

Token System

Each month you'll get <u>220 new Tokens.</u> You can request <u>more than one task at a time.</u> We'll provide an ETA for each one.

<u>Unused Tokens roll over</u> to the following month. As an example, <u>a static ad starts at 10 credits</u>, and it includes 2 revisions and variations.

Special requests can modify the Token cost of a task - This will be communicated on Slack.



TOKENS MENU

20 slp



(All costs may vary depending on the complexity of the request)

Pipeline of Creative Concepts

VIDEO EDITING

(All costs may vary depending on the complexity of the request)

Video Ads (includes 2 revisions and 4 variations)	- 25 SP
General video editing	- 20 SID
Ad update	15 SIP

MODIFIERS

REVISIONS

Up to 2 rounds of revisions	• 0	sp
Each round from the 3rd onward	• 2	slp

BRIEF

No Copy/VO provided	• 5	slp
Needs footage from our internal library	• 5	sp
Needs footage from an external Stock library / Al generation	-• 10) 😡
Needs VFX	-• 10	

VARIATIONS

Up to 4 variations	•	0	SP
From 4 to 8 variations	•	5	sp
From 9 to 12 variations	•	10	sip
More than 12 variations	•	15	sp

SIZES		
to 3 sizes delivered	•	5 🤇
m 4 to 8 sizes 🛛 —	•	8 🧕
re than 9 sizes —	•	12 🧕

TOKENS MENU

GRAPHIC DESIGN

(All costs may vary depending on the complexity of the request)

Graphic design	-• 20	SP
Illustration	-• 20	sp
Social Media Still Ads	-• 10	sp
Memes	-• 5	sp
Logo design	- 20	sp
E-mail marketing	-• 20	sp
DOOH	- 30	sp
ООН	-• 15	sip

MODIFIERS

REVISIONS

Up to 2 rounds of revisions	•	0	slp
Each round from the 3rd onward	•	2	slp

BRIEF

No Copy/VO provided	5	slp
Needs footage from our internal library	3	slp
Needs footage from an external Stock library / Al generation	10	slp

VARIATIONS

Up to 4 variations	• 0
From 4 to 8 variations	3 😡
From 9 to 12 variations	6 6
More than 12 variations	9 😡

RESIZES

Up to 3 sizes delivered	•	3	slp
From 4 to 8 sizes		5	SIO

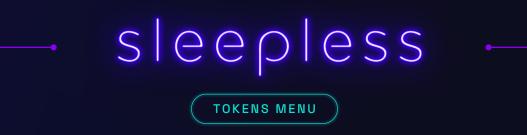


TOKENS MENU

IIMATION costs may vary depending on the complexity of the request)	
<i>l</i> lotion Graphic Ads - Animation	30 sp
2D Animation	30 sp
/FX	10 sp
3D Animation	• 160 sp
nd card (design and animation)	15 sp
MODIFIERS	
REVISIONS	
Up to 2 rounds of revisions	• 0
Each round from the 3rd onward	
BRIEF	
No Copy/VO provided	• 5 sp
VARIATIONS	
Up to 4 variations	3 (sp
From 4 to 8 variations	
	5 50
From 4 to 8 variations	5 Sp 10 Sp
From 4 to 8 variations	
From 4 to 8 variations From 9 to 12 variations More than 12 variations	
From 4 to 8 variations From 9 to 12 variations More than 12 variations RESIZES	

WEB DESIGN





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TOKENS MENU

20 (slp)

• 10 🗐

• 15 🕪



(All costs may vary depending on the complexity of the request)

Pipeline of Creative Concepts

VIDEO EDITING

(All costs may vary depending on the complexity of the request)

Video Ads (includes 2 revisions and 4 variations)	25 SP
General video editing	- 20 Sp
Ad update	15 510

MODIFIERS

REVISIONS			
Up to 2 rounds of revisions	• (0	sp
Each round from the 3rd onward	• 1	2	sp
BRIEF			
No Copy/VO provided	• !	5	sp
Needs footage from our internal library	• !	5	sp
Needs footage from an external Stock library / Al generation	• 4	10	sp
Needs VFX	• 4	10	sp
VARIATIONS			
Up to 4 variations	• (0	sp
From 4 to 8 variations	• !	5	sp
From 9 to 12 variations	• •	10	sp

RESIZES

More than 12 variations

Up to 3 sizes delivered	5	SIP
From 4 to 8 sizes•	8	sp
More than 9 sizes	12	SIP

TOKENS MENU

GRAPHIC DESIGN

(All costs may vary depending on the complexity of the request)

Graphic design (Includes 2 revisions and 4 variations)	20 Sp
Illustration	20 sp
Social Media Still Ads (Includes 2 revisions and 4 variations)	- 10 sp
Memes	• 5 slp
Logo design (Includes 2 revisions and 4 variations)	20 slp
E-mail marketing (Includes 2 revisions and 4 variations)	- 20 sp
DOOH (Includes 2 revisions and 4 variations)	30 sp
OOH (Includes 2 revisions and 4 variations)	15 sp

MODIFIERS

REVISIONS

Up to 2 rounds of revisions	• 0	slp
Each round from the 3rd onward	2	slp

BRIEF

No Copy/VO provided	5 😡
Needs footage from our internal library	3 😡
Needs footage from an external Stock library / Al generation	

VARIATIONS

Up to 4 variations	• 0	sip
From 4 to 8 variations	• 3	sip
From 9 to 12 variations	• 6	slp
More than 12 variations	• 9	slp

RESIZES

Lin to Zaiman daliwanad





TOKENS MENU

NIMATION I costs may vary depending on the complexity of the request)	
Motion Graphic Ads - Animation	• 30 sp
2D Animation	30 sp
VFX	10 s p
3D Animation	• 160 sp
End card (design and animation)	• 15 sp
MODIFIERS	
REVISIONS	
Up to 2 rounds of revisions	0 s p
Each round from the 3rd onward	—
BRIEF	
No Copy/VO provided	• 5 sp
VARIATIONS	
Up to 4 variations	• 3 😡
From 4 to 8 variations	5 🗐
From 9 to 12 variations	10 90
More than 12 variations	15 🜆
RESIZES	
Up to 3 sizes delivered	5 50
From 4 to 8 sizes	8 🐠
More than 9 sizes	12 50

WEB DESIGN

