



ESTIMATE

Client:	Red Hat
Campaign Name:	Digital Kit: 5 Elements of Digital Transformation
Docket:	1029349
Date:	2020-07-16
PO/Budget Code	tbc

PROJECT DESCRIPTION:	Red Hat's campaign strategy is to bring their unique POV on digital transformation to market - helping organizations avoid common mistakes and improving the outcomes of their tech investments. To support government and commercial organizations alike, Red Hat has created some literature - the 5 elements of digital transformation - that help organizations avoid the pitfalls of implementing change. OneMethod will produce a designed version of the 'check-list' literature offer as well as a standard digital kit to drive users to the offer. OneMethod will also produce a Full Page ad and a modular copy deck. Deliverables & Specs listed below.
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SCOPE

OM will create up to 3 design concepts with multiple headlines options, in which 1 will concept (unless otherwise stated) will be selected by the Creative & Stakeholder teams. OM will then build out the assets in the formats/sizes listed below. The same creative concept will be leveraged across both Public Sector and Commercial versions of all assets. Modular copy deck to be included for digital banners / social posts.

Social Paid Media

LinkedIn/Facebook: 1200x628 px

Twitter: 800x418 px

Full Page Ad (Public Sector Only)

8" x 10"

Checklists

Design PDFs (portrait, print-ready)

1x Public Sector Checklist

1x Commercial Checklist

All design assets will be delivered in Jpeg and PSD format

ASSUMPTIONS:

Project deliverables will be executed in English only, however formatting for other languages will be taken into consideration.

Red Hat will provide any translations necessary.

Delays in providing feedback will impact timings and budget.

Delays in receiving content, assets, or necessary information may results in subsequent timing delays or cost implications.

Social media posting, management, reporting and optimizing to be handled by Red Hat team.

Includes post project retro to review effectiveness and learnings.

Red Hat team to provide post project metrics for review.

Red Hat are responsible for the build and management of any web pages.

Creative concepts may require purchase of stock imagery, currently not included in estimate.

TIMING:

RH briefing to OM:

- July 13, 2020

OM to send estimate to RH for approval:

- July 15, 2020

OM internal brief & kick off:

- July 15, 2020

Copy workshop with RH content team:

- July 17, 2020

Design/Copy:

- July 15 - 23, 2020

Creative Review with Red Hat:

- July 23, 2020

Stakeholder Review with Red Hat:

- July 28, 2020

Final Creative Review with Red Hat:

- July 30, 2020

Apply concept to final formats:

- July 31 - August 4, 2020

Delivery:

- August 5, 2020

FEES:

Description	Hours Estimate	Total Estimate Value
Digital Kit/Check list/Full page Ad		
Creation of brief & project initiation	15	\$ 2,250.00
Copy ideation & workshop	6	\$ 900.00
Design	26	\$ 3,900.00
Copy	15	\$ 2,250.00
Reviews/Presentations	9	\$ 1,350.00
	71	\$ 10,650.00
Project Management & Creative Oversight		
	15	\$ 2,250.00
Agency Fees Sub-total	86	\$ 12,900.00

Hard Costs		
not included		
		\$ -
Hard Costs Sub-total		\$ -

TOTALS	86	\$ 12,900.00
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APPROVALS:

**The above costs are estimated costs. We guarantee these costs to +/-10% assuming the scope of the project remains unchanged. We will invoice the project to actual costs within the above estimated total +/- 10%. If it is reasonable to anticipate the project will exceed 10% of the estimated cost, a new estimate will be issued for your authorization.

Prepared By: Matt Bayliss

Date: Thursday, July 16, 2020

Agency Approval: Sandi Truffen

Date: Thursday, July 16, 2020

Client Approval:

Date: