Super~Conscious

Creative Production Catalog.

27 packages, 106 services. Content Programs, Brand Systems, and Digital Products.

CREATIVE PRODUCTION CATALOG

Built from the briefs we hear most often.

These 27 packages span content programs, brand systems, and digital products. Each starts with a proven scope, a clear goal, and a defined set of deliverables. From there, the work is shaped around your market, your audience, and what you are trying to accomplish.

THE GOAL

Each package targets a specific funnel stage: awareness, demand, conversion, or retention. The goal drives the scope.

THE DELIVERABLES

A fixed set of assets mapped to where they serve your buyer in the journey. Format and volume adjust to fit your program.

THE CADENCE

A recommended rhythm for when and how often to run the program: monthly retainer, one-time engagement, or per campaign cycle.

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Content Programs

Demand generation, lead capture, retention, and awareness. Delivered as fixed-scope production programs.

12 PACKAGES | 55 SERVICES

Packages

Fixed-scope bundles. Every deliverable, timeline, and price is defined before work starts. No hourly billing, no scope creep.

Services

Individual deliverables priced by the hours each role contributes. Add them to an existing package or book them on their own.

CONTENT PROGRAMS

Packages.

12 PACKAGES

Nurture Engine

WHO IT'S FOR

B2B companies with 3-12 month sales cycles and prospects who know you but are not yet ready to act.

WHAT YOU'LL HAVE

A consistent content cadence that keeps your brand present across social and email without relying on...

DELIVERABLES

- SOCIAL STRATEGY
- 12 STATIC POSTS
- 6 SHORT-FORM VIDEOS
- EMAIL SERIES

MEDIA SPEND

○ NOT REQUIRED

METRICS

- EMAIL OPEN RATE
- CTR
- SOCIAL ENGAGEMENT
- MQL VELOCITY

NURTURE

Starting at $14,000

REFRESH EVERY 6 MONTHS

USER JOURNEY

Unaware
No relationship with the brand

Aware
Knows the brand, not yet ready

SOCIAL STRATEGY | 12 STATIC POSTS

Engaged
Opening emails, following socials

6 SHORT-FORM VIDEOS

Considered
Comparing you to alternatives

EMAIL SERIES

Ready
Willing to take a meeting

Always-On Demand Engine

WHO IT'S FOR

Growth-stage companies investing in ongoing demand generation and committing to a monthly producti...

WHAT YOU'LL HAVE

A full-funnel content machine running every month, generating awareness and pushing prospects...

DELIVERABLES

- AD PRODUCTION
- 12 STATIC POSTS
- EMAIL SERIES
- 6 SHORT-FORM VIDEOS

MEDIA SPEND

● RECOMMENDED

METRICS

- MONTHLY REACH
- ENGAGEMENT RATE
- MQLS PER MONTH
- COST PER MQL

DEMAND

Starting at $20,000/mo

MONTHLY, YEAR-ROUND

USER JOURNEY

Reached

Sees the brand in feed or search

AD PRODUCTION | 12 STATIC POSTS

Interested

Pauses, clicks, watches

6 SHORT-FORM VIDEOS

Engaged

Follows, subscribes, returns

EMAIL SERIES

Booked

Requests a demo or intro call

Conversion Engine

WHO IT'S FOR

Companies with existing brand awareness that are struggling to convert interest into action.

WHAT YOU'LL HAVE

A complete conversion layer: landing page, copy, ads, and emails working together to move warm audiences...

DELIVERABLES

- LANDING PAGE
- CAMPAIGN COPY
- 10 STATIC ADS
- EMAIL SERIES

MEDIA SPEND

● RECOMMENDED

METRICS

- LANDING PAGE CVR
- COST PER LEAD
- EMAIL CTR
- PIPELINE VELOCITY

CONVERSION

Starting at $11,500

2-3 CAMPAIGN CYCLES PER YEAR

USER JOURNEY

Arrives

Paid or organic traffic lands

10 STATIC ADS | CAMPAIGN COPY

Considers

Reads the offer, weighs the value

LANDING PAGE

Acts

Clicks the CTA

EMAIL SERIES

Converted

Form submitted or deal opened

Lead Gen Engine

WHO IT'S FOR

B2B companies that need to systematically generate qualified leads and can offer real research or...

WHAT YOU'LL HAVE

A lead gen engine built on credible content: a report that earns trust, a landing page that captures it, and a...

DELIVERABLES

- CONTENT STRATEGY
- INDUSTRY REPORT
- LANDING PAGE
- CAMPAIGN EMAILS
- 10 STATIC ADS

MEDIA SPEND

● RECOMMENDED

METRICS

- LEAD VOLUME
- COST PER LEAD
- MQL-TO-SQL RATE
- EMAIL LIST GROWTH

LEAD GEN

Starting at $22,000

ONCE OR TWICE PER YEAR

USER JOURNEY

Unknown

No relationship with the brand

CONTENT STRATEGY | 10 STATIC ADS

Discovers

Sees report or sponsored content

INDUSTRY REPORT

Downloads

Trades email for the asset

LANDING PAGE

Qualified

Sales-ready in the CRM

CAMPAIGN EMAILS

Content Authority Pack

WHO IT'S FOR

Companies in expert-driven categories where buyers research deeply before engaging and...

WHAT YOU'LL HAVE

A body of substantive content that positions you as the category expert and drives organic traffic, email...

DELIVERABLES

- CONTENT STRATEGY
- WHITEPAPER
- INDUSTRY REPORT
- EDITORIAL NEWSLETTER
- 12 STATIC POSTS

MEDIA SPEND

○ NOT REQUIRED

METRICS

- ORGANIC TRAFFIC
- EMAIL SUBSCRIBERS
- SHARE OF VOICE
- BACKLINKS EARNED

AUTHORITY

Starting at $26,000

ANNUAL BASELINE, QUARTERLY ADDITIONS

USER JOURNEY

Unknown

Not aware you exist

CONTENT STRATEGY | 12 STATIC POSTS

Discovers

Finds long-form content organically

WHITEPAPER | INDUSTRY REPORT

Subscribes

Opts in for the newsletter

EDITORIAL NEWSLETTER

Advocates

Shares and refers others

Email Acquisition System

WHO IT'S FOR

Companies spending on paid channels who want to capture that attention in an owned asset that...

WHAT YOU'LL HAVE

A complete list-building system: a lead magnet that earns sign-ups, a landing page that converts, and an...

DELIVERABLES

- EBOOK / PLAYBOOK
- LANDING PAGE
- 6 EMAILS
- NEWSLETTER SYSTEM
- 6 SHORT-FORM VIDEOS

MEDIA SPEND

○ NOT REQUIRED

METRICS

- LIST GROWTH RATE
- COST PER LEAD
- EMAIL OPEN RATE
- LIST-TO-REVENUE

ACQUISITION

Starting at $26,000

ONE-TIME BUILD, ONGOING MANAGEMENT

USER JOURNEY

Clicks ad

Arrives at the landing page

6 SHORT-FORM VIDEOS

Opts in

Downloads the lead magnet

EBOOK / PLAYBOOK | LANDING PAGE

Activated

Enters the welcome sequence

6 EMAILS

Nurtured

Ongoing email relationship built

NEWSLETTER SYSTEM

Retention Engine

WHO IT'S FOR

Companies where acquisition cost is high and the economics only work if customers stay and expand.

WHAT YOU'LL HAVE

A full post-sale content system: onboarding that sets customers up for success, lifecycle emails that kee...

DELIVERABLES

- LIFECYCLE PROGRAM
- ONBOARDING CONTENT
- LOYALTY CAMPAIGN
- EDITORIAL NEWSLETTER

MEDIA SPEND

○ NOT REQUIRED

METRICS

- NET REVENUE RETENTION
- CHURN RATE
- NPS SCORE
- EXPANSION REVENUE

RETENTION

Starting at $25,000

ONE-TIME PROGRAM, ONGOING

USER JOURNEY

Customer
Deal closed, clock is ticking

Onboarded
Reached first value milestone

ONBOARDING CONTENT | LIFECYCLE PROGRAM

Engaged
Regular usage, strong satisfaction

EDITORIAL NEWSLETTER

Retained
Renews and expands spend

LOYALTY CAMPAIGN

PLG Activation Kit

WHO IT'S FOR

Product-led growth companies with a free tier or trial where conversion from sign-up to paid is the primary...

WHAT YOU'LL HAVE

An activation system built for self-serve: onboarding that drives the aha moment, lifecycle emails that nudg...

DELIVERABLES

- ONBOARDING CONTENT
- LIFECYCLE PROGRAM
- INTERACTIVE CALCULATOR
- LEAD MAGNET BUNDLE

MEDIA SPEND

○ NOT REQUIRED

METRICS

- ACTIVATION RATE
- TIME TO VALUE
- FREE-TO-PAID CVR
- DAU/MAU

ACTIVATION

Starting at $28,000

ONCE, AT GROWTH PHASE ENTRY

USER JOURNEY

Signs up
Free tier or trial started

LEAD MAGNET BUNDLE

Activates
Reaches the aha moment

ONBOARDING CONTENT

Feature adoption
Builds habits around the product

LIFECYCLE PROGRAM

Converts
Upgrades to a paid plan

INTERACTIVE CALCULATOR

Expands
Adds seats or features

PLG Expansion Engine

WHO IT'S FOR

PLG companies with a healthy user base looking to drive expansion revenue and reduce churn inside...

WHAT YOU'LL HAVE

A retention and expansion system that keeps current users engaged, encourages upgrades, and surfaces...

DELIVERABLES

- LOYALTY CAMPAIGN
- LIFECYCLE PROGRAM
- 6 EMAILS
- EDITORIAL NEWSLETTER

MEDIA SPEND

○ NOT REQUIRED

METRICS

- NET REVENUE RETENTION
- EXPANSION MRR
- CHURN RATE
- SEAT GROWTH

EXPANSION

Starting at $22,000

REFRESH EVERY QUARTER

USER JOURNEY

Active user

Healthy usage, no churn signal

LIFECYCLE PROGRAM | EDITORIAL NEWSLETTER

Retained

Loyal, engaged with the product

LOYALTY CAMPAIGN

Upsell ready

Sees the case for upgrading

6 EMAILS

Expanded

Higher tier or wider team use

Awareness Campaign

WHO IT'S FOR

Companies entering a new market, repositioning an existing brand, or competing in a category where shar...

WHAT YOU'LL HAVE

A coordinated awareness moment built around a hero film and campaign concept. Content that...

DELIVERABLES

- CAMPAIGN CONCEPT
- BRAND FILM :60-:90
- INDUSTRY REPORT
- 10 STATIC ADS

MEDIA SPEND

● RECOMMENDED

METRICS

- BRAND RECALL
- SHARE OF VOICE
- INBOUND TRAFFIC
- SOCIAL REACH

AWARENESS

Starting at $55,000

ONCE PER BRAND MOMENT OR MARKET ENTRY

USER JOURNEY

Unknown
Never heard of the brand

Exposed
Film and ads reach them

CAMPAIGN CONCEPT | BRAND FILM :60-:90 | 10 STATIC ADS

Recalls
Remembers the brand unprompted

INDUSTRY REPORT

Searches
Looks you up after the campaign

ABM Sales Toolkit

WHO IT'S FOR

Sales teams running account-based motions against a named target list who need creative that earns a...

WHAT YOU'LL HAVE

A complete ABM kit: deck that makes the pitch, film that proves the work, one-pager that leaves behind...

DELIVERABLES

- SALES DECK (FULL)
- CASE STUDY FILM
- ONE-PAGER
- 6 EMAILS
- 10 STATIC ADS

MEDIA SPEND

- RECOMMENDED

METRICS

- MEETING RATE
- WIN RATE
- DEAL VELOCITY
- ABM PIPELINE

ABM

Starting at $30,000

PER ACCOUNT LIST OR SALES CYCLE

USER JOURNEY

Targeted
Named account identified

Reached
Ad, email, or one-pager lands

10 STATIC ADS | ONE-PAGER

Engaged
Watches the film, reads the deck

CASE STUDY FILM | SALES DECK (FULL)

Proposes
Receives tailored follow-up

6 EMAILS

Meets
Books the discovery call

GTM Launch Pack

WHO IT'S FOR

Companies bringing a new product or major initiative to market and needing everything to land at the...

WHAT YOU'LL HAVE

A complete launch moment: strategy, hero film, landing page, email program, and a launch pack...

DELIVERABLES

- VIDEO STRATEGY
- PRODUCT LAUNCH FILM
- LANDING PAGE
- CAMPAIGN EMAILS
- CAMPAIGN LAUNCH PACK

MEDIA SPEND

● RECOMMENDED

METRICS

- LAUNCH DAY TRAFFIC
- WEEK 1 INBOUND LEADS
- PIPELINE FROM LAUNCH
- BRAND SEARCH VOLUME

LAUNCH

Starting at $54,000

ONCE PER MAJOR PRODUCT LAUNCH

USER JOURNEY

Pre-launch

Anticipation built before go-live

VIDEO STRATEGY

Launch day

Everything deploys at once

PRODUCT LAUNCH FILM | LANDING PAGE | CAMPAIGN LAUNCH PACK

Awareness

Campaign earns reach and coverage

CAMPAIGN EMAILS

Pipeline

Inbound leads from new audience

CONTENT PROGRAMS

Services.

55 SERVICES

CONTENT PROGRAMS

Social.

14 SERVICES

Social strategy & kickoff

WHO IT'S FOR

Teams starting a social presence or resetting one that has drifted without a clear direction. Works as ...

WHAT YOU'LL HAVE

A documented social strategy your team can execute from: content pillars, platform plan, posting...

INCLUDES

- STRATEGY WORKSHOP
- CONTENT PILLARS
- PLATFORM PLAN
- 90-DAY FRAMEWORK

TURNAROUND

3-5 DAYS

WHAT TO TRACK

- CONTENT CLARITY
- TEAM ALIGNMENT
- POST CONSISTENCY

SOCIAL STRATEGY

$2,200

16 HRS

HOW IT WORKS

Audit
Existing channels, content, and competitors reviewed

Workshop
Pillars, platforms, and formats defined together

Delivered
Strategy doc and 90-day framework handed off

Static posts - batch of 4

WHO IT'S FOR

Brands that need social content on demand without committing to a full production program. Useful as a to...

WHAT YOU'LL HAVE

4 designed, on-brand static posts formatted for your platform and ready to drop into your scheduling...

INCLUDES

- 4 STATIC POSTS
- 1 PLATFORM FORMAT
- EXPORT-READY FILES

TURNAROUND

○ 2-3 DAYS

WHAT TO TRACK

- POST CONSISTENCY
- BRAND ACCURACY
- TIME TO PUBLISH

SOCIAL CONTENT

$900

9 HRS

HOW IT WORKS

Brief
Platform, brand assets, and post direction aligned

Design
4 posts designed to brief and reviewed

Delivered
Export-ready files sized and formatted for platform

Static posts - batch of 8

WHO IT'S FOR

Brands producing content at a steady cadence who want visual consistency across a month of posts. Ideal for...

WHAT YOU'LL HAVE

8 designed static posts with a consistent visual system, formatted and ready to schedule across the...

INCLUDES

- 8 STATIC POSTS
- 1 PLATFORM FORMAT
- COHESIVE VISUAL SYSTEM
- EXPORT-READY FILES

TURNAROUND

3-5 DAYS

WHAT TO TRACK

- VISUAL CONSISTENCY
- MONTHLY COVERAGE
- POST READINESS

SOCIAL CONTENT

$1,700

17 HRS

HOW IT WORKS

Brief
Brand direction and visual system aligned upfront

Design
8 posts designed as a cohesive set and reviewed

Delivered
Full set exported and ready to schedule

Static posts - batch of 12

WHO IT'S FOR

Brands running an active social program that need a reliable monthly content drop without building an i...

WHAT YOU'LL HAVE

12 posts built around a consistent visual system, formatted for up to 2 platforms, ready to schedule for the...

INCLUDES

- 12 STATIC POSTS
- UP TO 2 PLATFORMS
- UNIFIED VISUAL SYSTEM
- EXPORT-READY FILES

TURNAROUND

5-7 DAYS

WHAT TO TRACK

- MONTHLY POST COVERAGE
- CROSS-PLATFORM CONSISTENCY
- PUBLISHING READINESS

SOCIAL CONTENT

$2,600

25 HRS

HOW IT WORKS

Brief
System direction and platform formats confirmed

Design
12 posts designed as a unified visual system

Delivered
Full set exported per platform and ready to schedule

Carousels - batch of 3

WHO IT'S FOR

Brands using educational, how-to, or story-driven content that benefits from sequential slides. Common in...

