LET'S GROW TOGETHER.

Kayi
digital

ONA

↘ **Project Summary**

ONA is launching as a budget-friendly household cleaning brand with four products: Toilet Bowl Cleaner, Multi-Surface Cleaner, Dishwashing Liquid, and White Phenyle. This Month 1 trial establishes ONA's Instagram presence and prepares the brand for paid advertising.

Timeline: 6 weeks total

- Days 1-10: Brand identity, product photography, onboarding
- Dec 15 - Jan 11: Content creation and publishing

Month 1 Deliverables: Complete brand identity kit, professional product photography, 12 Instagram posts, 4 Reels, 4 Stories, 4 Highlight Covers, and account setup.

Project Deliverables

Phase 1: Foundation

Brand Identity

- Market research and competitor analysis
- Brand positioning document
- Complete brand kit (logo, colors, typography, visual guidelines)
- Brand voice and messaging framework

Product Photography

- Professional photography session for all four products
- Multiple angles and lifestyle shots
- Edited image library ready for social media

Phase 2: Content Creation

Instagram Content

- 12 Instagram posts (3 per week) introducing ONA and showcasing all products
- 4 professionally edited Reels with trending audio and optimization
- 4 Instagram Stories
- 4 custom Highlight Covers
- Instagram business account setup and optimization
- Content calendar and hashtag strategy

Creative Concept & Approach

Our research-driven approach ensures ONA's content resonates with target audiences and stands out in the household cleaning market.

Process:

1. Market and competitor analysis
2. Script and concept development for all content
3. Client approval of references before production
4. Content creation aligned with approved concepts

Month 1 Focus:

- Introduce ONA to market with equal representation of all four products
- Build brand awareness through educational and product-focused content
- Create visually consistent feed that reinforces brand identity
- Prepare foundation for future paid advertising

Content Strategy: The specific content mix (educational vs. product-focused vs. lifestyle) and Highlight categories will be determined after comprehensive research and client input.

Paid Ads Readiness: All content is designed to test messaging angles, identify top-performing creative, and build engagement. If proceeding with paid ads, we require 10 days advance notice for campaign planning.

Tentative Implementation Timeline

Days 1-10: Foundation Phase

- Days 1-2: Client completes onboarding form, initial consultation
- Days 3-4: Brand positioning document and market research
- Days 5-7: Product photography session and editing
- Days 8-10: Brand identity development and approval

Weeks 1-4: Content Phase

- Week 1: Script development and approval, publish 3 posts, 1 Reel, 1 Story
- Week 2: Publish 3 posts, 1 Reel, 1 Story
- Week 3: Publish 3 posts, 1 Reel, 1 Story
- Week 4: Publish 3 posts, 1 Reel, 1 Story, complete deliverables, Month 2+ discussion

Critical: Client approvals required within 24 hours at each stage (onboarding form, brand positioning, brand identity, scripts, content) to maintain timeline. Delays will extend completion date proportionally.

Implementation Timeline

Month 1 (Weeks 1–6): Digital Foundation

- Website design, development, and launch
- Professional product photography completion
- Instagram content creation and account setup
- Brand guidelines and visual identity finalization
- SEO optimization and technical setup
- Meta Business Manager and tracking setup
- PowerCube launch strategy preparation (campaign assets, e-commerce setup)

