

10<sup>th</sup> June 2014

Sudarshana Sinha  
Johnson & Johnson  
Winter Meds

Via email

Hi Su,

**RE: Winter Meds Phase 1 E-detail Aid**

#### **STAGE 1 – COPYWRITING**

To provide copy for the EDA from the current materials and presentations provided, and create clear, pharmacist focused copy. To allow for approval and one round of amends if required.

- time and materials

**£650**

#### **STAGE 2 - DESIGN**

##### **DESIGN CONCEPTS**

To prepare a design concept for a pharmacy e-detail aid introducing the types of cold and the three new NPD. 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

**£1,260**

##### **AMENDS**

To allow for 2 rounds of design amends (*please note; copy amends would incur an additional charge at this stage as this should now be approved*) and supplying further PDFs for approval. On final approval to run colour separated b/w lasers, run 'flight check' software and supply full artwork files for build.

- time and materials

**£420**



### STAGE 3 – BUILD

To build the approved design into HTML5 format for use within the DSF system. To include animation where relevant to improve user experience. Upon approval to collate full packaged files for upload onto the DSF system by J&J.

- time and materials

**£1,050**

### TOTAL COST OF PROJECT

**£3,380**

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