WHAT YOU'LL HAVE

3 carousels of 5-8 slides each, on-brand and formatted for your platform, ready to post.

INCLUDES

- 3 CAROUSELS (5-8 SLIDES)
- COVER + BODY + CTA SLIDES
- PLATFORM EXPORTS

TURNAROUND

○ 3-5 DAYS

WHAT TO TRACK

- SWIPE-THROUGH RATE
- SAVE RATE
- ENGAGEMENT PER POST

SOCIAL CONTENT

$1,500

15 HRS

HOW IT WORKS

Brief
Topic, structure, and slide count per carousel defined

Design
3 carousels designed slide by slide and reviewed

Delivered
All slides exported per platform spec

Carousels - batch of 6

WHO IT'S FOR

Brands that rely on carousel formats as a core part of their social strategy and need a reliable monthly batch.

WHAT YOU'LL HAVE

6 carousels of 5-8 slides each, built on a cohesive design system, formatted and ready to schedule.

INCLUDES

- 6 CAROUSELS (5-8 SLIDES)
- COHESIVE DESIGN SYSTEM
- PLATFORM EXPORTS

TURNAROUND

○ 5-7 DAYS

WHAT TO TRACK

- SWIPE-THROUGH RATE
- SAVE RATE
- MONTHLY CAROUSEL COVERAGE

SOCIAL CONTENT

$2,600

26 HRS

HOW IT WORKS

Brief
Topics and visual system confirmed for all 6 carousels

Design
6 carousels designed as a cohesive batch and reviewed

Delivered
All slides exported and ready to publish

Illustrated posts - batch of 3

WHO IT'S FOR

Brands that want a differentiated visual style not achievable with photography or standard design....

WHAT YOU'LL HAVE

3 posts built around original custom illustration, on-brand and formatted for your platform.

INCLUDES

- 3 ILLUSTRATED POSTS
- CUSTOM ARTWORK PER POST
- PLATFORM-FORMATTED EXPORTS

TURNAROUND

○ 5-7 DAYS

WHAT TO TRACK

- FEED DIFFERENTIATION
- ENGAGEMENT RATE
- BRAND RECALL

SOCIAL CONTENT

$3,200

20 HRS

HOW IT WORKS

Concept
Illustration direction and style defined per brief

Illustrate
Custom artwork created and integrated into posts

Delivered
Final posts exported and formatted for platform

Short-form video - batch of 3

WHO IT'S FOR

Brands with existing video footage that needs editing into platform-native short-form content. No new...

WHAT YOU'LL HAVE

3 edited vertical videos with captions, sound design, and platform formatting applied. Ready to...

INCLUDES

- 3 VERTICAL EDITS
- CAPTIONS
- SOUND DESIGN
- PLATFORM EXPORTS

TURNAROUND

5-7 DAYS

WHAT TO TRACK

- VIEW RATE
- WATCH TIME
- ENGAGEMENT RATE

SOCIAL VIDEO

$3,600

25 HRS

HOW IT WORKS

Review
Existing footage reviewed and selects identified

Edit
Videos edited, captioned, and sound-designed

Delivered
Vertical exports ready to post per platform spec

Short-form video - batch of 6

WHO IT'S FOR

Brands running an active social video program that need a reliable monthly batch without shooting new conten...

WHAT YOU'LL HAVE

6 edited vertical videos with captions and sound design, platform-formatted and ready to schedule...

INCLUDES

- 6 VERTICAL EDITS
- CAPTIONS
- SOUND DESIGN
- PLATFORM EXPORTS

TURNAROUND

○ 1-2 WEEKS

WHAT TO TRACK

- MONTHLY VIDEO COVERAGE
- VIEW RATE
- WATCH TIME

SOCIAL VIDEO

$6,700

47 HRS

HOW IT WORKS

Review
Existing footage reviewed and selects pulled

Edit
6 videos edited, captioned, and sound-designed

Delivered
All exports ready to schedule per platform

Short-form video - shoot day

WHO IT'S FOR

Brands that need fresh video content but do not have existing footage to work with. One efficient day on...

WHAT YOU'LL HAVE

4-6 edited vertical videos shot and edited into platform-ready short-form content with captions and...

INCLUDES

- 1 SHOOT DAY
- 4-6 VERTICAL EDITS
- CAPTIONS + SOUND DESIGN
- PLATFORM EXPORTS

TURNAROUND

○ 1-2 WEEKS

WHAT TO TRACK

- CONTENT VOLUME PER SHOOT
- VIEW RATE
- WATCH TIME

SOCIAL VIDEO

$8,200

56 HRS

HOW IT WORKS

Pre-pro

Shot list, location, and creative direction confirmed

Shoot

1 day on location capturing all footage needed

Delivered

4-6 edited videos exported and ready to post

Animated loops - batch of 3

WHO IT'S FOR

Brands that want the engagement benefits of video without a shoot. Works well for product features,...

WHAT YOU'LL HAVE

3 looping animated posts in 2D motion, on-brand and sized for your platform, ready to post.

INCLUDES

- 3 ANIMATED LOOPS
- 2D MOTION DESIGN
- PLATFORM-FORMATTED EXPORTS

TURNAROUND

○ 5-7 DAYS

WHAT TO TRACK

- VIEW RATE
- LOOP PLAYS
- ENGAGEMENT VS STATIC

SOCIAL CONTENT

$3,100

22 HRS

HOW IT WORKS

Concept
Motion direction and loop format defined per brief

Animate
3 loops built in 2D motion and reviewed

Delivered
Exported and sized for platform posting

3D animated posts - batch of 2

WHO IT'S FOR

Brands investing in flagship social content that signals a high production standard. Used for...

WHAT YOU'LL HAVE

2 fully rendered 3D animated posts at 10-20 seconds each, formatted for social and ready to publish.

INCLUDES

- 2 X 3D ANIMATED POSTS
- 10-20S RUNTIME EACH
- PLATFORM-FORMATTED EXPORTS

TURNAROUND

○ 1-2 WEEKS

WHAT TO TRACK

- VIEW RATE
- ENGAGEMENT RATE
- BRAND PERCEPTION LIFT

SOCIAL CONTENT

$7,600

49 HRS

HOW IT WORKS

Concept
Creative direction and 3D treatment defined per brief

Produce
3D assets modelled, animated, and rendered

Delivered
Final exports formatted for platform posting

Campaign launch pack

WHO IT'S FOR

Brands with a campaign launch moment that needs a complete creative pack rather than individual...

WHAT YOU'LL HAVE

~10 coordinated assets, static and motion, built to a unified campaign direction and formatted for one...

INCLUDES

- ~10 CAMPAIGN ASSETS
- STATIC + MOTION MIX
- UNIFIED CAMPAIGN SYSTEM
- 1 PLATFORM FORMATTED

TURNAROUND

○ 2-3 WEEKS

WHAT TO TRACK

- CAMPAIGN LAUNCH READINESS
- ASSET COVERAGE
- CREATIVE CONSISTENCY

CAMPAIGN

$8,300

68 HRS

HOW IT WORKS

Campaign brief
Creative direction, formats, and timeline set

Production
Static and motion assets built as a coordinated system

Launch-ready
~10 assets delivered, formatted, and ready to deploy

Multi-platform launch

WHO IT'S FOR

Brands running a major launch moment that needs to land simultaneously across multiple...

WHAT YOU'LL HAVE

~20 campaign assets designed and formatted for 3 platforms, each one optimized for where it will appear,...

INCLUDES

- ~20 CAMPAIGN ASSETS
- 3 PLATFORM FORMATS
- FORMAT-NATIVE DESIGN
- LAUNCH-READY DELIVERY

TURNAROUND

4-6 WEEKS

WHAT TO TRACK

- CROSS-PLATFORM REACH
- PLATFORM-NATIVE PERFORMANCE
- LAUNCH DAY COVERAGE

CAMPAIGN

$15,400

126 HRS

HOW IT WORKS

Campaign brief
Creative direction defined across all 3 platforms

Production
~20 assets built and format-tailored per channel

Launch-ready
Full asset pack delivered per platform, ready to deploy

CONTENT PROGRAMS

Long-form Video.

9 SERVICES

Video strategy & creative direction

WHO IT'S FOR

Teams preparing to produce video who want a clear concept before committing budget to a shoot. Also...

WHAT YOU'LL HAVE

A complete creative brief: concept, script direction, visual references, and production guidance ready to...

INCLUDES

- VIDEO CONCEPT
- SCRIPT DIRECTION
- CREATIVE BRIEF
- VISUAL REFERENCES

TURNAROUND

3-5 DAYS

WHAT TO TRACK

- CONCEPT CLARITY
- STAKEHOLDER ALIGNMENT
- PRODUCTION READINESS

VIDEO STRATEGY

$2,900

20 HRS

HOW IT WORKS

Discovery
Goals, audience, tone, and channel requirements mapped

Concept
Creative direction, script approach, and visuals defined

Delivered
Brief handed off ready for production

Brand film - :30 ad

WHO IT'S FOR

Brands that need a short-format film for paid distribution, social, or presentations. Ideal for a brand...

WHAT YOU'LL HAVE

A complete :30 brand film shot, edited, color-graded, and sound-designed, ready for paid channels,...

INCLUDES

- :30 BRAND FILM
- 1 SHOOT DAY
- FULL POST-PRODUCTION
- COLOR GRADE + SOUND DESIGN

TURNAROUND

○ 3-4 WEEKS

WHAT TO TRACK

- VIEW RATE
- BRAND RECALL
- COMPLETION RATE

BRAND FILM

$17,000

114 HRS

HOW IT WORKS

Pre-production

Concept, shot list, cast, and location confirmed

Shoot

1 day on location, all footage captured

Post

Edited, color-graded, and sound-designed to delivery

Brand film - :60-:90 hero

WHO IT'S FOR

Brands making a significant investment in their primary brand film, used as the centrepiece of...

WHAT YOU'LL HAVE

A premium :60-:90 brand film produced across 2 shoot days, multiple locations, with full post-...

INCLUDES

- :60-:90 HERO FILM
- 2 SHOOT DAYS
- MULTI-LOCATION PRODUCTION
- PREMIUM POST-PRODUCTION

TURNAROUND

6-10 WEEKS

WHAT TO TRACK

- BRAND IMPACT
- COMPLETION RATE
- CAMPAIGN PERFORMANCE

BRAND FILM

$30,500

205 HRS

HOW IT WORKS

Pre-production
Creative direction, locations, and schedule locked

Shoot
2 days across multiple locations, full crew

Post
Full edit, color grade, and sound design to delivery

Documentary short

WHO IT'S FOR

Brands with a story worth telling at depth. Used for mission-driven content, founder stories, category...

WHAT YOU'LL HAVE

A complete documentary short of 5-10 minutes produced over 2-3 shoot days with interviews, b-roll, and ful...

INCLUDES

- 5-10 MIN DOCUMENTARY
- 2-3 SHOOT DAYS
- INTERVIEWS + B-ROLL
- FULL POST-PRODUCTION

TURNAROUND

○ 10-14 WEEKS

WHAT TO TRACK

- WATCH TIME
- COMPLETION RATE
- AUDIENCE REACH

DOCUMENTARY

$38,900

260 HRS

HOW IT WORKS

Development
Narrative arc, subjects, and shoot plan developed

Production
2-3 shoot days: interviews and b-roll captured

Post
Edited into full narrative, graded, and sound-designed

Founder / customer story

WHO IT'S FOR

Brands that want to put a human face on the company or demonstrate real customer outcomes through a...

WHAT YOU'LL HAVE

A ~3 minute founder or customer story film, shot in one day, with a clear narrative arc ready for website...

INCLUDES

- ~3 MIN STORY FILM
- 1 SHOOT DAY
- INTERVIEW + B-ROLL
- FULL POST-PRODUCTION

TURNAROUND

○ 3-4 WEEKS

WHAT TO TRACK

- ENGAGEMENT RATE
- WATCH TIME
- CONVERSION FROM FILM

STORY FILM

$13,300

90 HRS

HOW IT WORKS

Pre-production

Subject, narrative angle, and shot plan confirmed

Shoot

1 day: interview and supporting b-roll captured

Post

Edited, graded, and sound-designed to delivery

Case study film

WHO IT'S FOR

Sales and marketing teams that need social proof in video form, used in sales decks, website case study page...

WHAT YOU'LL HAVE

A ~2 min case study film with interview footage and b-roll across locations, edited into a clear before...

INCLUDES

- ~2 MIN CASE STUDY FILM
- MULTI-LOCATION SHOOT
- INTERVIEW + B-ROLL
- FULL POST-PRODUCTION

TURNAROUND

○ 3–5 WEEKS

WHAT TO TRACK

- SALES ENABLEMENT IMPACT
- VIEW RATE
- CONVERSION LIFT

CASE STUDY

$16,200

110 HRS

HOW IT WORKS

Pre-production

Client briefed, locations confirmed, narrative framed

Shoot

Interview and b-roll captured across locations

Post

Edited into a result-first narrative, graded + sound

Product launch film

WHO IT'S FOR

Teams launching a product that needs a hero film communicating the product story, the value, and the...

WHAT YOU'LL HAVE

A :60-:90 product launch film combining 3D and live action, fully post-produced with motion design,...

INCLUDES

- :60-:90 LAUNCH FILM
- 3D + LIVE ACTION HYBRID
- FULL MOTION DESIGN
- PREMIUM POST-PRODUCTION

TURNAROUND

8-12 WEEKS

WHAT TO TRACK

- LAUNCH DAY VIEWS
- COMPLETION RATE
- PIPELINE FROM LAUNCH

PRODUCT LAUNCH

$36,000

238 HRS

HOW IT WORKS

Pre-production

Creative concept, 3D direction, and shoot plan locked

Production

Live action shot + 3D elements produced in parallel

Post

Composited, graded, motion-designed, and sound-designed

Ad campaign - TVC + cutdowns

WHO IT'S FOR

Brands running a paid video campaign across TV and digital that need one concept cut into platform...

WHAT YOU'LL HAVE

A :30 hero spot and all cutdowns (:15 and :06) fully produced, formatted for broadcast and digital channel...

INCLUDES

- :30 HERO TVC
- :15 CUTDOWN
- :06 CUTDOWN
- BROADCAST + DIGITAL SPECS

TURNAROUND

○ 6-10 WEEKS

WHAT TO TRACK

- AD RECALL
- VIEW-THROUGH RATE
- CAMPAIGN REACH

AD CAMPAIGN

$27,600

186 HRS

HOW IT WORKS

Pre-production
Campaign concept, script, and production plan locked

Production
Hero :30 shot and produced end-to-end

Cutdowns
:15 and :06 versions edited and formatted to spec

Sizzle reel / explainer

WHO IT'S FOR

Brands that need a polished video to explain a product, service, or company without commissioning a...

WHAT YOU'LL HAVE

A 60-90s motion-graphics-driven video using existing assets, fully edited with sound design and a...

INCLUDES

- 60-90S SIZZLE / EXPLAINER
- MOTION GRAPHICS
- SOUND DESIGN
- VOICEOVER-READY MIX

TURNAROUND

2-4 WEEKS

WHAT TO TRACK

- COMPLETION RATE
- CONCEPT COMPREHENSION
- SALES ENABLEMENT USE

EXPLAINER

$11,700

84 HRS

HOW IT WORKS

Script + brief

Narrative structure and motion direction defined

Motion design

Motion graphics built over script and reviewed

Delivered

Sound-designed and exported to final specs

CONTENT PROGRAMS

Performance Ads.

7 SERVICES

Ad concept & strategy

WHO IT'S FOR

Performance teams starting a new campaign or breaking out of a creative rut. Useful before...

WHAT YOU'LL HAVE

A performance creative strategy document: audience definition, hooks, messaging angles, and a...

