CLIENT NAME

BRANDING AND MESSAGING SOW

The Bureau of Small Projects

Jan 26, 2021

PREPARED FOR:
Client Name
clientname@clientname.com

SUBMITTED BY:
BoSP Contact

EXECUTIVE SUMMARY

BIG BRAND EXPERIENCE PUT TO WORK FOR SMALL BUSINESSES, STARTUPS AND NONPROFITS

We leverage our experience with Fortune 500 companies and major brands – using all the little "tricks" that we have developed over the years for companies with deep pockets – to help SMALL businesses, startups and nonprofits make a BIG impact.

The Bureau Of Small Projects partners with clients to build and execute a comprehensive digital strategy across: paid media, SEO, social media, email marketing, analytics, online shopping channel management & creative.

Our team of marketing experts work with business owners to make a transformational shift in sales.

Forbes | Agency Council   2020 OFFICIAL MEMBER   Clutch   RATED TOP MARKETING FIRM IN LOS ANGELES! ★★★★★   GRAPHIC ARTISTS GUILD   IWA INTERNATIONAL WEB ASSOCIATION   AIGA the professional association for design

PROJECT OVERVIEW

Client Name is one of the most respected companies in the industry. Client Name's mission is to deliver best in class services.

OUR BRANDING PROCESS

Everyone on our team is a specialist with Fortune 500 and Big Brand experience. We take the basic elements of a branding campaign and break them down into affordable "Sprints." Because of our team's expertise, you can be confident that these Sprints will be VERY good.

Whether your firm is big or small, we're very mindful of your budget. Before we start a project, we assess your organization and your budget/resources, then pick the best combination of these Sprints for maximum impact.

Of course, doing ALL of the Sprints is the very best recipe, but many of our clients are startups, small businesses or non-profits. Thus, we choose a combination that will provide the most impact for the least amount of money.

If resources permit, you don't have to stick with just one Sprint: if you want to explore something in more depth, we'll do several expanded Sprints until we get it just right.

A LANDSCAPE ANALYSIS

Step One is ALWAYS the Landscape Analysis. To understand the competitive landscape, we carefully research your target market, see who your competitors are to learn what they do well -- and what they do poorly. We need to know what your competitors do well because you need to be at least as good as they are; knowing what they do poorly lets us spot opportunity and the low-hanging fruit.

Often our clients tell us they already know who their competitors are. This is a red flag, unless they are seasoned marketers. It's not about who YOU think your competitors are, it's about who your CUSTOMERS think your competitors are.

This is why we also interview your clients/customers. Not only do we learn who your REAL competitors are, but also learn their tastes and preferences which allows us to create a better-performing brand.

Every agency we've ever encountered makes this one BIG mistake (it's pretty shocking, actually): they send out a Discovery questionnaire when onboarding a new client and ask what the client likes. What colors, websites, fonts, or some variation of this. It's crazy, but just about every single agency does this.

The questions you should be asking are: What colors do your CUSTOMERS like, what websites do your CUSTOMERS like, what fonts do your CUSTOMERS like?

THE VALUE PROPOSITION, BRAND STRATEGY AND MESSAGING

What is it that you do - and even more importantly - what is it that you do differently and BETTER than your competition?

"Outstanding Customer Service" doesn't count. EVERYONE says that.

The Value Proposition is the most important part of the branding process -- and the part that even seasoned professionals often don't seem to understand. And it's hard. Defining your Value Proposition is a lot like the game of "GO." It's a question that takes a second to ask and a lifetime to answer.

Now if you get this right, marketing your Brand is a piece of cake. It's just about getting your message in front of as many people as possible, and never in the history of the world have we had more people or the tools to get your message in front of them.

STRATEGY AND MESSAGING (ACCELERATED VALUE PROPOSITION)

Our full-scale process to research, analyze and craft a Value Proposition involves weeks of deep research, consultation and multiple revisions. The result can be an absolute game-changer for any brand and is definitely the right way to go if you have the time and budget. For this project, however, we offer an Accelerated Value Proposition (AVP) – where we thoroughly interview you about your business. This is definitely a less-intensive process, with limited feedback and revisions (you'll need to trust our judgment), but it does allow us to develop basic positioning and messaging.

NAME AND PRE-LEGAL SCREENING

No organization will use anything as often as they use their name. Every business card, webpage, ad, business listing, and sales pitch will feature it prominently.

