



IDEAS360°
a BRAND DESIGN agency

ESTIMATE FORM

date: 2014-10-20

status: awaiting approval

customer: ilse of Capri Casinos

estimate number: ideas-0013

job number: N/A

sales representative: Kevin Overlock

project type: SG360° client

project name: Develop New Design Concept(s) for Direct Mail

simple project description:

Develop concept(s) for Isle of Capri Brand - Direct Mail Platform/Approach/Template
Present directions of brand voice - messaging and visualization designed to encourage visits/spend money/ have fun at our Casinos

medium: print / digital

creative concept: 23 hours / \$6,900.00

creative refinement: 18 hours / \$3,600.00

copy writing: 36 hours / \$4,500.00

total: 77 hours / \$15,000.00