

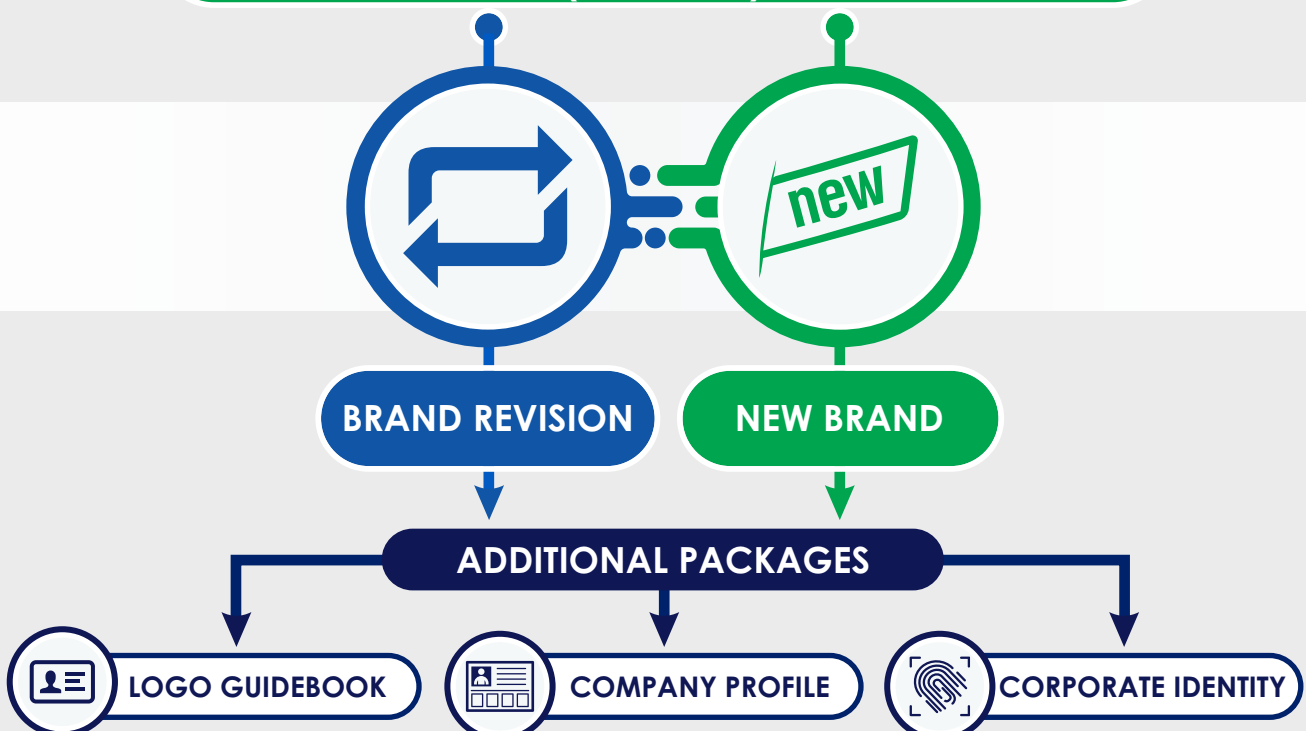


**BUILDYOURBRAND
PRODUCT LIST | 2021**

LOGO PACKAGES



BRAND CREATION PACKAGES (WORKSHOP)



YOUR BRAND – Your biggest asset

We developed Brand in a Box and XCO Digital to assist with the following:

- Make sure your Brand message is clear
- Protect your brand
- Communicate it

Brand in a Box

Brand in a Box provides a range of Logo design and Brand creation packages.

Additional products available in these packages are Corporate Identity, Company Profile and Trademark Registration.



Animation and Videos

Animation and Videos are used for promoting your brand, services and products. This medium combines voice, motion, colour, imagination and creativity. It grabs attention and explains instantaneously, with a 1,200% more shares than text and images combined.

Digital marketing





Digital marketing is the use of the Internet, mobile devices, social media, search engines, and other channels. Attracting consumers to your website, capture leads and encourage them to buy on line.