Month 2: Campaign Launch

- Meta advertising campaigns go live
- Social media content calendar execution across all platforms
- Performance tracking and initial optimization
- Community management and engagement initiation
- PowerCube pre-launch teasers released
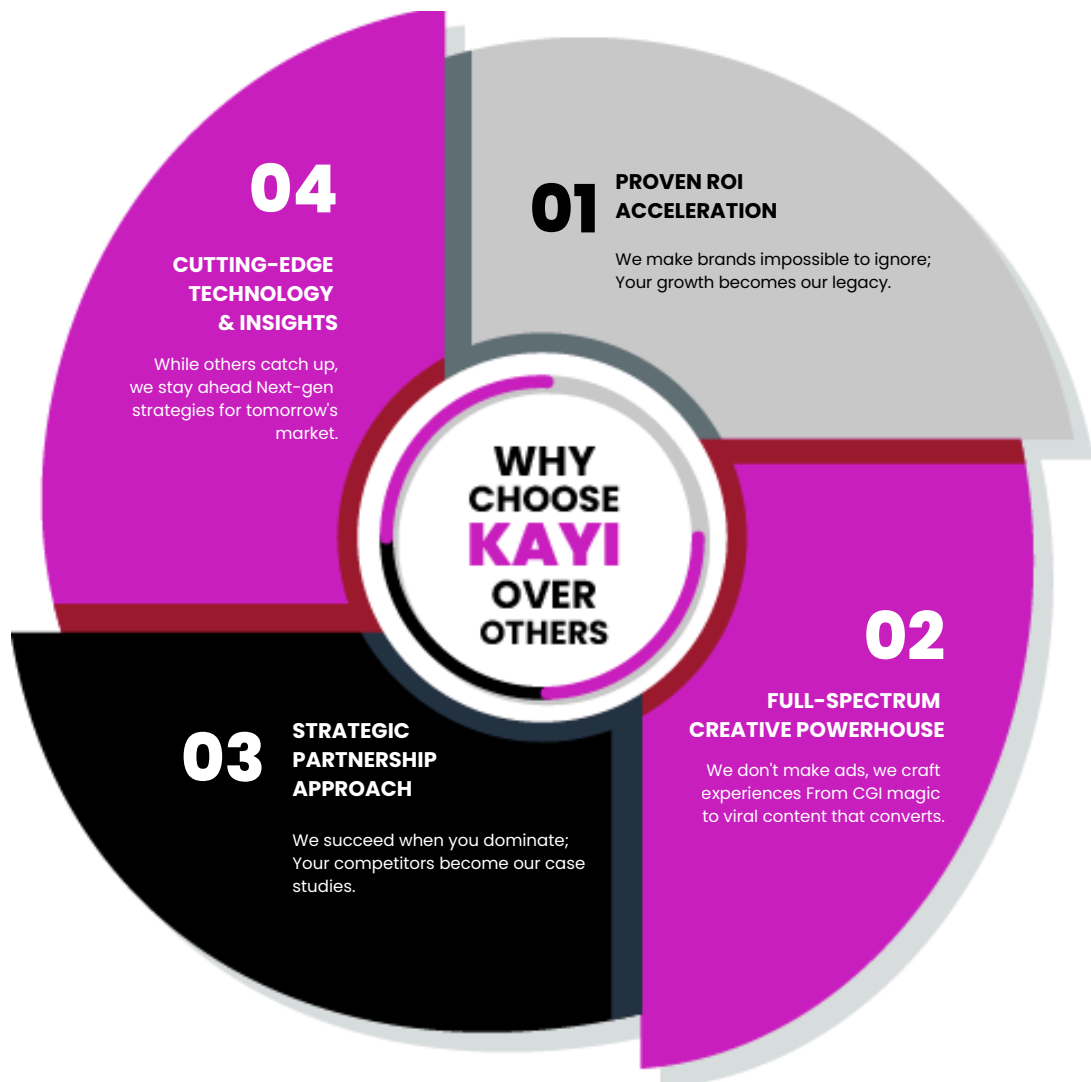
Month 3–4: Optimization & Growth

- Campaign performance analysis and optimization
- Audience expansion and budget scaling
- Content strategy refinement based on engagement data
- E-commerce integration completion and testing
- PowerCube official launch campaigns rolled out

Month 5–6: Scale & Expansion

- Advanced targeting and lookalike audience creation
- Seasonal campaign development
- Performance data analysis and strategy refinement
- Long-term growth strategy implementation
- PowerCube bundled offers and loyalty campaigns introduced

Why Choose Kayi Over Others?

04 CUTTING-EDGE TECHNOLOGY & INSIGHTS

While others catch up, we stay ahead Next-gen strategies for tomorrow's market.

01 PROVEN ROI ACCELERATION

We make brands impossible to ignore; Your growth becomes our legacy.

WHY CHOOSE KAYI OVER OTHERS

03 STRATEGIC PARTNERSHIP APPROACH

We succeed when you dominate; Your competitors become our case studies.

02 FULL-SPECTRUM CREATIVE POWERHOUSE

We don't make ads, we craft experiences From CGI magic to viral content that converts.

Next Steps & Project Onboarding

Getting Started

Step 1: Sign agreement and process the initial payment

Step 2: Complete onboarding form within 24 hours (we'll send detailed form covering brand vision, products, target audience)

Step 3: Brand positioning review (Days 3-4) - we conduct research, present findings, gather feedback

Step 4: Product photography coordination (Days 5-7)

Step 5: Brand identity approval meeting (Days 8-10) - includes 2 rounds of revisions

Step 6: Content script approval (Week 1) - review references and concepts before production

Step 7: Content production and publishing (Weeks 1-4) - 2 rounds of revisions per piece

What We Need From You

- Timely approvals within 24 hours to maintain timeline
- Product samples for photography
- Instagram account credentials or collaboration to create account
- Prompt responses during research phase

Terms & Conditions

Investment & Payment

Total Month 1: Rs. 115,000

- Rs. 72,500 due upon contract signing
- Rs. 42,500 due December 20th, 2025

Scope & Timeline

This agreement covers deliverables in Section 2. The 6-week timeline depends on client approvals within 24 hours at each stage. Delays in approvals will extend the timeline proportionally.

Revisions

- Brand identity: 2 rounds of revisions
- Content pieces: 2 rounds of revisions per piece
- Reference and script approval required before production

Additional revisions accommodated at hourly rate.

Intellectual Property

Upon final payment, all assets become ONA's exclusive property for unlimited use. We retain portfolio rights.

Month 2+ Continuation

Month 1 is a trial period. Continuation options and pricing discussed during final review meeting. If not continuing, ONA retains all content and can post organically.

Cancellation

7-day written notice required. Payment for completed work calculated on prorated basis. No refunds for completed phases.

Proposal Validity

This proposal is valid for 15 days from presentation date.

Contact

Our team handles all development work (content creation, design, editing) after 6:00 PM on weekdays, so if you have technical questions about content or design, you can expect responses from us after that time.

For everything else, we're pretty responsive! Our average response time in the project communication group is 2-3 hours during business days. We'll also have weekly check-ins to keep you updated on progress and handle any approvals you need to make.

Warm regards,
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LOOKING FORWARD TO **ONA X KAYI**

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