INCLUDES

- PERFORMANCE CREATIVE STRATEGY
- HOOK AND ANGLE LIBRARY
- TESTING FRAMEWORK
- MESSAGING HIERARCHY

TURNAROUND

3-5 DAYS

WHAT TO TRACK

- CREATIVE CLARITY
- HOOK DIVERSITY
- TESTING READINESS

PERFORMANCE STRATEGY

$2,000

14 HRS

HOW IT WORKS

Audit
Existing ads, performance data, and audience reviewed

Strategy
Hooks, angles, and testing approach defined

Delivered
Creative strategy doc handed off ready for production

Static ad set - batch of 5

WHO IT'S FOR

Teams running paid campaigns that need a fresh batch of static creative without investing in a full...

WHAT YOU'LL HAVE

5 static ads designed for performance, sized for your channel, with copy and creative variations...

INCLUDES

- 5 STATIC ADS
- 1 CHANNEL FORMAT
- COPY VARIATIONS
- PLATFORM-SIZED EXPORTS

TURNAROUND

3-4 DAYS

WHAT TO TRACK

CTR | CPC | ROAS

PERFORMANCE ADS

$1,500

15 HRS

HOW IT WORKS

Brief
Channel, hook, and creative direction confirmed

Design
5 ads designed with copy and variation built in

Delivered
Platform-sized exports ready to upload and test

Static ad set - batch of 10

WHO IT'S FOR

Performance teams that test systematically and need enough creative variation to identify what...

WHAT YOU'LL HAVE

10 ads across multiple formats and creative angles, with intentional A/B variations that give the algorithm...

INCLUDES

- 10 STATIC ADS
- MULTI-FORMAT
- A/B CREATIVE VARIATIONS
- PLATFORM EXPORTS PER FORMAT

TURNAROUND

5-7 DAYS

WHAT TO TRACK

- CTR BY VARIANT
- CPC
- ROAS
- CREATIVE LEARNING

PERFORMANCE ADS

$2,900

29 HRS

HOW IT WORKS

Brief
Channels, formats, and A/B test angles confirmed

Design
10 ads built with intentional variation across angles

Delivered
All formats exported, labelled, and ready to test

Video ad - short

WHO IT'S FOR

Performance teams that want video ads without a shoot. Works from existing brand films, product...

WHAT YOU'LL HAVE

A 6-15s video ad edited, captioned, and optimized for your paid channel, ready to upload and run.

INCLUDES

- 6-15S VIDEO AD
- CAPTIONS
- SOUND DESIGN
- PLATFORM-OPTIMIZED EXPORT

TURNAROUND

3-5 DAYS

WHAT TO TRACK

- VIEW-THROUGH RATE
- CTR
- CPC

PERFORMANCE VIDEO

$3,300

23 HRS

HOW IT WORKS

Review
Existing footage reviewed for usable selects

Edit
Video cut to 6-15s performance format with caption + sound

Delivered
Exported and ready to run on paid channel

Video ad set - batch of 3

WHO IT'S FOR

Performance teams running video ads across multiple platforms who need creative that is native to each...

WHAT YOU'LL HAVE

3 video ads platform-tailored for where they will run, with captions and sound design optimized per...

INCLUDES

- 3 VIDEO ADS
- PLATFORM-NATIVE FORMATS
- CAPTIONS
- SOUND DESIGN PER PLATFORM

TURNAROUND

1-2 WEEKS

WHAT TO TRACK

- VIEW-THROUGH RATE
- CTR PER PLATFORM
- ROAS

PERFORMANCE VIDEO

$5,200

37 HRS

HOW IT WORKS

Brief
Platforms, formats, and source footage confirmed

Edit
3 ads cut and tailored per platform format

Delivered
All 3 versions exported and ready to upload

Display ad campaign

WHO IT'S FOR

Teams running programmatic or display campaigns that need a full banner set without managing...

WHAT YOU'LL HAVE

A complete IAB banner set in all standard sizes, built from one cohesive creative concept, ready to...

INCLUDES

- FULL IAB BANNER SET
- ALL STANDARD SIZES
- 1 CREATIVE CONCEPT
- AD NETWORK-READY EXPORTS

TURNAROUND

5-7 DAYS

WHAT TO TRACK

- CTR
- IMPRESSION-TO-CLICK RATE
- DISPLAY COVERAGE

DISPLAY ADS

$3,100

29 HRS

HOW IT WORKS

Brief
Creative concept, messaging, and brand assets confirmed

Design
Master concept adapted across all IAB sizes

Delivered
Complete banner set exported and ready to upload

Always-on ad production

WHO IT'S FOR

Performance teams running ongoing paid programs that need a reliable monthly creative supply. Prevents...

WHAT YOU'LL HAVE

~20 new ad variations per month, produced to a consistent brief and ready to rotate into live campaigns.

INCLUDES

- ~20 AD VARIATIONS / MONTH
- STATIC + MOTION MIX
- ITERATIVE TESTING FRAMEWORK
- MONTHLY DELIVERY

TURNAROUND

○ MONTHLY CADENCE

WHAT TO TRACK

- CREATIVE REFRESH RATE
- AD FATIGUE REDUCTION
- ROAS OVER TIME

ALWAYS-ON ADS

$8,300

70 HRS

HOW IT WORKS

Monthly brief
Hooks, angles, and formats set for the month

Production
~20 variations produced against the testing matrix

Delivered
Full batch delivered ready to rotate into campaigns

CONTENT PROGRAMS

Email & Newsletter.

7 SERVICES

Email strategy & template plan

WHO IT'S FOR

Teams building an email program from scratch or resetting one that has no clear structure. Useful before...

WHAT YOU'LL HAVE

A documented email strategy: audience segmentation, cadence recommendations, content types b...

INCLUDES

- EMAIL STRATEGY DOCUMENT
- AUDIENCE SEGMENTATION
- CADENCE PLAN
- TEMPLATE PLAN

TURNAROUND

3-4 DAYS

WHAT TO TRACK

- STRATEGY CLARITY
- PROGRAM STRUCTURE
- TEAM ALIGNMENT

EMAIL STRATEGY

$1,300

10 HRS

HOW IT WORKS

Audit
Existing email program and audience reviewed

Define
Audience, cadence, content types, and template plan set

Delivered
Strategy document handed off ready to build from

Emails - batch of 3

WHO IT'S FOR

Teams that need email content on demand without running a full production program. Works as a to...

WHAT YOU'LL HAVE

3 fully designed emails coded and ready to import into your email service provider, on-brand and...

INCLUDES

- 3 DESIGNED EMAILS
- ESP-READY CODE
- BRAND-LED DESIGN
- COPY-INTEGRATED

TURNAROUND

3-5 DAYS

WHAT TO TRACK

- EMAIL READINESS
- BRAND CONSISTENCY
- OPEN RATE

EMAIL

$1,500

15 HRS

HOW IT WORKS

Brief
Goal, audience, and content for each email confirmed

Design
3 emails designed, copy-integrated, and reviewed

Delivered
ESP-ready code handed off for import and scheduling

Emails - batch of 6

WHO IT'S FOR

Teams running a campaign sequence or regular email program who need a reliable batch of send-ready emails.

WHAT YOU'LL HAVE

6 fully designed emails coded for your ESP, built as a cohesive set and ready to load and schedule.

INCLUDES

- 6 DESIGNED EMAILS
- ESP-READY CODE
- COHESIVE DESIGN SYSTEM
- COPY-INTEGRATED

TURNAROUND

5-7 DAYS

WHAT TO TRACK

- OPEN RATE
- CLICK RATE
- CAMPAIGN READINESS

EMAIL

$2,800

28 HRS

HOW IT WORKS

Brief
Sequence, goal, and content plan confirmed for all 6

Design
6 emails designed as a set and reviewed

Delivered
Full batch coded and ready to import

Newsletter template system

WHO IT'S FOR

Teams running a regular newsletter who want a modular, reusable template system rather than...

WHAT YOU'LL HAVE

A modular newsletter template with 4-6 component variants that can be assembled into any issue without...

INCLUDES

- MODULAR NEWSLETTER TEMPLATE
- 4-6 COMPONENT VARIANTS
- ESP-CODED
- TEAM HANDOFF DOCUMENTATION

TURNAROUND

○ 1-2 WEEKS

WHAT TO TRACK

- TEMPLATE ADOPTION RATE
- ISSUE PRODUCTION SPEED
- DESIGN CONSISTENCY

NEWSLETTER

$5,100

42 HRS

HOW IT WORKS

Architecture
Template structure and component types defined

Build
Modular template built and all variants coded in ESP

Handed off
Template documented and team trained to use it

Campaign email series

WHO IT'S FOR

Teams running a campaign, product launch, or lead nurture program that needs a short drip sequence rather...

WHAT YOU'LL HAVE

A 3-5 email drip series with copy, design, and send logic mapped, coded for your ESP and ready to...

INCLUDES

- 3-5 EMAIL SEQUENCE
- COPY + DESIGN
- SEND LOGIC MAPPED
- ESP-READY CODE

TURNAROUND

5-7 DAYS

WHAT TO TRACK

- OPEN RATE BY EMAIL
- CLICK RATE
- SEQUENCE COMPLETION RATE

CAMPAIGN EMAIL

$2,200

22 HRS

HOW IT WORKS

Sequence brief
Goal, audience, and email-by-email plan mapped

Write + design
3-5 emails written, designed, and reviewed

Delivered
Coded for ESP with send logic documented

Launch announcement email

WHO IT'S FOR

Brands launching a product, feature, or campaign who want a polished email moment to match the...

WHAT YOU'LL HAVE

A launch hero email with custom illustration and 2 follow-ups, all designed, copy-integrated, coded,...

INCLUDES

- HERO LAUNCH EMAIL
- CUSTOM ILLUSTRATION
- 2 FOLLOW-UP EMAILS
- ESP-READY CODE

TURNAROUND

○ 5-7 DAYS

WHAT TO TRACK

- OPEN RATE
- CLICK RATE
- REVENUE FROM LAUNCH SEND

LAUNCH EMAIL

$2,800

24 HRS

HOW IT WORKS

Brief
Launch details, audience, and email structure confirmed

Design
Hero email with illustration + 2 follow-ups designed

Delivered
All 3 emails coded and ready to schedule for launch

Editorial newsletter design

WHO IT'S FOR

Brands starting a newsletter or migrating from a poorly-designed one. The design system does the...

WHAT YOU'LL HAVE

A recurring editorial newsletter design system and the first 3 issues produced, ready to send. Includes...

INCLUDES

- NEWSLETTER DESIGN SYSTEM
- FIRST 3 ISSUES PRODUCED
- ESP-CODED TEMPLATE
- TEAM DOCUMENTATION

TURNAROUND

2-3 WEEKS

WHAT TO TRACK

- OPEN RATE
- CLICK RATE
- SUBSCRIBER GROWTH
- ISSUE PRODUCTION TIME

EDITORIAL NEWSLETTER

$6,400

52 HRS

HOW IT WORKS

System design
Layout, typography, and content components defined

Build + issues
Design system built and first 3 issues produced

Handed off
Coded template + docs handed off to run independently

CONTENT PROGRAMS

Lifecycle & Retention.

3 SERVICES

Lifecycle email program

WHO IT'S FOR

Companies with a customer base that receives little or no systematic email communication after sign-up or...

WHAT YOU'LL HAVE

A complete lifecycle program with onboarding, nurture, and win-back flows: each email mapped, written,...

INCLUDES

- ONBOARDING FLOW
- NURTURE FLOW
- WIN-BACK FLOW
- ALL EMAILS CODED + MAPPED

TURNAROUND

2-3 WEEKS

WHAT TO TRACK

- ACTIVATION RATE
- CHURN REDUCTION
- WIN-BACK RATE

LIFECYCLE

$6,400

56 HRS

HOW IT WORKS

Map
Customer journey, triggers, and flow logic mapped

Write + design
All emails written, designed, and reviewed

Delivered
Coded for ESP with triggers and logic documented

Customer onboarding content

WHO IT'S FOR

SaaS companies and service businesses where the customer experience after sign-up determine...

WHAT YOU'LL HAVE

A complete onboarding content system: welcome emails, in-product messaging, guides, and checklist...

INCLUDES

- WELCOME EMAIL SEQUENCE
- IN-PRODUCT MOMENTS
- ONBOARDING GUIDES
- CHECKLIST CONTENT

TURNAROUND

○ 2-3 WEEKS

WHAT TO TRACK

- TIME TO FIRST VALUE
- ONBOARDING COMPLETION RATE
- EARLY CHURN RATE

ONBOARDING

$5,700

50 HRS

HOW IT WORKS

Map journey
Onboarding steps, drop-off points, and content gaps identified

Write + design
Welcome emails, guides, and in-product moments produced

Delivered
All content coded and handed off for deployment

Loyalty / retention campaign

WHO IT'S FOR

Companies seeing elevated churn, declining engagement, or a segment of customers going quiet. Also used...

WHAT YOU'LL HAVE

A complete retention campaign: re-engagement sequence, loyalty reward creative, and supporting assets...

INCLUDES

- RE-ENGAGEMENT SEQUENCE
- LOYALTY REWARD CREATIVE
- SUPPORTING ASSETS
- CAMPAIGN STRATEGY

TURNAROUND

○ 2-3 WEEKS

WHAT TO TRACK

- RE-ENGAGEMENT RATE
- CHURN REDUCTION
- NPS LIFT

RETENTION

$6,600

55 HRS

HOW IT WORKS

Strategy
Audience segments, triggers, and loyalty mechanic defined

Production
Email sequence and loyalty creative produced

Delivered
Campaign assets coded and ready to activate

CONTENT PROGRAMS

Editorial / Lead Magnets.

8 SERVICES

Content strategy & brief

WHO IT'S FOR

Teams commissioning a report, guide, whitepaper, or any long-form content piece who want to get the...

WHAT YOU'LL HAVE

A complete content brief: topic, audience, narrative arc, key arguments, structure, and success...

INCLUDES

- CONTENT STRATEGY
- AUDIENCE DEFINITION
- NARRATIVE ARC
- STRUCTURAL OUTLINE

TURNAROUND

3-4 DAYS

WHAT TO TRACK

- BRIEF CLARITY
- PRODUCTION READINESS
- STAKEHOLDER ALIGNMENT

CONTENT STRATEGY

$1,700

12 HRS

HOW IT WORKS

Research
Topic, audience, and competitive content reviewed

Brief
Narrative arc and structure defined and written up

Delivered
Content brief handed off ready for production

One-pager / checklist

WHO IT'S FOR

Sales teams that need a polished leave-behind, marketers creating a quick lead magnet, or anyone...

WHAT YOU'LL HAVE

A designed, brand-led one-pager or checklist as a print-ready and screen-ready PDF, ready to use immediately.

INCLUDES

- 1-PAGE DESIGNED PDF
- PRINT-READY VERSION
- SCREEN-OPTIMIZED VERSION

TURNAROUND

○ 2-3 DAYS

WHAT TO TRACK

- DOWNLOAD RATE
- SALES USE RATE
- BRAND CONSISTENCY

SALES ENABLEMENT

$800

8 HRS

HOW IT WORKS

Brief
Content, format, and use case confirmed

Design
One-pager designed, copy integrated, and reviewed

Delivered
PDF handed off in print and screen versions

Short guide

WHO IT'S FOR

Brands creating a practical how-to guide, checklist-led resource, or first entry in a lead magnet library. Wor...

WHAT YOU'LL HAVE

A 5-10 page designed guide as a PDF with light illustration, fully laid out, copy-integrated, and ready to...

INCLUDES

- 5-10 PAGE DESIGNED GUIDE
- LIGHT ILLUSTRATION
- PDF (PRINT + SCREEN)

TURNAROUND

5-7 DAYS

WHAT TO TRACK

- DOWNLOAD RATE
- EMAIL LIST GROWTH
- CONTENT ENGAGEMENT

LEAD MAGNET

$2,900

25 HRS

HOW IT WORKS

Brief + outline
Structure and content mapped before design begins

Design
Guide laid out with illustration and copy integrated

Delivered
PDF handed off in print and screen versions

Ebook / playbook

WHO IT'S FOR

Brands creating a flagship content asset for lead generation, thought leadership, or sales enablement. Th...

WHAT YOU'LL HAVE

A fully designed 15-30 page ebook or playbook with custom layout, pull quotes, illustrations, and supportin...

