



videoanimazioni

Price list and terms

Motion graphic explainer videos for B2B companies · October 2026 · Prices exclude VAT

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1. The service at a glance

We explain your product, your company or a regulation in 60-150 seconds, with an animated video your customer watches to the end.

In three lines: your buyer won't read a ten-page brochure. They need to understand in one minute what you do, why it pays off and what to do next. We write the script, animate it in your colours and deliver it ready for your website, LinkedIn, campaigns and sales presentations.

Why it works for technical B2B companies:

- **Message first, graphics second.** Every video starts from an agency-style brief: goal, audience, insight, promise, proof points, what not to say, call to action.
- **Verified facts.** Figures, dates and regulatory references come only from sources the client approves. On regulatory topics, every scene shows the reference cited.
- **A recognisable style.** Flat illustration, the client's palette and fonts, calm corporate motion, burned-in subtitles for people watching without sound.
- **One video, many uses.** From the full video we create short cuts for social media and campaigns, a square format for the LinkedIn feed and versions in other languages.
- **Short lead times, predictable costs.** Text changes are recalculated without remaking the video from scratch: voice, timing and subtitles realign automatically.

2. Who it is for and where to use it

The service is designed for B2B companies with a product or business model that isn't obvious to explain: manufacturers, importers, distributors, technical service companies, professional firms and trade associations.

Type of video	What it is for	Example
How the company works	Make the business model clear and drive contact requests	"How Italwarmi works", 1:20
Regulatory update	Explain a new rule, its deadlines and what to do, citing sources	"Drinking water, new EU rules", 2:16
Buyer's guide	Give buyers the right questions and position the product	"6 questions for your tracker supplier"
Product or technology	Explain a technical advantage through animation	"Shade on back-contact panels"
News video for social media	Comment on industry news in a short, recurring format	PVclick "Video news" series

Where to use it: website home and About page, product pages, LinkedIn posts and feed, Google and YouTube campaigns (short cut), newsletters, sales email signature, trade fairs and presentations to new customers.

3. What you get

Deliverable	Format	Notes
Script	Document	The voice-over word for word, scene by scene. Approved before production
Frame preview	Images	One key frame per scene, to see the style before the video. Approved together with the script
Video	MP4, one format of your choice (16:9 1920×1080 or 1:1 1080×1080)	Commercial AI voice, music, burned-in subtitles, logo and contacts at the end
Subtitles	.srt file	Identical to the script
Cover image	PNG	For YouTube, LinkedIn and your web page
Extra formats	1:1, 9:16, 16:9	Optional, €100 per format
Additional language	Video, subtitles and .srt	Optional, 40% of the first-language video price

Technical specs: 30 fps, H.264, AAC 48 kHz stereo audio, loudness normalised to -14 LUFS (the standard for social platforms and YouTube). Every delivery has a version number, so a draft is never confused with the final file.

Style: flat illustration with no gradients or 3D effects, the client's palette and fonts, text that appears on the word spoken by the voice, a fully composed first frame (it matters for social media previews).

4. How we work

The process has a single approval point before production: the script with the frame preview. That way the client sees text and style before the video is produced.

Work starts once the client has delivered all the material: the idea of the message, reference websites and the photos to use.

1. **Material.** The client sends us the idea of the message, reference websites, photos and logo.
2. **Script and frame preview.** We write the voice-over and prepare a key frame for every scene.
3. **Approval.** The client approves script and frames. From here on the text is locked.
4. **Video production.** Animation, commercial AI voice, music and subtitles.
5. **Revisions.** Up to 2 revision rounds at each stage (2 on the script and frames, 2 on the video). Each additional round costs €100.
6. **Delivery.** Final video, subtitles, cover image and, if ordered, extra formats and additional languages.

If the client changes the script after approval, the change is quoted separately, because voice, timing and animation change too.

5. Pricing

The price depends only on the length: €50 per 10 seconds, with a minimum of €300 per video. Length is counted in 10-second blocks, rounded up: a 72-second video counts as 80. Prices exclude VAT. Each video is priced on its own: up to 60 seconds you pay the minimum. The price covers one format and one language.