XCO BRAND IN A BOX: LOGO PACKAGES

PACKAGES	Price	Description	Includes	Add On
LOGO REDRAW	R350	Current logo is mailed	Convert into a vector and digital file Brand Bank - Certificate Brand Bank - Cloud Hosting	 Add On Logo Guidebook Stationery Corporate ID Company Profile Trademark Search Video Production Animation Digital Marketing
SOCIAL LOGO	R450	An event logo: Fishing, bachelors, family	Design a Logo 1 Logo Revision Brand Bank - Certificate & Cloud Hosting	
LOGO GUIDEBOOK	R750	Basic logo consistency guide	Logo Specs - Size & Spacing Logo Colour Codes Logo Applications Typography Logo Usage Examples Brand Bank - Certificate & Cloud Hosting	 Add On Stationery Corporate ID Company Profile Trademark Search Video Production Animation Digital Marketing
LOGO TWEAK - UNDERSTAND YOUR BRAND	R3,500	Vector logo provided Logo is slightly altered Level 1 - 3	Convert Logo into a digital file 3 Tweaked logos 2 Revisions Brand Bank - Certificate & Cloud Hosting	 Add On Logo Guidebook Stationery Corporate ID Company Profile Trademark Search Video Production Animation Digital Marketing
STATIONERY	R5,000	Business Tool: Digital & Functional	Business Cards - 5 Individuals and 1 Blank E-mail Signature - 5 Individuals and 1 Blank Letterhead PowerPoint Template A4 File Custom Stationery Catalogue Brand Bank - Certificate & Cloud Hosting	

