



LOU DENIM

AI CREATIVE DIRECTOR

RATE CARD

AI CREATIVE SERVICES

AI IMAGE CREATION

SETS OF 5 IMAGES MINIMUM

DELIVERABLE	RATE
Product only — no character	£250
1 character + product	£380
2–3 characters + product	£600
Set of 10 images — complex campaign	£900

Images sold in sets of 5 minimum. Per-unit rate available on request.

AI VIDEO PRODUCTION

PRODUCT / SERVICE

SCENE	≤ 15 s	≤ 20 s	30 – 40 s
Product only — studio	£350	£450	£550
Product in an environment	£400	£500	£650
Product + 1 character	£550	£750	£1,000
Product + 2 characters	£750	£950	£1,200

Studio = plain background. · **Environment** = real location (pizzeria, shop, office...). · **Characters** = present in the scene — casting, wardrobe, props and staging included.

Visual style — same rate: Photorealistic · 3D animation · 2D cartoon.

A service? Its location, sign or storefront acts as the product (e.g. the bank's facade, a restaurant's dining room).

HD 720P

included

FULL HD 1080P

+ 20 %

4K UPSCALE

+ 50 %

Resolution surcharge applied to the video rate only. · Multiple environments, long story or more than 2 characters : on quote. · Each video = several shots edited to music, colour-graded and adapted to platform formats.

FULL CAMPAIGN PACK 3 videos on the same concept (Reel / Story / Feed)

£1,500 – £2,000

Volume / package rate available from 3 videos. · Included : concept, image generation, animation, editing and adaptation to platform formats.

EFFECTS & TRANSFORMATIONS

Morphing / transformation — the product transforms, appears, rebuilds itself	from £150
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Set or season change — same scene, different place, different mood	from £150
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Relighting — day ↔ night, neon, golden hour	from £150
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Object or product-colour swap	from £150
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Motion design — animated titles, typography, graphic package	from £150
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SOUND & FINISHING

AI voice-over (FR / EN / ES)	from £100
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Custom music & sound design	from £100
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End card — animated logo + audio signature	£150
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Burned-in subtitles	£75
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CHARACTERS

Character speaking to camera — voice + lip-sync	from £100
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2-character dialogue	from £200
Exclusivity rights on a custom character — reserved to your brand	£300

OTHER OPTIONS

Storyboard — sign-off before production	from £150
Script / concept	from £200
Additional revision round (beyond the 2 included)	£75 — £150
Rush surcharge (delivery within 48 h)	+ 30 — 50 %

REAL ESTATE & PLACES

FROM YOUR PHOTOS

Animated property tour — camera moves, transitions, edited to music	from £300
Character added — bringing the place to life	+ £150
Photo enhancement — sky, light, lawn, decluttering	from £25 / photo
Virtual home staging — furnish an empty room or restyle the décor	from £75 / photo

Need photos of the property? On-location shoot available.

SPECIAL REQUEST Anything outside this list is discussed with the creative and quoted separately. **On quote**

DELIVERY Every video is delivered finished: colour-graded, edited, sound-designed (library music and sound effects included) and exported in your platform's final format.

TERMS

All prices exclude VAT — applicable VAT is added to the quote.

2 revisions included in every project — beyond that, billed per the rates above. · Standard delivery : **7 to 10 business days** depending on the project.

An **approved storyboard** sets the production starting point : any change to an already-approved element (storyboard, script, shot) counts as a billable revision round.

Rates valid for **social-media distribution** (organic and paid) — TV, out-of-home or in-store screens : on quote.

Source files, prompts and workflows not delivered — **property of Lou Denim**. · Final quote depends on brief complexity.

50 % deposit required before starting. · No work begins without a validated brief and signed agreement.

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