone, RAL or a photo of the swatch. Say which may still change.
03	The hero angles	How many, and a sketch or reference frame for the one that leads.
04	The lifestyle scenes	Where the product lives: a kitchen counter, a gym bench, a desk. One line each.
05	The film	Length, the one thing it must show, and whether the sound is yours or ours.
06	The placements	The media plan or a list: OOH, paid social, marketplaces, retail. It sets ratios and resolution.
07	The brand guidelines	The client's, as they are. We work to them under your agency's name.
08	Who collects the comments	One person on your side, so each round reaches us as one list.
09	The air date	The real one, not the comfortable one.
10	The budget	A figure or a range. It is the fastest way to a fitting scope, and it stays between us and your agency.

Your client, your name

We work white-label, sign your NDA and invoice your agency only. Your client sees one production partner, which is you, and each round of their feedback comes to us as one consolidated list.

Shoot the faces, render the rest

When a real face is the hero, keep the shoot for the people and the place. We render the product into those frames and make every colourway and cutdown from the same model.

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 CAD and the placements list

CAD, dielines, a sample or photos of one, the brand guidelines and the placements list, in whatever state they are in. We will reply to your agency 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 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.