

original by design
BLUE
BOAT

Sky Whale

This document contains full detail in regards to line items, budget, deliverables and hours involved in delivering a communications strategy for the Celebration of Canberra, Sky Whale project.

This document is accurate and true as at 07.2.13.

Thank you for the opportunity to provide this level of information. We look forward to commencing and bringing the platform to life.

Kind regards,

The Blueboat Team

designing culture + brand + business

Blueboat 4D Process

Budget Breakdown

As Agreed with CoC

Discover - Phase 1

Gain an understanding of the project context and scope through desk research, meetings and conversation.	\$750 3 hours @ 250
Kick off session in Canberra - an introduction to project players.	\$530 4 hours @ 120, Travel @ 50
Numerous meetings with Kiff and Patricia to discuss project logistics and the foundations on which Patricia created the Sky Whale.	\$720 6 hours @ 120
Review of Canberra 100 press releases and DVD to gain an understanding of concurrent projects and events.	\$480 4 hours @ 120
Identify the personas of the audiences we wish to reach.	\$500 2 hours @ 250
Begin identifying key messages in relation to targeted audiences and timeframes to which communications strategies will be rolled out.	\$1,000 4 hours @ 250
Identify a library of communications tools and tactics to be used in taking key messages to the target audience.	\$500 2 hours @ 250
Begin to shape a communications strategy i.e. tools and tactics, image capture, costings and timeframes.	\$750 3 hours @ 250
Project management.	\$260 2 hours @ 130
	\$5,490

Agreed billable amount to Centenary of Canberra **\$5,000 + GST**

Blueboat to invoice Global Ballooning as a Third Party Supplier.

This invoice is due for payment on Signing of Contract.

Detail corresponds with Blueboat invoice #1865 for \$5,000 + GST.

Blueboat 4D Process

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Distill - Phase 2

Create the outline for a narrative based on conversations and findings from the Discover phase; this narrative will form the springboard for key messaging and communications. \$1500
6 hours @ 250

Identify key messages that will drive engaging conversation around the Sky Whale and the Centenary of Canberra. \$2000
8 hours @ 250

Tailor and match key messaging and communications tools to audiences. \$1250
5 hours @ 250

Meetings and project management. \$500
2 hours @ 130, 2 hours @ 120

\$5,250

Agreed billable amount to Centenary of Canberra \$5,000 + GST

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Develop - Phase 3

Development and build of a digital hub. This includes approval and registration of domains, creation and sign off of site map, design of web pages, collection of content, creation of a web-appropriate image library, appropriation of video format for web and website build. \$11925
45 hours @ 165, 25 hours @ 180

Refining the narrative. Based on approved narrative and key messaging at the conclusion of the Distill phase, a schedule of messages will be created to run across each platform i.e. social media, web and video. \$2500
10 hours @ 250

A social media strategy will be created. This strategy includes the identification of the most suitable platforms based on our targeted audiences, registration and set up of platforms, design and installation of design for accounts, copywriting and creation of content broken down by date of release and a schedule of activity indicating how the campaign will run for the life of the festival. \$6300
16 hours @ 250, 5 hours @ 180,
10 hours @ 140

A digital media kit will be created with a limited run of printed copies. The media kit will include a press release, image library, video, links, fact sheet and a backgrounder on both Patricia Piccinini, and the Centenary of Canberra. \$3630
14 hours @ 140, 6 hours @ 180,
2 hours @ 115, 3 hours @ 120

An EDM (electronic direct mail) campaign will run to connect with a database. This component includes the writing of copy, the design of the template, the build of the campaign and the establishment of a database in conjunction with contacts already held by Patricia/ Centenary of Canberra. \$2410
5 hours @ 140, 4 hours @ 180,
6 hours @ 165

Based on the media kit, an education resource will be created featuring a list of thought provoking questions for the general public to ask themselves whilst viewing the piece. This component includes the production of content as well as the design of the page. \$1600
5 hours @ 180, 5 hours @ 140

Project management time to liaise with client in regards to feedback, edits and approval at appropriate stages. \$3120
24 hours @ 130

\$31,485

Agreed billable amount to Centenary of Canberra

\$30,000 + GST

Blueboat to invoice Global Ballooning as a Third Party Supplier.

The above amount will be raised in two parts;

Part 1, invoice #1867 - \$10,000 + GST due on Signing of the Contract.

Part 2, invoice #1868 - \$20,000 + GST will be invoiced May 13th 2013, post Canberra Launch.

Blueboat 4D Process

Budget Breakdown

As Agreed with CoC

Deliver - Phase 4

Launch of the digital hub. A testing phase will take place to ensure the digital hub will be accessible by all audiences on a wide range of browsers and devices. The digital hub will then be monitored and maintained by Blueboat from the go live date for the life of the festival.

\$5550
30 hours @ 165, 5 hours @ 120

Social media platforms to launch with approved schedule and continuous roll out of content for the life of the festival. Interaction and engagement to be monitored and maintained. Reporting to be supplied to client periodically after launch. At the conclusion of the campaign, social media accounts will be handed over to CoC.

\$4640
4 hours @ 250, 28 hours @ 130

Design and production of printed media kit to be distributed to high priority media contacts.

Production & Delivery
\$1500

Digital media kit to be distributed to a range of identified bloggers, cultural commentators and the art community. Relevant media to be monitored for Sky Whale coverage.

\$2220
4 hours @ 165, 12 hours @ 130

EDM (electronic direct mail) campaign will be tested, distributed and monitored for response from the audience.

\$1440
4 hours @ 165, 6 hours @ 130

The education resource will be printed and supplied to CoC for distribution at balloon flights.

Production & Delivery
\$1500

Handover of digital hub, social media platforms and analytics access. Assets such as video and photography will also be supplied in digital format (archived to DVD).

\$590
2 hours @ 165, 2 hours @ 130

Project management including client and production liaison.

\$2600
20 hours @ 130

Report to be compiled for CoC with an overview of each strategy and the outcomes that were achieved.

\$1280
4 hours @ 180, 4 hours @ 140

\$21,320

Agreed billable amount to Centenary of Canberra

\$20,000 + GST

Blueboat to invoice Global Ballooning as a Third Party Supplier.

The above amount will be raised in two parts;

Part 1, invoice #1869 - \$15,000 + GST to be invoiced May 13, post Canberra Launch.

Part 2, invoice #1870 - \$5,000 + GST to be invoiced November 18th, 2013.

Rate Card

<i>Line item</i>	<i>Rate</i>
Design – Concept and Development	\$180 per hour
Finished artwork	\$120 per hour
Formatting, layout and typesetting	\$120 per hour
Multimedia – Programming and Scripting	\$165 per hour
Design Direction	\$250 per hour
Copywriting/editing	\$140 per hour
Copy Proofing	\$115 per hour
Mapping, graphs, charts and tables	\$120 per hour
Project Management/Quality Control (Based on 1.5 hours per day the project is in the studio)	\$130 per hour
Production Management/Prod. Sourcing	\$130 per hour
Requested on site design meeting	\$120 per hour
Author's corrections	\$120 per hour
Art Direction of photographic shoots	\$120 per hour
Photography – full day	\$2,200 per day
Photography – half day	\$1,200 per day
Illustration	Project-specific
Working lasers and mock-up costs (As a guide, 10% of design and finished art)	Project-specific
Communications strategy	\$250 per hour
Brand strategy	\$250 per hour
Supply of art to print/publication	\$120 per file
Management fee/3rd party	20% of spend before GST
Images from Image Bank (Owned by Mark Chew Pty Ltd)	\$350 per image