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Vacuum insulation panels Animation

Ref no. MM 311

Prepared for:

Francesco Gattiglio

VIPA

Submitted on: 7 March 2018

Valid until: 7 April 2018



Statement of Confidentiality

This proposal and supporting materials contain confidential and proprietary business information of Morris&Chapman. These materials may be printed or photocopied for use in evaluating the proposed project, but are not to be shared with other parties.



Introduction

The Vacuum Insulation Panel Association (VIPA) is planning to produce an animation to explain how vacuum insulation panels work and what benefits they can offer in different applications (appliances, buildings, packaging etc.).

The aim is to have a dynamic, visually engaging, and self-explanatory short 1-2 minute long animation that will provide more details on the vacuum insulation panels.

Process

Phase	Description
Phase 1: Concept Development	This stage would involve defining and agreeing upon the technique and the tone of voice.
Phase 2: Script and Visual Style Timing: 1 week	The development of the visual style and script go hand in hand and by the end of this phase we should be ready to prepare a storyboard based on the script.
Phase 3: Storyboard and Production Timing: 3 weeks	This stage would involve the illustration of the storyboard and once approved, we would proceed with the animation and voice recording.
Phase 4: Corrections and changes Timing: 1 week	This phase encompasses the integration of feedback and changes.
Phase 5: Delivery	Once finalised, the video file will be exported in a range of formats.



Style

The style of the animation would be defined with the client at a kick-off meeting.

Services

The Services for this project will include:

- Concept development & Visual Style
- Sub-editing & Fine-tuning of the supplied script
- Story Boarding
- Illustration of all scenes
- Music scoring and sound effects
- Voice recording
- Animation of all scenes
- Editing & Post-production
- Integration of feedback and changes
- Rendering for display

Copyright

All rights will be transferred to VIPA except for the music which, if stock is used, would remain the property of the composer but is licenced to VIPA for this project.



Budget

	Amount	Rate	Total (€)
Animation 1 version 1-2 minutes			
Concept / Visual Style Development	1	800	800
Script Editing	0.75	800	600
Storyboarding / Illustration	2.5	800	2000
Animation	2.5	800	2000
Music	1	500	500
Voice Recording	1	500	500
Feedback and changes, post production and renders	1	800	800
TOTAL			7200

Standard proofing and corrections include three rounds. All other changes will be billed on an hourly basis. Prices do not include VAT (21%).

References

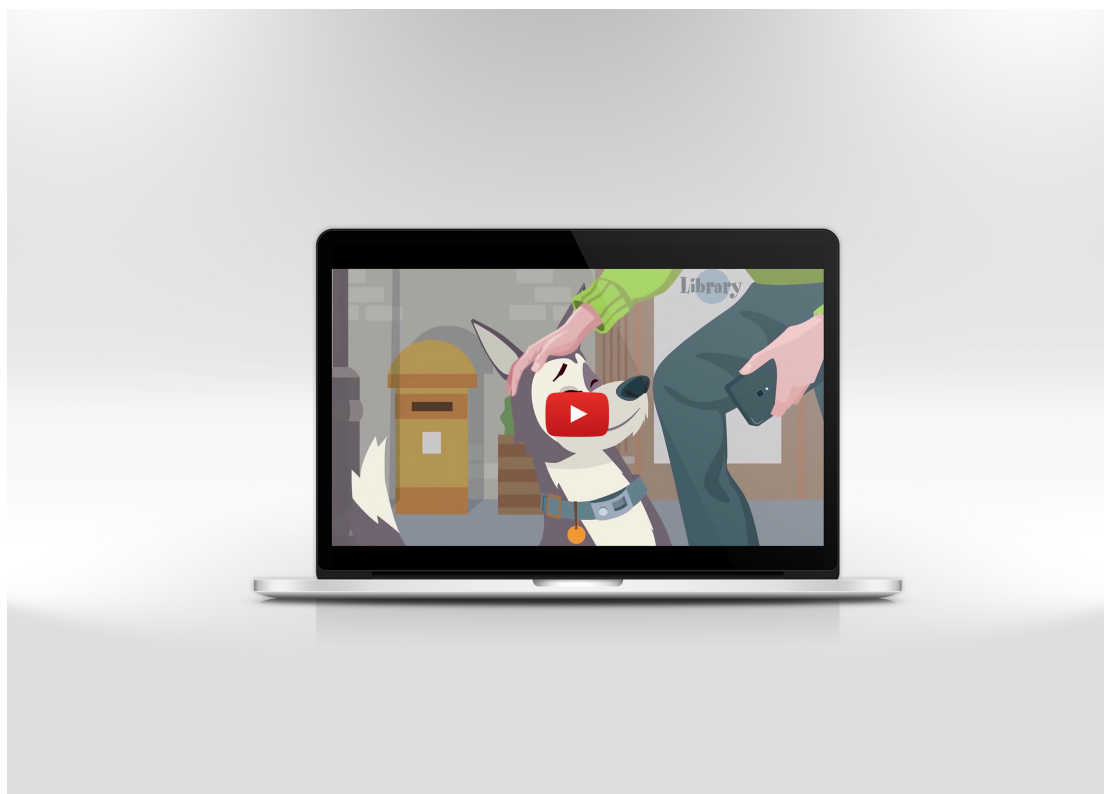
For a full list of references, visit our website at www.morris-chapman.com.