Once you've identified your competition and crafted a compelling Value Proposition, you have a solid foundation to craft a name that sticks. The naming process is very personal, but also has a legal aspect to it. It's not as simple as just coming up with a great name; we have to make sure it's not being used by someone else in your sector; even more difficult ,we need to secure the domain name or come up with a compelling and memorable URL.

SLOGAN/TAGLINE

Your slogan is a one-sentence encapsulation of your Value Proposition: what you do differently (and BETTER) than your competition. The purpose of your name is so that people remember you. The purpose of your slogan is to SELL.

Once you have a name that sticks, your slogan tells people the "why": Why they should do business with you. Why they should buy your product. Why they should CARE.

LOGO

It's not enough to have a recognizable name, you also need a recognizable logo. A good logo builds trust and will help pull your brand together. Don't think that you need a symbol or mascot either. Some of the most recognizable brands use just text for their logo. This is especially powerful when you have a catchy name.

The definition of branding is: The Promise You Make to Your Customer. A logo is your stamp of approval.

Included in this sprint are Three to Five concepts 3+ color palette recommendations and 3+ font and font pairing recommendations

APPLICATION OF THE BRAND TO YOUR WEBSITE

Your website is your brand's first point of contact, so we like to include it in the branding process. We work though the elements - colors, font, photo style, illustration style, etc. - using a real-world application that will be useful and not just an exercise.

This is important because, before a customer or client comes to your store or offices, they'll visit your website. Contrary to the old adage, people DO judge a book by its cover.

The homepage is the most critical page of your website. In milliseconds visitors decide if they'll stay or go, so we focus on that first.

We create 5 homepage mock-ups ranging from "conservative" to "a little bit out there." Then you choose the one you kind-of, sort-of like the best and we make revisions until you LOVE it. This is a VERY effective technique to focus in on what you're looking for and then to create a website that knocks people's socks off!

THE BRAND MANUAL: THE LOOK OF THE BRAND

This is where it comes together. Quality design should be a part of every one of your marketing materials. Your website, brochures, stationery, content posted to social networks, emails, etc. should all be designed for maximum aesthetic appeal.

To build and maintain a strong brand, every aspect should be as good as yor product/service, and you must be consistent. Brand consistency leads to familiarity, and familiarity leads to trust.

Many of our clients don't have large marketing departments (often only one or two people), so our job is to make their job easier. Unlike traditional branding agencies, our Brand Manuals are designed to be "actionable," not only outlining strategy but providing a complete roadmap. We'll provide messaging and graphics for your website, meta data and tags for search engines, headlines for ads, hashtags for social media, and complete instructions for using them.

OUR APPROACH

BRANDING IS AN ONGOING CONVERSATION. WE WILL DEVELOP A STRATEGIC ROADMAP TO ASSESS, GUIDE, AND PLAN A KICKASS DIGITAL STRATEGY FOR YOUR BUSINESS.

UNDERSTAND THE COMPETITIVE LANDSCAPE

We carefully research your target market, see who your competitors are and learn what they do well -- and what they do poorly. We need to know what your competitors do well because you need to be at least as good as they are. Knowing what they
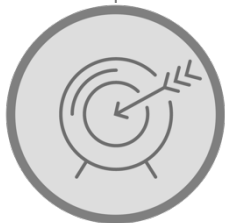
IDENTIFY YOUR VALUE PROPOSITION

The heart of your marketing is your Value Proposition. This is perhaps the most fundamental and most overlooked part of messaging. Marketing is much more than running some ads. Our goal is to identify and articulate what you do differently and --