INCLUDES

- 15-30 PAGE EBOOK/PLAYBOOK
- CUSTOM LAYOUT DESIGN
- PULL QUOTES + GRAPHICS
- PDF (PRINT + SCREEN)

TURNAROUND

○ 2-3 WEEKS

WHAT TO TRACK

- DOWNLOAD RATE
- LEAD QUALITY
- TIME-ON-CONTENT

LEAD MAGNET

$6,900

57 HRS

HOW IT WORKS

Outline
Structure, narrative, and content planned section by section

Design
Custom layout built with all content integrated

Delivered
Final PDF handed off in all versions

Whitepaper

WHO IT'S FOR

B2B companies in expert-led categories where buyers do serious research before engaging....

WHAT YOU'LL HAVE

A fully produced 10-20 page whitepaper with editorial design, structured argument, and a...

INCLUDES

- 10-20 PAGE WHITEPAPER
- EDITORIAL LAYOUT DESIGN
- PDF (PRINT + DIGITAL)

TURNAROUND

○ 1-2 WEEKS

WHAT TO TRACK

- DOWNLOAD RATE
- ANALYST ENGAGEMENT
- LEAD QUALITY

THOUGHT LEADERSHIP

$4,600

39 HRS

HOW IT WORKS

Argument
Thesis, structure, and section plan defined

Write + design
Whitepaper written and laid out in editorial format

Delivered
Final PDF handed off for gating or distribution

Industry report

WHO IT'S FOR

Companies with original data or a strong point of view on a category that want to publish a report others...

WHAT YOU'LL HAVE

A fully produced 20-40 page industry report with custom data visualizations, charts, editorial...

INCLUDES

- 20-40 PAGE INDUSTRY REPORT
- CUSTOM DATA VISUALIZATIONS
- CHARTS + INFOGRAPHICS
- CUSTOM LAYOUT

TURNAROUND

○ 3-4 WEEKS

WHAT TO TRACK

- DOWNLOADS
- MEDIA COVERAGE
- BACKLINKS
- LEAD QUALITY

THOUGHT LEADERSHIP

$10,400

85 HRS

HOW IT WORKS

Research + brief

Data, narrative, and structure defined

Design + produce

Charts, data viz, and full layout built

Delivered

Report handed off in all formats for distribution

Template kit

WHO IT'S FOR

Brands whose audience has a workflow where templates provide immediate utility. Works as a lead...

WHAT YOU'LL HAVE

A kit of 5-10 branded, usable templates in Notion, Figma, or Google Slides, packaged and ready ...

INCLUDES

- 5-10 BRANDED TEMPLATES
- NOTION/FIGMA/SLIDES FORMAT
- USAGE GUIDE
- PACKAGED FOR DISTRIBUTION

TURNAROUND

5-7 DAYS

WHAT TO TRACK

- DOWNLOAD RATE
- TEMPLATE USE RATE
- EMAIL LIST GROWTH

LEAD MAGNET

$2,900

27 HRS

HOW IT WORKS

Brief
Template types, platform, and audience confirmed

Build
5-10 templates built in the agreed platform and reviewed

Delivered
Kit packaged and ready for gating or distribution

Lead magnet bundle

WHO IT'S FOR

Brands running a list-building campaign who need everything to work together. The guide alone doe...

WHAT YOU'LL HAVE

A complete lead generation system: designed guide, converting landing page, 3-email follow-up sequence,...

INCLUDES

- DESIGNED GUIDE (LEAD MAGNET)
- LANDING PAGE
- 3-EMAIL FOLLOW-UP SEQUENCE
- 4 SOCIAL POSTS

TURNAROUND

3-4 WEEKS

WHAT TO TRACK

- LEAD VOLUME
- COST PER LEAD
- EMAIL OPEN RATE
- LIST GROWTH

LEAD GENERATION

$9,900

81 HRS

HOW IT WORKS

Strategy
Lead magnet topic, funnel, and distribution plan defined

Production
Guide, page, emails, and social posts produced in parallel

Delivered
Full system handed off ready to activate

CONTENT PROGRAMS

Copy & Scripts.

5 SERVICES

Campaign copy

WHO IT'S FOR

Marketing teams that have a campaign concept but need the copy written. Works as a standalone...

WHAT YOU'LL HAVE

A campaign copy document with headlines, taglines, and body copy written for every asset in the...

INCLUDES

- CAMPAIGN HEADLINES
- TAGLINES
- BODY COPY PER ASSET
- COPY DOCUMENT

TURNAROUND

○ 3-4 DAYS

WHAT TO TRACK

- COPY CLARITY
- MESSAGE CONSISTENCY
- DESIGN HANDOFF READINESS

CAMPAIGN COPY

$1,400

10 HRS

HOW IT WORKS

Brief

Campaign goal, audience, tone, and asset list confirmed

Write

All copy written across headlines, taglines, and body

Delivered

Copy document handed off ready for design and production

Website copy

WHO IT'S FOR

Companies building or redesigning a website who need copy that works: structured for scanning, written for...

WHAT YOU'LL HAVE

Fully written copy for 5-8 website pages, structured around conversion goals and written in a consistent...

INCLUDES

- 5-8 PAGES OF WEBSITE COPY
- HEADER + BODY + CTA PER PAGE
- SEO STRUCTURE
- COPY DOCUMENT

TURNAROUND

○ 5-7 DAYS

WHAT TO TRACK

- PAGE CONVERSION RATE
- BOUNCE RATE
- COPY CLARITY

WEBSITE COPY

$2,900

21 HRS

HOW IT WORKS

Audit
Existing copy, site goals, and audience reviewed

Write
5-8 pages written and structured for conversion

Delivered
Final copy document handed off ready for build

Long-form content piece

WHO IT'S FOR

Brands that need a well-written, substantive piece of content for their blog, a publication, or a newsletter....

WHAT YOU'LL HAVE

A fully written, edited long-form content piece ready to publish: structured, on-brand, and written a...

INCLUDES

- LONG-FORM CONTENT PIECE
- STRUCTURED + EDITED DRAFT
- PUBLICATION-READY COPY

TURNAROUND

○ 3-5 DAYS

WHAT TO TRACK

- TIME ON PAGE
- SHARES
- BACKLINKS EARNED

THOUGHT LEADERSHIP

$1,700

12 HRS

HOW IT WORKS

Brief
Topic, angle, audience, and length confirmed

Write
Piece researched, written, and edited

Delivered
Publication-ready copy handed off

Ad & social copy - batch

WHO IT'S FOR

Performance teams or social managers who need a bank of copy options to test and deploy, rather...

WHAT YOU'LL HAVE

~15 short-form copy units written for your channels: ad headlines, social captions, and CTAs ready to pair...

INCLUDES

- ~15 COPY UNITS
- MULTI-CHANNEL FORMAT
- HEADLINES + CAPTIONS + CTAS
- COPY DOCUMENT

TURNAROUND

2-3 DAYS

WHAT TO TRACK

- COPY VARIETY
- A/B TEST READINESS
- CHANNEL COVERAGE

SHORT-FORM COPY

$1,600

12 HRS

HOW IT WORKS

Brief
Channels, formats, tone, and objectives confirmed

Write
~15 copy units written across all specified formats

Delivered
Copy document handed off ready to pair with creative

Scriptwriting

WHO IT'S FOR

Teams producing a video, animation, or motion piece who need a script before production begins. Works fo...

WHAT YOU'LL HAVE

A fully written script with scene-by-scene direction, timing notes, and a voiceover-ready final draft handed...

INCLUDES

- FINAL SCRIPT
- SCENE BREAKDOWN
- TIMING NOTES
- VOICEOVER-READY DRAFT

TURNAROUND

○ 3-4 DAYS

WHAT TO TRACK

- SCRIPT CLARITY
- PRODUCTION READINESS
- MESSAGE ACCURACY

VIDEO PRODUCTION

$1,600

11 HRS

HOW IT WORKS

Brief
Video goal, length, tone, and scene structure agreed

Write
Script written with timing and direction included

Delivered
Final script handed off ready for production

CONTENT PROGRAMS

AI Content.

2 SERVICES

AI-generated content batch

WHO IT'S FOR

Teams that need more content faster without sacrificing brand accuracy. Works for social, copy, or visual...

WHAT YOU'LL HAVE

A batch of AI-assisted content assets, social posts, copy units, or visual content, human-directed and...

INCLUDES

- AI-ASSISTED CONTENT BATCH
- HUMAN QUALITY CONTROL
- BRAND-ALIGNED OUTPUT
- EXPORT-READY FILES

TURNAROUND

5-7 DAYS

WHAT TO TRACK

- PRODUCTION VOLUME
- BRAND ACCURACY RATE
- TIME SAVED VS MANUAL

AI CONTENT

$2,800

24 HRS

HOW IT WORKS

Brief + setup

Content type, volume, and brand parameters defined

AI + human QC

AI generates at scale; humans direct and quality-control

Delivered

Approved content batch handed off ready to use

AI creative pipeline setup

WHO IT'S FOR

Content and marketing teams that want to produce more output without adding headcount. The...

WHAT YOU'LL HAVE

A custom AI content pipeline built for your team: tools configured, prompts engineered, workflows...

INCLUDES

- CUSTOM AI PIPELINE
- PROMPT LIBRARY
- WORKFLOW DOCUMENTATION
- TEAM TRAINING

TURNAROUND

2-3 WEEKS

WHAT TO TRACK

- CONTENT OUTPUT INCREASE
- PRODUCTION TIME REDUCTION
- TEAM ADOPTION RATE

AI PIPELINE

$10,200

70 HRS

HOW IT WORKS

Audit
Current workflow, tools, and content types reviewed

Build
Pipeline built: tools configured, prompts engineered

Handed off
Team trained and documentation handed off to run it

02 / 03

Brand Systems

Brand strategy, identity, verbal systems, and sales enablement. Built to last and easy to extend.

8 PACKAGES | 31 SERVICES

Packages

Fixed-scope bundles. Every deliverable, timeline, and price is defined before work starts. No hourly billing, no scope creep.

Services

Individual deliverables priced by the hours each role contributes. Add them to an existing package or book them on their own.

BRAND SYSTEMS

Packages.

8 PACKAGES

Brand Pilot

WHO IT'S FOR

Companies that want to validate a working relationship before committing to a full engagement....

WHAT YOU'LL HAVE

A validated brand direction and a first piece of work that proves the approach. Strategy that grounds...

DELIVERABLES

- BRAND STRATEGY
- BRAND SPRINT

MEDIA SPEND

○ NOT REQUIRED

METRICS

- BRAND CLARITY
- DIRECTION ALIGNMENT
- CREATIVE CONFIDENCE

BRAND STRATEGY

Starting at $14,400

ONE-TIME ENGAGEMENT

HOW IT WORKS

Research
Market, competitors, and positioning mapped

Strategy
Brand foundation and direction defined

BRAND STRATEGY

Sprint
First creative executions produced

BRAND SPRINT

Delivered
Direction validated and ready to build on

Verbal Identity Kit

WHO IT'S FOR

Companies with an existing visual brand that have never formalized their voice, messaging, or naming....

WHAT YOU'LL HAVE

A clear verbal foundation: a name that works, a voice guide the whole team can use, and a messaging...

DELIVERABLES

- NAMING & VERBAL IDENTITY
- COPY AUDIT & VOICE GUIDE

MEDIA SPEND

○ NOT REQUIRED

METRICS

- MESSAGE CONSISTENCY
- COPY CLARITY
- TEAM ADOPTION RATE

VERBAL IDENTITY

Starting at $7,600

ONE-TIME ENGAGEMENT

HOW IT WORKS

Audit
Existing copy, tone, and naming reviewed

COPY AUDIT & VOICE GUIDE

Define
Voice, messaging hierarchy, and name set

NAMING & VERBAL IDENTITY

Document
Voice guide written and packaged for the team

Delivered
Framework ready to apply across every channel

Brand Modernisation

WHO IT'S FOR

Established companies that have outgrown their brand. The product or business has evolved but the bra...

WHAT YOU'LL HAVE

A modernised brand that matches the current ambition of the business, paired with a deck system that puts ...

DELIVERABLES

- BRAND STRATEGY
- BRAND REFRESH
- DECK TEMPLATE SYSTEM

MEDIA SPEND

○ NOT REQUIRED

METRICS

- BRAND PERCEPTION
- MARKET CREDIBILITY
- DECK ADOPTION RATE

BRAND REFRESH

Starting at $27,200

ONE-TIME ENGAGEMENT

HOW IT WORKS

Reposition

Strategy reframed for where the business is now

BRAND STRATEGY

Refresh

Visual identity updated to match the ambition

BRAND REFRESH

Systemise

Deck templates built so the brand travels

DECK TEMPLATE SYSTEM

Sales Deck System

WHO IT'S FOR

Companies that need a presentation system that can be reused, updated, and handed off without needing a...

WHAT YOU'LL HAVE

A master sales deck built on a strategy and narrative framework, and a template kit that lets the who...

DELIVERABLES

- DECK STRATEGY & NARRATIVE
- SALES DECK (FULL)
- DECK TEMPLATE SYSTEM

MEDIA SPEND

○ NOT REQUIRED

METRICS

- DECK CONSISTENCY
- MEETING CLOSE RATE
- PITCH TIME SAVED

SALES ENABLEMENT

Starting at $14,700

ONE-TIME BUILD

HOW IT WORKS

Narrative

Story arc and slide structure defined

DECK STRATEGY & NARRATIVE

Master deck

Full deck designed, written, and built

SALES DECK (FULL)

Systemised

Template kit handed off so the team can run

DECK TEMPLATE SYSTEM

Enterprise Sales Toolkit

WHO IT'S FOR

Teams selling to enterprise accounts where the buyer is senior, skeptical, and sizing you up on brand before...

WHAT YOU'LL HAVE

A complete sales room kit: the deck that makes the pitch, the film that proves the work, and the one-pager...

DELIVERABLES

- DECK STRATEGY & NARRATIVE
- SALES DECK (FULL)
- CASE STUDY FILM
- ONE-PAGER / CHECKLIST

MEDIA SPEND

○ NOT REQUIRED

METRICS

- MEETING WIN RATE
- DEAL VELOCITY
- ENTERPRISE PIPELINE

ENTERPRISE SALES

Starting at $25,900

PER SALES CYCLE

HOW IT WORKS

Narrative

Pitch story and messaging framework built

DECK STRATEGY & NARRATIVE

Kit built

Deck, film, and one-pager produced

SALES DECK (FULL) | CASE STUDY FILM | ONE-PAGER / CHECKLIST

Deployed

Full room kit ready for high-stakes meetings

Funding Round Pack

WHO IT'S FOR

Companies preparing a seed, Series A, or Series B who need materials that hold up under investor scrutin...

WHAT YOU'LL HAVE

A pitch deck built on a clear narrative, a brand refresh that signals maturity to investors, and materials...

DELIVERABLES

- DECK STRATEGY & NARRATIVE
- INVESTOR / PITCH DECK
- BRAND REFRESH

MEDIA SPEND

○ NOT REQUIRED

METRICS

- INVESTOR MEETING RATE
- ROUND CLOSE RATE
- VALUATION SUPPORT

FUNDRAISING

Starting at $29,000

PER FUNDING ROUND

HOW IT WORKS

Narrative

Investor story and brand positioning defined

DECK STRATEGY & NARRATIVE | BRAND REFRESH

Deck built

Pitch deck designed, written, and stress-tested

INVESTOR / PITCH DECK

Delivered

Materials ready for the room and the follow-up

Market Credibility System

WHO IT'S FOR

Companies competing for larger clients, partners, or investors who size you up on brand before they...

WHAT YOU'LL HAVE

A brand system built for the tier you want to play in: strategy, complete identity system, and a deck templat...

DELIVERABLES

- BRAND STRATEGY
- BRAND SYSTEM
- DECK TEMPLATE SYSTEM

MEDIA SPEND

○ NOT REQUIRED

METRICS

- BRAND PERCEPTION SHIFT
- DEAL QUALITY
- MARKET TIER ACCESS

MARKET POSITION

Starting at $41,700

ONE-TIME BUILD

HOW IT WORKS

Strategy

Positioning defined for the tier you want to win

BRAND STRATEGY

System built

Complete brand identity designed and documented

BRAND SYSTEM

Deployed

Deck templates built and brand live in market

DECK TEMPLATE SYSTEM

Brand + Web Platform

WHO IT'S FOR

Companies building their primary market presence from the ground up, or replacing a site and brand system...

WHAT YOU'LL HAVE

A complete brand and web platform: brand identity, a CMS-managed marketing site, and a deck template...

