

ALL-NEW NISSAN PATROL 2020 LAUNCH CAMPAIGN

PRICING
& BUDGETING



OMAR MAL

Agency Resources Allocation:

This project was briefed through the client with a budget of BD 40K for a duration of 4 - 6 weeks.

- Client Servicing Manager:

Deals with the client on a day-to-day basis obtaining all the necessary details about the campaign at hand including arranging meetings and reverting with updates.

Overall scope of work: ~ 6 hours

- Art Director:

Responsible to come up with the creative conceptualization of the brief in hand and managing the whole campaign roadmap from conceptualization to production and implementation.

Overall scope of work: ~ 8 - 12 hours

- Junior Graphic Designer:

Reports to Art Director and supports with finalizing all artworks and working on all size adaptations required.

Overall scope of work: ~ 15 hours

- Accountant:

Responsible for accounting, budgeting and billing utilizing the xero budgeting solution bought by the agency.

Overall scope of work: ~ 2 - 4 hours



Campaign details:

The campaign is for the big launch of the All-New Nissan Patrol 4X4 2020 in the Kingdom of Bahrain. The main campaign concept of “Conquer Everywhere” was given by the Middle East Office and each country of operation should adapt to its local market accordingly. The Art Director will work on 3 main concepts adapting the main theme to a local flavor. The costs charged against the client includes creative conceptualization, artwork adaptations inclusive of stock imagery. Once concept is approved it shall be adapted to the following as per the requirements of the client.

This shall be a through-the-line campaign (offline, online and activations). There will be outdoor billboards, newspaper ads, press releases, social media and digital banners (online paid ads) across all relevant websites as per the target audience agreed upon. Other activations shall include showroom branding with the Patrol theme, Venue branding for the launch event which shall be in the Capital Club including Event MC and catering services, and event photographer. In addition, there will be a mall display activation with promoters in one of the major malls for 2 weeks.

All these costs shall be obtained by the accountant and Client Servicing Manager to negotiate costs and add agency fees accordingly then share all quotations with the client for approvals before going ahead with any implementation or production.

