

2nd January 2014

Rachael Clutton
Johnson & Johnson
Nicorette

Hi Rachael,

RE: Nicorette Irish Adverts (DSI & Safe)

ADVERT 1 – DSI CREATIVE

DESIGN CONCEPTS

To prepare a design concept based on the brief provided, using copy supplied. To present colour visuals of the design concept in pdf format, for indicative use of images, graphics and colour application for consideration.

- time and materials

£210

ARTWORK

On approval of the design layout, to allow for 2 rounds of simple amends and supplying further PDFs for approval. On final approval to run colour separated b/w lasers, run 'flight check' software and supply high resolution PDF for printing.

- time and materials

£2100

ADVERT 2 – SAFE CREATIVE

AMENDS

To amend the supplied current artwork files with changes requested. To present colour visuals of the design concept in pdf format, for indicative use of images, graphics and colour application for consideration.

- time and materials

£70

ARTWORK

On approval of the design layout, to allow for 1 round of simple amends and supplying further PDFs for approval. On final approval to run colour separated b/w lasers, run 'flight check' software and supply high resolution PDF for printing.

- time and materials

£140



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TOTAL COST OF PROJECT

£630

I have prepared costs in accordance with your brief and details outlined at this stage and hope that these costs meet with your approval and I look forward to hearing from you in due course to proceed.

Kind Regards

Lauren Brady
Account Manager