DELIVERABLES

- BRAND PLATFORM
- MARKETING SITE
- CMS
- DECK TEMPLATE SYSTEM

MEDIA SPEND

○ NOT REQUIRED

METRICS

- SITE TRAFFIC
- BRAND COHERENCE
- MARKET PRESENCE

FULL PLATFORM

Starting at $78,300

ONE-TIME BUILD

HOW IT WORKS

Brand built

Identity, platform, and system defined

BRAND PLATFORM

Site built

Marketing site designed, built, and launched

MARKETING SITE CMS

Systemised

Deck templates ensure brand travels everywhere

DECK TEMPLATE SYSTEM

BRAND SYSTEMS

Services.

31 SERVICES

BRAND SYSTEMS

Identity Foundation.

8 SERVICES

Brand strategy

WHO IT'S FOR

Founders and brand leaders who need a clear strategic foundation before visual work begins. Best for...

WHAT YOU'LL HAVE

A concise strategy document covering positioning, audience, and brand voice. Ready to brief designe...

INCLUDES

- POSITIONING STATEMENT
- TARGET AUDIENCE PROFILES
- BRAND VOICE PRINCIPLES
- COMPETITIVE LANDSCAPE SUMMARY

TURNAROUND

○ 1-2 WEEKS

WHAT TO TRACK

- MESSAGE CLARITY SCORE
- TEAM ALIGNMENT RATING
- BRIEF-TO-EXECUTION SPEED

STRATEGY

$3,800

26 HRS

HOW IT WORKS

Discovery

Stakeholder interviews, competitive audit, and audience research

Synthesis

Distill findings into positioning territory and brand pillars

POSITIONING STATEMENT | COMPETITIVE LANDSCAPE SUMMARY

Delivery

Present final strategy document and walk through application

TARGET AUDIENCE PROFILES | BRAND VOICE PRINCIPLES

Brand sprint

WHO IT'S FOR

Early-stage companies or teams launching a new product line who need brand fundamentals fast. Idea...

WHAT YOU'LL HAVE

A complete starter brand kit: strategy, logo, color, type, and basic usage guidelines. Enough to launch...

INCLUDES

- BRAND STRATEGY DOC
- LOGO SUITE (PRIMARY + LOCKUPS)
- COLOR AND TYPE SYSTEM
- USAGE GUIDELINES PDF

TURNAROUND

○ 3-4 WEEKS

WHAT TO TRACK

- TIME TO LAUNCH
- BRAND CONSISTENCY SCORE
- STAKEHOLDER SIGN-OFF SPEED

STARTUP

$10,500

84 HRS

HOW IT WORKS

Align

Rapid discovery session to lock strategy, audience, and creative direction

BRAND STRATEGY DOC

Design

Logo and visual identity development across two focused rounds

LOGO SUITE (PRIMARY + LOCKUPS) COLOR AND TYPE SYSTEM

Package

Compile all assets and guidelines for handoff

USAGE GUIDELINES PDF

Brand system

WHO IT'S FOR

Growing companies that need a full-scale brand identity built to last. Best for teams preparing for a market...

WHAT YOU'LL HAVE

A comprehensive brand system including strategy, full visual identity, messaging framework, and...

INCLUDES

- FULL BRAND GUIDELINES DOCUMENT
- LOGO SUITE AND ASSET LIBRARY
- MESSAGING AND TONE-OF-VOICE FRAMEWORK
- TEMPLATE STARTER KIT

TURNAROUND

8-12 WEEKS

WHAT TO TRACK

- BRAND RECOGNITION LIFT
- INTERNAL ADOPTION RATE
- ASSET REUSE RATE

SCALE-UP

$32,100

254 HRS

HOW IT WORKS

Research

Deep-dive discovery including stakeholder interviews, audience research, and competitive analysis

MESSAGING AND TONE-OF-VOICE FRAMEWORK

Build

Strategy, visual identity, and messaging developed in parallel with structured feedback loops

LOGO SUITE AND ASSET LIBRARY

Deliver

Guidelines document, asset library, and templates packaged for internal rollout

FULL BRAND GUIDELINES DOCUMENT | TEMPLATE STARTER KIT

Brand platform

WHO IT'S FOR

Established organizations undergoing transformation, expansion, or a full rebrand. Suited...

WHAT YOU'LL HAVE

An enterprise-grade brand platform covering every dimension of brand: strategy, identity, messaging,...

INCLUDES

- BRAND STRATEGY AND POSITIONING
- FULL VISUAL IDENTITY SYSTEM
- CAMPAIGN CONCEPT AND CREATIVE DIRECTION
- BRAND GOVERNANCE AND ROLLOUT PLAN

TURNAROUND

○ 14-20 WEEKS

WHAT TO TRACK

- BRAND EQUITY INDEX
- CROSS-CHANNEL CONSISTENCY
- CAMPAIGN LAUNCH READINESS

ENTERPRISE

$54,300

428 HRS

HOW IT WORKS

Discover

Comprehensive research phase: stakeholder workshops, market mapping, and audience segmentation

BRAND STRATEGY AND POSITIONING

Create

Full identity, messaging, and campaign concept development with iterative client reviews

FULL VISUAL IDENTITY SYSTEM | CAMPAIGN CONCEPT AND CREATIVE DIRECTION

Govern

Finalize governance documentation and plan enterprise rollout

BRAND GOVERNANCE AND ROLLOUT PLAN

Brand refresh

WHO IT'S FOR

Brands that have solid foundations but look dated or feel misaligned with where the business has grown....

WHAT YOU'LL HAVE

An updated identity that feels current and cohesive, with revised guidelines, refreshed assets, and a...

INCLUDES

- REFRESHED LOGO AND MARK
- UPDATED COLOR AND TYPE SYSTEM
- REVISED BRAND GUIDELINES
- ASSET MIGRATION GUIDE

TURNAROUND

5-8 WEEKS

WHAT TO TRACK

- AUDIENCE PERCEPTION SHIFT
- ASSET ADOPTION SPEED
- DESIGN SYSTEM COVERAGE

EVOLUTION

$17,600

144 HRS

HOW IT WORKS

Audit

Review existing brand assets, identify gaps, and establish refresh scope

Refresh

Update identity elements with two structured rounds of creative review

REFRESHED LOGO AND MARK | UPDATED COLOR AND TYPE SYSTEM

Handoff

Deliver revised guidelines and migration guide for consistent rollout

REVISED BRAND GUIDELINES | ASSET MIGRATION GUIDE

Naming & verbal identity

WHO IT'S FOR

Companies launching a new brand, product, or sub-brand that need a name and voice built together....

WHAT YOU'LL HAVE

A vetted brand name, tagline candidates, and a verbal identity guide that gives your team the wor...

INCLUDES

- NAME CANDIDATES WITH RATIONALE
- TAGLINE OPTIONS
- VERBAL IDENTITY GUIDE
- TRADEMARK SCREENING REPORT

TURNAROUND

2-3 WEEKS

WHAT TO TRACK

- NAME RECALL SCORE
- TRADEMARK CLEARANCE RATE
- VOICE CONSISTENCY RATING

NAMING

$4,800

33 HRS

HOW IT WORKS

Define

Brand positioning and naming criteria workshop to align on strategic direction

Generate

Name exploration across multiple territories with trademark screening

NAME CANDIDATES WITH RATIONALE | TAGLINE OPTIONS | TRADEMARK SCREENING REPORT

Finalize

Lock name and deliver verbal identity guide

VERBAL IDENTITY GUIDE

Copy audit & voice guide

WHO IT'S FOR

Teams whose copy feels inconsistent across channels, or who are onboarding new writers and need a...

WHAT YOU'LL HAVE

A documented audit of your current copy with specific recommendations, plus a practical voice guide your tea...

INCLUDES

- COPY AUDIT REPORT
- BRAND VOICE GUIDE
- TONE-OF-VOICE EXAMPLES (DO/AVOID)

TURNAROUND

○ 1-2 WEEKS

WHAT TO TRACK

- COPY CONSISTENCY SCORE
- ONBOARDING TIME FOR NEW WRITERS
- VOICE GUIDE ADOPTION RATE

VOICE

$2,700

19 HRS

HOW IT WORKS

Audit

Review existing copy across key channels and identify voice inconsistencies

COPY AUDIT REPORT

Build

Develop voice principles with annotated examples

TONE-OF-VOICE EXAMPLES (DO/AVOID)

Deliver

Package and present the voice guide with a walkthrough for the team

BRAND VOICE GUIDE

Moodboard & creative territories

WHO IT'S FOR

Teams at the start of a creative project who need to align on visual direction before design begins. Sav...

WHAT YOU'LL HAVE

Two to three distinct creative territory moodboards with rationale, plus a recommended direction and...

INCLUDES

- CREATIVE TERRITORY MOODBOARDS (X3)
- DIRECTION RATIONALE
- CREATIVE BRIEF FOR PRODUCTION

TURNAROUND

○ 3-5 DAYS

WHAT TO TRACK

- STAKEHOLDER ALIGNMENT SCORE
- REVISION ROUNDS SAVED
- BRIEF-TO-PRODUCTION SPEED

DIRECTION

$3,100

24 HRS

HOW IT WORKS

Explore

Research and gather visual references across three distinct creative directions

Present

Present moodboards with direction rationale for team feedback

CREATIVE TERRITORY MOODBOARDS (X3) | DIRECTION RATIONALE

Brief

Lock chosen direction and write the creative brief for production

CREATIVE BRIEF FOR PRODUCTION

BRAND SYSTEMS

Sales & Decks.

9 SERVICES

Deck strategy & narrative

WHO IT'S FOR

Teams with a deck that already exists but isn't landing. Useful before a redesign so the story is airtight...

WHAT YOU'LL HAVE

A reordered narrative outline with slide-by-slide messaging guidance and the key argument clearly...

INCLUDES

- NARRATIVE STRUCTURE DOCUMENT
- SLIDE-BY-SLIDE MESSAGING GUIDE
- RECOMMENDED FLOW DIAGRAM

TURNAROUND

○ 3-5 DAYS

WHAT TO TRACK

- MEETING-TO-NEXT-STEP RATE
- STAKEHOLDER COMPREHENSION SCORE
- DECK COMPLETION RATE

STRATEGY

$1,700

12 HRS

HOW IT WORKS

Review

Audit current deck for narrative gaps and structural issues

Restructure

Rebuild the story arc with clear argument and slide purpose defined for each section

NARRATIVE STRUCTURE DOCUMENT | RECOMMENDED FLOW DIAGRAM

Guide

Deliver slide-by-slide messaging brief for the design team

SLIDE-BY-SLIDE MESSAGING GUIDE

Deck refresh

WHO IT'S FOR

Teams with a solid deck that just looks dated or off-brand. Fast lift to bring it in line with current brand...

WHAT YOU'LL HAVE

A visually refreshed deck with updated typography, color, and layout applied consistently across al...

INCLUDES

- REFRESHED SLIDE DECK FILE
- SLIDE MASTER / TEMPLATE
- BRAND-ALIGNED ASSET REPLACEMENTS

TURNAROUND

○ 3-5 DAYS

WHAT TO TRACK

- VISUAL CONSISTENCY SCORE
- BRAND COMPLIANCE RATE
- PRESENTER CONFIDENCE RATING

REFRESH

$1,500

15 HRS

HOW IT WORKS

Audit

Review all slides for brand alignment and identify refresh priorities

Redesign

Apply updated brand treatment to layout, type, color, and imagery

BRAND-ALIGNED ASSET REPLACEMENTS

Deliver

Hand off final deck and editable slide master

REFRESHED SLIDE DECK FILE | SLIDE MASTER / TEMPLATE

Sales deck (short)

WHO IT'S FOR

Sales teams that need a concise, visually sharp leave-behind or intro deck. Typically 8-12 slides built for...

WHAT YOU'LL HAVE

A polished short-form sales deck that communicates the core offer, differentiators, and next step clearl...

INCLUDES

- DESIGNED DECK (8-12 SLIDES)
- EDITABLE SOURCE FILE
- PDF EXPORT

TURNAROUND

1-2 WEEKS

WHAT TO TRACK

- PROSPECT ENGAGEMENT RATE
- SLIDE-READ-THROUGH RATE
- MEETING CONVERSION RATE

SALES

$2,800

26 HRS

HOW IT WORKS

Brief

Align on story, audience, use case, and key messages

Design

Build and refine deck across two creative rounds

DESIGNED DECK (8-12 SLIDES)

Deliver

Final files and PDF ready for sales team use

EDITABLE SOURCE FILE | PDF EXPORT

Sales deck (full)

WHO IT'S FOR

Sales teams preparing for major deals or strategic partnerships that require a comprehensive, deeply designed...

WHAT YOU'LL HAVE

A high-production sales deck with custom visuals, strong narrative, and a clear call to action. Built to close.

INCLUDES

- FULLY DESIGNED DECK (20-35 SLIDES)
- CUSTOM DATA VISUALIZATIONS
- EDITABLE SOURCE FILE
- PDF AND PRESENTATION-READY EXPORT

TURNAROUND

○ 3-5 WEEKS

WHAT TO TRACK

- WIN RATE LIFT
- DEAL SIZE INFLUENCE
- PRESENTER CONFIDENCE SCORE

SALES

$7,100

60 HRS

HOW IT WORKS

Narrative

Story architecture session to define argument, structure, and slide purpose

Design

Full deck production with custom visuals and three rounds of refinement

FULLY DESIGNED DECK (20-35 SLIDES) | CUSTOM DATA VISUALIZATIONS

Deliver

Package all files for immediate use in live presentations and async sharing

EDITABLE SOURCE FILE | PDF AND PRESENTATION-READY EXPORT

Investor / pitch deck

WHO IT'S FOR

Founders preparing for a fundraise who need a deck that tells a compelling story to sophisticated...

WHAT YOU'LL HAVE

A pitch-ready investor deck with a tight narrative, strong visual identity, and the data presented clearly...

INCLUDES

- INVESTOR DECK (12-20 SLIDES)
- NARRATIVE AND MESSAGING FRAMEWORK
- DATA SLIDE DESIGN
- EDITABLE SOURCE FILE

TURNAROUND

○ 4-6 WEEKS

WHAT TO TRACK

- INVESTOR MEETING CONVERSION
- DECK-TO-TERM-SHEET RATE
- FOLLOW-UP REQUEST RATE

FUNDRAISE

$9,700

77 HRS

HOW IT WORKS

Story

Define the investment thesis, market narrative, and key proof points

NARRATIVE AND MESSAGING FRAMEWORK

Design

Build the deck with investor-optimized flow and clear data visualization

INVESTOR DECK (12-20 SLIDES) | DATA SLIDE DESIGN

Refine

Final polish rounds and delivery of presentation-ready and leave-behind formats

EDITABLE SOURCE FILE

Keynote / event deck

WHO IT'S FOR

Speakers and executives presenting at conferences, company events, or industry stages who need a high-...

WHAT YOU'LL HAVE

A visually compelling stage-ready deck with slide animations, speaker notes, and a narrative arc designed t...

INCLUDES

- STAGE-READY PRESENTATION DECK
- SPEAKER NOTES DOCUMENT
- SLIDE ANIMATION GUIDE
- BACKUP PDF VERSION

TURNAROUND

3-5 WEEKS

WHAT TO TRACK

- AUDIENCE ENGAGEMENT SCORE
- SOCIAL SHARE RATE POST-EVENT
- SPEAKER CONFIDENCE RATING

EVENTS

$8,700

70 HRS

HOW IT WORKS

Plan

Map the talk arc, key moments, and visual treatment with the presenter

Build

Design full deck with animation and stage-optimized layout

STAGE-READY PRESENTATION DECK | SLIDE ANIMATION GUIDE

Prep

Final deck, speaker notes, and backup exports delivered before the event

SPEAKER NOTES DOCUMENT | BACKUP PDF VERSION

Webinar slide deck

WHO IT'S FOR

Marketing and demand-gen teams running educational webinars or virtual events who need a deck that...

WHAT YOU'LL HAVE

A clean, screen-optimized webinar deck with consistent visual structure and enough flexibility for the...