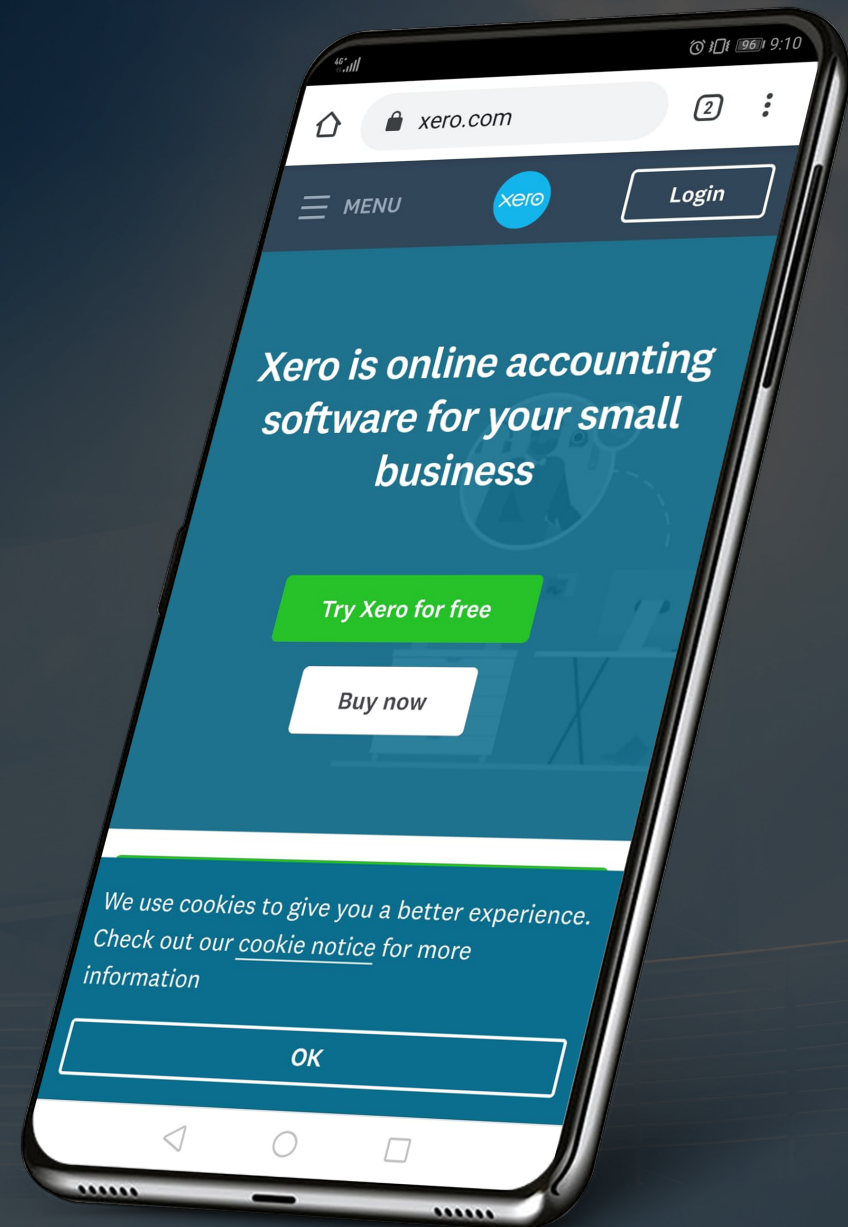


Accounting logistics:

Regarding the budgeting resourcing model, as an agency, we are using xero.com

So why are we choosing this online cloud accounting solution?

Time is valuable when you run a creative agency. Access your financial information from anywhere at any time with the mobile accounting app. Get paid faster with online invoicing. Customise templates, track when customers open them and add online payments. Share information in real time from anywhere with your team, accountant or bookkeeper – and control their level of access. Sync Xero seamlessly with third-party apps for time tracking, billing, quotes and more.



Creative conceptualization, artwork adaptations,
inclusive of stock imagery
(100% agency fee)

BD 5,500

Venue (1 day rent for event) + event MC & catering
(20% agency commission, 40% venue rent, 40% MC & catering)

BD 4,500

Venue branding - backdrop, lift posters, digital screens,
vehicle platform, podium
(20% agency commission, 80% production & installation)

BD 2,500

Digital banners - online paid ads
(20% agency commission, 80% media agency fee)

BD 5,000

Event photographer for 1 day
(20% agency commission, 80% MC fee)

BD 900

Mall display activations + promoters (2 weeks)
(20% agency commission, 70% Mall fees, 10% promoters fee)

BD 5,700

Showroom branding (Patrol theme week production)
(20% agency commission, 90% MC fee)

BD 3,400

Newspaper Ads & PR
(20% agency commission, 80% newspapers fee)

BD 2,200

Unipoles (x2)
(20% agency commission, 80% municipality fee & production)

BD 6,400

Offline Activation Idea - Book a test drive & win a desert drift experience
(20% agency fee including winners social media announcement and event photography, 80% client logistical cost)

BD 1,000

Total BD 37,100

* Agency fee is allocated to staff involved in the project (salaries) and agency resources expenditure
(office rent, equipment, computers, an image bank, internet/electricity bills, and financial reserves)

inLINE ACTIVATION

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QUOTATION

Date: 17/ 06 / 2020

Quotation #: 1450

Prepared by: Rohan D'souza

Attention: Youssef Al Mirza Taha

Client: Nissan

Address: P.O. Box 828, 812, Shaikh Jaber Al Ahmed, Al Subah Highway, Sitra

Phone: +973 39 987160

Job Name: Nissan Patrol 2020 Launch Campaign

Brand: Nissan

Quantity	Description	Unit Price	Amount
1	Creative conceptualization, artwork adaptations (inclusive of stock imagery)	—	BD 5,500
1	Venue (1 day rent for event) + event MC & catering	—	BD 4,500
1	Venue branding (backdrop, lift posters, digital screens, vehicle platform, podium)	—	BD 2,500
1	Digital banners (online paid ads)	—	BD 5,000
1	Event photographer for 1 day	—	BD 900
1	Mall display activations + promoters (2 weeks)	—	BD 5,700
1	Showroom branding (Patrol theme week production)	—	BD 3,400
2	Unipoles 10x4 m (Municipality & production inclusive)	BD 3,200	BD 6,400
2	Newspaper Ads	BD 1,100	BD 2,200
1	Activation Communication & SM Posts	—	BD 1,000
Amount in BD: Thirty Seven Thousand One Hundred only		Other	
*Cheques to be issued in the name of <u>Inline Activation Co. WLL</u>		Total	BD 37,100

THANK YOU FOR YOUR BUSINESS!