All prices exclude VAT | Prices may be subject to change

XCO BRAND IN A BOX: BRAND CREATION PACKAGES

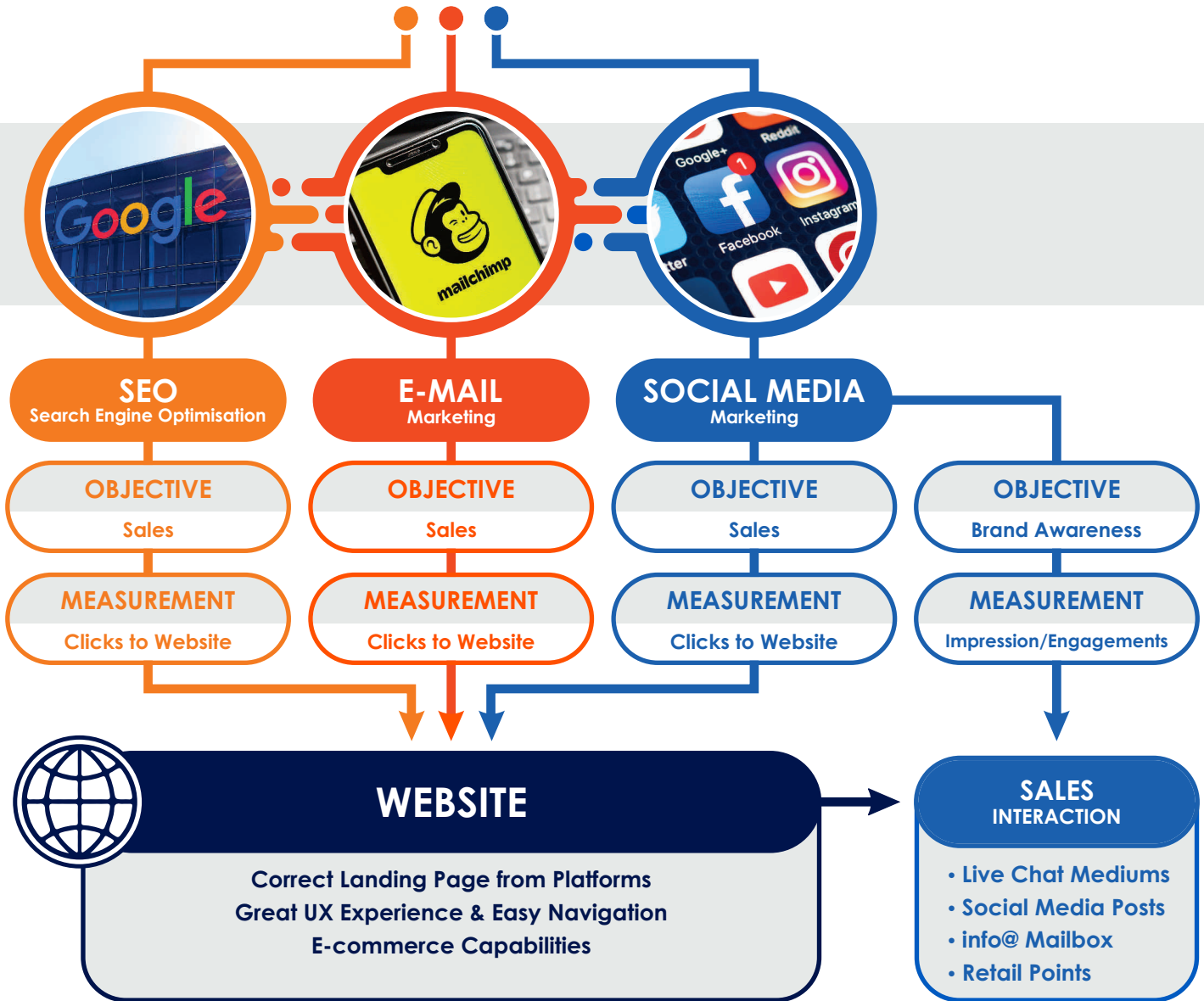
PACKAGES	Price	Description	Includes	Add On
BRAND REVISION	R15,000	Level 4 - 6 Align your brand	<p>Brand Strategy Workshop Consumer Profiling Competitor Analysis Reason to Believe Unique Selling Point Brand Positioning Statement Font & Colour Analysis Brand Architype 3 Logos 2 Revisions 2 Brand Slogans</p> <p>Logo Guidebook: Logo Specs - Size & Spacing Logo Colour Codes Logo Applications Typography Brand Bank - Certificate & Cloud Hosting</p>	<p> Add On</p> <ul style="list-style-type: none"> Company Profile Trademark Search Video Production Animation Digital Marketing
NEW BRAND	R20,000	Level 7 - 10 Create your brand	<p>Brand Strategy Workshop Consumer Profiling Competitor Analysis Reason to Believe Unique Selling Point Brand Positioning Statement Font & Colour Analysis Brand Architype 4 Logos 3 Revisions 3 Brand Slogans</p> <p>Logo Guidebook: Logo Specs - Size & Spacing Logo Colour Codes Logo Applications Typography Brand Bank - Certificate & Cloud Hosting</p> <p>Stationery: Business Cards - 5 Individuals and 1 Blank E-mail Signature - 5 Individuals and 1 Blank Letterhead PowerPoint Template A4 File Custom Stationery Catalogue</p>	<p> Add On</p> <ul style="list-style-type: none"> Corporate ID Company Profile Trademark Search Video Production Animation Digital Marketing
CORPORATE IDENTITY	R20,000	Detailed reference tool Maintain brand consistency	<p>Logo Specs - Size & Spacing Logo Colour Codes Logo Applications Typography Signboards Certificates</p> <p>Stationery: Business Cards - 5 Individuals and 1 Blank E-mail Signature - 5 Individuals and 1 Blank Letterhead PowerPoint Template A4 File</p> <p>Social Media: Facebook Profile and Cover Image Twitter Profile, Header, Background Instagram Profile</p> <p>Custom Product Catalogue: Staff Attire Promotional Gifts Stationery Exposure</p>	<p> Add On</p> <ul style="list-style-type: none"> Company Profile Trademark Search Video Production Animation Digital Marketing
COMPANY PROFILE	R20,000	Professional overview of your company	<p>8 Page Document Company History Owner Profiles Competitor Analysis Timeline Accomplishments Product Offering Clients and Testimonials Financials Contact Details Brand Bank - Certificate & Cloud Hosting</p>	<p> Add On</p> <ul style="list-style-type: none"> Logo Guidebook Stationery Corporate ID Company Profile Trademark Search Video Production Animation Digital Marketing

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UNDERSTAND DIGITAL & INBOUND MARKETING



Digital Marketing Platforms



7 KEY STEPS OF A DIGITAL MARKETING STRATEGY



XCO DIGITAL: VIDEO | ANIMATION | MARKETING

Video Production

Events Video Production

Includes stock music & motion graphics | Excludes travel & accommodation costs

Packages	Price	Video Duration	Event Duration	Extra	Cameraman	Production Gear	Add On
Standard	R5500	1 - 3 min	Max 4 hrs	1 hr @ R950	1 x		R1500+ R1000+
Premium	R10 500	3 - 5 min	Max 8 hrs	1 hr @ R1050	1 x		R6000+ R750
Deluxe	R15 500	5 - 10 min	Max 10 hrs	1 hr @ R1250	2 x		R550 p/h

