



# BUILD YOUR BRAND

[www.xco.co.za](http://www.xco.co.za)



## 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 strategy 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	R 350	Current logo is mailed	Convert into a digital file Brand Bank - Certificate Brand Bank - Cloud Hosting	Logo Guidebook Stationery Corporate ID Company Profile Trademark Search Video Production Animation Digital Marketing
Social Logo	R 450	An event logo: Fishing, bachelors, family	Design a Logo 1 Logo Revision Brand Bank - Certificate & Cloud Hosting	
Logo Gudebook	R 750	Basic logo consistency guide	Logo Specs - Size & Spacing   Logo Colour Codes Logo Applications   Typography Logo Usage Examples Brand Bank - Certificate & Cloud Hosting	Stationery Corporate ID Company Profile Trademark Search Video Production Animation Digital Marketing
Logo Tweak	R 3,500	Vector logo provided Logo is slightly altered Level 1 -3	Convert Logo into a digital file 3 Tweaked logo's 2 Revisions Brand Bank - Certificate & Cloud Hosting	Logo Guidebook Stationery Corporate ID Company Profile Trademark Search Video Production Animation Digital Marketing
Stationery	R 5,000	Business Tool: Digital & Functional	Business Cards - 5 Individuals and 1 Blank E-mail Signature - 5 Individuals and 1 Blank Letter Head   PowerPoint Template   A4 File Custom Stationery Catalogue Brand Bank - Certificate & Cloud Hosting	

# XCO BRAND IN A BOX: BRAND STRATEGY PACKAGES

Packages   Price	Description	Includes	 Add On
<b>Brand Revision</b>  <b>R 10,000</b>	Level 4 - 6 Align your brand	Brand Strategy Workshop   Consumer Profiling Brand Promise   Competitor Analysis   Reason to Believe USP   Brand Positioning Statement   Brand Architype Font & Colour Analysis 3 Logo's   2 Revisions   2 Brand Slogans  <b>Logo Guidebook:</b> Logo Specs - Size & Spacing   Logo Colour Codes Logo Applications   Typography Brand Bank - Certificate & Cloud Hosting	Company Profile   Trademark Search   Video Production   Animation   Digital Marketing
<b>New Brand</b>  <b>R 20,000</b>	Level 7 - 10 Complete brand positioning strategy	Brand Strategy Workshop   Consumer Profiling Brand Promise   Competitor Analysis   Reason to Believe USP   Brand Positioning Statement   Brand Architype Font & Colour Analysis 4 Logo's   3 Revisions   3 Brand Slogans  <b>Logo Guidebook:</b> Logo Specs - Size & Spacing   Logo Colour Codes Logo Applications   Typography Brand Bank - Certificate & Cloud Hosting  <b>Stationery:</b> Business Cards - 5 Individuals and 1 Blank E-mail Signature - 5 Individuals and 1 Blank Letter Head Power   Point Template A4 File   Custom Stationery Catalogue	Corporate ID   Company Profile   Trademark Search   Video Production   Animation   Digital Marketing
<b>Corporate Identity</b>  <b>R 20,000</b>	Detailed reference tool   Maintain brand consistency	Logo Specs - Size & Spacing   Logo Colour Codes Logo Applications   Typography   Signboards   Certificates  <b>Stationery:</b> Business Cards - 5 Individuals and 1 Blank E-mail Signature - 5 Individuals and 1 Blank Letter Head   PowerPoint Template   A4 File  <b>Social Media:</b> Facebook Profile and Cover Image Twitter Profile, Header, Background Instagram Profile  <b>Custom Product Catalogue:</b> Staff Attire   Promotional Gifts Stationery   Exposure	Company Profile   Trademark Search   Video Production   Animation   Digital Marketing
<b>Company Profile</b>  <b>R 20,000</b>	Professional overview of your company	8 Page Document Company History Owner Profiles Competitor Analysis Timeline   Accomplishments Product Offering Clients and Testimonials Financials Contact Details Brand Bank - Certificate & Cloud Hosting	Logo Guidebook   Stationery   Corporate ID   Company Profile   Trademark Search   Video Production   Animation   Digital Marketing

