

2024



EWIN ELC

MARCOMMS PROPOSAL

HARBY STUDIOS

We are Harby Studios

Harby Studios is a strategic Marketing, Communications and Creative Services consultancy with offices in Perth and Broome, Western Australia.

Specialising in marketing, advertising, public relations, design, web and digital, we deliver services and staffing to a diverse range of brands, enterprises and government departments.

We attract clients seeking experienced communication consultants with an integrated approach to market opportunities, and an excellent eye for detail and design aesthetics.



OUR SERVICES

Marketing

Communications

Creative Services

Branding and Business Identity

Online and Social

Advertising

Marketing Support Staff

A photograph of a young child with blonde hair, wearing a light blue shirt and dark blue jeans, sitting on a blue carpet. The child is playing with several wooden alphabet blocks. A hand is visible, moving one of the blocks. The blocks have letters like 'C', 'E', 'M', 'Q', and 'K' on them. There are also some colorful, abstract shapes on the carpet, including a pink squiggle and a teal bicycle-like shape with yellow lines. The text 'EWIN ELC' is overlaid in white on the right side of the image.

EWIN ELC

EWIN ELC require MarComms support in order to attract staff to their regional centre. Options are provided to assist with the delivery of:

- A new logo
- A new website
- Professional documentation updates
- A recruitment campaign
- Social media content creation &/or management
- Merchandise

Set Up Costs

Onboarding & Full Briefing

Once off cost

\$945 + GST

- 1 hour team briefing
- Business and industry overview
- Define target market and objectives
- Discussion of strategy, ideas and general Q&A
- Review of main assets and collate request list

Digital Footprint Review

Once off cost – Initial review and update

\$2,450 + GST

- Check your online performance
- Review profiles and update accordingly
- Apply best practice in all search results
- Optimise listings and digital footprint

Logo & Brand

Logo – Simple (Option 1)

Once off cost
\$2,500 + GST

- Initial meeting and brainstorm
- Primary logo (2-3 concepts)
- Colour palette
- Typography selection
- Two revisions
- One page style guide

Logo – Detailed (Option 2)

Once off cost
\$5,050 + GST

- All of the *Logo - Simple* logo inclusions, with additional development of logo origins and details.
- Supported by collaborative design, research and an inspiration presentation.
- One page style guide

Brand Guide (Optional Extra)

Once off cost
\$5,030 + GST

- Comprehensive brand guidelines
- Beyond the one page style guide, this document explicitly outlines use and applications of logos, colours, typography, photography and graphic devices across multiple mediums.

Website

New Build (Option 1)

Complete redesign and development
\$14,800 + GST

- WordPress platform
- Copywriting and image selection
- SEO keyword research and data analysis
- Spam protection, GA4, GSC tags
- 1hr handover training with client

Update Existing (Option 2)

Review and minor updates to existing
\$3,500 + GST

- Review of security, hosting, general performance
- Implement new brand within existing theme capabilities
- Update copywriting and SEO
- Replace images with supplied images
- Excludes design or functionality changes

Campaign Development - Recruitment

Starting from \$2.5K + GST (Basic campaign)

Final cost dependent on briefing

- Development of key messaging
- Sourcing of images
- Identification of suitable channels
- Creation and supply of design materials
- Recommendations, media plan & implementation
- Additional; Media costs dependent on brief



Social Media – Strategy

Once off cost
\$2,500 + GST

- What to post, when to post, and industry smarts to engage and impress
- Strategy document, analytics, posting styles, analytics
- Twelve month planner
- One month plan template, hashtag sets and initial month content



Social Media - Support

Starter (Option 1)

Starter Business Package
\$2,000 + GST/month

- Plan, write one post per week
- Image supplied to HS

Strategic (Option 2)

Strategic Business Package
\$3,750 + GST/month

- Plan, write two posts per week
- Images supplied to HS
- Monthly meeting and content review
- Monthly report and recommendations

Bespoke (Option 3)

Bespoke Tailored Package
\$6,600 + GST/month

- Plan, write three posts per week
- HS can source or create images
- Monthly meeting and content review
- Monthly report and recommendations
- Daily engagement with audience, invitations to follow/like etc
- Regular strategy review

Merchandise

Source & Set Up

\$1,600 + GST

- Harby Studios receives a brief from you, then we source high quality merchandise from reputable suppliers.
- You then have the option to manage and order yourselves, or you simply advise us of your selections and we'll facilitate the entire process