BUILD A STRONG FOUNDATION

To use resources effectively and efficiently, it's critical to build on your value proposition, sales funnel and a web presence that converts consumers and engages partners. You won't get a second chance to make a powerful first impression.
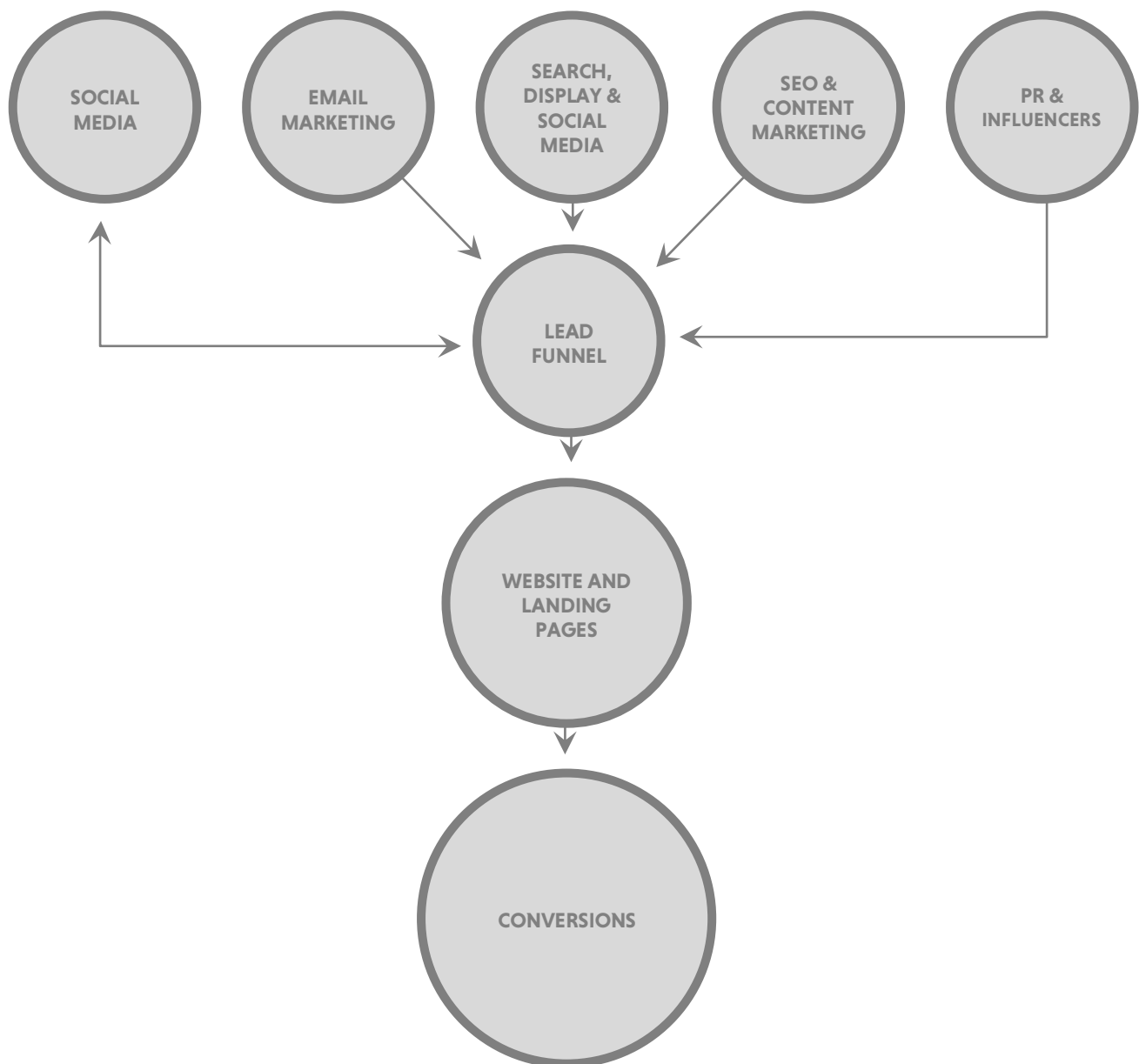
DEPLOY THE MESSAGING

Now that we have a strong message and a place for people to go (we call this "The Package"), everything else is just the delivery system. There's never been more or better ways to deliver The Package — or people to receive it.

OPTIMIZE AND REPEAT

Once The Package has been delivered (through PPC Ads, Social

DIGITAL STRATEGY VISUALIZED

CREATING A COHESIVE DIGITAL PRESENCE THROUGH BRANDING, DESIGN, CONTENT, AND ANALYTICS.

SOCIAL MEDIA

EMAIL MARKETING

SEARCH, DISPLAY & SOCIAL MEDIA

SEO & CONTENT MARKETING

PR & INFLUENCERS

LEAD FUNNEL

WEBSITE AND LANDING PAGES

CONVERSIONS

BUDGET & BREAKDOWN

The budget is $XXXXX.00. A Retainer of 40% is due at signing, 30% on XX and 30% on XX.
ALT (for budgets under 10K): The budget is $XXXXX.00. A Retainer of 1/2 is due at signing and the balance at launch.