INCLUDES

- WEBINAR SLIDE DECK
- SLIDE MASTER TEMPLATE
- PDF EXPORT FOR FOLLOW-UP DISTRIBUTION

TURNAROUND

○ 1-2 WEEKS

WHAT TO TRACK

- ATTENDEE RETENTION RATE
- POST-WEBINAR CONTENT DOWNLOADS
- PRESENTER-TO-SLIDE SYNC RATING

CONTENT

$3,400

30 HRS

HOW IT WORKS

Outline

Brief on webinar structure, audience level, and key takeaways per section

Design

Build screen-optimized deck with two rounds of review

WEBINAR SLIDE DECK

Package

Deliver final deck, reusable template, and PDF for post-event distribution

SLIDE MASTER TEMPLATE | PDF EXPORT FOR FOLLOW-UP DISTRIBUTION

Deck template system

WHO IT'S FOR

Teams that produce decks regularly and need a system anyone can use. Eliminates the one-off design...

WHAT YOU'LL HAVE

A fully designed slide master with 20+ layout options, brand-locked styles, and a usage guide so the tea...

INCLUDES

- SLIDE MASTER WITH 20+ LAYOUTS
- BRAND-LOCKED COLOR AND TYPE STYLES
- ICON AND ASSET LIBRARY
- DECK USAGE GUIDE

TURNAROUND

○ 3-4 WEEKS

WHAT TO TRACK

- SELF-SERVE DECK RATE
- BRAND CONSISTENCY SCORE
- DESIGN REQUEST VOLUME REDUCTION

SYSTEM

$5,800

50 HRS

HOW IT WORKS

Audit

Review existing deck patterns and identify the full range of layout needs

Build

Design the master template with all layouts, styles, and asset library

SLIDE MASTER WITH 20+ LAYOUTS | BRAND-LOCKED COLOR AND TYPE STYLES | ICON AND ASSET LIBRARY

Enable

Deliver template and run a team walkthrough using the usage guide

DECK USAGE GUIDE

Board / leadership deck

WHO IT'S FOR

Executives presenting to boards, investors, or leadership teams on a regular cadence who need decks tha...

WHAT YOU'LL HAVE

A polished board-ready deck with clear data presentation, executive summary structure, and a reusable...

INCLUDES

- BOARD MEETING DECK
- REUSABLE SLIDE FRAMEWORK
- DATA VISUALIZATION SET
- EXECUTIVE SUMMARY TEMPLATE

TURNAROUND

2-3 WEEKS

WHAT TO TRACK

- BOARD MEETING EFFICIENCY
- DATA CLARITY RATING
- DECK REUSE RATE

LEADERSHIP

$4,900

42 HRS

HOW IT WORKS

Brief

Understand board audience, recurring structure, and key metrics to track

Design

Build the deck with credibility-first layout and clear data hierarchy

BOARD MEETING DECK | DATA VISUALIZATION SET

Systematize

Deliver reusable framework and executive summary template for future meetings

REUSABLE SLIDE FRAMEWORK | EXECUTIVE SUMMARY TEMPLATE

BRAND SYSTEMS

Campaign Concepts.

4 SERVICES

Campaign strategy & concepts

WHO IT'S FOR

Marketing teams kicking off a campaign who need a strategic foundation and at least one creative...

WHAT YOU'LL HAVE

A campaign brief with clear objectives, a defined audience, and two to three conceptual territories t...

INCLUDES

- CAMPAIGN STRATEGY BRIEF
- CONCEPT TERRITORIES (X2-3)
- RECOMMENDED DIRECTION RATIONALE

TURNAROUND

○ 3-5 DAYS

WHAT TO TRACK

- CONCEPT APPROVAL SPEED
- CAMPAIGN CLARITY SCORE
- BRIEF-TO-EXECUTION TIME

STRATEGY

$2,400

16 HRS

HOW IT WORKS

Discover

Stakeholder brief, audience research, and competitive scan

CAMPAIGN STRATEGY BRIEF

Concept

Develop multiple creative territories with visual and verbal direction

CONCEPT TERRITORIES (X2-3)

Recommend

Present territories with rationale and recommended direction for client decision

RECOMMENDED DIRECTION RATIONALE

Concept sprint

WHO IT'S FOR

Teams that need a fully developed campaign concept fast. Good for time-sensitive launches or when yo...

WHAT YOU'LL HAVE

One fully developed campaign concept with moodboard, messaging, and sample executions...

INCLUDES

- CAMPAIGN CONCEPT DOCUMENT
- CREATIVE MOODBOARD
- SAMPLE EXECUTIONS (X2 FORMATS)
- MESSAGING FRAMEWORK

TURNAROUND

○ 2-3 WEEKS

WHAT TO TRACK

- INTERNAL APPROVAL RATE
- CONCEPT-TO-PRODUCTION SPEED
- STAKEHOLDER ENTHUSIASM SCORE

SPRINT

$7,500

56 HRS

HOW IT WORKS

Brief

Fast-tracked discovery: objectives, audience, and creative parameters

Concept

Develop and present the campaign concept with moodboard and messaging

CAMPAIGN CONCEPT DOCUMENT | CREATIVE MOODBOARD | MESSAGING FRAMEWORK

Execute

Apply concept to two sample formats for stakeholder sign-off

SAMPLE EXECUTIONS (X2 FORMATS)

Campaign concept

WHO IT'S FOR

Brand and marketing teams preparing a full campaign that needs a concept strong enough to run...

WHAT YOU'LL HAVE

A complete campaign concept with strategy, creative direction, messaging, and executions across...

INCLUDES

- CAMPAIGN STRATEGY AND BRIEF
- FULL CREATIVE CONCEPT
- MULTI-FORMAT EXECUTIONS (X3+)
- CAMPAIGN PLAYBOOK

TURNAROUND

4-6 WEEKS

WHAT TO TRACK

- CROSS-CHANNEL CONSISTENCY SCORE
- CAMPAIGN REACH
- ENGAGEMENT RATE VS. BENCHMARK

CAMPAIGN

$11,200

86 HRS

HOW IT WORKS

Research

Audience insight, competitive audit, and strategy alignment workshop

CAMPAIGN STRATEGY AND BRIEF

Develop

Full creative concept development with messaging and multiple execution directions

FULL CREATIVE CONCEPT | MULTI-FORMAT EXECUTIONS (X3+)

Package

Compile campaign playbook for production and media teams

CAMPAIGN PLAYBOOK

Pitch / new business concept

WHO IT'S FOR

Agencies and teams building a speculative concept to win new business. Needs to be sharp,...

WHAT YOU'LL HAVE

A compelling pitch concept with creative direction, strategic rationale, and at least two sample executions...

INCLUDES

- PITCH STRATEGY DOCUMENT
- CREATIVE CONCEPT WITH RATIONALE
- SAMPLE EXECUTIONS (X2)
- PITCH DECK INTEGRATION

TURNAROUND

3-4 WEEKS

WHAT TO TRACK

- PITCH WIN RATE
- CONCEPT DIFFERENTIATION SCORE
- CLIENT RECALL OF KEY IDEA

NEW BIZ

$9,400

72 HRS

HOW IT WORKS

Analyze

Prospect research, brief interpretation, and competitive positioning

PITCH STRATEGY DOCUMENT

Concept

Develop the pitch idea with messaging and visual creative direction

CREATIVE CONCEPT WITH RATIONALE

Present

Build sample executions and integrate concept into the pitch deck

SAMPLE EXECUTIONS (X2) PITCH DECK INTEGRATION

BRAND SYSTEMS

Print & Physical.

8 SERVICES

Brand book / printed report

WHO IT'S FOR

Organizations that need a high-quality printed piece to communicate identity, results, or...

WHAT YOU'LL HAVE

A print-ready document with cohesive layout, custom typography, photography direction, and files...

INCLUDES

- PRINT-READY PDF
- DESIGNED LAYOUT FILE
- PRINT SPEC SHEET
- DIGITAL INTERACTIVE VERSION

TURNAROUND

5-7 WEEKS

WHAT TO TRACK

- STAKEHOLDER IMPRESSION SCORE
- PRINT RUN COMPLETION RATE
- DIGITAL DOWNLOAD RATE

EDITORIAL

$10,200

83 HRS

HOW IT WORKS

Plan

Define content structure, print specs, and visual treatment

Design

Layout design with typography, imagery, and data visualization across all sections

DESIGNED LAYOUT FILE

Deliver

Prepress check, print-ready PDF, and digital version packaged for distribution

PRINT-READY PDF | PRINT SPEC SHEET | DIGITAL INTERACTIVE VERSION

Editorial / magazine spread

WHO IT'S FOR

Brands producing editorial content for print or digital magazines, content series, or sponsored feature...

WHAT YOU'LL HAVE

A fully designed editorial spread or series with print-ready files, image placement, and a reusable template...

INCLUDES

- DESIGNED SPREAD LAYOUTS
- PRINT-READY FILES
- REUSABLE EDITORIAL TEMPLATE

TURNAROUND

○ 2-4 WEEKS

WHAT TO TRACK

- READER ENGAGEMENT SCORE
- BRAND RECALL IN EDITORIAL CONTEXT
- TEMPLATE REUSE RATE

EDITORIAL

$6,500

52 HRS

HOW IT WORKS

Brief

Content review, editorial tone, and layout format definition

Design

Spread layouts designed with typographic hierarchy and image direction

DESIGNED SPREAD LAYOUTS | REUSABLE EDITORIAL TEMPLATE

Deliver

Final print-ready files with prepress review

PRINT-READY FILES

Packaging (single SKU)

WHO IT'S FOR

Product brands launching or redesigning a single product package. Covers structural dieline...

WHAT YOU'LL HAVE

A fully designed, print-ready packaging file for one SKU with structural dieline, all faces designed...

INCLUDES

- PACKAGING DESIGN (ALL FACES)
- STRUCTURAL DIELINE FILE
- PRINT-READY ARTWORK
- MOCKUP RENDERS

TURNAROUND

3-5 WEEKS

WHAT TO TRACK

- SHELF STANDOUT SCORE
- PRINT APPROVAL RATE
- CONSUMER PURCHASE INTENT LIFT

PACKAGING

$7,400

59 HRS

HOW IT WORKS

Spec

Define structural requirements, print method, and brand direction for the package

STRUCTURAL DIELINE FILE

Design

Design all faces of the package with two rounds of revision

PACKAGING DESIGN (ALL FACES) | MOCKUP RENDERS

Prep

Prepare and QC print-ready artwork for vendor submission

PRINT-READY ARTWORK

Packaging (product line)

WHO IT'S FOR

Consumer brands designing packaging across a family of products. Ensures visual consistenc...

WHAT YOU'LL HAVE

A cohesive packaging system across the full product line, with print-ready files for every SKU and a...

INCLUDES

- PACKAGING DESIGN SYSTEM
- PRINT-READY FILES (ALL SKUS)
- PACKAGING DESIGN GUIDE
- MOCKUP RENDER SET

TURNAROUND

7-10 WEEKS

WHAT TO TRACK

- RANGE COHERENCE SCORE
- SKU DIFFERENTIATION CLARITY
- PRINT-READY APPROVAL RATE

PACKAGING

$15,500

126 HRS

HOW IT WORKS

System

Define the shared design language across the line and per-SKU differentiation rules

PACKAGING DESIGN GUIDE

Design

Design lead SKU first, then extend system across remaining products

PACKAGING DESIGN SYSTEM | MOCKUP RENDER SET

Deliver

Print-ready files for all SKUs with prepress review completed

PRINT-READY FILES (ALL SKUS)

Print ads (batch of 3)

WHO IT'S FOR

Marketing teams running print campaigns who need a small batch of ads adapted to different formats...

WHAT YOU'LL HAVE

Three print-ready ads in specified sizes, on-brand, with consistent visual hierarchy and messaging.

INCLUDES

- PRINT AD DESIGNS (X3)
- PRINT-READY FILES
- COPY AND HEADLINE VARIANTS

TURNAROUND

○ 1-2 WEEKS

WHAT TO TRACK

- AD RECALL RATE
- BRAND RECOGNITION IN PLACEMENT
- RESPONSE RATE

ADVERTISING

$2,400

22 HRS

HOW IT WORKS

Brief

Define placements, specs, key message, and visual direction for the batch

Design

Design all three ads with one round of revision

PRINT AD DESIGNS (X3) | COPY AND HEADLINE VARIANTS

Deliver

Print-ready files packaged per publication spec

PRINT-READY FILES

Print ad campaign

WHO IT'S FOR

Brands running a sustained print presence across multiple publications or formats who need a campaign...

WHAT YOU'LL HAVE

A complete print ad campaign with multiple formats, a creative concept, and all assets print-ready for your...

INCLUDES

- CAMPAIGN CONCEPT AND RATIONALE
- FULL AD SUITE (MULTIPLE FORMATS)
- PRINT-READY FILES
- CAMPAIGN USAGE GUIDE

TURNAROUND

○ 3-5 WEEKS

WHAT TO TRACK

- BRAND AWARENESS LIFT
- CAMPAIGN REACH
- AD CONSISTENCY ACROSS PLACEMENTS

ADVERTISING

$7,300

62 HRS

HOW IT WORKS

Concept

Develop the campaign idea and visual direction for the full print run

CAMPAIGN CONCEPT AND RATIONALE

Produce

Design all format variations with two rounds of review

FULL AD SUITE (MULTIPLE FORMATS)

Deliver

Print-ready files and usage guide for the media team

PRINT-READY FILES | CAMPAIGN USAGE GUIDE

OOH (batch of 3 placements)

WHO IT'S FOR

Brands placing out-of-home ads across a small number of formats (billboard, transit, etc.) who need...

WHAT YOU'LL HAVE

Three OOH-ready designs adapted for their specific placements, print-ready and approved for vendor...

INCLUDES

- OOH DESIGNS (X3 PLACEMENTS)
- PRINT-READY FILES PER SPEC
- PLACEMENT MOCKUPS

TURNAROUND

○ 1-2 WEEKS

WHAT TO TRACK

- IMPRESSION VOLUME
- BRAND RECALL IN PLACEMENT CONTEXT
- PRODUCTION TURNAROUND TIME

OOH

$2,800

26 HRS

HOW IT WORKS

Spec

Gather all placement specs, sizes, and production requirements

Design

Design all three placements optimized for their specific context and viewing distance

OOH DESIGNS (X3 PLACEMENTS) | PLACEMENT MOCKUPS

Deliver

Print-ready files submitted per vendor spec

PRINT-READY FILES PER SPEC

OOH campaign

WHO IT'S FOR

Brands running a coordinated out-of-home campaign across multiple markets or placement types who...

WHAT YOU'LL HAVE

A full OOH campaign with a central concept, all placements designed, production files ready, and a...

INCLUDES

- OOH CAMPAIGN CONCEPT
- FULL PLACEMENT SUITE
- PRODUCTION-READY FILES
- CAMPAIGN GUIDE FOR MEDIA BUYERS

TURNAROUND

○ 5-7 WEEKS

WHAT TO TRACK

- CAMPAIGN REACH
- BRAND AWARENESS LIFT IN TARGET MARKETS
- PRODUCTION-ON-TIME RATE

OOH

$11,000

88 HRS

HOW IT WORKS

Concept

Develop the campaign idea with OOH-specific constraints and market context

OOH CAMPAIGN CONCEPT

Produce

Design all placements across formats with two rounds of revision

FULL PLACEMENT SUITE

Deliver

Production files and campaign guide packaged for media buyers and vendors

PRODUCTION-READY FILES | CAMPAIGN GUIDE FOR MEDIA BUYERS

BRAND SYSTEMS

AI for Brand.

2 SERVICES

AI brand training & guidelines

WHO IT'S FOR

Brand and content teams who want AI writing tools to stay on-brand without constant editing. Best for...

WHAT YOU'LL HAVE

A set of tested AI prompts, a training corpus, and a guidelines document so your team can generate on-bran...

INCLUDES

- BRAND-TRAINED PROMPT LIBRARY
- AI USAGE GUIDELINES DOCUMENT
- TONE-OF-VOICE TRAINING CORPUS
- TEAM QUICKSTART GUIDE

TURNAROUND

○ 2-3 WEEKS

WHAT TO TRACK

- ON-BRAND OUTPUT RATE
- EDITING TIME PER AI DRAFT
- TEAM ADOPTION RATE

AI OPS

$5,700

38 HRS

HOW IT WORKS

Audit

Review brand voice, existing copy, and current AI tool usage patterns

TONE-OF-VOICE TRAINING CORPUS

Build

Develop and test prompt library and AI usage guidelines against real brand scenarios

BRAND-TRAINED PROMPT LIBRARY | AI USAGE GUIDELINES DOCUMENT

Enable

Deliver quickstart guide and run team onboarding session

TEAM QUICKSTART GUIDE

AI consulting & training

WHO IT'S FOR

Leadership and creative teams who want to understand how AI fits into their workflow without the hype....