Video length	First language	Additional language (40%)
35 s	€300 (minimum)	€120
45 s	€300 (minimum)	€120
60 s	€300	€120
80 s	€400	€160
90 s	€450	€180
2 min	€600	€240
2 min 30 s	€750	€300

Videos are not added up: two 45-second videos cost €300 + €300 = €600, not 9 blocks of 10 seconds = €450.

What the price includes: script, frame preview, animation in the client's colours, commercial AI voice, music, subtitles, one format of your choice, up to 2 revision rounds at each stage.

The price assumes the client provides all the material: the idea of the message, reference websites and photos. Research, copy written from scratch or sources to find are quoted separately.

Extra	Price
Extra format (1:1, 9:16 or 16:9)	€100 per format
Additional language	40% of the first-language video price
Revision beyond the 2 included	€100 per round
Human voice-over instead of the AI voice	at the voice artist's cost

Payment: 50% on order, 50% on delivery of the final video.

6. Terms

What the client provides (required): the idea of the message, reference websites and the photos to use. In addition: logo as vector or transparent PNG, palette and fonts (or brand guidelines), contact details for the closing scene and a single contact person who collects internal feedback. Without complete material, work does not start.

Revisions: a maximum of 2 revision rounds at each stage is included, on the script and on the video. Each additional round costs €100. A round is a single list of changes sent at once. Script changes after approval are quoted separately.

Voice: the video uses an AI voice with a commercial licence. If the client prefers a human voice-over, we bill it at the voice artist's cost, with no mark-up.

Music: composed by us for each video, so there are no royalties and no YouTube claims. Alternatively, a royalty-free track with a commercial licence, listed in the delivery notes.

Usage rights: once paid in full, the client can use the final videos with no limits of time, channel or territory. The project source files remain with Italwarmi srl; future updates are made by us (on quotation).

Content and trademarks: the client guarantees it has the right to use the logos, trademarks and data it provides. Figures, dates and regulatory references are used only from sources the client approves with the script. No third-party logos without written authorisation.

Payment: 50% on order, 50% on delivery of the final video, bank transfer on invoice. Final files without the DRAFT watermark are delivered on full payment.

Validity of the offer: 30 days.

7. Frequently asked questions

Is the voice synthetic? Can you tell? Yes, it is a latest-generation AI voice with a commercial licence. If you prefer a human voice, you pay only what the voice artist costs, with no mark-up.

Can I change a figure or a date after delivery? Yes. The video is built on the text: once the text changes, voice, timing and subtitles are recalculated. The update is quoted separately.

Do you also make it in English or other languages? Yes, with the same animation: we translate the script, regenerate voice and subtitles and recalculate the timing. Each extra language costs 40% of the first-language video.

Do you use our colours and logo? Always. If you have brand guidelines we follow them; if not, we propose a palette consistent with your website.

Can I use the video in paid advertising? Yes. The music is ours and the final voice has a commercial licence, so there are no blocks on YouTube, Google Ads or Meta.

How long should it be? 60-90 seconds are enough to explain a company; a regulation with dates and obligations needs 2-3 minutes. For campaigns we always use a 30-45 second short cut.

Do you also shoot live-action video? No, the service is motion graphics only. We can, however, include product or factory photos that you provide.

8. Your video brief

Answer these ten questions before the kick-off call: they are all we need to write the brief for your video.

1. What should viewers do at the end of the video? (e.g. ask you for a quote, write to you, download a document)
2. Who is watching? Role, industry, how much they already know about the topic.
3. What does your customer fear or not understand about this topic today?
4. What is the complete message to communicate: what to explain, to whom and why they should care?
5. What proof supports it? Figures, years in business, certifications, regulations, case studies.
6. What must not be said? Words, promises or comparisons to avoid.
7. Where will you use the video? Website, LinkedIn, campaigns, trade fairs, presentations.
8. Desired length and formats (16:9, 1:1, 9:16). In which languages?
9. Reference websites and available material: logo, brand guidelines, fonts, product photos, datasheets, regulatory texts.
10. Who approves the script and the final video, and by when do you need it?

Price list, portfolio and price calculator: www.videoanimazioni.com/en