Corporate Video Production

Includes stock music & motion graphics, stock footage / images | Excludes travel & accommodation costs

Packages	Price	Video Duration	Production Duration	Production Crew	Production Gear	Add On
Standard	R4500	1 min	N/A	1 hr @ R950	Client or stock images Videos	R1500+ R1000+
Premium	R17 500	2 - 5 min	Max 8 hrs	1 hr @ R1050		R6000+ R500+
Deluxe	R35 000+	5 - 10 min	Max 16 hrs	1x 1x 1x		R1500+

REFERENCE KEYS:

4K Ultra High Definition Camera	Cameraman	Interview	Instagram
Gimbal	Producer	Script	Facebook
Drone *Only if Permissible	Director	Full High Definition	Add On Products
Voice Over			

Animated Videos

Social Media Campaigns: Basic 2D Animation and Motion Graphics

Includes: Sound effects & stock music

NO Voice Over	Price	Production Time	WITH Professional Voice Over	Price	Production Time
15 sec	R4500	24 - 48 hrs	15 sec	R5750	24 - 48 hrs
30 sec	R7000	24 - 48 hrs	30 sec	R8750	24 - 48 hrs
60 sec	R12 200	48 - 72 hrs	60 sec	R14 500	48 - 72 hrs

Company Overview | Explainer Video | Advert: Detailed 2D Animation

Includes: Script, storyboard, sound effects & stock music

NO Voice Over	Price	Production Time	WITH Professional Voice Over	Price	Production Time
30 sec	R14 000	4 - 6 days	30 sec	R15 750	4 - 6 days
60 sec	R25 000	6 - 10 days	60 sec	R27 500	6 - 10 days

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SEO-GOOGLE

86% of people turn to Google for ideas on what products or services to buy. Are you among the businesses being found? Our award-winning division specialising in Google advertising has been driving positive ROI for clients since 2006. Our packages are 100% customised according to your unique business objectives.
Set up a meeting with us for an accurate quotation.

Directly paid to Google for various advertising platforms



Services: Google Search	Make sure you appear for the key phrases that matter to you most with Google Search Ads. Only pay when someone clicks on your ad to visit your website.
Google Display	How do you engage with potential customers who aren't searching for your company by name? 96% of spent online is spent outside of Google Search – let us ensure that you reach those who are in the market for your product, but not actively searching for you with Google Display.
Google Shopping (e-commerce)	Effectively drive sales for your online business with Google Shopping Ads. In a world where e-commerce is no longer optional, this ad format will ensure that your turnover grows by turning searches into sales.
YouTube Video Marketing	Gone are the days where this platform was purely used to create brand awareness. Today, you can showcase your product or service with YouTube Video Marketing, so be sure to extend your sales strategy with video.
Search Engine Optimisation	A well-balanced online strategy should not neglect your organic rankings on Google. Let us help you rank higher on Google's search engine results pages (SERPs) by implementing our expert skills to help your website grow organically.
Digital Copywriting	Communicate with your particular online audience effectively with the assistance of our skilled digital copywriters. They are well-versed in writing persuasive and interesting content.
Digital Audits and Strategies	The world of digital advertising can be an overwhelming one. Gain a fresh perspective and insight into your current campaigns and allow us to formulate an improved strategy for your consideration.

SOCIAL MEDIA MANAGEMENT

Packages	Price	Description	Includes
Social Package	R8 500 p/m	Basic Reporting	Monthly Social Media Strategy & Planning Management 3 x Weekly posts (Up to 6 posts) on Includes images Short clips Basic animation Paid and targeted advertising campaigns Basic Reporting Up to R2000 spend included - Paid directly to Facebook Increase your reach Converting leads into customers
Competitive Package	R16 500 p/m	Customised Live Reporting	Monthly Social Media Strategy & Planning Management 5 x Weekly posts (Up to 10 posts) on and other platforms Includes images Custom videos clips More advanced animation clips Customised Reporting Paid and targeted advertising campaigns Up to R4000 spend included - Paid directly to Facebook Increase your reach Converting leads into customers

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