PROJECT BUDGET – BASIC LOGO ONLY

DELIVERABLE	PRICING
Accelerated Logo Design (One brand mark concept and three to five font variations with that brand mark + revisions)	**$2000.00**
Project Management and QC (est. XX hours) (Divide 30% of Budget by 75 to get this number)	**$XXXX.00**
TOTAL	**$XXXXXX.00**

Additional services are available: Messaging and Strategy, Web Design and Development, Copywriting, Photography, Video Production, Advanced SEO and Marketing.

PROJECT BUDGET – LOGO ONLY

DELIVERABLE	PRICING
Logo Design	**$4500.00**
Project Management and QC (est. XX hours) (Divide 30% of Budget by 75 to get this number)	**$XXXX.00**
TOTAL	**$XXXXXX.00**

Additional services are available: Messaging and Strategy, Web Design and Development, Copywriting, Photography, Video Production, Advanced SEO and Marketing.

PROJECT BUDGET - BASIC BRANDING

DELIVERABLE	PRICING
Accelerated "Value Statement" and Landing Page Copy	$1550.00
Accelerated Logo Design (One brand mark concept and five font variations with that brand mark, five concepts total + revisions)	$2000.00
Project Management and QC (est. XX hours) (Divide 30% of Budget by 75 to get this number)	$XXXX.00
TOTAL	$XXXXXX.00

Additional services are available: Web Design and Development, Copywriting, Photography, Video Production, Advanced SEO and Marketing.

PROJECT BUDGET - SIMPLE BRANDING

DELIVERABLE	PRICING
Landscape Analysis	$4500.00
The Value Proposition, Brand Strategy and Messaging	$4500.00
Logo Design	$4500.00
Project Management and QC (est. XX hours) (Divide 30% of Budget by 75 to get this number)	$XXXX.00
TOTAL	$XXXXXX.00

Additional services are available: Web Design and Development, Copywriting, Photography, Video Production, Advanced SEO and Marketing.

PROJECT BUDGET - FULL BRANDING PACKAGE

DELIVERABLE	PRICING
Landscape Analysis	$4500.00
The Value Proposition, Brand Strategy and Messaging	$4500.00
Business Name and pre-legal screening	$4500.00
Slogan/Tagline and pre-legal screening	$4500.00
Logo Design	$4500.00
Application of the Brand to the Homepage of your Website*	$4500.00
Brand Manual	$4500.00
Project Management and QC (est. XX hours) (Divide 30% of Budget by 75 to get this number)	$XXXX.00
TOTAL	$XXXXXX.00

*Coding is extra and unless we are developing your website, is contingent upon an evaluation of your current website code.

Additional services are available: Web Development, Copywriting, Photography, Video Production, Advanced SEO and Marketing.

OUR PRICING

We work hard to make our SOWs and budgets clear and unambiguous. We want you to know, upfront, what you'll get, and what you're paying for. Every now and then, projects might have complications that affect the pricing. For example, an ecommerce site might have hundreds of products (SKU's), or you might need extensive image manipulation, or you might want more than the two revisions we typically do on a given design.

When these kinds of complexities arise, we'll let you know – ahead of time – how they might change the pricing. We'll never surprise you with a price increase, and we'll always suggest options that allow you to stay within your budget. Most of the time, the original budget is the final budget. Please just keep in mind that things could change as a project unfolds, and we'll work with you to consider which options are best blend of features and pricing.

PROJECT MANAGEMENT

You'll have a Project Manager to guide you through every step of this process. She/he will make sure that the right people are doing the right thing at the right time. Your Project Manager will be your prime contact at every step. It makes life a whole lot easier.

But here's the thing: Project Management is expensive, so we need to be careful. For each budget option, we've estimated how many Project Management hours you'll need – and then increased it substantially, to give you plenty of cushion.

Each week, your PM will report how many hours she/he has spent on your project. This will allow you to track the progress and manage – on your end – how much PM contact you need. At the end of your project, we'll refund you the unused PM hours, at $99/hour. If, on the other hand, you need more than the allotted time, we'll bill you at $99/hour.

In any case, we won't surprise you with unanticipated billing. You'll be able to track it in your weekly reports, and work with your PM to manage the hours. It's the simplest, fairest way we know to encourage us all to be efficient.

POPULAR OPTIONS

Each of the budget options we presented should address your objectives. Some clients also value additional services, like page mockups and copywriting. Here are some of the most popular add-ons and their costs. You may not want, or need, them; but they're always available to you.

