

BUILD YOUR BRAND





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.

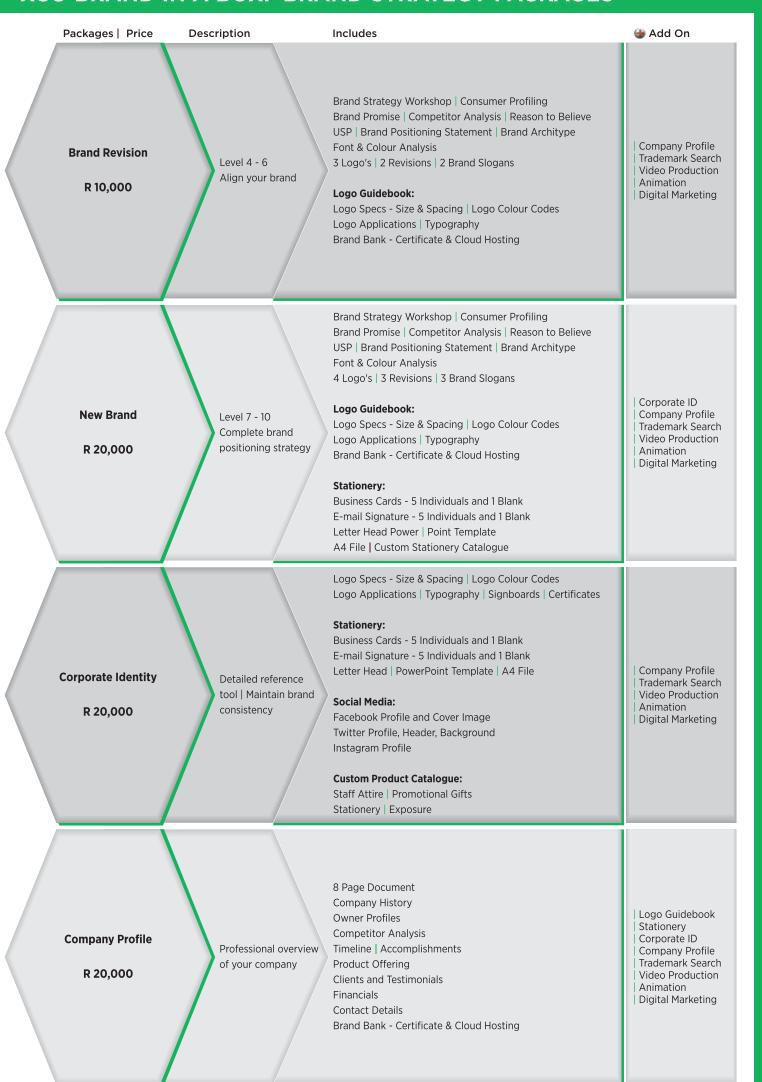
Digital marketing

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



XCO DIGITAL: VIDEO | ANIMATION | MARKETING

Video Production

Events Video Production

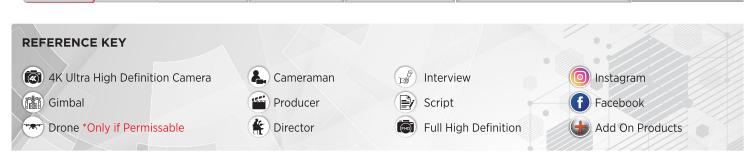
Includes stock music & motion graphics | Excludes travel & accommodation costs

Packages	ackages Price Video Duration Event Dur		Event Duration	Extra	Cameraman	Production Gear	→ Add On	
Standard	R 4,500	1 - 3 min	Max 4 hrs	1 hr @ R 950	1x &		- R 1,500+	
Premium	R 9,500	3 - 5 min	Max 8 hrs	1 hr @ R 1,050	1x &		- R 6,000+	
Deluxe	R 13,500	5 - 10 min	Max 10 hrs	1 hr @ R 1,250	2 x 👢		- R 750	

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	R 3,500	1 min	N/A	1 hr @ R 950	Client or stock images Videos	- R 1,500+
Premium	R 15,500	2 - 5 min	Max 8 hrs	1 hr @ R 1,050		*
Deluxe	R 30,000	5 - 10 min	Max 16 hrs	1x≝1x £ 1x £ .		→ - R500+→ - R 1,500+



Animated Videos

Social Media Campaigns

Includes: Basic 2D animation and motion graphics

No Voice Over	Price	With Professional Voice Over		Price	Production Time	
15 sec	R 3,500	15 sec		R 4,500	24 - 48 hrs	
30 sec	R 6,000	30 sec		R 7,500	24 - 48 hrs	
60 sec	R 10,500	60 sec	\rangle	R 12,500	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	
	30 sec	R 12,500	30 sec	R 14,000	4 - 6 days	
	60 sec	R 22,000	60 sec	R 24,000	6 - 10 days	

DIGITAL MARKETING

Investment Breakdown Starting at R 33, 250 Price Google Advertising Spend R 20,00	Description Directly paid to Google for various advertising platforms Google Search Adverts Google Search Adverts
Google Ads Management R 7,000	Continuous analyses of campaign strategies & monthly meetings with the Account Manager.
SEO On-site Optimisation R 1,000	Website optimisation that ensures useful information for Google when pages are indexed by search engines.
SEO Content R 2,750	Optimised copy will be written by SEO copywriters of chosen keywords for the client's particular industry, products and services.
Reporting & Analysis 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.
Monthly Cost R 33,	250
Foundation R 10,00	A - SEO Foundation B - Google Adwords Foundation C - Analytics Account Setup D - Conversion Tracking Implementation
Display Banner Design R 4,500	Designing of Google Display Ad banners
Once-Off Costs R 14,50	* Prices are subject to change

SOCIAL MEDIA MANAGEMENT





XCO Group (Pty) Ltd

Registration number: 2005/028338/07

VAT number: 4340225079

Tel: 0861 926 776

International Tel: +27 12 481 9260

E-mail: info@xco.co.za

Physical Address

Route 21 Corporate Park, 101 Sovereign Drive, Centurion, 0157

Postal Address

P.O BOX 29620, Sunnyside, 0132

FREE Online Tools



XCO DIGITAL



ETAIL



DESIGN ONLINE