

Assignment: **Implications and Costing for a Campaign**

Due: March 18, 2010 at the beginning of class. Late assignments will receive an automatic zero.

Requirements: In an agency environment the creative team will create the design, sell the concept to the client, refine the concept to fit a campaign and then see it through to completion. To properly execute all of the above, the creative team must consider what vehicles are appropriate to reach the target market and appropriately support the product; they must also consider all aspects of the photo session (propping, photo styling, photo direction, etc.) and what computer manipulation will be required to ensure the intended end product will be achieved. Your role(s) in this project is to assume the role of art director who must:

1. Choose one or two vehicles that will promote the company
2. Sell the selected vehicle(s) to the client
3. Sell the creative concept to the client
4. Create a Cost Sheet
5. Calculate the final revenue the agency can expect
6. Spend the given budget wisely, to the nearest penny without going over (remember taxes are not part of a budget)

Format:

- Single sheets: 8-1/2" x 11" (each part on a separate page)
- 1st part - title page with name(s) of individual and company
- 2nd part - showing the vehicle(s) in full colour
- 3rd part outlines the cost for the campaign (cost sheet provided)
- 4th part shows revenue that the agency hopes to gain
- 5th part describes the creative design of your particle vehicle
- 6th part describes why & how this vehicle would work (selling point)
- 7th part will be the evaluating sheet
- Presented neatly in a duotang folder

PRICING:

Internal Costs

Creative briefing (client briefs senior art director)	\$ 120.00/hour
Creative direction (brainstorming of creative, thumbnails)	\$ 120.00/hour
Copywriting (copywriter)	\$ 120.00/hour
Layout (computer time – document, creative, typography)	\$ 85.00/hour
Production (costing job, scheduling, liaison w/ suppliers)	\$ 85.00/hour
Photoshoot (art director supervising at shoot)	\$ 120.00/hour
Editing (produce & assemble final high resolution files)	\$ 120.00/hour
Proof / Final (review of final file, proof read, and output)	\$ 70.00/hour

External Costs (other costs can be researched, provide estimate)

Photography (half a day)	\$ 600.00
Illustration/painting (full day)*	\$ 500.00 each
Talent (models, music, stylist)	\$ 100.00/hour
Translation	\$ 0.10/word
Pre-press (11 x 17 film, plates, cmyk)	\$ 300.00
Printing (8.5 x 11, 4/4, tri-fold)	\$ 900.00/2,000 pieces
Radio Production (in a studio)	\$ 2,000.00/spot
Website (registering, server, search engines) –No design	\$ 500.00
Insertion cost for Fanshawe publication (full page ad, 5” x 7”)	\$ 500.00/insertion
Billboard (one season/3 months)	\$ 1,800.00/board
External Bus Boards (one season/3 months)	\$ 800.00/board

N.B.* Remember illustrations have to be bought outright to be used in a variety of pieces, you pay for the rights to use the piece once, if illustration is required, account for buying the illustration outright e.g. \$500.00 for one time use/\$1,000 to buy rights.

CLIENT:

Outlandish Tours

Outlandish Tours specializes in vacation travel for students. They are offering an all inclusive trip for seven days, seven nights of fun in the sun to Acapulco, Mexico including air travel, hotel, meals, mixed drinks, beer, bottled water, water sports included.

Target: Fanshawe College students in London, Ontario

Benefit:

- all inclusive; designed for adventurous, energetic students
- low-priced @ \$650.00 per person

Concern: Many other travel agencies offer packages like this.



**OUTLANDISH
TOURS**



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PMS COLOUR 021CV



PMS COLOUR PROCESS CYAN CV

OUTLANDISH TOURS
Costing & Implication Project Grading

Name(s):

Presentation (/10):

Design/Description (/10):

Selling point (/10):

Costing (/10):

Revenue (/10):

/50