



BY ALEX SAUTTER

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BRAND GIF INQUIRIES

Thank you for inquiring about custom GIF creations! Whether you are representing a larger brand, a charitable organization, or a small business, GIFs have proven to be a fun and effective marketing tool. Please review the below before moving forward with a commission request:

PRICING

GIF pricing is based on project needs and requirements, with a **base price of \$500** for services. Individual GIF prices will typically range between \$20-\$200 depending on time and complexity. An estimate will be provided beforehand.

PAYMENT

A minimum of half the total payment is due upfront, and any remaining amount is due upon completion. Payment may be completed via PayPal or Venmo. Please request an invoice if needed.

GIPHY BRAND ACCOUNTS

All GIF stickers found on Instagram, TikTok, and Snapchat are hosted through the GIPHY platform, which requires third party content to be uploaded via a verified brand account. To create a brand account, GIPHY has a few requirements:

- 1) You must have an email directly associated with your brand website.
 - Accounts such as GMail and Yahoo are not permitted.
 - Required example: me@mybrand.com
 - Not permitted example: mybrand@gmail.com
- 2) Brand account approval requires a minimum of 5 GIF uploads.
- 3) If you do not currently have an approved GIPHY brand account: *I am unable to assist with GIPHY brand account creation at this time, please be prepared to create a GIPHY account independently of my design services. However, I am able to assist with the submission process if need be.*
- 4) All GIFs go through an individual approval process by GIPHY. If the type of GIF sticker is too common or potentially inappropriate or mature, it might not be approved. (No middle fingers, nudity, etc.)

QUESTIONS FOR YOUR BRAND

Ask yourself what your main purposes of these GIFs will be - are they primarily for the brand to use promotionally, for clients, or both? This can help solidify your strategy, if needed. Do you want to include actual GIFs (to be available on standard GIF keyboards) as well as GIF stickers (GIFs with transparent backgrounds, as used on Instagram stories)?

NEXT STEPS

Please email alex@bysauts.com with a numbered list of your GIF requests. Be as specific as possible and attach any reference imagery, logos, colors, fonts, and brand guides as needed.