**Project**

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| **Client** | Cox Communications | | |
| **Project Name** | Loyalty Anniversary Landing Page | | |
| **Job Number** (if available) |  | | |
| **Type of project** (select one): | Email | Landing Page | Mobile App |
| Banner | Web Site | Other |
| **Purpose**  Create page/app to be housed on cox.com that will allow users to:   * Test discount redemption on current services (control-no discount, 25%, 30%, $10 off each service) * Customize movie posters with user-uploaded imagery   **Background**  Cox would like to reward current customer loyalty with discounts on existing services and create a fun social experience in the form of creating custom movie posters using user-uploaded content. Posters can be downloaded/saved and will be shareable on Facebook and Twitter.    **Description**  This bid covers a solution to:   1. Develop a new standalone landing page to house the movie poster app and redemption process 2. Develop movie poster app:  * Up to 5 poster choices * 1 custom image upload per poster, with tools to scale/rotate/reposition as needed * Ability to download/save final poster to local machine, share via Facebook and Twitter  1. Develop redemption functionality:  * Tech functionality, responsibilities, scope – TBD * \* Current FCB scope: Simple CTA button on landing page to launch into redemption process to be handled by Cox  1. Create AEM-ready version and implement into 1 corporate page   **Scope**     |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Task** | **Resource** | **Hours** | **QA hours** | **$ Total** | | *Standalone landing page* | *Developer* | *40* | *25 total* | *$5,780* | | *Movie Poster app* | *Developer* | *160* | *$23,120* | | *Discount redemption* | *Developer/Cox* | *0\** | *\** | | *Build management* | *Dev Manager* | *40* |  | *$6,630* | | *Standalone to AEM conversion/implementation* | *Dev Manager* | *24* |  | *$3,978* | | *Misc (stock photo, proofing, etc.)* |  |  |  | *$3,305* | | | | |

**Breakdown**

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| **Hours** | |
| Developer | 200 |
| Development Manager | 64 |
| QA | 25 |
| **Cost** | |
| Standalone landing page | $5,780 |
| Movie Poster app | $23,120 |
| Discount redemption | \* |
| AEM | $3,978 |
| Dev Manager | $ 6,630 |
| QA | $2,481.50 |
| Misc | $3,305 |
| Sub-Total | $45,294.50 |
| Discount | na |
| **Total** | $45,294.50 |