WHAT YOU'LL HAVE

A tailored AI workflow audit, a recommended toolset, and a team training session with practical...

INCLUDES

- AI WORKFLOW AUDIT REPORT
- RECOMMENDED TOOL STACK
- TEAM TRAINING SESSION (RECORDED)

TURNAROUND

○ 1-2 WEEKS

WHAT TO TRACK

- WORKFLOW EFFICIENCY GAIN
- TOOL ADOPTION RATE
- TEAM CONFIDENCE SCORE

TRAINING

$3,900

26 HRS

HOW IT WORKS

Assess

Audit current workflows and identify the highest-value AI integration points

AI WORKFLOW AUDIT REPORT

Recommend

Define the right tool stack and practical use cases for the team

RECOMMENDED TOOL STACK

Train

Run a live training session with recorded replay and follow-up Q&A

TEAM TRAINING SESSION (RECORDED)

03 / 03

Digital Products

Websites, microsites, interactive experiences, and product builds. Designed and shipped in one engagement.

7 PACKAGES | 20 SERVICES

Packages

Fixed-scope bundles. Every deliverable, timeline, and price is defined before work starts. No hourly billing, no scope creep.

Services

Individual deliverables priced by the hours each role contributes. Add them to an existing package or book them on their own.

DIGITAL PRODUCTS

Packages.

7 PACKAGES

Starter Web Presence

WHO IT'S FOR

New ventures, founders, or small companies that need a credible web presence before they can...

WHAT YOU'LL HAVE

A strategy-backed web presence: a sitemap that sets up future growth, a landing page built to convert, and a...

DELIVERABLES

- WEB STRATEGY & SITEMAP
- LANDING PAGE
- BUSINESS CARD SITE

MEDIA SPEND

○ NOT REQUIRED

METRICS

- TIME TO LIVE
- PAGE LOAD SPEED
- INBOUND READINESS

WEB PRESENCE

Starting at $11,200

ONE-TIME BUILD

HOW IT WORKS

Strategy

Sitemap and content architecture defined

WEB STRATEGY & SITEMAP

Built

Landing page and site designed and developed

LANDING PAGE · BUSINESS CARD SITE

Live

Deployed and ready for traffic

Marketing Site

WHO IT'S FOR

Companies ready to build a proper marketing site they can manage and update without a developer for ever...

WHAT YOU'LL HAVE

A full marketing site built on a CMS you own: architected, designed, built, and handed off so your team...

DELIVERABLES

- WEB STRATEGY & SITEMAP
- MARKETING SITE
- CMS

MEDIA SPEND

○ NOT REQUIRED

METRICS

- ORGANIC TRAFFIC
- CONVERSION RATE
- PAGE PERFORMANCE
- CMS ADOPTION

MARKETING SITE

Starting at $21,100

ONE-TIME BUILD

HOW IT WORKS

Strategy

Sitemap, content plan, and architecture defined

WEB STRATEGY & SITEMAP

Built

Site designed, developed, and content entered

MARKETING SITE CMS

Handed off

CMS documented and team trained to manage it

Microsite Build

WHO IT'S FOR

Companies launching a campaign, product moment, or initiative that deserves its own focused digital...

WHAT YOU'LL HAVE

A 3-5 page campaign microsite with custom interactions and its own URL, built and deployed for the...

DELIVERABLES

- WEB STRATEGY & SITEMAP
- MICROSITE

MEDIA SPEND

● RECOMMENDED

METRICS

- TRAFFIC TO MICROSITE
- ENGAGEMENT RATE
- CAMPAIGN CONVERSION

CAMPAIGN

Starting at $14,700

PER CAMPAIGN OR LAUNCH

HOW IT WORKS

Brief

Campaign goals, sitemap, and creative direction set

WEB STRATEGY & SITEMAP

Built

Designed and built with custom interactions

MICROSITE

Launched

Deployed on its own URL for the campaign window

Product Design Sprint

WHO IT'S FOR

Product teams with a concept or feature they need to design and validate before committing...

WHAT YOU'LL HAVE

Discovery documentation, UX wireframes mapping the full user flow, and polished UI designs that...

DELIVERABLES

- PRODUCT DISCOVERY
- UX WIREFRAMES
- UI DESIGN (FEATURE)

MEDIA SPEND

○ NOT REQUIRED

METRICS

- DESIGN-TO-ENGINEERING HANDOFF TIME
- USER TEST PASS RATE
- SCOPE CLARITY

PRODUCT DESIGN

Starting at $17,400

ONE-TIME SPRINT

HOW IT WORKS

Discover

Problem space, users, and constraints mapped

PRODUCT DISCOVERY

Wireframe

User flows and structural layouts defined

UX WIREFRAMES

Design

High-fidelity UI produced and interaction-ready

UI DESIGN (FEATURE)

Handoff

Specs and assets ready for engineering

Interactive Experience

WHO IT'S FOR

Companies that need an immersive flagship web experience: 3D, WebGL, or advanced custom...

WHAT YOU'LL HAVE

An immersive interactive experience built in WebGL or equivalent — a flagship digital asset designed to ea...

DELIVERABLES

- WEB STRATEGY & SITEMAP
- INTERACTIVE EXPERIENCE / WEBGL

MEDIA SPEND

● RECOMMENDED

METRICS

- TIME ON EXPERIENCE
- ENGAGEMENT DEPTH
- BRAND RECALL
- SHARE RATE

EXPERIENCE

Starting at $30,000

ONE-TIME BUILD

HOW IT WORKS

Concept

Creative concept and technical approach defined

WEB STRATEGY & SITEMAP

Built

3D / WebGL experience developed and refined

INTERACTIVE EXPERIENCE / WEBGL

Launched

Deployed as a flagship interactive asset

Product Build

WHO IT'S FOR

Teams that need to go from concept to working product in a single engagement: discovery, design, and...

WHAT YOU'LL HAVE

A designed and built product in front of real users: discovery, wireframes, UI design, and a worki...

DELIVERABLES

- PRODUCT DISCOVERY
- UX WIREFRAMES
- UI DESIGN (FEATURE)
- DESIGN-TO-BUILD

MEDIA SPEND

○ NOT REQUIRED

METRICS

- TIME TO SHIP
- USER ACTIVATION RATE
- BUILD FIDELITY TO DESIGN
- BUG RATE AT LAUNCH

PRODUCT BUILD

Starting at $36,700

ONE-TIME ENGAGEMENT

HOW IT WORKS

Discover

Users, flows, and constraints mapped

PRODUCT DISCOVERY

Design

Wireframes and UI design produced

UX WIREFRAMES | UI DESIGN (FEATURE)

Build

Product built from design specs

DESIGN-TO-BUILD

Ship

Working product in front of real users

Full Web Build

WHO IT'S FOR

Companies building a large multi-template web presence that needs to scale: new pages without breaking...

WHAT YOU'LL HAVE

A complete web platform: large multi-template marketing site, CMS, and a design system with compone...

DELIVERABLES

- WEB STRATEGY & SITEMAP
- MARKETING SITE
- CMS
- DESIGN SYSTEM

MEDIA SPEND

○ NOT REQUIRED

METRICS

- PAGE PERFORMANCE
- CMS ADOPTION
- ORGANIC TRAFFIC
- TEMPLATE REUSE RATE

WEB PLATFORM

Starting at $43,300

ONE-TIME BUILD

HOW IT WORKS

Strategy

Sitemap, design system, and architecture defined

WEB STRATEGY & SITEMAP

Built

Site designed and built across all templates

MARKETING SITE | CMS | DESIGN SYSTEM

Handed off

CMS and component library ready for the team

DIGITAL PRODUCTS

Services.

20 SERVICES

DIGITAL PRODUCTS

Product Design.

6 SERVICES

Product discovery

WHO IT'S FOR

Product teams and founders before a design or build sprint who need to align on what to build and why...

WHAT YOU'LL HAVE

A discovery report with validated user needs, a prioritized feature list, and a product brief ready to hand t...

INCLUDES

- DISCOVERY RESEARCH REPORT
- USER NEEDS SUMMARY
- PRIORITIZED FEATURE BRIEF
- PRODUCT DESIGN RECOMMENDATIONS

TURNAROUND

2-3 WEEKS

WHAT TO TRACK

- FEATURE PRIORITIZATION ACCURACY
- DESIGN SPRINT VELOCITY
- STAKEHOLDER ALIGNMENT SCORE

DISCOVERY

$5,100

39 HRS

HOW IT WORKS

Research

User interviews, competitive review, and technical constraints mapping

DISCOVERY RESEARCH REPORT | USER NEEDS SUMMARY

Synthesize

Distill findings into prioritized opportunities and design principles

PRIORITIZED FEATURE BRIEF

Brief

Deliver product design recommendations and brief for the design phase

PRODUCT DESIGN RECOMMENDATIONS

UX wireframes

WHO IT'S FOR

Product teams that need to validate user flows and information architecture before committing to...

WHAT YOU'LL HAVE

A complete wireframe set covering all key screens and user flows, annotated for engineering and read...

INCLUDES

- WIREFRAME SET (ALL KEY SCREENS)
- USER FLOW DIAGRAMS
- INTERACTION ANNOTATIONS
- PROTOTYPE FOR TESTING

TURNAROUND

○ 2-3 WEEKS

WHAT TO TRACK

- USER TASK COMPLETION RATE
- FLOW REVISION ROUNDS
- PROTOTYPE TEST PASS RATE

UX

$5,700

49 HRS

HOW IT WORKS

Map

Define user flows, screen inventory, and interaction patterns

USER FLOW DIAGRAMS

Wire

Build wireframes for all screens with interaction annotations

WIREFRAME SET (ALL KEY SCREENS) | INTERACTION ANNOTATIONS

Test

Assemble clickable prototype and run a validation pass before handoff

PROTOTYPE FOR TESTING

UI design (feature)

WHO IT'S FOR

Product teams adding a new feature to an existing product who need UI design that fits the established...

WHAT YOU'LL HAVE

Fully designed UI screens for the new feature, component specs, and a handoff file ready for engineering.

INCLUDES

- FEATURE UI SCREENS
- COMPONENT SPECIFICATIONS
- DESIGN SYSTEM EXTENSION NOTES
- DEV HANDOFF FILE

TURNAROUND

3-4 WEEKS

WHAT TO TRACK

- DESIGN-TO-DEV HANDOFF QUALITY
- FEATURE LAUNCH SPEED
- DESIGN QA PASS RATE

PRODUCT

$6,600

60 HRS

HOW IT WORKS

Audit

Review existing design system and define how the new feature fits within it

DESIGN SYSTEM EXTENSION NOTES

Design

UI design for all feature screens with two rounds of review

FEATURE UI SCREENS | COMPONENT SPECIFICATIONS

Handoff

Prepare dev handoff file with redlines, specs, and assets

DEV HANDOFF FILE

Full product UI

WHO IT'S FOR

Teams building a new product or doing a complete redesign who need end-to-end UI design across all...

WHAT YOU'LL HAVE

A complete, production-ready UI design system with all screens designed, a component library, and ...

INCLUDES

- FULL UI DESIGN (ALL SCREENS)
- DESIGN SYSTEM AND COMPONENT LIBRARY
- PROTOTYPE
- DEV HANDOFF FILE

TURNAROUND

○ 10-14 WEEKS

WHAT TO TRACK

- DESIGN SYSTEM COVERAGE
- TIME TO PRODUCTION
- ACCESSIBILITY COMPLIANCE RATE

PRODUCT

$22,500

184 HRS

HOW IT WORKS

Architect

Define design system foundation, screen inventory, and component strategy

DESIGN SYSTEM AND COMPONENT LIBRARY

Design

UI design across all screens in phased sprints with structured client reviews

FULL UI DESIGN (ALL SCREENS) | PROTOTYPE

Handoff

Organize and deliver dev handoff with specs, assets, and annotation

DEV HANDOFF FILE

Design-to-build (Claude Code)

WHO IT'S FOR

Startups and teams that need design and front-end built together, not in sequence. We design and build in...

WHAT YOU'LL HAVE

A deployed, working front-end built from the design, with clean component code, responsive layout...

INCLUDES

- SHIPPED FRONT-END CODEBASE
- COMPONENT LIBRARY (CODED)
- DESIGN SOURCE FILE
- DEPLOYMENT AND HANDOFF NOTES

TURNAROUND

6–9 WEEKS

WHAT TO TRACK

- DESIGN-TO-SHIP TIME
- COMPONENT REUSE RATE
- CODE HANDOFF QUALITY SCORE

BUILD

$19,300

144 HRS

HOW IT WORKS

Plan

Define tech stack, component strategy, and design-to-build workflow

Build

Design and code developed in parallel with weekly review checkpoints

SHIPPED FRONT-END CODEBASE | COMPONENT LIBRARY (CODED) | DESIGN SOURCE FILE

Deliver

Deploy, QA, and hand off with full documentation

DEPLOYMENT AND HANDOFF NOTES

Prototyping

WHO IT'S FOR

Teams that need to test an idea, sell a concept internally, or run user testing before investing in full desig...

WHAT YOU'LL HAVE

A high-fidelity interactive prototype that simulates the key experience, ready for user testing or stakeholde...

INCLUDES

- HIGH-FIDELITY PROTOTYPE
- INTERACTION SPECIFICATION NOTES
- TEST SCRIPT (IF USER TESTING)

TURNAROUND

1-2 WEEKS

WHAT TO TRACK

- TEST TASK COMPLETION RATE
- STAKEHOLDER SIGN-OFF SPEED
- PROTOTYPE-TO-BUILD ACCURACY

VALIDATION

$4,700

42 HRS

HOW IT WORKS

Scope

Define prototype goals, key flows, and fidelity requirements

Build

Assemble high-fidelity prototype with realistic interactions

HIGH-FIDELITY PROTOTYPE | INTERACTION SPECIFICATION NOTES

Test

Run the prototype through a structured review or user test and deliver findings

TEST SCRIPT (IF USER TESTING)

DIGITAL PRODUCTS

Web Builds.

10 SERVICES

Web strategy & sitemap

WHO IT'S FOR

Teams planning a new site or significant redesign who need to define structure and purpose befor...

WHAT YOU'LL HAVE

A validated sitemap, page-by-page purpose definitions, and a content strategy brief ready to guide the...

INCLUDES

- SITE ARCHITECTURE AND SITEMAP
- PAGE PURPOSE DEFINITIONS
- CONTENT STRATEGY BRIEF

TURNAROUND

○ 3-5 DAYS

WHAT TO TRACK

- INFORMATION ARCHITECTURE CLARITY SCORE
- DESIGN SPRINT VELOCITY
- CONTENT COVERAGE RATE

STRATEGY

$2,900

21 HRS

HOW IT WORKS

Audit

Review existing site (if any), business goals, and user journeys

Structure

Define sitemap, navigation, and page-level purpose for each section

SITE ARCHITECTURE AND SITEMAP | PAGE PURPOSE DEFINITIONS

Brief

Deliver content strategy brief to guide copywriting and design

CONTENT STRATEGY BRIEF

Business card site

WHO IT'S FOR

Freelancers, consultants, and small businesses that need a simple, professional presence online. One t...

WHAT YOU'LL HAVE

A live, mobile-responsive site with your core information, contact method, and brand applied cleanly...

INCLUDES

- DESIGNED AND BUILT SITE (1-3 PAGES)
- MOBILE-RESPONSIVE LAYOUT
- BASIC SEO SETUP
- DEPLOYMENT AND DOMAIN CONNECTION

TURNAROUND

○ 1-2 WEEKS

WHAT TO TRACK

- TIME TO LAUNCH
- MOBILE USABILITY SCORE
- CONTACT CONVERSION RATE

PRESENCE

$3,400

27 HRS

HOW IT WORKS

Brief

Define page content, brand direction, and hosting requirements

Build

Design and develop the site with mobile-first layout and brand application

DESIGNED AND BUILT SITE (1-3 PAGES) | MOBILE-RESPONSIVE LAYOUT

Launch

SEO setup, deployment, and domain connection

BASIC SEO SETUP | DEPLOYMENT AND DOMAIN CONNECTION

Landing page

WHO IT'S FOR

Teams running campaigns, product launches, or lead generation who need a single conversion-focused...