## Video Production

### Events Video Production

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

Packages	Price	Video Duration	Event Duration	Extra	Camerman	Production Gear	Add On
<b>Standard</b>	<b>R 4,500</b>	1 - 3 min	Max 4 hrs	1 hr @ R 950	1 x		- R 1,500+ - R 1,000+
<b>Premium</b>	<b>R 9,500</b>	3 - 5 min	Max 8 hrs	1 hr @ R 1,050	1 x		- R 6,000+ - R 750
<b>Deluxe</b>	<b>R 13,500</b>	5 - 10 min	Max 10 hrs	1 hr @ R 1,250	2 x		- R 550 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
<b>Standard</b>	<b>R 3,500</b>	1 min	N/A	1 hr @ R 950	Client or stock images   Videos	- R 1,500+ - R 1,000+
<b>Premium</b>	<b>R 15,500</b>	2 - 5 min	Max 8 hrs	1 hr @ R 1,050		- R 6,000+ - R500+
<b>Deluxe</b>	<b>R 30,000+</b>	5 - 10 min	Max 16 hrs	1 x  1 x  1 x		- R 1,500+

#### REFERENCE KEY



4K Ultra High Definition Camera



Gimbal



Drone *\*Only if Permissible*



Camerman



Producer



Director



Interview



Script



Full High Definition



Instagram



Facebook



Add On Products

## Animated Videos

### Social Media Campaigns

Includes: Basic 2D animation and motion graphics

No Voice Over	Price	With Professional Voice Over	Price	Production Time
<b>15 sec</b>	<b>R 3,500</b>	<b>15 sec</b>	<b>R 4,500</b>	24 - 48 hrs
<b>30 sec</b>	<b>R 6,000</b>	<b>30 sec</b>	<b>R 7,500</b>	24 - 48 hrs
<b>60 sec</b>	<b>R 10,500</b>	<b>60 sec</b>	<b>R 12,500</b>	48 - 72 hrs

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







Includes: Script, storyboard, sound effects and stock music

No Voice Over	Price	With Professional Voice Over	Price	Production Time
<b>30 sec</b>	<b>R 12,500</b>	<b>30 sec</b>	<b>R 14,000</b>	4 - 6 days
<b>60 sec</b>	<b>R 22,000</b>	<b>60 sec</b>	<b>R 24,000</b>	6 - 10 days




# DIGITAL MARKETING

## Investment Breakdown Starting at R 33, 250

Price	Description
<b>Google Advertising Spend</b> R 20,000	Directly paid to Google for various advertising platforms  Google Search Adverts  Google Display Adverts  Remarketing  Shopping Adverts  YouTube  Gmail
<b>Google Ads Management</b> R 7,000	Continuous analyses of campaign strategies & monthly meetings with the Account Manager.
<b>SEO On-site Optimisation</b> R 1,000	Website optimisation that ensures useful information for Google when pages are indexed by search engines.
<b>SEO Content</b> R 2,750	Optimised copy will be written by SEO copywriters of chosen keywords for the client's particular industry, products and services.
<b>Reporting &amp; Analysis</b> R 2,500	Monthly statistics & customised reports sent to the client. Campaign analyses and suggestions will be provided to ensure the optimal performance of the campaign.
<b>Monthly Cost</b> R 33,250	
<b>Foundation</b> R 10,000	A - SEO Foundation B - Google Adwords Foundation C - Analytics Account Setup D - Conversion Tracking Implementation
<b>Display Banner Design</b> R 4,500	Designing of Google Display Ad banners
<b>Once-Off Costs</b> R 14,500	

\* Prices are subject to change

## SOCIAL MEDIA MANAGEMENT

Packages	Price	Description	Includes
<b>Social Package</b>	R 7,000 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
<b>Competitive Package</b>	R 14,000 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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**FREE Online Tools**



**XCO DIGITAL**



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**DESIGN ONLINE**