

AR Filter Process X Rate Card 2025

Platforms: Snapchat, TikTok, Web and Apps



► Production Process

Step	Details	Cost
1. Initial Meeting	Zoom call to discuss brand and goals	Free
2. Creative Proposals	Rough ideas by email to align concept	Free
3. Concept Storyboards	Visual mock-ups of filter look & user journey	£1,000
4. Production	Full AR build (2D/3D assets, animation, coding) with unlimited amends during timeline	Included
5. Publishing	Approval management and fixes until live	Included
6. Distribution & Campaign	Free distribution advice; paid campaign management from £5,000 (excl. ad spend)	From £5,000

► Costs + Timings

Basic: £7,500, 1–2 weeks



2D assets in Photoshop - Filter build - Unlimited amends

Example:

ESPN Randomiser

Mid: £10,000, 3–4 weeks

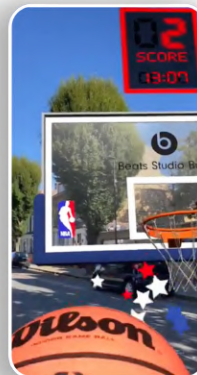


Basic+ - Simple bespoke 3D models - Simple game

Example:

Google Watch Try-On

Advanced: £15,000+, 5–6+ weeks



Mid+ - Detailed bespoke 3D models - Complex game

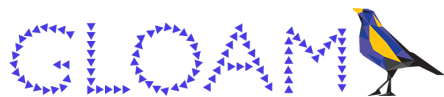
Example:

NBA X Beats Basketball

► Storyboards, Contract & Publishing

Step	Details
Concept Storyboards	Visual storyboards showing the filter's look, features, and user journey. Price: £1,000 per concept . Examples available online [https://www.gloam.io/ar-storyboards].
Contract	Simple one-page agreement signed by both parties before production starts.
Publishing Process	Human review, usually 3 days or faster . We handle submission and any required amends until live.
Analytics Dashboard	Access included with every filter. Track impressions, plays, saves, shares, and audience demographics.

See the 'Benefits of Branded AR Filters in 2025' at www.gloam.io/arblogger



Paul Raffaelli

Creative AR Director



paul@gloam.io

++44 (0) 7740 926 524

London, UK

www.gloam.io