WHAT YOU'LL HAVE

A live landing page optimized for conversion with analytics connected, mobile-ready, and integrated with...

INCLUDES

- DESIGNED AND BUILT LANDING PAGE
- FORM AND CRM INTEGRATION
- ANALYTICS SETUP
- MOBILE-RESPONSIVE LAYOUT

TURNAROUND

○ 1-2 WEEKS

WHAT TO TRACK

- CONVERSION RATE
- BOUNCE RATE
- FORM SUBMISSION RATE

CONVERSION

$4,900

39 HRS

HOW IT WORKS

Plan

Define conversion goal, audience, and page content hierarchy

Build

Design and develop the page with conversion-optimized layout and copy

DESIGNED AND BUILT LANDING PAGE | MOBILE-RESPONSIVE LAYOUT

Integrate

Connect forms, CRM, and analytics before launch

FORM AND CRM INTEGRATION | ANALYTICS SETUP

Marketing site

WHO IT'S FOR

Growing companies that need a full marketing site to support sales and brand awareness. Typically 5-10...

WHAT YOU'LL HAVE

A live marketing site with all pages built, optimized for performance and SEO, and deployed to your hosting...

INCLUDES

- FULL SITE DESIGN AND BUILD (5-10 PAGES)
- MOBILE-RESPONSIVE LAYOUTS
- SEO FOUNDATION SETUP
- ANALYTICS AND PERFORMANCE SETUP

TURNAROUND

6-9 WEEKS

WHAT TO TRACK

- ORGANIC TRAFFIC GROWTH
- LEAD CONVERSION RATE
- PAGE LOAD SPEED SCORE

MARKETING

$15,000

112 HRS

HOW IT WORKS

Plan

Sitemap, content strategy, and design direction defined before build begins

Design & Build

Design and develop all pages with responsive layouts and performance in mind

FULL SITE DESIGN AND BUILD (5-10 PAGES) | MOBILE-RESPONSIVE LAYOUTS

Launch

SEO setup, analytics integration, and final QA before deployment

SEO FOUNDATION SETUP | ANALYTICS AND PERFORMANCE SETUP

Marketing site + CMS

WHO IT'S FOR

Teams that need a full marketing site and want to update content themselves without touching code....

WHAT YOU'LL HAVE

A live marketing site connected to a headless CMS, with your team able to update pages, blog posts, and...

INCLUDES

- FULL SITE DESIGN AND BUILD
- HEADLESS CMS SETUP AND SCHEMA
- EDITOR TRAINING SESSION
- CMS DOCUMENTATION

TURNAROUND

7-10 WEEKS

WHAT TO TRACK

- CONTENT UPDATE FREQUENCY
- EDITOR ADOPTION RATE
- TIME TO PUBLISH NEW CONTENT

MARKETING

$18,200

133 HRS

HOW IT WORKS

Plan

Sitemap, CMS schema design, and content workflow definition

HEADLESS CMS SETUP AND SCHEMA

Build

Site design and development with CMS integration wired throughout

FULL SITE DESIGN AND BUILD

Enable

Train the team, deliver documentation, and launch

EDITOR TRAINING SESSION | CMS DOCUMENTATION

Big marketing site + CMS

WHO IT'S FOR

Companies with complex content needs, multiple audience segments, or large page counts who need an...

WHAT YOU'LL HAVE

A full-scale marketing site with CMS, component-driven architecture, and documentation...

INCLUDES

- FULL SITE DESIGN AND BUILD (10+ PAGES)
- COMPONENT-DRIVEN CMS SYSTEM
- DESIGN SYSTEM DOCUMENTATION
- EDITOR AND ADMIN TRAINING

TURNAROUND

12-16 WEEKS

WHAT TO TRACK

- CONTENT PUBLISHING VELOCITY
- SITE PERFORMANCE SCORE
- CMS COVERAGE RATE

ENTERPRISE

$26,900

198 HRS

HOW IT WORKS

Architect

Site architecture, component strategy, and CMS schema planned in detail

COMPONENT-DRIVEN CMS SYSTEM

Build

Full site design and development in phased sprints with regular reviews

FULL SITE DESIGN AND BUILD (10+ PAGES) | DESIGN SYSTEM DOCUMENTATION

Launch

QA, performance optimization, team training, and deployment

EDITOR AND ADMIN TRAINING

Shopify store

WHO IT'S FOR

Product brands launching or redesigning a Shopify storefront who need a custom design, not a stock...

WHAT YOU'LL HAVE

A live, custom-designed Shopify store with product catalog, collections, checkout optimizations...

INCLUDES

- CUSTOM SHOPIFY THEME DESIGN AND BUILD
- PRODUCT CATALOG SETUP
- APP CONFIGURATION (PAYMENTS, REVIEWS, ETC.)
- LAUNCH QA AND GO-LIVE SUPPORT

TURNAROUND

10-14 WEEKS

WHAT TO TRACK

- CONVERSION RATE
- AVERAGE ORDER VALUE
- CART ABANDONMENT RATE

ECOMMERCE

$25,100

184 HRS

HOW IT WORKS

Plan

Store architecture, product taxonomy, and design direction defined upfront

Design & Build

Custom theme design and Shopify development with all pages and templates

CUSTOM SHOPIFY THEME DESIGN AND BUILD | PRODUCT CATALOG SETUP

Launch

App configuration, QA, and go-live support through first week

APP CONFIGURATION (PAYMENTS, REVIEWS, ETC.) | LAUNCH QA AND GO-LIVE SUPPORT

Microsite

WHO IT'S FOR

Teams launching campaigns, events, or products that warrant a standalone site separate from the...

WHAT YOU'LL HAVE

A live, purpose-built microsite with custom design, all content live, and analytics connected for campaign...

INCLUDES

- MICROSITE DESIGN AND BUILD
- MOBILE-RESPONSIVE LAYOUT
- CAMPAIGN ANALYTICS SETUP
- DEPLOYMENT AND DOMAIN SETUP

TURNAROUND

4-6 WEEKS

WHAT TO TRACK

- CAMPAIGN CONVERSION RATE
- UNIQUE VISITOR COUNT
- TIME ON SITE

CAMPAIGN

$11,800

88 HRS

HOW IT WORKS

Brief

Define microsite purpose, content, conversion goal, and campaign context

Build

Custom design and development optimized for the campaign objective

MICROSITE DESIGN AND BUILD | MOBILE-RESPONSIVE LAYOUT

Launch

Analytics setup, deployment, and domain connection

CAMPAIGN ANALYTICS SETUP | DEPLOYMENT AND DOMAIN SETUP

Web design refresh

WHO IT'S FOR

Companies with a functioning site that looks dated or no longer reflects the brand. A refresh updates the...

WHAT YOU'LL HAVE

An updated site with refreshed visual design applied across all pages, improved UX on key pages, and a...

INCLUDES

- REFRESHED PAGE DESIGNS (ALL PAGES)
- UPDATED COMPONENT STYLES
- MOBILE-RESPONSIVE QA
- DEPLOYED UPDATES

TURNAROUND

4–6 WEEKS

WHAT TO TRACK

- BOUNCE RATE IMPROVEMENT
- DESIGN CONSISTENCY SCORE
- USER SATISFACTION RATING

REFRESH

$9,700

76 HRS

HOW IT WORKS

Audit

Review all existing pages, identify UX and visual issues, and scope refresh priorities

Refresh

Apply updated design treatment across all pages with two rounds of review

REFRESHED PAGE DESIGNS (ALL PAGES) | UPDATED COMPONENT STYLES

Deploy

Mobile QA and deployment of all updates

MOBILE-RESPONSIVE QA | DEPLOYED UPDATES

Design system / component library

WHO IT'S FOR

Product and marketing teams that build web experiences regularly and need a shared design system to...

WHAT YOU'LL HAVE

A fully documented component library with design tokens, usage guidelines, and coded components...

INCLUDES

- DESIGN TOKEN SYSTEM
- COMPONENT LIBRARY (DESIGN)
- CODED COMPONENT LIBRARY
- USAGE DOCUMENTATION

TURNAROUND

6-9 WEEKS

WHAT TO TRACK

- COMPONENT REUSE RATE
- DESIGN-TO-DEV HANDOFF SPEED
- CROSS-TEAM CONSISTENCY SCORE

SYSTEM

$13,500

104 HRS

HOW IT WORKS

Audit

Inventory existing patterns, identify inconsistencies, and define token structure

DESIGN TOKEN SYSTEM

Build

Design and code all components with systematic coverage across states and variants

COMPONENT LIBRARY (DESIGN) | CODED COMPONENT LIBRARY

Document

Write usage guidelines and publish the design system for team adoption

USAGE DOCUMENTATION

DIGITAL PRODUCTS

Interactive.

2 SERVICES

Interactive experience / WebGL

WHO IT'S FOR

Brands that want a signature digital experience: immersive, motion-rich, or 3D. Best for launches, flagship...

WHAT YOU'LL HAVE

A live, high-performance interactive experience built with WebGL or advanced web animation, optimize...

INCLUDES

- INTERACTIVE EXPERIENCE (LIVE)
- PERFORMANCE OPTIMIZATION REPORT
- CROSS-BROWSER QA SIGN-OFF
- SOURCE CODE AND HANDOFF NOTES

TURNAROUND

○ 10-14 WEEKS

WHAT TO TRACK

- TIME ON EXPERIENCE
- SOCIAL SHARE RATE
- PERFORMANCE SCORE (LIGHTHOUSE)

EXPERIENCE

$27,100

177 HRS

HOW IT WORKS

Concept

Define the interactive concept, technical approach, and performance constraints

Build

Prototype and iterate on the interactive experience with weekly reviews

INTERACTIVE EXPERIENCE (LIVE) | PERFORMANCE OPTIMIZATION REPORT

QA & Launch

Cross-browser testing, performance optimization, and deployment

CROSS-BROWSER QA SIGN-OFF | SOURCE CODE AND HANDOFF NOTES

Interactive calculator / quiz

WHO IT'S FOR

Marketing teams that want a lead-gen or engagement tool embedded on their site. Calculators, quizzes,...

WHAT YOU'LL HAVE

A live, designed, and functional calculator or quiz with results logic, lead capture, and CRM integration.

INCLUDES

- DESIGNED AND BUILT INTERACTIVE TOOL
- RESULTS LOGIC AND SCORING
- LEAD CAPTURE AND CRM INTEGRATION
- EMBED-READY CODE

TURNAROUND

○ 3-4 WEEKS

WHAT TO TRACK

- COMPLETION RATE
- LEAD CAPTURE RATE
- QUALIFIED LEAD CONVERSION RATE

LEAD GEN

$5,700

44 HRS

HOW IT WORKS

Design Logic

Define question set, scoring logic, results states, and lead capture flow

RESULTS LOGIC AND SCORING

Build

Design and develop the tool with all states, results, and integrations

DESIGNED AND BUILT INTERACTIVE TOOL | LEAD CAPTURE AND CRM INTEGRATION

Deploy

QA all paths, package embed code, and connect analytics

EMBED-READY CODE

DIGITAL PRODUCTS

AI Products.

2 SERVICES

Custom AI tool / agent

WHO IT'S FOR

Teams with a specific, repeatable workflow that AI can handle better and faster. Best when there is a clea...

WHAT YOU'LL HAVE

A custom AI tool or agent built for your workflow, tested on real data, with a simple interface your team c...

INCLUDES

- CUSTOM AI TOOL OR AGENT (DEPLOYED)
- WORKFLOW INTEGRATION DOCUMENTATION
- USER GUIDE AND TRAINING
- SOURCE CODE HANDOFF

TURNAROUND

5-8 WEEKS

WHAT TO TRACK

- WORKFLOW TIME SAVED PER WEEK
- OUTPUT QUALITY SCORE
- TOOL ADOPTION RATE

AI BUILD

$13,600

88 HRS

HOW IT WORKS

Scope

Define the workflow, inputs, outputs, and model requirements for the tool

Build

Develop and iterate on the AI tool with real workflow testing

CUSTOM AI TOOL OR AGENT (DEPLOYED) | WORKFLOW INTEGRATION DOCUMENTATION

Deploy

User testing, refinement, training session, and code handoff

USER GUIDE AND TRAINING | SOURCE CODE HANDOFF

AI workflow audit

WHO IT'S FOR

Teams who sense there are AI wins hiding in their workflow but don't know where to start. Produces a...

WHAT YOU'LL HAVE

A workflow audit report with specific automation opportunities ranked by impact and effort, plus a...

INCLUDES

- WORKFLOW AUDIT REPORT
- AI OPPORTUNITY MAP (BY TEAM/PROCESS)
- PRIORITIZED IMPLEMENTATION ROADMAP

TURNAROUND

○ 1-2 WEEKS

WHAT TO TRACK

- OPPORTUNITIES IDENTIFIED
- ESTIMATED HOURS SAVED PER WEEK
- ROADMAP ADOPTION RATE

AI OPS

$4,500

30 HRS

HOW IT WORKS

Map

Interview key team members and document current workflows in detail

WORKFLOW AUDIT REPORT

Analyze

Identify AI automation opportunities and score by impact and implementation effort

AI OPPORTUNITY MAP (BY TEAM/PROCESS)

Recommend

Deliver prioritized roadmap with recommended next steps and tooling

PRIORITIZED IMPLEMENTATION ROADMAP

INSTAGRAM LINKEDIN

APPENDIX

A note on media spend.

Six of these packages include a media spend recommendation. This is separate from the production fee and covers the cost of distributing the work through paid channels. We scope and build the creative. You control the budget. The figures below are based on what we see across client work in both B2B and B2C programs, not published platform benchmarks.

OBJECTIVE TYPE	MEDIA : CREATIVE	WHY
ABM / Targeted	~0.5 : 1	PRECISE TARGETING REDUCES WASTED SPEND
Demand gen / Conversion	~1 : 1	MATCH WHAT YOU SPENT ON CREATIVE
Awareness / Launch	~2 : 1+	REACH IS THE OBJECTIVE, INVEST ACCORDINGLY

These are directional guidelines, not fixed rules. Ratios shift based on audience size, market maturity, and how much existing brand equity you have. We do not manage ad accounts by default. Campaign setup and ongoing management can be added as a separate scope.

PLATFORM GUIDANCE

LINKEDIN	Demand gen, ABM, retargeting	B2B $3,000–$10,000 / mo B2C –
META	Awareness, lead gen, retargeting	B2B $1,000–$5,000 / mo B2C $500–$3,000 / mo
TIKTOK	Awareness, reach, creator-led content	B2B – B2C $500–$2,500 / mo
YOUTUBE	Brand film distribution, reach campaigns	B2B $1,500–$5,000 / mo B2C $1,000–$4,000 / mo
PROGRAMMATIC	Display, ABM, named account targeting	B2B $3,000–$8,000 / mo B2C $1,500–$5,000 / mo

Ranges are estimates based on campaigns across both B2B and B2C programs. Actual minimums vary by platform, audience size, and objective.

PACKAGES THAT RECOMMEND SPEND

ALWAYS-ON DEMAND ENGINE | CONVERSION ENGINE | LEAD GEN ENGINE | AWARENESS CAMPAIGN | ABM SALES TOOLKIT | GTM LAUNCH PACK

APPENDIX

Production tiers.

Every video deliverable is scoped against one of these seven tiers. The tier determines creative hours across direction, editing, and motion. Shoot logistics, crew, location, and talent are quoted separately from the production fee.

Multipliers are relative to Studio / produced as the 1.0x baseline. Services that include a shoot flag will carry additional line items for physical production costs.

TIER	WHAT IT MEANS	SHOOT	CREATIVE SCALE
Repurpose	No new production. Recut and adapt existing footage.	NO	0.3x
Self-shot / UGC	Client captures on phone or webcam. We direct and edit.	NO	0.4x
Run-and-gun	One operator, one camera, minimal setup.	YES	0.65x
Studio / produced BASELINE	Full crew, lighting, studio or location. Our baseline.	YES	1x
Hybrid	A produced shoot combined with significant motion or 3D work.	YES	1.2x
Animation	No shoot. 2D motion and illustration led.	NO	1.1x
3D / premium	3D-led, or high-end live action with full production.	YES	1.4x

Repurpose and UGC tiers apply only when existing footage is available or client-captured. Run-and-gun and above require a scheduled shoot day. Hybrid and 3D tiers involve both production and significant post-production teams working in parallel.