ANIMATION REFERENCES

client: GSA

The GSA's mission is to support European Union objectives and achieve the highest return on European GNSS investment, in terms of benefits to users and economic growth and competitiveness. To illustrate the added value of Galileo in Location Based Services (LBS), we produced a series of 5 animations, supported by interviews with key stakeholders.

http://www.morris-chapman.com/portfolio_page/gsa-4/



References

For a full list of references, visit our website at www.morris-chapman.com.

ANIMATION REFERENCES

client: IFPMA

IFPMA is a global, non-profit, nongovernmental organisation. It represents the research-based pharmaceutical industry, including the biotechnology and vaccine sectors. We developed an animation on biotherapeutic medicines, which was hugely successful within the community.

http://www.morris-chapman.com/portfolio_page/biotherapeutics/



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ANIMATION REFERENCES

client: APEAL

APEAL is a federation of four producers of steel for packaging in Europe, founded in 1986, representing some 95% of the total European production of steel for packaging. In 2016 we created this animation to illustrate the concept of circular economy and the recycling aims of the industry for the future.

http://www.morris-chapman.com/portfolio_page/steel-packaging-model-material-circular-economy/



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ANIMATION REFERENCES

client: WEC

The World Employment Confederation is the voice of the employment industry at a global level, representing labor market enablers in 50 countries and seven of the largest international staffing, recruiting, and workforce solutions companies. Together with Cambre Associates we have created an animation explaining how the employment industry is leading in the changing world of work.

http://www.morris-chapman.com/portfolio_page/leading-changing-world-work/



References

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WHITEBOARD ANIMATION REFERENCES

client: SHV Energy

SHV Energy is a family-owned multinational organisation that services the needs of over 30 million customers over three continents that use energy for hundreds of applications. To illustrate the role of the SHV Energy Sustainability Roadmap, we produced a whiteboard animation explaining the SHV Energy objectives in practice.

<https://youtu.be/AkbH14iUo1M>



References

For a full list of references, visit our website at www.morris-chapman.com.

WHITEBOARD ANIMATION REFERENCES

client: Efpia

EFPIA brings together 33 European national pharmaceutical industry associations as well as 40 leading companies undertaking research, development and the manufacture in Europe of medicinal products for human use. We storyboarded and designed a series of short whiteboard animations on key topics.