ADD-ONS TO CONSIDER (NOT INCLUDED IN THE CURRENT ESTIMATES)

DELIVERABLE	PRICING
Conversion Optimization/Landing Page Mockups	$950.00/ea
Landing Page Coding	$950.00/ea
Mockups for Interior Pages	$950.00/ea
Copywriting for Full Web Pages (up to 500 words + interview)	$750.00/pg
Copywriting for Shorter E-commerce Product Pages (up to 150 words)	$250.00/pg
Content Creation: Photography (10-15+ images) and Video Production	$2500.00

PROJECT TIMELINE

The estimated timeframe for the project is XXX – XXX hours over a XX-week period. We will provide an updated timeline based on the date of the kickoff call, and as needed throughout the project.

PROJECT MILESTONES	DATE(S) RANGE
Landscape Analysis (4 weeks)	**11/2/2021**
Value Proposition (4 weeks)	**11/2/2021 – 11/23/2021**
Business Name and pre-legal screening (4 weeks)	**11/23/2021 – 12/14/2021**
Slogan/Tagline and pre-legal screening (4 weeks)	**12/14/2021 – 12/28/2021***
Logo Design (4 weeks)	**12/28/2021 – 1/4/2021***
Application of the Brand to Your Website (4 weeks)	**1/4/2021 – 2/1/2021**
Brand Manual (3 weeks)	**1/4/2021 – 2/1/2021**
Delivery	3/1/2021

*Allowance for holiday

PAYMENT SCHEDULE

PAYMENT	DUE DATE(S)
Retainer (40% of budget)	**11/2/2021**
Payment 2 (30% of budget)	**12/28/2021**
Balance Due (30% of budget)	**2/8/2021**

HOW WE COMMUNICATE

We don't work like other agencies. Our mission is to take the principles that make Fortune 500 Companies and Big Brands so successful and adapt them to small business, startups and non-profits.
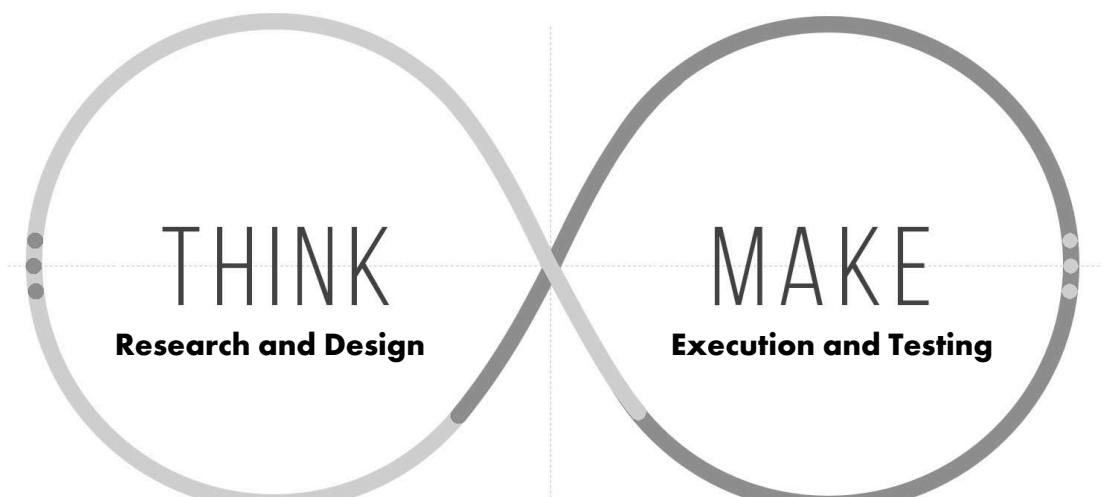
We massively simplify the web development process, not only because small business, startups and non-profits typically can't afford the endless revisions, countless studies and infinite strategy sessions of those huge companies, but mainly, because it makes their website better.

We utilize a process based off of the Agile project management methodology. Agile breaks complex projects into easily manageable "Sprints" with working deliverables. It begins with a kickoff meeting where we go over a long-term strategy. We make sure that everyone involved in the project is in this kickoff meeting. Specific action items are discussed, assigned and regular weekly meetings are scheduled.

