



Taronga

Dynamic Creative – Always On Portfolio Approach

2019

Dynamic Creative Services Proposal

Scope of Work: Dynamic Creative Services

Introduction

Taronga and UM have identified the need to re-develop dynamic creative profiles to increase performance across digital activity.

Background and Purpose UM will support the development of a media strategy to serve messaging developed by UM Studios. UM will also support, test and QA the assets as they are built.

Deliverables

UM will provide Taronga with Creative Management services. The below Scope of Work is based only on the tasks listed below, any additional support will be charged at an incremental cost.

Campaign	Action points for Ad Ops	No. of Hours	Cost
Taronga	1. Dynamic Creative Solution UM will advise and support the client and creative agency in the campaign structure and what creative versions are required - Identify best dynamic profile based on the campaign strategy - Work with UM Studios and Taronga to guide and advise changes in the current dynamic creative status - Implement set up on the adserver to match dynamic strategy* - Ensure budgets can be optimised and managed between brands on the portfolio feed o Prospecting o Retargeting	10hours \$185 per hour (Cadreon) 10hours \$175 per hour (UM)	\$3,600
	2. DCM Set up & Creative Management Identify and set up best placement structure to fit the targeting strategies - Placement strategy set up - Placement target - Add creative as per Dynamic strategies mentioned above defined.	18 hours \$185per hour (Cadreon) 30 Hours \$175 per hour (UM)	\$8,580
	3. Studio Testing & Feed Amendments Final testing, debugging any other feed amends	60 hours	\$10,500

<p>Feed production, onboarding and management –10 hours</p> <p>Phase1 (Users who have not yet been on website):</p> <p>feed and creative implementation to Doubleclick studio, feed testing – 20 hours</p> <p>Final testing, debugging any other feed amends – 2 days/15 hours</p> <p>Phase2 (Re-Targeting users who have been on website):</p> <p>creative and feed implementation to Doubleclick studio, live feed testing, debugging – 2 days/15 hours</p>	<p>\$175per hour (UM)</p>	
<p>4. Testing and Q&A</p> <p>Test different version of the dynamic profile work and display accordable on the Ad server (DCM).</p> <ul style="list-style-type: none"> - Test version of the dynamic profile is up to publisher specs (if applicable) - Test functionality of the dynamic creative across all placements - Test functionality across publisher's end (if applicable) - Troubleshoot and work with Taronga and UM Studios to resolve publisher creative issues if any 	<p>12 hours</p> <p>\$185 per hour (Cadreon)</p>	<p>\$2,220</p>
<p>5. Maintenance</p> <p>Ongoing monthly support across the campaign period if changes post initial set up are required. This covers slight variations, creative merges, updates or new placements and tests, nothing more.</p>	<p>2 Hours</p> <p>\$185 per Hour (Cadreon)</p> <p>3 Hours</p> <p>\$175 per Hour (UM Studios)</p>	<p>\$895/ Quarter (\$2,685 total Sep '19 – June '20)</p>
<u>TOTAL COST</u>		\$27,585

This quote is based on the estimated hours required by the UM team to support, implement, test and monitor working with the client and creative team to troubleshoot any elements of the dynamic creative for Taronga GA & Zoo Friends Campaign as required to ensure it is working as intended.

GENERAL TERMS:

The above head hours are estimates only. UM does not anticipate incurring additional head hours, but will monitor on a weekly basis. This scope is specific to the existing brief, as outlined above in this scope. Should the terms of this brief change UM will re-scope and re-cost accordingly.

Liability

UM's maximum total liability in contract, tort or otherwise (including but not limited to any liability for any negligent act or omission) for damages howsoever arising out of or under this Contract shall be limited to the fee paid to Anomaly for the services.

Termination

Either party may terminate this contract on giving 30 days' written notice. This does not include refunds for task completed it is only be applicable to the Maintenance phase cost.

Payment Terms

General invoicing terms will align to the schedule as outlined. So this will processes either monthly. Standard contractual payment terms will apply.

Universal McCann

A division of Mediabrands Australia PTY LTD

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Surrey Hills, NSW

Australia 2010

ABN 19 002 966 001

Payment Details:

Citigroup Pty Ltd.

242-000

232874007

2 Park St, Sydney NSW 2000

Should the Taronga team wish to terminate the project at any point, UM will charge for all head hours incurred to the date of termination.

Approvals

I hereby accept and understand the terms and costs (\$27,585 +GST) + Maintenance outlined in the Dynamic Creative scope of work and give my approval to proceed with it.



(SIGNED BY AUTHORISED PERSON)

Kimberly Lawling
(PRINT NAME) Digital Marketing Officer.

30/9/19
(DATE)