



FIELD GUIDE / 2026 EDITION

Most FOOH Ideas Die at the Location Plate. One Plate, 8 Seconds.

The brief that decides whether a fake out-of-home spot looks real: one plate, one idea, eight seconds. Priced line by line against the three-idea version that costs \$23,100.

START HERE

It looks fake before the object arrives.

A FOOH spot works for one reason: for a second, the viewer believes it happened on a real street. That belief is decided by the footage, not by the CGI. When a spot looks fake, the object is rarely the problem. The plate it was placed into was never going to hold it.

Most FOOH briefs describe the idea in detail and the footage in one line, often 'stock or whatever works'. So the plate is chosen late, after the concept is approved, and it arrives shaky, flat-lit, shot from the wrong height or already crowded. Everything after that point is an attempt to rescue a shot that had no room for the idea.

WHAT THE BRIEF USUALLY LEADS WITH	WHAT DECIDES WHETHER IT LOOKS REAL
01 Three ideas, in case one works	One idea that fits one place. Each idea needs its own plate, object and simulation.
02 A 30-second story	Eight to ten seconds with one reveal. That is what people watch and share.
03 'Stock footage is fine'	A plate shot for the object: steady, at eye level, with room in frame and matching light.
04 Every platform, every ratio	Shoot for the tallest cut first. A wide 16:9 crop from 9:16 footage rarely survives.

The plate is the brief.

Decide where the idea happens and film that place properly before anyone models anything. A good plate makes an ordinary object believable; a bad plate makes a perfect one look pasted on.



Maverick Frame production render.

THE INVOICE

Three ideas, 30 seconds, priced as briefed

Below is a composite of FOOH briefs we priced this year, at mid-market studio rates. Per-minute animation rates do not describe this work well: most of the cost sits in the object, the simulation and the match to the plate, not in the length.

LINE ITEM	BASIS	AT STUDIO RATES
01 Three stock plates, licensed, tracked and cleaned	3 x \$900	\$2,700
02 Three hero objects modelled at street scale	3 x \$1,200	\$3,600
03 A simulation for each idea: fabric, liquid, glass	3 x \$1,500	\$4,500
04 30 seconds lit and rendered, 720 frames	\$200 / s	\$6,000
05 Compositing: shadows, reflections, grain	30 s	\$3,400
06 Five platform cuts	5 x \$300	\$1,500
07 New plate and re-track after the first failed	rescue	\$1,400
Plates, objects and simulations for three ideas		\$10,800
Length, compositing and cuts		+ \$10,900
The rescue		+ \$1,400
Three ideas, 30 seconds		\$23,100
One plate, one idea, eight seconds		\$7,000

\$7,000 buys the spot people actually share.

One tracked plate \$900, one object \$1,200, one simulation \$1,500, eight seconds rendered \$1,600, compositing \$900 and three cuts \$900. It is not the cheap version of the long brief. It is the version that has a chance of being believed.

LINE BY LINE

What to write instead of the long brief

Rewrite these nine lines and the spot gets shorter, cheaper and more convincing at once. None of them are creative compromises; they are the conditions under which the trick works.

IN THE BRIEF		WHAT TO WRITE INSTEAD
01	Three concepts to choose from	Choose before production. Test ideas as sketches over a still of the street; they cost almost nothing at that stage.
02	A 30-second story	One reveal in eight to ten seconds, plus a still frame for the poster and thumbnail.
03	'Stock or whatever works'	Name the place. If it has to be stock, send us the clip before licensing it, not after.
04	No shooting notes	Steady camera or slow move, eye or phone height, 4K or better, the object's space left empty in frame.
05	No light reference	A few seconds of a grey and chrome ball, or photographs of the spot at the same time of day.
06	The object as a logo	The product file or a physical sample. Real labels, real proportions, real materials.
07	'Make it go viral'	Say what the object does: lands, grows, melts, wraps, crashes. One verb is a brief.
08	Every platform	The lead platform and ratio, then which cuts follow. Shoot for the tallest.
09	Launch next week	The real date. Tracking and simulation need their days; rush is half the time for about 40% more.

THE ONE PAGE

What brands actually send us for FOOH

The brands whose logos sit on our service pages do not send decks of concepts. They send something close to this, usually inside the body of an email with a clip attached, and it is enough to quote from and to start work.

01	The idea	One sentence and one verb: what appears, and what it does.
02	The place	A street, a facade, a landmark, a billboard. Name it or describe it.
03	The plate	Footage if you have it, a phone clip if you do not. We will say whether it can hold the idea.
04	The product	A 3D file, packaging artwork or a sample.
05	The length	Eight to ten seconds is the default. Say if you need more.
06	The lead platform	Where it launches, and in which ratio.
07	The other cuts	Ratios and lengths that follow the lead version.
08	Sound	Whether you supply it or we do.
09	The date you need it	The launch date, not the comfortable one.
10	The budget	A figure or a range. It is the fastest way to a fitting scope.

Send the phone clip first

Ten seconds filmed on a phone at the real location tells us more than a moodboard. We can usually say within a day whether the place can hold the idea, before anyone books a crew.

Keep the second idea

An idea you cut is not lost. Once the first spot is out and you know how it performed, the second one starts with a proven plate and a studio that knows your product.

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 plate and the idea

Location footage, a phone clip of the street, a product file or a one-line idea, 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/
FOOH work	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 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.