Most Sprints consist of 3 big meetings and 3 phases: 1) The kickoff 2) An initial exploration where multiple options are presented, and the direction is narrowed/refined and 3) A polish pass where the finishing touches are discussed and applied.

Each person on our team is an expert at what they do and has Fortune 500 and Big Brand experience, so each Sprint will be very good. But if a client feels they want to explore any aspect of their project on a deeper level, or if their objectives change, we can always budget for more Sprints.

Our project management style is flexible, functional and adapts to an ever-changing business landscape. Of course, we're always open to new and better ways, so if you'd like to change the way we work with you, we can move to an hourly model with a $150/hour blended rate.

THINK
Research and Design

MAKE
Execution and Testing

PROJECT RESOURCES

ROLE	DESCRIPTION
Creative Director	Leads the designers, artists, copywriters, developers and marketers to create a vision for products sold. Creative directors plan advertising, oversee the creative process and give guidance to the creative people.
Marketing Director	Team leader for all marketing programs and communication. Lead strategist for the project. Manages The Bureau Of Small Projects marketing staff. Submits monthly reports to The Client.
Project Manager (PM)	The PM will be responsible for the day-to-day communications between the Client and the The Bureau Of Small Projects team to ensure the project is delivered on time and on budget.
Data Specialist	The Data Specialist collects and stores data on sales numbers, market research, logistics, linguistics, or other behaviors. They bring technical expertise to ensure the quality and accuracy of that data, then process, design and present it in ways to help people, businesses, and organizations make better decisions.
Naming Specialist	Specializes in the linguistic art and science of product and company onomastics. Suggests taglines, positioning statements and vetting names through a global trademark search and pre-legal screening.
Graphic Designer	The Graphic Designer will create the overall look and feel of the new Branding and Website.

ASSUMPTIONS

The following assumptions were made in the definition of the scope and the estimation of schedule, cost, and effort for the project. They will be monitored through the project lifecycle:

1. The Bureau Of Small Projects and Client Name will identify primary points of contact, as well as the stakeholders for this project.

2. The Bureau Of Small Projects and Client Name will participate in ongoing status meetings every week. Either in-person or over the phone.

3. Client Name will actively coordinate access to stakeholders, and will facilitate all stakeholder approvals.

4. Approvals, requests for information, and requests for feedback will be turned around within 72 hours. Delays beyond this may result in alterations to the schedule and additional costs.

5. The Bureau Of Small Projects will have access to the Client Name team and associated 3rd party teams to gather any technology requirements / constraints.

6. Additional 3rd party costs including, but not limited to stock photography and other rights managed content are outside of this Statement of Work and will be passed through to Client Name.

7. Travel, and outside expenses, if deemed necessary, are not included in this estimate, and will be billed separately to Client Name with prior approval. Travel hours are billed at $45.00 per hour. Travel is considered any distance outside of 60 miles.

8. The Bureau Of Small Projects obligation to provide services is strictly conditioned upon Client Name prompt and timely payment of any and all amounts due.

9. Delays to the schedule resulting from Client Name approvals, revisions, dependencies, and/or deliverables may result in project delays and additional fees on a time and materials basis. Most common additional expenses are related to

document gathering, meetings and rescheduling as a project drags on. So please be efficient, we absolutely do not want to charge for this.

10. Unless otherwise specified, 2 rounds of revisions are included in the price. Projects that pass the agreed upon Project Timeline will be billed for work completed.

11. Any specific feature requests not explicitly outlined in the SOW will be considered out-of-scope work. Likewise, due to the nature of programming, there is the possibility of complexities, conflicts with 3rd party code, plugins and/or unforeseen challenges that may arise, in which case they will be discussed with Client Name if the challenges increase the final cost.

Should the assumptions stated herein change, the Project Manager will consider the additional effort necessary to deal with the issues or to accomplish the project objectives as out-of-scope work, which may result in an adjustment of fee or scheduling estimates. The Project Manager will inform Client Name through regular progress reports, adherence to the project schedule and budget, and any issues that may impact the expected outcome of the work.

\<Signature Page Follows\>

AUTHORIZED SIGNATURES

IN WITNESS WHEREOF, the parties have entered into this Statement of Work for the "**Client Name Branding and Messaging**" of the Effective Date written below.

CLIENT NAME   **THE BUREAU OF SMALL PROJECTS**

By   **By**

Printed Name   **Printed Name**

Title   **Title**

Date   **Date**

THANK YOU