Handover (Option 1)

'Source & Set Up' fee only

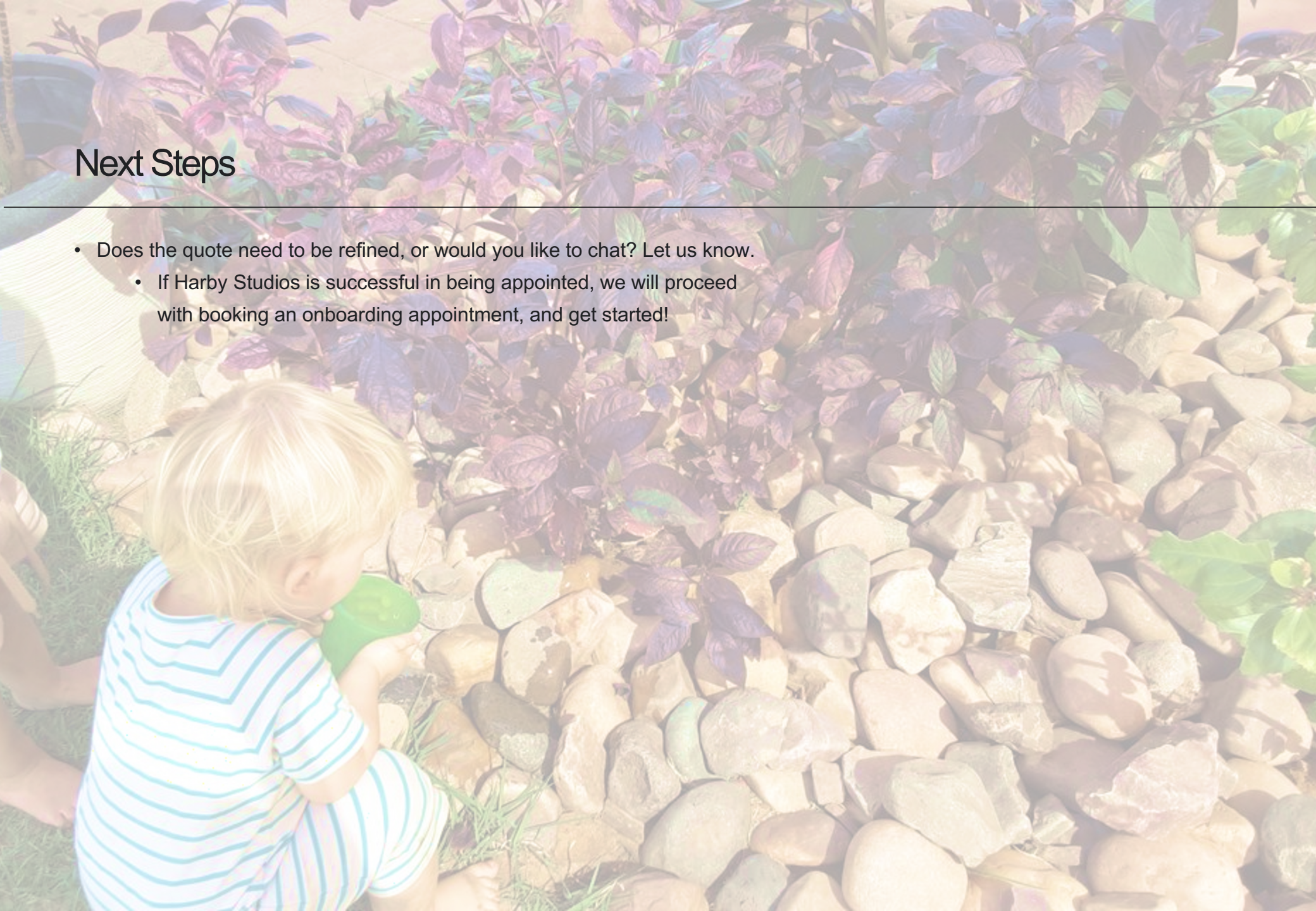
HS Manage (Option 2)

Price to be quoted

- This price is dependent on selections, quantities, suppliers, availability and will be quoted per order.

Next Steps

- Does the quote need to be refined, or would you like to chat? Let us know.
- If Harby Studios is successful in being appointed, we will proceed with booking an onboarding appointment, and get started!



End

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harbystudios.com.au