https://www.morris-chapman.com/portfolio_page/efpia/



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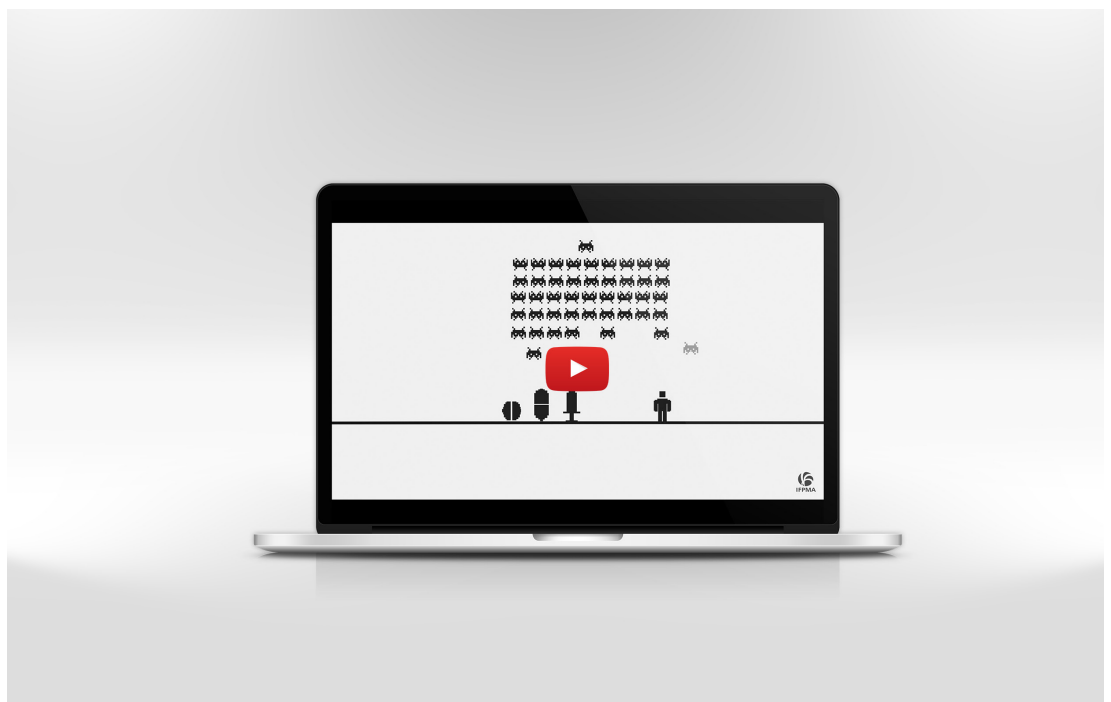
WHITEBOARD ANIMATION REFERENCES

client: IFPMA

'Innovation' takes you on a journey to discover its beginnings, its major achievements in health and other fields, and major challenges ahead. How has innovation made strides in global health? Can innovation win the fight against life-threatening diseases?

We scripted, designed and animated this video, which has been adapted to several languages.

https://www.morris-chapman.com/portfolio_page/ifpma-4/





About us

Morris & Chapman is a Brussels based communication agency with special focus on developing on & offline communication solutions for public institutions, trade associations SMEs and Fortune 500 companies.

Active since 1998, we have a team of 14 dedicated professionals, including 4 web designers and developers, 4 graphic designers, 3 multi-media professionals and 3 Account Managers and Admin staff.

■ Client centred

Our clients are our priority and their requirements and objectives are always foremost in our minds. We avoid 'design for design's sake'. We don't indulge our egos, nor seek to win awards. Our aim is to implement intelligent solutions that deliver results for you.

■ Forthright and honest

We invest significant time and effort in understanding your needs, evaluating all options, shortlisting the best alternatives and recommending those we feel are optimal for you and your audience. We would never propose the most expensive solution just because it is desirable for our short-term bottom line. It's not the way we work.

■ Technically informed

We keep up to date with all the latest technological developments, so we can offer you a range of solutions. But we only recommend a technology if it matches your specific business needs and budget.

■ Balanced

While fundamentally strategic, we're also practical by nature. We believe in giving our clients the best possible advice and we're not possessive about what we know.

Our Services



360°

The world is connected and so is communications. The days where the annual report was seen as standalone, the website was solely managed by IT specialists and videos were only used offline are long gone. All ingredients of successful communications now blend together to form a new and exciting recipe. Our multi-disciplinary team delivers 360° solutions where strategy, tactics, content, design and technology meet to achieve results.

- › Message Development
- › Strategy & Tactics
- › Content Development & Copy writing
- › Campaign Development & Roll Out
- › Analysis & Reporting



BRANDING

The world of branding comes with a lot of over complicated terms. However, we think it is actually quite simple: it is the visual expression of who you are and what you stand for. Whether expressed in the logo, through photography or layout style, we love to develop coherent, practical yet striking brand identities.

