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A Proposal to Logistics Capital Partners & Oxford Properties

Cranebank, Heathrow Marketing Proposal

TASSELL DESIGN.

THE CREATIVE AGENCY FOR BRANDING, ADVERTISING, AND EVERYTHING WEB

At Tassell Design we have total commitment in the belief that high quality design can have a major impact on your business, customers and stakeholders.

We are a multi disciplinary agency, based in Leicester.

We have an experienced in-house team of designers and web programmers who can provide imaginative and intuitive design solutions which support and drive business and meet the challenges of modern communications.

We can provide inspiration as well as practical help from creative concepts through to helping manage the production elements and print process if required.

Working for clients in the UK, Europe and the USA, we are aware of the requirements of working in many different formats, in many different languages.

Our long-standing relationships with both clients and suppliers alike, are testimony to our skills and dedication to creating quality work, within budgets and timescales.

Over the years Tassell Design have continually delivered creative yet pragmatic solutions to a varied and demanding client base. Our aim is to not only meet but to exceed client expectations in terms of quality and delivery. It is through this ethos that we have built long term relationships with our clients.

Inhouse or Outsourced?

At Tassell Design we have a skilled in house team to produce ALL design work across all medias.

We have our own inhouse web team who program/code/build websites - working closely with the design team.

We use a trusted network of specialist partners for CGI's, Photography, Filming, Printing, Sign Production etc.

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Budget Proposal

The following costs are based on the information in the initial brief.
We will issue formal estimates for sign off once instructed with specific detailed requirements.

Initial scheme marketing

New Identity

Design and originate new visual identity for scheme based on supplied information. Create logo artwork with colour palette. Provide 1 option for consideration

Develop chosen style to be rolled out across marketing campaign.

Research and develop naming options for scheme	£650
Design scheme logo – 1 option	£650

Campaign Concepts

To best promote the scheme we'd propose developing a campaign theme, identifying scheme USP's and preparing coherent campaign messages. Prepare campaign creative messages to show roll out across the campaign.

Concept work	£3,000

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Marketing Brochure

Design and originate 8 page brochure to show the two unit scheme.
Cost based on up to three rounds of amends for the brochure design.
On approval supply optimised pdf version of the final brochure.

If a local map, coloured up masterplan or location/drive time map are required we have itemised this as a separate cost below.

Design and originate 8 page brochure	£2,550
Draw, colour and annotate map – price per map	£325
Draw, colour and annotate masterplan – price per plan	£350
If brochure printing is required, a quote for this will be supplied at a later date	

Photo Library Images

Occasionally photo library images are used on projects. Costs can vary widely depending on subject and Image library used.
For this scheme we have estimated the cost below for the use of library images.

Library images	£250

CGIs

To capture the scheme from it's best viewpoints we'd suggest producing one aerial CGI. A further two ground level CGIs will then help capture all unit façades.

Ground CGIs x 2 (£1,600 per CGI)	£3,200
Aerial CGI x 1	£1,800

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Photography

As the scheme progresses, photography is essential to document the progress on site. Due to the close proximity to the airport, drone photography is recommended but will require permission from the airport prior to taking place. *Note: permission can take up to two weeks to be permitted.*

We will work with you and the build programme to ensure progress is documented. The number of visits is to be confirmed.

Drone photography – per visit	£850

Signage

Design and artwork a new marketing signboard to promote the scheme.

Costs based on up to three rounds of amends.

Prepare final artwork, output digital files for production. *Production and installation costs subject to survey.*

Design and origination 3660mm x 2440mm marketing board	£720
Produce and install 3660mm x 2440mm marketing board	£2,200

Targeted Marketing Emailers

Design, program and distribute 6 marketing emailers promoting the scheme. Price subject to being provided IAS list.
Due to GDPR guidelines, if purchased lists are to be used the company who purchased the list will have to send out the emailers. Tassell Design will provide the HTML artwork for you to do this.

Design Program, distribute to supplied database x 6 emails	£3.600

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Scheme Website

Design and program dynamic multi page, scrollable website typically to include:

Scheme logo	Scheme description
Images/CGIs	Location/map
Masterplan/floor plans	Demographics
Image gallery	Video
Marketing collateral downloads	Contact information

Web standards compliant - cross platform (latest browsers only), accessible and search engine friendly.
Prepare final website, upload, test, go live.

