



Pricing

We like to be transparent about pricing with our partners, so we work in through using different scales to make it as simple as possible.

On smaller projects, we usually work on a product-based structure, but for larger campaigns we work on a package basis.

This means that we are able to be more flexible with your time and work according to what you need, and when – essentially functioning as an external marketing department for you.

Time contracted per month	Price per hour (GBP)
Up to 50 hours	40
100-200 hours	32
200-400 hours	27
Over 400	25

Please note these prices apply to all team members, and hours will be shared amongst whichever resource is being used. Also, all prices exclude VAT.

The next page contains broad hour estimations on all of our disciplines to help you make your decision.



Strategy

Type of activity	No. of hours
» Campaign setup <ul style="list-style-type: none"> - Brainstorming - Idea development - Client onboarding - Team and process setup. 	10-15
» Social media strategy <ul style="list-style-type: none"> - 6 month strategy - up to 20 slides, includes: channel spread, tone of voice, mock-up visuals / definition of style, rubrics, brand personas, advertising strategy and estimated budgets 	20-40

Execution

Type of activity	No. of hours
» Logo design <ul style="list-style-type: none"> - Three suggestions for new logo design and 2 rounds of adjustments after the client chooses one variation 	10-15
» Brand book <ul style="list-style-type: none"> - Brief company presentation – core values, mission, vision - Identity elements – logo variations, sizes, required spacing space, implementations for print and digital - Color palette, typography - Sample applications – mock ups of business cards, folders, banners, etc. 	20-25

* Applications to be determined with client

Execution (cont.)

Type of activity	No. of hours
<p>» Website visuals</p> <ul style="list-style-type: none"> - In order to upgrade the visual identity of the current website, we will need approximately 15 to 25 hours of design input. With a more detailed brief, we can provide a precise financial frame for this task 	<p>Dependent on scale. Rate at 25 GBP per hour.</p>
<p>» Starter social media monthly package</p> <ul style="list-style-type: none"> - Facebook content creation and management - LinkedIn content creation and management - Reporting and communication 	<p>20-40</p>
<p>» Branding and print materials</p> <ul style="list-style-type: none"> - All branded materials (including and not limited to) business cards, folders, headers, banners, exhibition stands, presentation documents and other templates. 	<p>Dependent on scale. Rate at 25 GBP per hour.</p>
<p>» Presentation video</p> <ul style="list-style-type: none"> - Educational video up to 60 seconds, including: concept, creative direction, scripting, 1/2 shooting day at one location with TriplePro team and equipment; editing with up to 2 rounds of corrections 	<p>20-40</p>
<p>» Feature video</p> <ul style="list-style-type: none"> - 1 video, up to 90 second length, prepared for digital use, video process includes: concept, creative direction, scripting, up to 2 shooting day at location with TriplePro team and equipment; editing with up to 4 rounds of corrections 	<p>40-80</p>