- › Brand Development
- › Logo & Visual ID Design
- › Style Guides & Brand Books
- › Bench marking & Positioning



ONLINE COMMUNICATION

The importance of online comms does not need to be explained. Your online presence will leave a first impression or can be a permanent information resource. Push or pull, fixed or mobile, app or site the possibilities are vast but our approach is steadfast. To be successful we help our clients with content, design, interface, analysis and marketing. Our methodology ensures a perfect blend of content ensuring messages are delivered.

- › Corporate Websites
- › Association Websites
- › Event & Conference Sites
- › Mobile Applications
- › Campaign Sites
- › Electronic Newsletters
- › Social Media
- › Extranet & Intranet
- › Advertising & Marketing
- › Search Engine Optimisation
- › Support & System Administration
- › Security & Maintenance



PHOTOGRAPHY

With 5 photography aficionados in our team, we have a soft spot for capturing moments or messages. We also know how important and impactful good photography can be. Whether it is to capture the essence of an event or to build a unique image library that will be a key element of your visual ID, we love to be behind a camera.

- › Image Libraries
- › Event Photography
- › Product Photography
- › Portrait Photography



PRINT DESIGN

Print is dead.... Long live print. Fortunately, the rumours of the impending death of printed communication tools were greatly exaggerated and in many situations printed comms has an important role to play. Whether it is an annual report, presentation brochure or simply the right choice of stationery, putting words on paper is second to none in terms of impact.

- › Annual Reports
- › Infographics
- › Brochures
- › Reports & Studies
- › Invitations
- › Stationery
- › Promotional Items
- › Newsletters & Magazines



VIDEO AND ANIMATION

The last few years have seen a lot of motion, literally. What used to be restricted to corporate video, often languishing in a box of DVDs in a corner, is now an integral part of an effective communication strategy. Whether used at events or online, video and animation can move, explain and connect.

- › Corporate Videos
- › Event Coverage
- › Video News Releases
- › Cartoons
- › Infographic Animations
- › Interviews
- › Social Media
- › Documentaries
- › Video Manuals
- › Presentations



EVENT & FIELD

People are social beings and social beings gather. Whether it is to exchange ideas, celebrate or to inspire, getting together is key. We have organised or supported events ranging from gala dinners to guerrilla marketing and we know that the devil is in the detail.

- › Booth Design
- › Event logistics
- › Field Promotion

Our Clients

OUR KINGS, QUEENS AND BENEFACTORS

Because we haven't forgotten that the client is King. We are proud to have worked for the following companies and associations. Check the full list of our clients at www.morris-chapman.com/clients



Our Team

We have a team of 12 dedicated professionals in our Brussels office and two other people working from our Sofia location. For skills that we do not internally (specific illustration styles, 3D, technical copy writing, voice over artists, certain development languages such as Java) we have an extensive network of freelancers around the world who can help complete the skill set. We also have access to a pool of talent for on location work such as video crews, photography teams and stand builders.

Project Team



SIMON LEYSEN
Managing Director



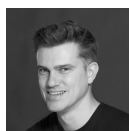
MARTIN MINARIK
Senior Account Manager



INGRID ZEIPPEN
Graphic Designer



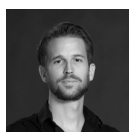
BENEDETTA MUCCHI
Multimedia Production Manager



BENJAMIN MAGITS
Web Developer / Designer



DAVID LORRAI
Web Designer



RAPHAEL CLAUDE
Web Designer



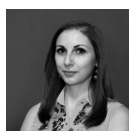
NICOLAS WALLENDORFF
Graphic Designer



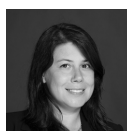
OVIDIU PETRESCU
Graphic Designer



CHANTAL GARRARD
Graphic Designer



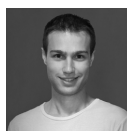
JENNY MITEVA
Quality Control



YASEMIN YENILMEZ
Graphic Designer



CHRIS PULLEYN
Photographer & Video Editor



IVO BACHKOV
Animator



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