Design and origination, programming, setup, upload and test	£4,800
12 months hosting and SSL certificate	£450
Domain name registering .co.uk	£25

Below are some examples of websites we have designed and built:

https://www.fusebedford.co.uk/
https://northamptoncross.co.uk/
https://www.thepowerhouse.london/

Promotional Movie

To better promote the scheme we would suggest producing a video highlighting the key features, such as location, demographics and connectivity

The movie should be dynamic and eye catching and suitable for use on social media and on the scheme website.

We suggest a 1-1.5 minute movie, with the option of clipping the movie into smaller sections for use on social media.

NB: the promotional movie is not a CGI flythrough. A cost for this can be found in the suggested extras on page 8.

Typical cost to produce a 1–1.5 minute movie	£4,000 – £6,000

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12pp Occupier Proposal Template

To aid early stage enquiries, we suggest producing a branded Occupier Proposal template – typically to include scheme overview, plans, scheme drawings / CGIs. This can be personalised to the individual occupier, including bespoke proposal terms if desired.
Design and originate Proposal Template. Costs include supplying an optimised interactive pdf version of the document. Costs based on up to three rounds of amends.

Design and originate proposal template	£3,000

Copywriting

To ensure consistent tone-of-voice throughout all marketing collateral, with variants for target-specific audiences, copywriting services are essential.

The below cost is an estimated overall budget for 12 months of copywriting services, typically this would include copy for brochures / emailers / website / social media and any bespoke marketing materials as required.

Copywriting for all marketing material for 12 months	£4,000

Event

Events can vary in scope depending on desired effect and budget. At Tassell Design we have organised many events from a simple bacon sandwich breakfast served from a mobile van to a Michelin Star lunch with celebrity guest speakers on a boat on the Thames – with obviously varying budgets.

Proposed event costs exclude any agent giveaway.

Either a pre-PC event at a venue or an on site event once the scheme has reached PC. This is subject to government guidelines around COVID-19 and event is subject to change to an online event.

A ballpark cost for budgetary purposes is given below, this will be confirmed once details are agreed.

Indicative event cost:	£8,000 - £10,000

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Suggested Extras

CGI Flythrough Movie

To help fully visualise the scale of the scheme we can produce a full CGI flythrough movie, using graphic elements for brand consistency.

An example treatment is as follows: Plot a journey into and around the site from the viewpoint of HGVs bringing goods in/out, white van drivers delivering from site, staff commuting to work, and split layered building detail over each level along with technical overview.

This movie would be suitable for use on the scheme website, in marketing communications, clipped and used on social media, and used for client presentations.

Cost would be confirmed on agreement of the storyboard and agreement of site plans. Estimated cost is given below.

Estimated cost to produce a 2–3 minute movie	£20,000 – £25,000

PC Virtual Tour

Once the units are built and available 360 virtual tours can be created to promote the scheme and provide a remote virtual viewing. Interactive hotspots provide key information and wayfinding markers to move around the site. Highlight the surrounding area, services and businesses.

Virtual Tour of scheme (estimated)	£5,000

(Excludes travel expenses)

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Estimated 12 Month Summary

Identity	
Research and develop naming options for scheme	£650
Design scheme logo – provide 1 option	£650
Campaign Concepts	
Concept work	£3,000
Marketing Brochure	
Design and originate 8 page brochure (incl. 1 x map, 1 x plan & library images)	£3,475
CGIs	
Ground CGIs x 2	£3,200
Aerial CGI x 1	£1,800
Photography	
Drone photography x 1	£850
Signage	
Design and origination 3660mm x 2440mm marketing board	£720
Produce & install 3660mm x 2440mm marketing board	£2,200
Scheme Website	
Design, programming, setup, upload and test (including 12 months hosting and SSL certificate)	£5,275
Targeted Marketing Emailers	
Design Program, distribute to supplied database x 6	£3,600
Occupier Proposal Template	
Design and originate proposal template	£3,000
Promotional Movie	
Produce a 1–1.5 minute movie	£6,000
Virtual Launch Event	
Launch event excluding agent giveaway	£10,000
Copywriting	
Copywriting for all marketing material for 12 months	£4,000
Total	**£48,420**

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